

# City of Savannah Strategic Plan Update

March 13, 2025

# Today's Agenda

Recap of City Council's Direction



Marketing & Promotion Strategies



Community Engagement & Feedback



Employee Engagement & Feedback



Next Steps & Timeline

# City Council's Direction

In March 2024, City Council convened a Visioning Session to determine priorities for the City.

The two-day meeting resulted in 166 priorities, which were refined to 6 Goals and 8 Organizational Values.

City Council directed the City Manager to perform a strategic planning process with the community.



# Marketing & Promotion Strategies

**SAVANNAH GPS**  
DEVELOPING OUR STRATEGIC PLAN TOGETHER

SAVANNAH

*Your City. Your Future. Your Voice.*  
Set the Strategic Direction of Our City

**1. Attend A Meeting**

Saturday, Feb. 1st 10a.m.  
Virtual Kick-Off (Details Forthcoming)

Monday, Feb. 3rd 6p.m.  
Windsor Forest Community Center

Tuesday, Feb. 4th 6p.m.  
Delaware Community Center

Wednesday, Feb. 5th 6p.m.  
Liberty City Community Center

Thursday, Feb. 6th 6p.m.  
Jewish Educational Alliance

Friday, Feb. 7th 6p.m.  
Coastal Georgia Center

Monday, Feb. 10th 6p.m.  
Pennsylvania Avenue Resource Center

OR

**2. Take the Online Survey**

Or  
Grab a Copy at a Local  
Community Center

AND

**3. Learn More At**  
[savannahga.gov/gps](http://savannahga.gov/gps)

## •Flyers Attached to Garbage Containers

- ✓ Over 52,000 residential garbage containers included strategic plan flyers with help from Sanitation staff.

## •Social Media & Video Promotion

- ✓ City Council promotional video encouraged residents to attend meetings and complete surveys.
- ✓ Featured other promotional announcements on official social media outlets.

## •Neighborhood Association Meetings

- ✓ Neighborhood Services Liaisons made announcements inform and involve residents.

## •Billboard Announcements

- ✓ Two billboards: one on I-516 near Hunter Army Airfield and another at Middleground Road & Abercorn Street.

## •City Manager's Email Outreach

- ✓ Sent emails to over 5,000 businesses to encourage participation.

## •Future Engagement Plans

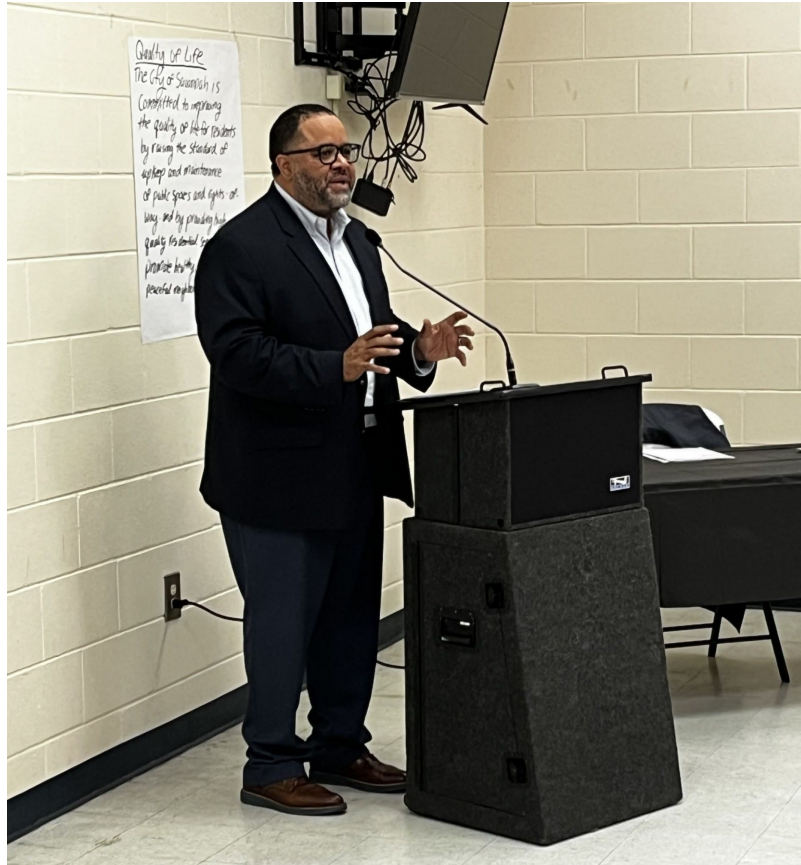
- ✓ Engaging youth and clergy to broaden community involvement.

# Virtual Kickoff Session

## Savannah GPS - Developing Our Strategic Plan Together



Recording Available at [www.savannahga.gov/gps](http://www.savannahga.gov/gps)



**District 6:  
Windsor Forest Community Center**

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**Monday  
2/3**



# District 2: Delaware Community Center

Tuesday  
2/4



# District 5: Liberty City Community Center

Wednesday  
2/5

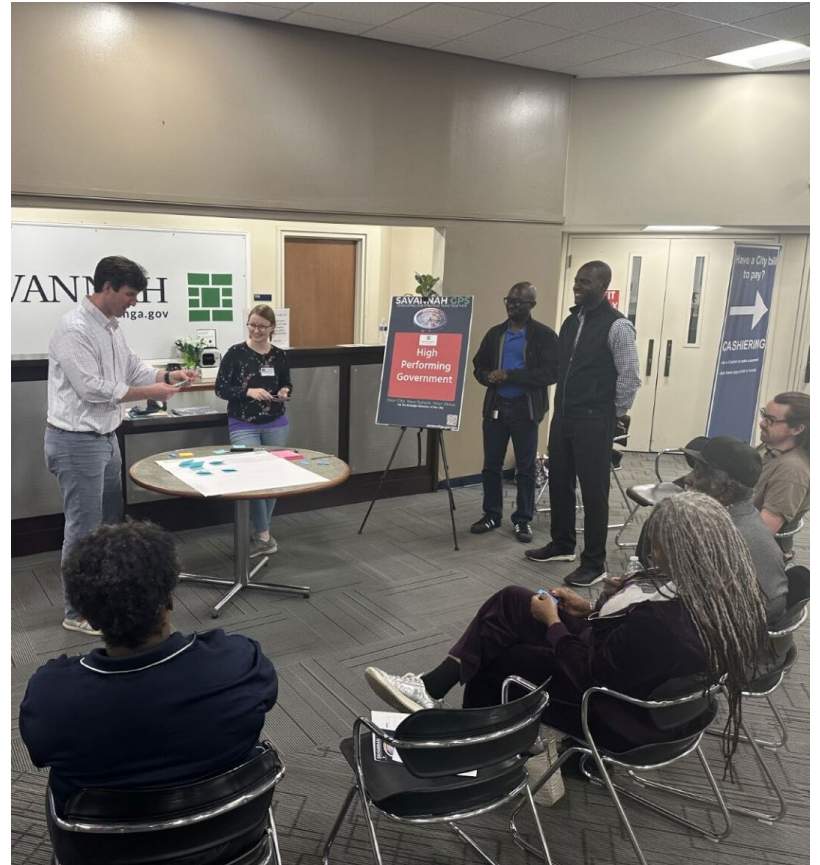




**District 4:  
Jewish Educational Alliance**

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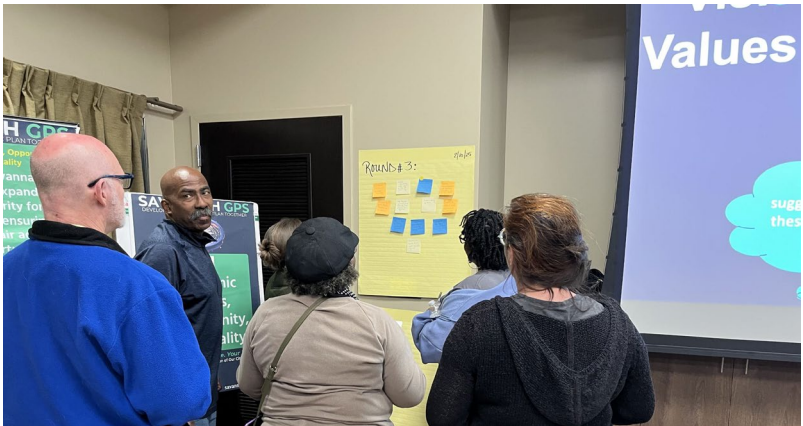
**Thursday  
2/6**



**District 1:  
Coastal Georgia Center**

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**Friday  
2/7**



**District 3:**  
**Pennsylvania Avenue Resource Center**

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**Monday**  
**2/10**

# Community Engagement & Feedback

## Public Meetings Held

- Nearly 300 attendees provided 1,545 comments
- Will post results on website

## # Of Surveys Completed

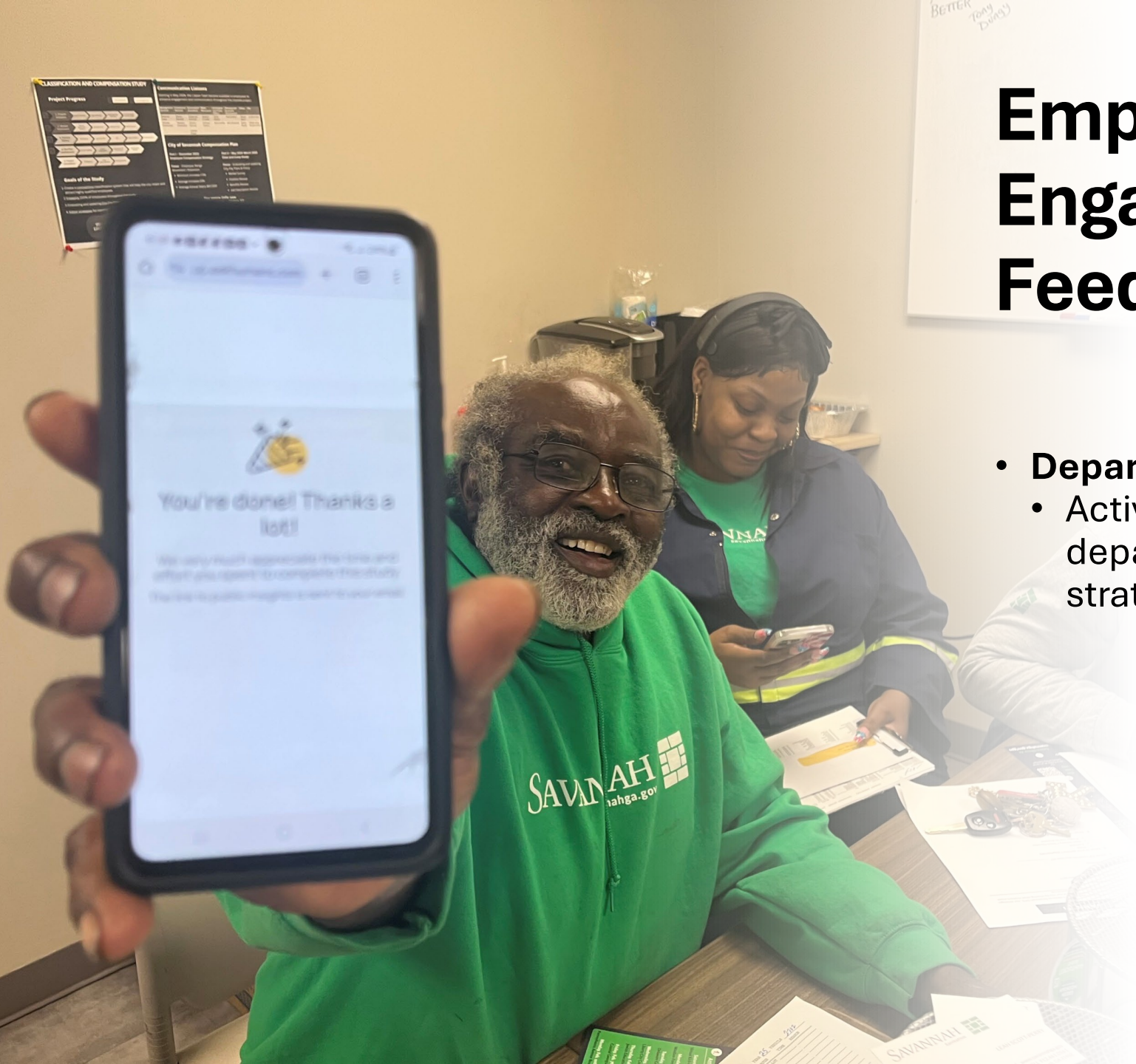
- 901 surveys
- Internal and External Team will analyze data

## Additional Community Engagement Efforts

- Staff received input suggesting visits to all community centers.
- Currently visiting centers to engage more residents.

# Employee Engagement & Feedback

- **Department Outreach**
  - Actively visiting each department to present the strategic plan.



# Next Steps

Community Meetings & Survey Period

Analyze Feedback

Draft Plan

Present for City Council Adoption

**Spring 2025**

Implementation & Evaluation



**TAKE THE ONLINE SURVEY**



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