### VISION
Druid Hills is a vibrant community guided by history and focused on the future.

### MISSION
Connect neighbors, foster civic engagement, and steward the neighborhood’s beauty.

### GOALS
1. Steward the Natural and Built Environments
2. Collaborate & Communicate with Neighbors & Partners
3. Create and Execute a Public Safety Plan
4. Nurture an Effective Organization

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#### STRATEGIES
- Conserve the Natural Environment
- Maintain and Protect the Built Environment
- Unite Residents and Build Community
- Communicate Information and Share Knowledge
- Establish and Strengthen Strategic Partnerships
- Develop a Proactive, Multi-Year Transportation Plan by 2022
- Invest in Amenities that Enhance the Community
- Advance Neighborhood Safety
- Diversify and Maximize Revenue
- Simplify the Organization
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**METRICS**

- **GOAL 1**
  - **Steward the Natural and Built Environments**
    - Increase the number of properties enrolled in the NWF Wildlife Habitat program by at least 5% each year
    - Maintain the neighborhood’s tree canopy by planting annually to account for loss
    - Historic preservation guidelines are published by June 1, 2021

- **GOAL 2**
  - **Collaborate & Communicate with Neighbors & Partners**
    - At least 6 community activities each year
    - 25% of Druid Hills residents sign up on Next Door by 2025
    - 25% annual increase in DHCA website traffic each year
    - 25% annual increase in DHCA social media hits each year
    - At least 50% of partners indicate that DHCA is a valued partner, with a net promoter score of at least 25
    - The neighborhood survey has a net promoter score of 25 by 2024

- **GOAL 3**
  - **Create and Execute a Public Safety Plan**
    - Each year by 7/31/20, publish a schedule of projects that will be funded from the DHCA budget for public safety, amenities, and transportation and keep it updated
    - 2% annual increase in community amenity investment
    - 66% of funded projects are completed as scheduled each year

- **GOAL 4**
  - **Nurture an Effective Organization**
    - Retain 90% of existing members each year with a net promoter score of at least 25
    - Recruit at least 10% of non-member households to become members each year
    - Receive at least 1200 hours of time contributed by volunteers each year
    - Raise at least $80,000 each year from all sources of revenue