

City of Norwich Goals 2024



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Connecticut Conference of Municipalities

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Norwich City Council Goals Workshop

This report outlines goals set by the Norwich City Council. These items were flushed out during a recent 6-hour goal making workshop facilitated by the Connecticut Conference of Municipalities on Saturday, January 27, 2024.

The ideas outlined in the report are organized into categories, short, mid and long term. You will see that there are goals that carry over through more than one category. Below those categories are defined.

Short-Term Goals – these goals are items that can be accomplished within 1 year.

Mid-Term Goals – these goals are anticipated to take 1 to 3 years to accomplish.

Long-Term Goals – these goals are anticipated to take 3+ years to accomplish.

Within these categories we created subcategories inspired by the [Norwich Plan of Conservation and Development \(POCD\)](#). Below are the sections, you can find their descriptions in the POCD linked above.

LIVE

PLAY

CONNECT

GROW

RENEW



SHORT TERM GOALS

LIVE	PLAY	CONNECT	GROW	RENEW
Establish committee to identify a location for a new police station.	Establish opportunities for Cultural & Historical Asset Promotion	Increase City interdepartmental communication & coordination.	Continue to make the build out of the Occum Industrial Center a priority.	Public Relations Strategy to include: <ul style="list-style-type: none"> • Create a brand strategy across interdepartmental units within the City. • Create a brand strategy for each of the unique neighborhoods within the City – one that ties them all to the City of Norwich
	Review the Parks Plan and review execution.	Improve City Hall Customer Service & Relations – increase empathy	Apply for acceptance into the CT Main Street Accelerator Program	Continue to make the strategic disposition and acquisition of property across the City.
	Plan for a cultural arts district.	Continue fostering a Complete Streets strategy.	Leverage the SECTR	
		Public Relations Strategy to include: <ul style="list-style-type: none"> • Website updates • Explore hiring a community 	Continue to the work to revitalize the marina.	

		<p>engagement coordinator.</p> <ul style="list-style-type: none"> • Explore ways to encourage Norwich residents to feel emotionally connected to the City. 		
		<p>Identify costs associated with making Juneteenth a City observed holiday.</p>	<p>Consider hiring a Community Development Director specifically for grant application and writing.</p>	
		<p>Begin the discussions around City hiring practices as they relate to diversity and cultural competency training.</p>		

MID-TERM GOALS

LIVE	PLAY	CONNECT	GROW	RENEW
<p>Put out a referendum on building a new police station and take actions based on the outcome.</p>	<p>Execute Phase 1 of Parks Plan.</p>	<p>Continue the discussions and begin to implement City hiring practices that foster diversity and cultural competency training.</p>	<p>Continue to make the build out of the Occum Industrial Center a priority.</p>	<p>Continue to make the strategic disposition and acquisition of property across the City.</p>
<p>Revitalize the City neighborhoods:</p> <ul style="list-style-type: none"> • Solving the food desert issue • Finding ways to use the schools as a community resource within each neighborhood. 	<p>Plan for future execution of Parks Plan.</p>		<p>Gain acceptance into the CT Main Street Accelerator Program</p>	<p>Continue to execute brand strategy.</p>
	<p>Gain state approval for a cultural arts district and establish a committee.</p>		<p>Continue the work to revitalize the marina.</p>	

LONG TERM GOALS

LIVE	PLAY	CONNECT	GROW	RENEW
<p>Continue to revitalize the City neighborhoods:</p> <ul style="list-style-type: none"> • Solving the food desert issue • Finding ways to use the schools as a community resource within each neighborhood. 	<p>Prioritize the implementation of the Parks Plan.</p>	<p>Continue the discussions and begin to implement City hiring practices that foster diversity and cultural competency training.</p>	<p>Continue to make the build out of the Occum Industrial Center a priority.</p>	<p>Continue to make the strategic disposition and acquisition of property across the City.</p>
	<p>Maintain the cultural arts district.</p>		<p>Continue to the work to revitalize the marina.</p>	
			<p>Hire a Chief Information Officer to implement and execute the public relations and brand campaigns.</p>	