Expand the use of social media and website communication channels to reach more of the City’s constituents. Increase number of news releases, advisories and alerts distributed to media to better promote the City’s programs, initiatives and accomplishments. Pursue more opportunities to promote the City’s desirable quality of life and economic development prospects.

Continue to investigate methods to incorporate inclusion and diversity strategies effectively in the City of Gastonia.

Build at least ten more homes using federal HOME/CDBG funds for new homeowners in the low-to-moderate income areas of Gastonia within the next three years.

Investigate options and methods to efficiently and effectively pick up litter in the main areas and thoroughfares of the City.

Continue revitalizing and stabilizing the Highland area with new construction projects.

Work with the Charlotte Metropolitan Transit Commission to include expansion of the Charlotte Light Rail system (Silver Line) to provide service to Gastonia and commuter rail opportunities.

Complete the City of Gastonia – Schiele Museum Public/Private Partnership Assessment study.

Work with local non-profit agencies and developers to leverage funding and maximize the development of additional affordable housing units within Gastonia.

Evaluate fire station facility needs to provide coverage for potential expansion and/or annexation in or near the southeast portion of the City (Southeastern Annexation Expansion). Develop a task group to establish a plan of action.

Evaluate, expand and improve Police recruitment, retention and training processes and programs to better serve our community, maximize officer safety, promote professional standards and increase diversity and inclusion.

Promote and advance intelligence-led, problem-oriented policing and community-oriented City initiatives to identify and manage public safety issues.

Upgrade the traffic signal system; the current system is over 10 years old and needs to be upgraded to an internet-based system. Include discussions about expansion of our operational area in cooperation with NCDOT and other municipalities.

Develop and implement a Partnership for Stronger Neighborhoods program designed around building relationships and enhancing the quality of life in the City of Gastonia.

Apply for the 2019 NC Governor’s Highway Safety Grant in an effort to obtain up to four police officers, vehicles and equipment with a focus on reducing the number of motor vehicle crashes in high crash areas, reducing the number of speed-related crashes, reducing the number of impaired driving-related crashes and better educating teenage and young drivers to reduce crashes.

The City of Gastonia serves as a model for civic leadership as we engage our community of dedicated neighbors (Great People). We share a collective passion for personal safety, economic vitality, inclusiveness, cultural richness and overall sustainability (Great Place). Our distinct character is built upon a rich and unique heritage and fueled by enthusiasm for the promise of a bright tomorrow (Great Promise).

To provide fair, competent, responsive, cost-effective services at the highest level.

We, the Mayor, City Council, Managers, Supervisors and Employees practice Accountability, Inclusiveness, Safety, Professionalism, Honesty and Integrity to safeguard and enhance the public trust in City Government.
GOALS & OBJECTIVES

INFRASTRUCTURE INVESTMENT

Continue to partner with Gaston-Cleveland-Lincoln Metropolitan Planning Organization (GCLMPO), Charlotte Regional Transportation Planning Organization (CRTPO), NCDOT, Gaston County, surrounding municipalities, the City of Charlotte and private property owners to successfully plan and provide a funding mechanism for the construction of a new southern connection from Gaston County to Mecklenburg County over the South Fork and Catawba Rivers.

Work with interested stakeholders (property owners, USDOT, NCDOT, GCLMPO and the City of Lowell) to receive a federal BUILD Grant for the transportation network necessary to move forward on the new development opportunity of the Linkeberger property adjacent to I-85.

Implement plans/capital improvement projects:
- NC Highway 7 Corridor Study recommendations
- Second Avenue bicycle and pedestrian improvements
- FUSK District development
- Dixie Village pedestrian/transportation upgrades
- Continued extension of sidewalks and greenways mostly using federal, state and regional funding (Federal Transit Administration (FTA), Community Multiscale Air Quality Model (CMAQ), and NCDOT State Transportation Improvement Program (STIP))

GOVERNMENT

Develop and implement employee engagement opportunities with focus on professional development and leadership, inclusion, retention, communication and productivity.

Continue to monitor the job market for compensation and hiring trends, making adjustments when and where needed to ensure we continue to attract and retain qualified City employees in an efficient and timely manner.

Maximize investments and cash balances to make the most of City revenue in a safe, conservative manner.

Maintain a fund balance goal of at least 20% of General Fund expenditures and use fund balance only for non-recurring capital expenditures.

Connect all City facilities with fiber where return on investment is positive. Explore the utilization of City-owned fiber for a private/public partnership.

Continue to balance various rate components and adjust electric rates as needed to cover the true costs associated with owning and operating the electric grid.

Implement necessary rate increases to provide additional funding for repair and replacement of critical capital needs in the water and wastewater systems.

Complete the Municipal Operations Center Facility Master Plan and establish proposed funding mechanisms to implement the ten-year plan.

Complete and formally adopt the updated Parks and Recreation Master Plan and establish proposed funding mechanisms to implement the ten-year plan.

GOOD GOVERNMENT

ECONOMIC VITALITY

Implement the Greater Gaston Development Corporation (GGDC)-sponsored Charlotte Douglas International Airport/Gaston County Economic Development Plan by MXD Development Strategies to identify additional ways for the City to benefit economically from its proximity to the Charlotte airport.

Increase multi-family opportunities Downtown and increase Downtown residential and commercial occupancy rates.

Partner with the Akers Center, Eastridge Mall and Parkdale Mill site owners and management companies to invest in and redevelop the properties to maximize value.

Recruit satellite higher education facilities to Downtown Gastonia to create additional educational opportunities, create jobs and spur additional foot traffic.

Evaluate the use of federal CDBG (Community Development Block Grant) funds to create an employment advancement and training facility in the Highland area or central City to better serve citizens, especially in low-to-moderate income areas.

Establish redevelopement area for FUSE/Franklin Boulevard and develop framework for incentive availability in the corridor. Identify and budget for attainable report specified in the Highway 7 corridor project.