

MEMORANDUM

TO: Lead Asset Management Strategist

FROM: Aliyah Chen, City Manager

DATE: October 26, 2023

SUBJECT: Directive on Aligning Asset Management with 'Northwood 2035'

Welcome to the team. Your role is pivotal in actioning our new 10-year strategic plan, 'Northwood 2035.' This plan is not just a document; it's our commitment to the citizens of Northwood.

Our three core organizational goals are:

Fiscal Responsibility: Ensure long-term financial health by optimizing operational costs and maximizing the value of our capital investments. We must move from a reactive 'fix-it-when-it-breaks' model to a proactive, data-driven one.

Environmental Sustainability: Reduce the city's carbon footprint by 30% by 2035. This includes upgrading to energy-efficient systems, promoting green infrastructure, and ensuring our water and waste systems are models of efficiency.

Enhanced Quality of Life: Improve community well-being by ensuring public assets (parks, libraries, community centers, and transportation networks) are safe, accessible, and meet the needs of a growing and diverse population.

Your first task is to develop the outline for a Strategic Asset Management Plan (SAMP) that directly supports these goals. This SAMP will be the foundational document that connects our high-level vision to the tangible work of our public works, parks, and facilities departments. I expect this to be a high-level framework, not a detailed operational plan. Focus on the 'what' and 'why' before we get to the 'how'.