

FY2022 CITY COUNCIL GOALS, INITIATIVES, & OUTCOMES

To advance our City's vision, every two years the Williamsburg City Council identifies new strategic initiatives for our city government. The Williamsburg City Council and staff are excited to present not only the 2021 / 2022 Goals, Initiatives, and Outcomes but a new vision statement for the first time in nearly 30 years.

This new vision statement is meant to carry us through the next two decades. It is our vision for the Williamsburg of 2040, and we will fulfill that vision with a strategic approach.

The Williamsburg City Council adopted the 2021/2022 Goals, Initiatives, and Outcomes (GIOs) on Nov. 12, 2020. Goals, Initiatives, and Outcomes (GIOs) provide an expression of priorities, as specific and measurable as

possible, and cover a two-year period. They are not intended to be a comprehensive list of all city services and activities. Instead, GIOs are a concrete, coordinated expression of the City Council's direction and focus.

The City of Williamsburg has a highly interactive strategic plan that links the GIO's to the City's strategic plan, performance measures and budget. In the Budget Guide section of the Budget, there are details on the goal setting process.

To obtain more information about the plan and to follow along with the progress, please visit williamsburgva.gov/dashboards.

**CLICK HERE
TO VIEW DASHBOARDS**



VISION STATEMENT & GOALS



VISION STATEMENT

ONE WILLIAMSBURG THAT IS COURAGEOUSLY LEADING, INNOVATING A MODERN CITY, PRIORITIZING SAFETY AND WELLNESS, ENGAGING WITH OUR PARTNERS, WHILE CONNECTING WITH THE WORLD.

GOALS

ONE WILLIAMSBURG
COURAGEOUSLY LEADING
INNOVATING A MODERN CITY
PRIORITIZING SAFETY & WELLNESS
ENGAGING WITH OUR PARTNERS
CONNECTING WITH THE WORLD

GOAL 1

ONE WILLIAMSBURG

A welcoming city where all people who live, work, and visit have the opportunity to thrive, regardless of age, race, ethnicity, income, sexual orientation, religion, or gender identity. The culture of our city will promote a variety of housing and employment options that welcome a diversity of backgrounds and opinions.



PARKS & RECREATION ACCESSIBILITY

Continue to implement changes at public parks and facilities to improve access and use in compliance with the Americans for Disabilities Act (ADA).



EQUITY PROGRAM

Develop an equity program for Williamsburg that considers new initiatives such as a minority business council, minority business loans, the diversification of boards and commissions, and minority neighborhood improvements.



AFRICAN AMERICAN HERITAGE TRAIL DEVELOPMENT

Pursue an African American Heritage Trail that features prominent locations and monuments to Williamsburg's past, including the Martin Luther King Jr. memorial.



IMPLEMENT NEIGHBORHOOD BALANCE

Consider the short- and long-term Neighborhood Balance Committee recommendations and develop an implementation strategy for the approved concepts.



AFFORDABLE HOUSING TASKFORCE

Convene a City Manager's taskforce to consider affordable housing initiatives that will include defining affordable housing in Williamsburg, density rewards, and inclusionary housing.



HOMELESSNESS INTERVENTION

Expand partnerships with community agencies to develop a continuum of services that support individuals and families facing homelessness.



EVENTS SUPPORT

Facilitate the post-COVID return of existing special events and create new or expanded event opportunities through the enhanced support and monitoring of CultureFix, the city's current event provider.

GOAL 2

COURAGEOUSLY LEADING

A commitment to leadership that is willing to embrace change with compassion, innovation, and aspiration to serve and engage the community. Our creativity, professionalism, and ability to deliver results will be recognized as a national governance model.



BENEFITS IMPLEMENTATION

Complete a secondary employee benefits package review that consists of comparative analysis, benchmarking, and retention rates. Report recommended changes and an implementation strategy to City Council.



COMMUNICATION PLAN

Continue to develop a communication plan that addresses strategies for creating a staff directory with photos; for celebrating the successes of the city; for pursuing recognition of city programs and projects; for improving the interface between City Council and the Boards and Commissions; and for rewarding volunteerism.



PERFORMANCE MEASUREMENT

Strengthen the link between the Goals, Initiatives, and Outcomes (GIO) process, the budget, and performance measures by better defining measurements and by producing operating reports that communicate progress toward goals established in the budget process.



COVID-19 RECOVERY PLANNING

Work with the Economic Development Authority to develop a COVID-19 recovery plan that focuses on rebuilding a recruitment strategy.



PARKING STUDY IMPLEMENTATION

Continue implementing the 2016 Parking Study, which includes “flipping” the rate strategy to allow free parking in the parking garage and unifying parking management downtown.

GOAL 3

INNOVATING A MODERN CITY

The equitable enhancement and protection of our entire city's natural beauty by respecting our past and building our tomorrow. Our modern city will include attractive streetscapes, diverse housing and employment options, inviting public spaces, appropriately located infill redevelopment, and modern connectivity — all to position our city so it can attract the next big opportunity.



REVIEW ARCHITECTURAL REVIEW BOARD REGULATIONS

Complete the review of the Design Review Guidelines, which will incorporate City Council feedback from joint meetings with the Architectural Review Board on new design materials and consider the Arts District and other areas where more flexibility is appropriate.



CITY SQUARE REDEVELOPMENT

Continue to plan and implement efforts for the redevelopment of City Square, which will include a new police station, a library project, a new Blayton Building, and a plan for the Triangle Building property.



DOWNTOWN VIBRANCY IMPLEMENTATION

Consider and develop an implementation plan for the next steps of the Downtown Vibrancy Plan, including the possibility of curbless streets, street closures, effect lighting, and projection mapping.



PUBLIC ART

Consider and adopt a public art program for the City of Williamsburg that includes a review process, funding strategy, and placement planning.



PROPAGATE COMMERCIAL REDEVELOPMENT

Develop and implement a plan for the redevelopment of vacant city assets, which should include new programs that incentivize the redevelopment of commercial investments.



CAPITOL LANDING ROAD REDESIGN

Continue to plan and construct a redesigned Capitol Landing Road as an entrance corridor for the City of Williamsburg, William & Mary, and Colonial Williamsburg.



OUTDOOR DINING

Identify strategies to allow outdoor dining districts citywide in a permanent, inviting, convenient, and safe environment.

GOAL 4

PRIORITIZING SAFETY & WELLNESS

Targeted services that support, improve, and sustain individual health and community safety. Our city will proactively address public safety and social health by daring to be creative in our practices as we address homelessness and racial equity, as well as pursue a robust parks and recreation system that reimagines the use of green space.



ENHANCE EXISTING PARK FACILITIES

Develop a comprehensive review of potential enhancements at each of the city's existing parks to boost visitation.



POLICE CHIEF'S CITIZEN ADVISORY BOARD

Design and institute a Police Chief's Advisory Board to help inform Police Department decisions regarding policy, reporting, and strategic planning. The advisory board will include varied perspectives from a racially diverse membership.



SHARED MISSION FUNDING

The budget design for the Human Services, Police, and Fire departments will include a review of and plan for shared mission funding.



MOBILE INTEGRATED HEALTH EXPANSION

Expand the Mobile Integrated Healthcare model – used by the Human Services, Police, and Fire departments – to improve community health and reduce frequent E-911 calls.



MODERNIZE FACILITIES FOR POLICE AND FIRE

Complete the construction of a new fire station downtown and initiate the design and construction of a new police station.



YOUTH PROGRAM EXPANSION

Utilize interdepartmental assets to provide youth counselors during the school year and to establish community policing practices that address truancy, academic failure, and crime prevention.

GOAL 5

ENGAGING WITH OUR PARTNERS

Collaborations that re-energize and reimagine relationships with our partners that result in mutual success. The city will leverage our position in the middle of the evolving Hampton Roads/Richmond Mega Region, establish future priorities with William & Mary and Colonial Williamsburg Foundation, and explore other partnership opportunities. The city will maximize strategic partnerships with James City and York counties, as well as expand our partner base to reinforce our national prominence and top-tier brand.



ONE-STOP WORKFORCE CENTER

Support programming and employment services at the One Stop Workforce Center in collaboration with Virginia Career Works, Thomas Nelson Community College, and regional partners.



WJCC FUNDING STRATEGY

Focus on funding strategies for Williamsburg-James City County Schools by negotiating a new funding contract that includes a better understanding of shared costs, benchmarking with comparable jurisdictions, and statewide advocacy.



CEDAR GROVE CEMETERY EXPANSION

Determine the feasibility of expanding Cedar Grove Cemetery during the monthly meetings between the city and William & Mary. Acquire property for expansion to meet 92 years of demand.



REGIONAL SPORTS COMPLEX

Work with James City County, York County, William & Mary, Colonial Williamsburg, and the Williamsburg Hotel & Motel Association to determine the feasibility of, a location for, and financial plan to develop a shared facility that expands sports programming and makes Greater Williamsburg more marketable for sports tourism.



LAWN SPORTS

Work with Colonial Williamsburg to establish a lawn sports facility downtown.



PHOTO HISTORY

Collaborate with Earl Gregg Swem Library as an archivist, John D. Rockefeller Jr. Library as a repository, and other potential community partners to develop a public photo history of the city to be displayed at the Stryker Center.

GOAL 6 CONNECTING WITH THE WORLD

Leverage our strategic location on the Interstate 64 corridor to our economic advantage by expanding technology and infrastructure and ensuring the daily mobility of our residents and visitors.



GATEWAY SIGNAGE

Complete the Gateway Signage Plan and implement the first phase of action, which will focus on downtown directional signs and the designation of Exit 238 on Interstate 64 as the gateway to Williamsburg.



WILLIAMSBURG AREA TRANSIT AUTHORITY SERVICE IMPROVEMENTS

Continue to support Williamsburg Area Transit Authority (WATA) improvements by further studying increased frequency along the high-demand routes, desired changes within the region, and funding needs to improve customer convenience and service dependability.



COLLEGE WOODS MULTI-USE CIRCUIT

Pursue a multi-use circuit around College Woods that makes improvements along Jamestown, Strawberry Plains, Richmond, and John Tyler roads.



BIRTHPLACE OF AMERICA TRAIL IMPLEMENTATION

Define and pursue the best route for the Birthplace of America Trail (BOAT) to connect the Virginia Capital Trail with Williamsburg's network of existing and planned bike routes; the route will continue through the city and traverse the Peninsula to Fort Monroe.



EMOBILITY EFFORTS

Pursue innovative transportation solutions. Collaborate with Colonial Williamsburg and William & Mary to initiate the eMobility Pilot Program and to evaluate the implementation of a golf cart community strategy in an effort to reduce parking demand and improve the deployment of low-emission transportation options.



BROADBAND AND 5G

Design a broadband service plan that equitably serves all citizens and visitors by combining traditional fiber to the user and 5G wireless services.