

**DUCK TOWN COUNCIL 3 TO 5 YEAR GOALS**  
*The Council set 3 to 5 year goals through a consensus process.*

Explore and implement a more effective outreach program to the business community

- Convene a meeting to encourage the creation of an independent and active merchants association that will result in their participation in improving the Town
- Partner and support as appropriate

Complete study of comprehensive pedestrian plan and implement solutions that ease congestion and increase safety

Using the Shoreline Erosion and Management Feasibility Study, finalize and implement a comprehensive beach management plan to preserve our greatest asset

Maintain the amenities of the Town to their current standard and make improvements where necessary and/or appropriate

Develop and implement a 5 year financial plan to optimize our resources

- Address human resources, infrastructure, fund balance, revenues, and future circumstances
- Develop a fiscal plan that sets a tax rate designed to reasonably fund projects and services and reflects the desire for flat/slow tax growth
- Work to get the most value for our tax dollars and communicate these decisions to all stakeholders

Complete southern extension of soundside boardwalk as approved and analyze feasibility of a northern extension

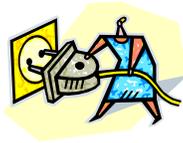
Continue to implement strategies designed to engage the stakeholders of the Town

- Foster community participation with ongoing events
- Maintain high level of communication and inclusion
- Solicit feedback on specific topics; consider whether regular survey would be useful

Design and construct a living shoreline erosion project to protect the park

Develop a long term plan for the renovation or reconstruction of the public safety building

Continue to advocate for traffic improvements including the construction of the Mid-Currituck Bridge, opposition to the widening of NC12, evaluation and implementation of stormwater improvements, and evaluation of public parking alternatives



## ACTION STEPS

Action Step	Timetable
1. Tyler will send the Town Council Session Report	9/16/12
2. Chris will distribute the Session Report to Council and staff members	9/17/12
3. Vision subgroup consisting of Nancy, Jon, Chris, and Andy will develop a draft vision (core vision, tag titles, and desired future states) to bring back to the full Council. Send to Council with review instructions after development prior to work session.	September
4. Council will review the draft Vision at the mid-month work session in October and come to consensus. (May also wish to finalize communication and implementation steps)	10/17/12
5. Adopt Duck Vision and Goals	12/5/2012
6. Communicate Duck Vision and Goals to citizens <ul style="list-style-type: none"> <li>• Publish in Town newsletter, by e-mail, and on website after adoption</li> <li>• Formally communicate the Vision/Goals at the Town retreat with a powerpoint show or video; Council Members will overview the Vision</li> </ul>	February 2013
7. Implement Duck Vision/Goals <ul style="list-style-type: none"> <li>• Use for budget preparation</li> <li>• Use for planning decisions</li> <li>• Incorporate into CIP</li> </ul>	on-going
8. Align with Land Use Plan - make sure that the Land Use Plan is consistent with Duck's Vision/Goals. Consider how the Vision/Goals could provide additional guidance and whether some components could replace the current land use vision statement.	on-going
9. Re-evaluate the Vision after each election, particularly if there is significant turnover. <ul style="list-style-type: none"> <li>• Orient new Council Members to the Vision</li> <li>• Determine an appropriate schedule for Goal review and development</li> </ul>	on-going
10. Connect decision-making to the Vision and Goals	on-going