

# Citywide Strategic Plan Presentation

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# Citywide Strategic Plan Process

**February 2020**  
City Council  
Strategic Workshop

**August 2020**  
Strategic Priorities  
Adopted

**October 2020**  
Director's Retreat



# City Council Approved Priorities

## Top 3 Strategic Priorities of the City Council 3 – 5 years (scored):

- 1. Public Safety (Score 15)**
  - a. Preventative/Preemptive approach
  - b. Public Space/Residential/Commercial
  - c. Reduce crime and increase Quality of Life (Feeling Safe)
  - d. Detention/Policing/Fire/Courts
- 2. Healthcare (Score 9)**
  - a. Expand access
  - b. Diversify medical community
  - c. Evaluate current conditions and environment
- 3. Diversify Economy (Score 8)**
  - a. Create friendly business climate
  - b. Bring new innovative businesses to Las Vegas
  - c. Go after a “Big Whale” vs. diversify



# Citywide Strategic Plan

## PRIORITY 1: PUBLIC SAFETY

### **OBJECTIVES:**

- Implement crime preventive strategies through the development of public trust and community policing programs
- Increase level of safety and satisfaction with law enforcement, fire and medical, and judicial services by improving quality of life for our residents, businesses, and visitors
- Address nuisance impacts to businesses and neighborhoods through increased homelessness mitigation efforts
- Develop multi-disciplinary human services to support the public safety system



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## PRIORITY 1: PUBLIC SAFETY

### GOALS:

**GOAL I: Neighborhood Revitalization** – reenergize and promote neighborhood revitalization program through collaboration

**GOAL II: Community and Law Enforcement Partnerships** – strengthen relationship with the community and law enforcement to respond to diverse needs

**GOAL III: Alternatives to Incarceration** – afford low-level offenders the opportunity to have alternatives to incarceration



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## PRIORITY 2: HEALTHCARE

### OBJECTIVES:

- Expand health care services, mental health, and substance abuse services for at-risk populations, including the homeless
- Develop a stronger public health system through public/private partnerships that support the health and wellbeing of the community
- Facilitate development of the Medical District to provide reliable access to medical services consistently throughout the community
- Support efforts to improve technical and higher education in the healthcare field
- Foster the environment for employment opportunities for healthcare professionals in the community (UNLV Medical School)



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## PRIORITY 2: HEALTHCARE

### GOALS:

**GOAL I: UNLV Colleges of Health Services and Health Sciences** – leverage UNLV’s various healthcare programs (Health Services, Psychology, Health Sciences, etc.)

**GOAL II: Corporate Responsibility Outreach** – align city’s marketing strategy to fit into corporate responsibility missions

**GOAL III: Mental Health Resources** – enhance assistance to connect at-risk and vulnerable populations with mental health resources



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## PRIORITY 3: DIVERSIFY ECONOMY

### **OBJECTIVES:**

- Incentivize private investment to increase business development and housing options
- Support education from Pre-K through workforce development to prepare for the increasing needs in the high-demand labor markets
- Evaluate zoning and licensing restrictions to allow for new types of business development
- Support large scale business development in the undeveloped portion of the city



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## PRIORITY 3: DIVERSIFY ECONOMY

### GOALS:

**GOAL I: Infrastructure for Connectivity** – expand broadband connectivity and mobility infrastructure equitably across the city

**GOAL II: Start-ups** – streamline the process for start-up businesses to support new innovative opportunities and industry

**GOAL III: Big box Stores** – facilitate opportunities for redevelopment of underperforming big box stores and strip centers



# Citywide Strategic Plan

## **NEXT STEPS:**

- **Finalize Strategic Initiatives**
- **Annual status report of Citywide Strategic Plan**