



Town of
Leland

Growing our future. Nourishing our roots.

Strategic Plan Update

Town of Leland

Kelli Newton, Budget & Strategy Manager

July 14, 2025

Background

Strategic planning provides clear direction for the community by laying out an actionable agenda over a specific planning horizon.

The 2030 Strategic Plan provides Leland with a tool to be used by elected officials and staff to align goal setting, create a framework for the allocation of resources, and focus efforts to meet the vision of the Town.

The 2030 Strategic Plan was adopted on October 17, 2024.



Strategic Priority Areas



Safe Community



**Resilient, High-Quality Infrastructure
and Environment**



Communication and Engagement



Organizational Excellence





Business and Neighborhood Enhancement



Status Definition

Status	Description
Not Initiated	Initiative is planned but no work has begun.
In Progress	The initiative has officially started and is actively moving forward from planning to execution according to schedule.
Delayed	Unforeseen challenges affecting progress, which may cause delays or temporary pauses in work.
Completed	All planned work is finished, and outcomes are achieved.
Cancelled	Initiative is no longer active or has been officially stopped.
Postponed	Work has been intentionally paused with a future restart planned.



Safe Community

 Strategic Initiatives	 Status
Evaluate and implement new technology to prevent and solve crime	In Progress
Conduct an analysis of the unmanned aircraft system program	Not Initiated
Establish a plan to implement a Town-wide camera system	In Progress
Establish a Continuity of Operations Plan (COOP)	In Progress
Update the Emergency Operations Plan (EOP)	In Progress
Complete the Threat and Hazard Identification and Risk Assessment (THIRA)	In Progress
Implement a quarterly emergency simulation training program	Not Initiated
Evaluate and develop a plan to increase on-shift training hours (Police)	Not Initiated
Evaluate and develop a plan to increase on-shift training hours (Fire/Rescue)	Not Initiated
Perform a study to evaluate Public Safety staff and resource allocations based on South Atlantic Region FBI data standards (Police)	In Progress
Perform a study to evaluate Public Safety staff and resource allocations based on National Fire Protection Association standards (Fire/Rescue)	Not Initiated

Resilient, High-Quality Infrastructure and Environment

 Strategic Initiatives	 Status
Update the Parks, Recreation, and Open Space Master Plan	Not Initiated
Update the Code of Ordinances to improve open space requirements	In Progress
Conduct an assessment to identify and prioritize stormwater deficiencies within the Town's stormwater network	In Progress
Create an ordinance to reduce development within the floodplain	In Progress
Conduct an assessment to identify sidewalk and multi-use path additions and connections	In Progress
Prioritize and implement recommendations outlined in the ADA Transition Plan	In Progress
Identify street connections recommended in the Integrated Mobility Plan (IMP)	In Progress
Update the Code of Ordinances to improve street interconnectivity requirements	In Progress
Update the street assessment report and prioritize road maintenance projects	In Progress
Identify bicycle lanes, new pavement markings, and crosswalks recommended in the Integrated Mobility Plan (IMP)	In Progress

Communication and Engagement

 Strategic Initiatives	 Status
Create an online transparency publication	In Progress
Enhance the comprehensive communication strategy for the budget process	Completed
Implement targeted public awareness campaigns	In Progress
Develop template/kit for elected officials for community events/hot topics	In Progress
Refine the Town's website and digital presence	In Progress
Develop a community outreach program	Not Initiated
Develop a social media presence action plan	Not Initiated
Create and adopt a Parks, Recreation, and Cultural Resources Strategic Plan	Not Initiated

Organizational Excellence

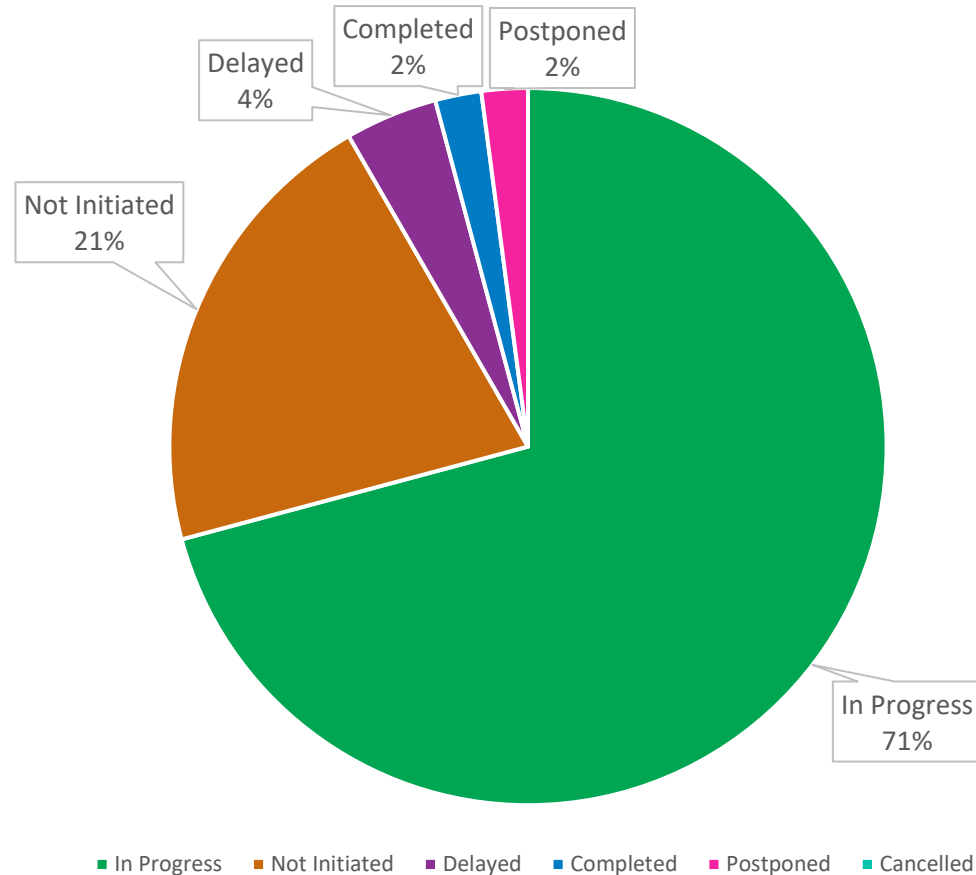
 Strategic Initiatives	 Status
Review and adopt an updated Fund Balance Policy	In Progress
Create and maintain a master list of funding opportunities	In Progress
Create and adopt a debt management policy	In Progress
Create specialized training programs for each Board and Committee	In Progress
Create a comprehensive IT training program	Not Initiated
Create a business process automation plan	In Progress
Create a comprehensive recruiting and hiring policy and program	Delayed
Create a comprehensive training and professional development program	Delayed
Conduct a space needs assessment	Postponed
Create an acquisition and replacement plan for fleet and equipment	In Progress

Business and Neighborhood Enhancement

 Strategic Initiatives	 Status
Develop a dedicated economic development fund	In Progress
Create an entrepreneurial support initiative	In Progress
Create and implement a Business Retention and Expansion (BRE) program	Not Initiated
Update the Leland TDA Strategic Plan	In Progress
Create requirements for street yards	In Progress
Create the South Navassa Road corridor study	In Progress
Create the Village Road corridor study	In Progress
Evaluate zoning regulations, districts, and restrictions	In Progress
Determine placemaking opportunities	In Progress

Strategic Initiatives Status as of June 30, 2025

Status	Amount
In Progress	34
Not Initiated	10
Delayed	2
Completed	1
Postponed	1
Cancelled	0
Total	48



Next Steps

- Strategic Plan Publication
- Biannual updates in July and January
- Next update in January:
 - Status updates
 - Introduction of proposed Strategic Initiatives for FY26–27





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