Connect Morrisville

Strategic Plan FY2026 – FY2029

Approved July 22, 2025
RES 2025-148-0

MISSION
Connecting our diverse community to an enhanced quality of life through innovative programs and services.

VISION
A sustainable and thriving community that celebrates diversity and inclusion while enhancing the well-being of people who live, work and play in Morrisville.

VALUES
*Dedication
Integrity
Innovation
Courtesy*

USING THE PLAN
(ALL plan elements support the Goal)

- **Objectives**
  What are we going to do?
- **Initiatives**
  How are we going to do it?
- **Outcome Measures**
  How will we measure progress?
  *Outcome Measures are subject to change and are not subject to Town Council approval.

GOAL 1: Sustainable, Livable Community Growth	GOAL 2: Public safety readiness	GOAL 3: Engaged, inclusive community	GOAL 4: Community Mobility	GOAL 5: Economic Prosperity	GOAL 6: Operational Excellence	GOAL 7: Organizational Resiliency
Enhance quality of life through smart growth, preservation of natural resources, and vibrant community development.	*Provide a safe and secure community through prevention, education, readiness, and response.*	*Enrich the quality of life through programs, events, amenities, and services valued by the community.*	*Enhance mobility options through improved accessibility, connectivity, and collaboration.*	*Promote a business-friendly environment to diversify the economic base and attract an educated and highly skilled workforce.*	*Deliver exceptional service with an engaged workforce that effectively manages public assets and promotes transparency.*	*Maintain adaptability, continuity of operations, and community services if faced with organizational disruption*
Obj. 1.1: Promote balance of commercial and residential growth **Obj. 1.2:** Ensure responsible development and redevelopment, in accordance with priorities outlined in Town policies/plans to provide for current/future infrastructure **Obj. 1.3:** Identify and promote community sustainability opportunities within Town facilities and for Town policy/procedure **Obj. 1.4:** Identify and promote community sustainability opportunities	**Obj. 2.1:** Be operationally ready to meet the current public safety service needs of the community and staff **Obj. 2.2:** Evaluate, enhance, and promote community educational opportunities and encourage preparedness **Obj. 2.3:** Departments with first responders—such as police, fire, parks, and public works—will actively pursue continuous improvement in service delivery	**Obj. 3.1:** Validate community interests/desires/needs **Obj. 3.2:** Offer and/or expand events and programs that meet the needs and interests of the community **Obj. 3.3:** Enhance communication tools to increase involvement in activities, programs and opportunities for public engagement and collaboration **Obj. 3.4:** Create and promote both a community and staff environment that is welcoming to, inclusive of, and values diverse populations and perspectives	**Obj. 4.1:** Explore, evaluate, and enhance available mobility options **Obj. 4.2:** Explore and evaluate traffic management options	**Obj. 5.1:** Attract and retain businesses that support economic growth and community vitality **Obj. 5.2:** Promote and understand business and related education needs to support a ready workforce **Obj. 5.3:** Collaborate with community partners to support community needs	**Obj. 6.1:** Enhance community-facing programs and services **Obj. 6.2:** Attract, maintain, and develop a high-performing workforce that follows professional standards and is engaged in advancing community priorities **Obj. 6.3:** Enhance efficiency and productivity opportunities for staff **Obj. 6.4:** Foster culture of continuous improvement, transparency and accountability	**Obj. 7.1:** Enhance communication tools to increase involvement in activities, programs and opportunities for public engagement and collaboration **Obj. 7.2:** Maintain high level of financial standards compliance **Obj. 7.3:** Maintain fiscal solvency in the context of a changing environment **Obj. 7.4:** Preservation of natural resources to enhance environmental sustainability
Init. 1.1: Identify and expand housing options to meet current and future needs of the community **Init. 1.2:** Identify land available for preservation, development, and/or redevelopment **Init. 1.3:** Continue to promote and implement environmental sustainability opportunities **Init. 1.4:** Monitor progression of Town Center Project and Town Center District	**Init 2.1:** Departments with first responders will meet or exceed minimum standards for accreditation, staffing, and technology to ensure operational readiness **Init. 2.2:** Enhance and expand community information sharing for prevention and education programs to address health, safety, and self-sufficiency needs **Init. 2.3:** Implement feedback mechanisms for both internal and external safety programs to gather participant insight for future planning	**Init. 3.1:** Seek community input and feedback through regular program interactions **Init. 3.2:** Ensure equitable access, programming, engagement, and collaboration opportunities via all available mediums **Init. 3.3:** Create and offer programming inclusive of all cultures, backgrounds, and experiences	**Init. 4.1:** Collaborate with other government entities and the private sector to support the development of transportation infrastructure and related plans **Init. 4.2:** Implementation of prioritized mobility options recommended via study and/or comprehensive plan **Init. 4.3:** Commit funding for identified and prioritized mobility options into Capital Improvement Plans (CIP) **Init. 4.4:** Identify and implement traffic management options applicable to Morrisville	**Init. 5.1:** Facilitate new jobs and capital investment by supporting the retention and expansion of existing businesses and promoting commercial real estate developments and redevelopments that align with the Town's vision **Init. 5.2:** Foster a diverse and thriving small business ecosystem to drive economic growth, increase, and diversify the Town's tax base **Init. 5.3:** Solidify Morrisville's identity and increase its competitive positioning by highlighting its distinctive strengths, assets, and resources **Init. 5.4:** Support program opportunities for community business and educational development **Init. 5.5:** Foster local procurement to support small and minority-owned businesses	**Init. 6.1:** Align identified priorities with resources through Annual Operating Budget and CIP processes **Init. 6.2:** Encourage staff participation in professional development and continuing education opportunities **Init. 6.3:** Leverage technology and implement systems to improve operational processes and outcomes **Init. 6.4:** Regular review and evaluation of organizational processes, policies, and practices for relevance and refinement **Init. 6.5:** Utilize asset maintenance and replacement schedules to effectively manage costs **Init. 6.6:** Offer market-competitive compensation & provide inclusive workplace culture	**Init. 7.1:** Foster job creation and economic development in partnership with community partners and private sector **Init. 7.2:** Ensure equitable access, programming, engagement, and collaboration opportunities across all community demographics **Init. 7.3:** Support workforce upskilling and professional development **Init. 7.4:** Ongoing analysis of operational and capital growth capacity **Init. 7.5:** Create and engage in environmental preservation efforts
OM1.1: Number of developments incorporating affordable housing **OM1.2:** Participation in rental assistance program with desired incremental growth over time **OM1.3:** Number of rezoning applications incorporating conditions promoting sustainability **OM1.4:** Percentage of inspections scheduled on or before the requested date; Percentage of inspections completed/entered on or before the scheduled date; Percentage of plan reviews completed within the required timeframe on or before the due date	**OM2.1:** Reduce delta between actual Fire incident response time and benchmark annually **OM2.2:** Reduce Police false alarm calls annually **OM2.3:** Increased monthly community policing initiatives **OM2.4:** Increased total attendance at public safety-related events	**OM3.1:** Maintain monthly social media interaction and engagement **OM3.2:** Utilize analytics to determine the highest-trafficked areas of website for effective programming **OM3.3:** Monthly special event plan reviews completed/entered on or before the due date	**OM4.1:** Percent of pedestrian bridge deficiencies completed within 120 days of receiving final report **OM4.2:** Number of greenway, intersection, and sidewalk projects in design as compared to number of greenway, intersection, and sidewalk projects under construction **OM 4.3:** Smart Shuttle average boardings per hour and on-time performance	**OM5.1:** Net increase in quality, full-time jobs available to Morrisville workforce **OM5.2:** Net change in non-residential tax base over time **OM5.3:** Rate of new private investment announced/secured annually **OM5.4:** Percentage of small businesses utilizing provided resources	**OM 6.1:** Maintain PCI rating of 80 or higher for Town-owned and maintained streets **OM6.2:** Total building inspection permit applications processed without staff or processing error **OM6.3:** Overall reduction in time to fill vacant position postings **OM6.4:** Average growth in Open Data Portal adoption greater than industry standard year over year **OM6.5:** Complete Concern Reporter requests within 10 business days of receipt **OM6.6:** Percentage of projects completed on time and within 10% of base bid value **OM6.7:** Reported potholes on Town-maintained streets repaired or marked with traffic control device within 48 business hours	**OM7.1:** Maintain AAA Bond Rating among three credit rating agencies as evaluated on an annual basis **OM7.2:** Maintain effective Annual Budget utilization for all General Fund Departments **OM7.3:** Annual leadership and skill development training courses for Leadership Team members **OM7.4:** Annual energy savings resulting from implemented sustainability projects