

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



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NEXT STEPS:

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