



Legislation Text

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CRA Strategic Planning (B)

At the February 2017 Board meeting, CRA Staff introduced the Community Vitality Report as a way to take inventory of completed projects and better understand their effects on the quality of life in the CRA Districts. The objectives of the effort were to measure the impacts of community initiatives, to gauge progress towards the redevelopment objectives, and to strengthen the ability to identify future projects with the greatest potential to contribute to community vitality. During this Vitality Report effort, there were specific themes that arose including: layers, scale, connectivity, health, authenticity, and partnerships. Those themes will be used as a foundation for the CRA's forthcoming strategic planning process.

The CRA strategic planning process was developed in order to provide clear linkage between the goals and objectives outlined in each of the area's Redevelopment Plan and the CRA projects which are pursued and implemented. The process is designed to maximize efficiency and promote action-oriented redevelopment activities and a timely implementation of CRA initiatives. The end result of strategic planning is the creation of a document called a Roadmap, a high level snapshot of CRA projects over a 5 year period. The document is utilized to help coordinate the budgets, timelines, resources, and partnerships necessary to bring reinvestment to the community and to achieve implementation of high-quality redevelopment projects.

At this meeting, Staff will provide an update of what's been accomplished since the last strategic planning process in the areas of community initiatives, community partnerships, community engagement, CRA talent and efficiencies and provide an overview of the strategic planning process that will run from September through December 2017.

None at this time

CRA Executive Director to the CRA Board: Hear presentation