|  | Primary Goal | Plan of Action | Update | Timeline for Start or Finish | Funding needed |
| --- | --- | --- | --- | --- | --- |
| 1 |  | Infrastructure | | | |
| 1a | Wastewater | * Sewer Plant * Sewer Lines (Repairs sized to accommodate growth) | Substantial completion Signed July, 2024 | Completion  As Necessary | Millions |
| 1b | Stormwater | * Prioritize Long-term Projects * Clear Annual Priorities for Staff * Funding/Budgeting | Received Grant of $500,000 for Merry Street project – Engineering  Pearsall St. Bidding | Summer of 24 | Millions |
| 1c | Water | * Complete Planning and Bid for Water Tower US301S * Create an action plan for the Water Plant | Out for Bid – Fall ‘24  Not Assigned | Maximum two years  Need to prioritize progress for decision | $3.5 Million  Millions |
| 1d | Street Improvements | * Prioritize street repairs * Allocate funding | Preparing engineer selection process & USDA application | RFQ Selection process started. | Approved $4-5M Debt. |
| 1e | Private Property utility Issues | * Finish Ordinance and Adopt * Plan for implementation |  | Spring of 2025 to adoption | Time  $100,000 |
| 2 |  | Public Relations | | | |
| 2a | Improve Public Relations | * Training for applicable employees * Research PIO position * Monthly Update of PR Activities * Signage for Active City Projects – Public Works and Utilities | In House Existing Personnel  In Staff Activity Reports  Complete | Signage for City projects Summer 24/ | $75,000  $1,000 |
| 2b | Regional Marketing Plan for Sports Events | * Communication with Local Businesses early when hosting Sporting Events * Reach out to sporting organizations (baseball, softball) to increase future travel ball events * Market to regional sporting organizations to host major events | Recreation & Tourism are working to prepare proposal for community benefit. | Creation of recreation marketing 24/25 | $10,000 |
| 3 |  | City Hall Renovations | | | |
|  |  | Plumbing Repairs |  | 24/25 budget year | $65,000 |
| 4 |  | Update UDO | | | |
|  |  | * Text Amendments to correct typos and implement newer growth recommendation in land use plan * More focus on land use and growth issues during work sessions |  | ongoing | Time |
| 5 |  | Business Recruitment and Investments | | | |
|  |  | * Actively Recruit Businesses working in partnership with Downtown, the Chamber and Tourism * Market Plan for Business Recruitment * Create and Fund Incentive Programs for private sector investments specifically *for restaurants* (façade grants, permit fee reductions, etc.) * Continue support and involvement with I95/I40 Alliance * Research Electricity Accessibility for Food Trucks and Conforming Ordinance |  | Ongoing – participate with tourism efforts  24/25 budget for incentive  Annual Alliance dues  24/25 budget for extending electrical access | $50,000  $25- $50,000 year  $55,000  $10-20,000 |
| 6 |  | Community Character and Beautification | | | |
| 6a | Gateways | * Work with NCDOT to add additional signage through I95 project * Increase Code Enforcement efforts along gateways | In Process | 24/27 depending on  I-95 project  ongoing | $250,000  Time |
| 6b | Wayfinding | * Bid and proceed with Phase 1 * Develop strategies and funding for future phases | Bid Awarded | Spring of 2025 completion | $250,000 budgeted |
| 6c | Reuse of City-owned properties | Identify Issues and Create Action Plan/updating Council regularly |  | ongoing | Undetermined |
| 6b | Beautification Efforts | * Look for funding and develop plan for specific projects * Seek community involvement and business participation * Look at Public Art Program – partner with schools |  | Need plan to direct funding 24/25 | Undetermined |
| 6c | Redevelopment Zone | Develop plan and Study feasibility for Redevelopment Zone |  | Consensus to move forward and determine area | Undetermined |
| 7 |  | Upgrade City Technology | | | |
| 7a |  | Update Payroll Software and Water Bill Payment (more user friendly) |  | Timekeeper software | $17,000 |
| 7b |  | Update Permitting Software | In Process | Active in November | $21,000 |
| 7c |  | Prepare Plan for Physical Hardware upgrades | Met with Harnett IT to discuss Hardware Plan | 3 yr. computer replacement plan | $60,000 |
| 8 |  | Senior Citizens Transportation | | | |
|  |  | Research Grant for funding |  | 24/25 | $60,000 |
| 9 |  | Increase Walkability/Connectivity | | | |
| 9a | Park to Park Trail | * Prepare Plan for Phase 2 * Funding and Implementation |  | 24/25 develop route | $500,000+ |
| 9b | Updates | Identify small and less expensive projects that can be completed in-house | Proposed $25,000 in annual budget | Ongoing | Budget maintenance of sidewalk |
| 10 |  | Parks and Recreation | | | |
| 10a | Codrington Park Improvements | * Upgrade Basketball Court Facilities * Complete Needs Survey for Parks and Recreation * Create plan for renovations * Burke St Improvements | Ribbon Cutting for Basketball Court was held at the Juneteenth Celebration | Complete  Survey feedback to direct plan 25/26 | $100,000 |
| 10a | Cemeteries | * Address Aesthetic Concerns (Berms) * Fencing and Lighting * Paving Repairs | Removal of Mound & Construction of Berm at Resthaven Complete.  Pavement crack sealed | Complete  24/25 budget Summer 24 | Time  $20,000  $50,000 |
| 11 |  | Facilities | | | |
| 11a | Water Plant | * Develop Plan * Find Funding |  | Set as Priority | ….. Millions |
| 11b | Public Works/Public Utilities Complex | * Develop Plan * Find Funding | USDA Grant Application Nearing Completion.  Phase II EPA Testing | Grant Application Summer 24  In process | Phase $12M |