|   | 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 completionSigned July, 2024 | CompletionAs 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 ‘24Not Assigned | Maximum two years Need to prioritize progress for decision | $3.5 MillionMillions |
| 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 PersonnelIn Staff Activity ReportsComplete | 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 incentiveAnnual Alliance dues24/25 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 projectongoing | $250,000Time |
| 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 | CompleteSurvey 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 | Complete24/25 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 24In process | Phase $12M |