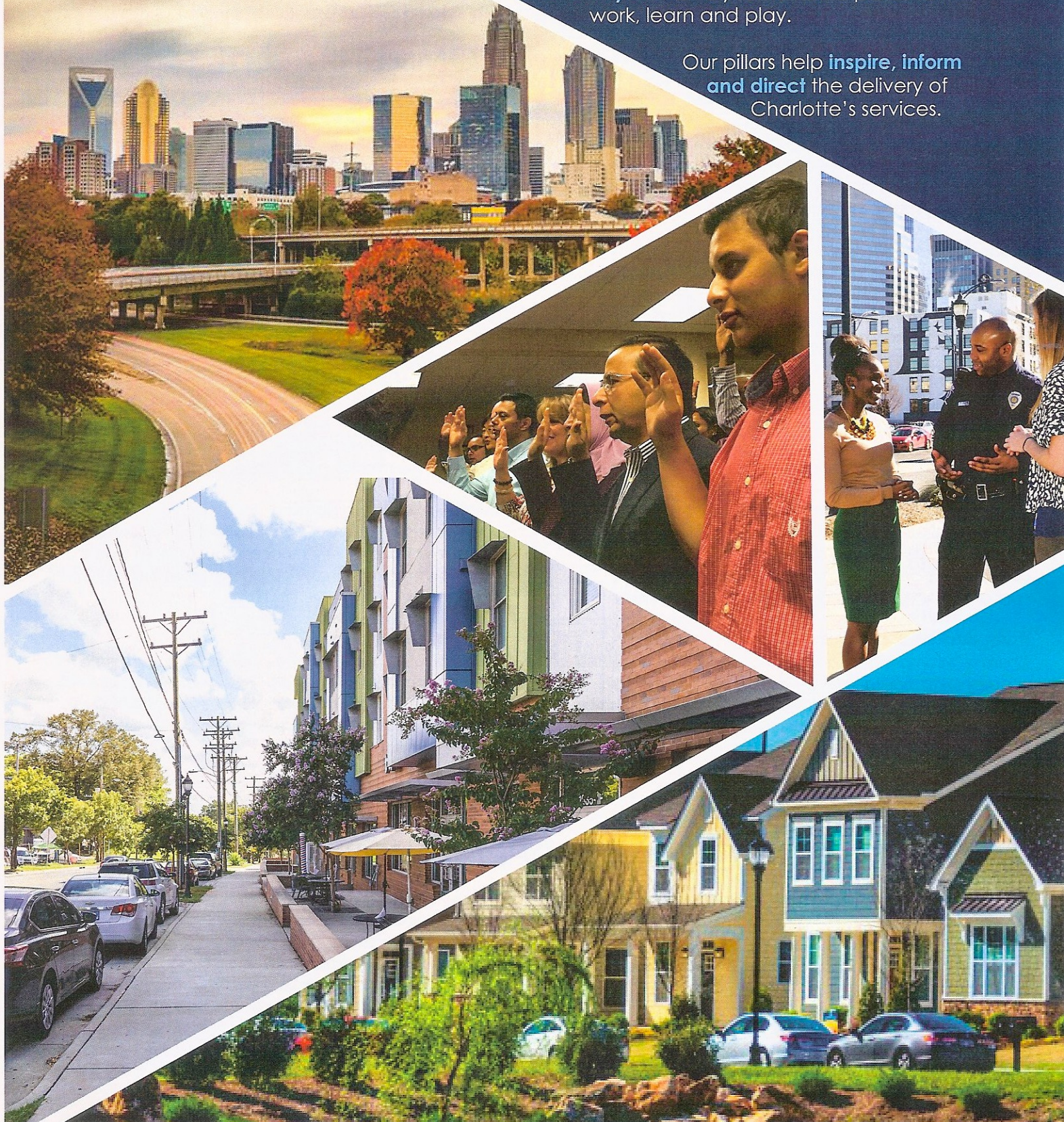


Making Charlotte The Winning City



Charlotte's government, with approximately **8,000 workers** and a \$2.39 billion budget (for FY 2018), works hard to ensure that **the City of Charlotte will be a winning city for everyone**, a truly remarkable place to live, work, learn and play.

Our pillars help **inspire, inform and direct** the delivery of Charlotte's services.





The City of Charlotte's five Focus Areas, Council's Community Letter, and the Charlotte-Mecklenburg on cultivating the **10 Traits of Winning Cities of Tomorrow**. These are the key values and practices

By incorporating these pillars into our daily practices, we are ensuring that Charlotte will thrive

SHORT TERM

MID TERM

CITY COUNCIL'S FIVE FOCUS AREAS

Community Safety

Keeping everyone safe is a top priority for Charlotte's community safety team. We actively involve community members in promoting safety and addressing threats to a make our city a safer community for all.

Economic Development

Charlotte's economic development team promotes equitable access to jobs, education, and opportunity for all residents and businesses. Our talented, diverse workforce and prosperous economy help boosts the region's robust growth.

Environment

Charlotte's environment team seeks to balance prosperity with protection of natural resources. We manage solid waste, energy, water and air through data-driven and environmentally conscious decisions.

Housing and Neighborhood Development

Charlotte's housing and neighborhood development team believes our distinct, livable neighborhoods provide the anchor for the delivery of city services and programs. We engage and empower residents in vibrant communities.

Transportation and Planning

Charlotte's transportation and planning team taps innovative partnerships to maintain our network of streets, transit, trails, sidewalks, bridges, rail, and freeways that enhance our ability to connect people and resources.

COUNCIL'S COMMUNITY LETTER

On Oct. 3, 2016, Charlotte City Council issued a Community Letter outlining goals for policing, housing and jobs following the Charlotte demonstrations. This letter pledged the Council's energy and focus on three areas:

Safety, Trust & Accountability

We will strengthen relationships and trust between our residents and law enforcement so that the community is protected and public safety is maintained across the city, while also reviewing policing practices and policies.



Quality, Affordable Housing

Open access to safe, quality and affordable housing is critical to our community's success. Our plan will create 5,000 workforce and affordable housing units over the next three years.

Good Paying Jobs

Residents, of all ages, must have the ability to compete for good paying jobs to live fulfilling lives and save for their futures. Our efforts connect workers to high demand occupations and assist those with barriers to employment.

ADDRESSING ECONOMIC OPPORTUNITY

Leading on Opportunity is the community-wide effort to honor the spark in all young people and ensure they have the tools and opportunities to thrive in our community, regardless of income, background, race or zip code. This effort is designed to address the economic mobility of all of Charlotte's residents. The Leading on Opportunity effort is based on recommendations presented by the Charlotte-Mecklenburg Opportunity Task Force.

The city has a critical role to play in the effort, as an employer of choice and also in the programming, policies and practices of various city services and operations. Together we will work to acknowledge the impacts of our history of segregation while also celebrating the importance of social capital as the core connector to lift people to a life with robust economic opportunities. The three key areas of focus include Early Care and Education; Career and College Readiness; and Family and Child Stability.

Charlotte Opportunity Taskforce recommendations direct our immediate priorities. As we look to the future, we focus on traits that help us navigate the major demographic and cultural trends shaping the future of cities.

Charlotte today and will be the winning city of tomorrow.

LONG TERM

THE 10 TRAITS OF WINNING CITIES OF TOMORROW

Beyond Borders

Advancing collaboration across and outside the region

Open Book

Being hyper-transparent and a proactive communicator

Shared Story

Advancing a seamless narrative; Why we're unique

Affordable Spaces

Meeting the rising demand for affordable housing

Open Mind

Being creative, innovative, and accepting of new ideas



Millennial Magnet

Being a hot spot for young professionals

15-Minute Livable Communities

Investing in diverse neighborhoods

Workforce Dynamics

Advancing large-scale training and re-skilling

Big Tent

Being a welcoming and inclusive community

Positive Buzz

Inspiring and scaling positive word of mouth

The community-wide effort provides a shared set of values, a common challenge and a vision that requires a long-term focus and ongoing commitment. By working as a community to tackle the issue of economic mobility in an innovative way, Charlotte is leading the way to create a model to benefit our children as well as show others the potential success of a collaborative solution.





OUR PILLARS AND IMPACT

In providing services to our community, we must ask ourselves the following:

How do current programs fit within the four pillars: Focus Areas, Community Letter, Winning Traits and Economic Opportunity?

What would you do differently with our pillars in mind?

Can you align your services with these pillars?

How are you planning to use the pillars in your decision-making process?

Are there programs that could work better together to fit our pillars?

