



STRATEGIC PLAN

2025-2030



Prepared by the Town of Mayodan

Town of Mayodan

Strategic Plan 2025-2030

I. Strategic Planning Overview

Executive Summary

This strategic plan outlines the Town of Mayodan's priorities for the years 2025-2030. The plan was developed through a collaborative retreat of elected officials and department heads. It reflects Mayodan's commitment to preserving its unique history while embracing growth, revitalizing the economy, and enhancing quality of life for all. Key priorities of the Town include infrastructure modernization, Downtown and Washington Mills redevelopment, and the expansion of outdoor recreational facilities.

Purpose of the Plan

To guide municipal decision-making and resource allocation in alignment with community values, long-term development goals, and regional planning efforts.

Strategic Planning Process

The Town of Mayodan's 2025–2030 Strategic Plan was developed through a collaborative process involving Town Council and department leadership, facilitated by a regional planning group. Prior to a two-day strategic planning retreat, participants completed independent input surveys, including a SWOC (Strengths, Weaknesses, Opportunities, and Challenges) analysis and draft mission, vision, and values statements. During the retreat, this feedback was consolidated into affinity maps and used in guided visioning exercises to establish the Town's organizational framework and strategic priorities. The resulting mission, vision, values, and strategic priorities, objectives, and key results were compiled into the Strategic Plan, which was subsequently presented to and adopted by the Town Council for the 2025–2030 period.

II. Organizational Framework

Vision

Mayodan honors its history and natural beauty while embracing growth through excellence to create an ever-improving quality of life.

Mission

To serve our citizens with integrity and transparency by delivering excellent public services, recreational opportunities, and a safe environment.

Core Values

Mayodan's core values are the foundation for everyday decisions and operations of the Town. These values embody our commitment to enhancing the quality of life for all.

- Community – *“We Put People First”*
- Collaboration – *“We’re Better Together”*
- Integrity – *“We Keep Our Word”*
- Belonging – *“This Is Home”*

III. Objectives and Key Results

Strategic Priority #1: Infrastructure

Proactively address aging infrastructure and facility limitations to ensure safety, service delivery, and readiness for future growth.

Objective 1: Develop a comprehensive infrastructure master plan.

Key Results:

- 1.1- Conduct a full infrastructure audit (water, sewer, roads) by June 2026
- 1.2- Identify system conditions, capacity constraints, regulatory risks, and operational vulnerabilities
- 1.3- Identify and map 100% of high priority improvement zones across the downtown and city limits
- 1.4- Finalize and adopt public infrastructure plan by March 2027 to guide capital investment and prioritization.

Objective 2: Secure sustainable funding and partnerships for phased infrastructure upgrades.

Key Results:

- 2.1- Hire consultant on commission or designate staff to apply for grants
- 2.2- Apply for at least 2 State and Federal grants by (USDA, DOT, CDBG) by December 2026
- 2.3- Secure at least \$3 million in funding commitments by December 2027
- 2.4- Allocate 15% of annual water and sewer budget after operating expenses over the next 3 years to infrastructure capital improvements
- 2.5- Complete a cost analysis for town operations of the sewer plant versus contracting out the work

Objective 3: Begin phased implementation of infrastructure projects starting Q1 2027.

Key Results:

- 3.1- Identify all lead pipes warranting replacement by November 2027
 - 3.2- Launch Phase I, Downtown core upgrades, by March 2028
 - 3.3- Complete 75% of planned Downtown water and sewer line replacement by December 2028
 - 3.4- Resurface or reconstruct at least 10 miles of city roads by end of 2030
-

Strategic Priority #2: Downtown and Washington Mills

Leverage Downtown and Washington Mills revitalization to create a vibrant inclusive, and economically resilient town center.

Objective 1: Advance the revitalization of the Washington Mills site as a signature park and community destination.

Key Results:

- 1.1- Complete design and engineering for Washington Mills Park Phase 1 by September 2026
- 1.2- Complete Phase 1 construction, including green space, trails, sports courts, river access, and supporting infrastructure by March 2028
- 1.3- Begin Phase 2 of Washington Mills Park by April 2028, pending funding

Objective 2: Develop a greenway connecting Washington Mills Park to Downtown Mayodan and the Mayo River State Park.

Key Results:

- 2.1- Secure the NCDOT Toll Credit Pilot Program grant award in October 2025
- 2.2- Allocate required local match funding through the FY26-27 budget
- 2.3- Complete engineering by 2029
- 2.4- Initiate utilities and right-of-way acquisition by 2030

- 2.5- NCDOT initiate construction by 2032 with completion scheduled for 2034

Objective 3: Renovate the former library building to serve as a new Town Hall.

Key Results:

- 3.1- Complete design plans for the renovation by April 2026
- 3.2- Begin construction in May 2026 with staff serving as general contractor and subcontracting work as needed
- 3.3- Complete all construction work by end of December 2027

Objective 4: Modernize the Police Department, while expanding into the existing Town Hall.

Key Results:

- 4.1- Allocate funding in the budget to cover design and construction costs
- 4.2- Complete design and cost estimate by March 2027
- 4.3- Begin construction by April 2027 with completion scheduled for June 2028

Strategic Priority #3: Fire Department Hybrid Staffing & 24/7 Service Expansion

Transition the Mayodan Fire Department to a sustainable hybrid staffing model that strengthens emergency response reliability and positions the department for long-term growth and 24/7 service capability.

Objective 1: Establish a 24/7 staffed substation along NC 135 through partnership with Rockingham County.

Key Results:

- 1.1- Initiate discussions with Rockingham County regarding partnership by March 2026
- 1.2- Develop interlocal agreement outlining contract terms by March 2026

- 1.3- Finalize staffing plan and funding allocation for 24/7 coverage by April 2026
- 1.4- Substation operational and staff 24/7 no later than September 30, 2026

Objective 2: Develop and implement a hybrid staffing model (full-time and part-time).

Key Results:

- 1.1- Complete needs assessment using professional firefighters' organization by February 2027
- 1.2- Determine strategy for implementing hybrid staffing model by March 2027
- 1.3- Fund second full-time position in Budget FY27-28

Strategic Priority #4: Workforce Analysis and Employee Retention

Ensure the Town of Mayodan is positioned to successfully accomplish its strategic priorities and meet growing service demands, while retaining a skilled, motivated workforce.

Objective 1: Conduct a comprehensive workload and staffing analysis and begin phased implementation of recommendations.

Key Results:

- 1.1- Collect data on job roles, workload indicators, and benchmarking comparisons by October 1, 2025
- 1.2- Engage staff and department heads through surveys and interviews by October 31, 2025
- 1.3- Analyze workload against current staffing capacity and identify gaps by November 28, 2025
- 1.4- Develop recommendations and report by January 31, 2025
- 1.5- Present findings to Town Council at the Budget Retreat 2026
- 1.6- Incorporate staffing recommendations from the analysis over the next three fiscal years through the annual budget

Objective 2: Strengthen employee retention, morale, and long-term workforce stability.

Key Results:

- 2.1- Collect data on job roles, workload indicators, and benchmarking comparisons by October 1, 2025
 - 2.2- Develop and present a comprehensive employee pay plan informed by market data, internal equity, and fiscal sustainability by March 2027
 - 2.3- Continue to evaluate benefits, incentives, and non-monetary retention strategies to support recruitment and retention
 - 2.4- Align performance evaluations, merit increases, and career progression opportunities with the pay plan by April 2027
 - 2.5- Integrate retention strategies into annual budgeting and workforce planning beginning FY 2026–27
-

Strategic Priority #5: Transparency & Community Engagement

Enhance transparency and communication to better engage the community and build trust in local government.

Objective 1: Improve transparency and accessibility of Town information.

Key Results:

- 1.1- Collect data on job roles, workload indicators, and benchmarking comparisons by October 1, 2025
- 1.2- Update and modernize the Town website to be user-friendly and informative by September 2025
- 1.3- Provide clear, timely updates on Town projects, services, meetings, and decisions to increase public understanding and confidence in local government

Objective 2: Enhance communication and community engagement efforts.

Key Results:

- 2.1- Engage the community through regular and consistent social media posts that highlight Town activities, projects, events, and services
- 2.2- Launch a monthly Town newsletter to keep the community informed about recent happenings, upcoming initiatives, and opportunities for involvement

Objective 3: Gather and respond to community feedback.

Key Results:

- 3.1- Complete a community-wide survey by **June 2027** to assess resident satisfaction, priorities, and concerns across all service areas
- 3.2- Analyze survey results and implement changes, where feasible, based on community feedback to guide future decision-making and strategic adjustments

IV. Governance and Accountability

- *Town Council*: sets strategic direction and approves funding
 - *Town Manager*: oversees implementation and performance tracking
 - *Department Heads*: execute initiatives and report progress
 - *Public Reporting*: annual strategic plan update published online and presented at Town Council meeting
-

V. Budget and Resource Alignment

- Strategic priorities integrated into FY2026-FY2030 budget cycles
 - Capital Improvement Plan updated to reflect infrastructure and recreation goals
 - Grant strategy aligned with state and federal funding opportunities
-

VI. Monitoring and Evaluation

- Quarterly performance dashboards reviewed by council
- Annual strategic plan progress report
- Mid-cycle review and adjustment in 2027