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STRATEGY, EXECUTION, ENGAGEMENT

City of Richardson

Council Goals Refresh and Validation

7.24.2017



Today's Agenda

- Introduction
- Role of Council and Rules of Engagement Review
- Trends Analysis
- Vision, Goals, and Strategy Review
- Wrap-up and Next Steps





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Role of Council and Rules of Engagement



Role of Council – Old Version

The role of the Council is to develop a long-term vision for the City, to develop policies necessary to achieve the Vision, and to communicate with, seek input from, and be the voice for, residents, businesses, and other stakeholders.

The Council will provide the direction, trust, and support necessary for the City Manager to implement the operational aspects of our Vision and be positive and resourceful advocates of the City.



Role of Council – New Draft

The role of the Council is to be positive and resourceful advocates of the City. We focus on the future of the City, set policies, and develop strategies that will enable us to achieve our vision. We will communicate with, seek input from, and be the voice for all stakeholders.

The Council will provide the direction, resources, and guidance that will enable the City Manager to implement the day-to-day, tactical aspects of our Vision, Goals and Strategies



Rules of Engagement – Old Version

At all times, and in all interactions, the Council will work to find common ground in the best interest of the stakeholders. While executing our duties, the Council will be:

- **Respectful**
 - Of differing ideas and opinions, and other people's time
- **Thoughtful**
 - We will listen thoroughly and evaluate on merit
- **Professional**
 - Punctual, Focused, Present, and Prepared
- **Supportive**
 - Of each other, our City, our decisions, and our staff
- **Efficient**
 - With City resources, our time, and the time of others



Rules of Engagement – New Draft

The Council will work to achieve a result that is in the best interest of the stakeholders. We will strive to keep our discussions relevant and productive and will be supportive of all council decisions. While executing our duties, the Council will interact with staff, residents, and other stakeholders:

- Respectfully
 - We are willing to hear and evaluate differing ideas and opinions
- Professionally
 - We are Punctual, Focused, Present, and Prepared
- Efficiently
 - We value City resources and the time of others



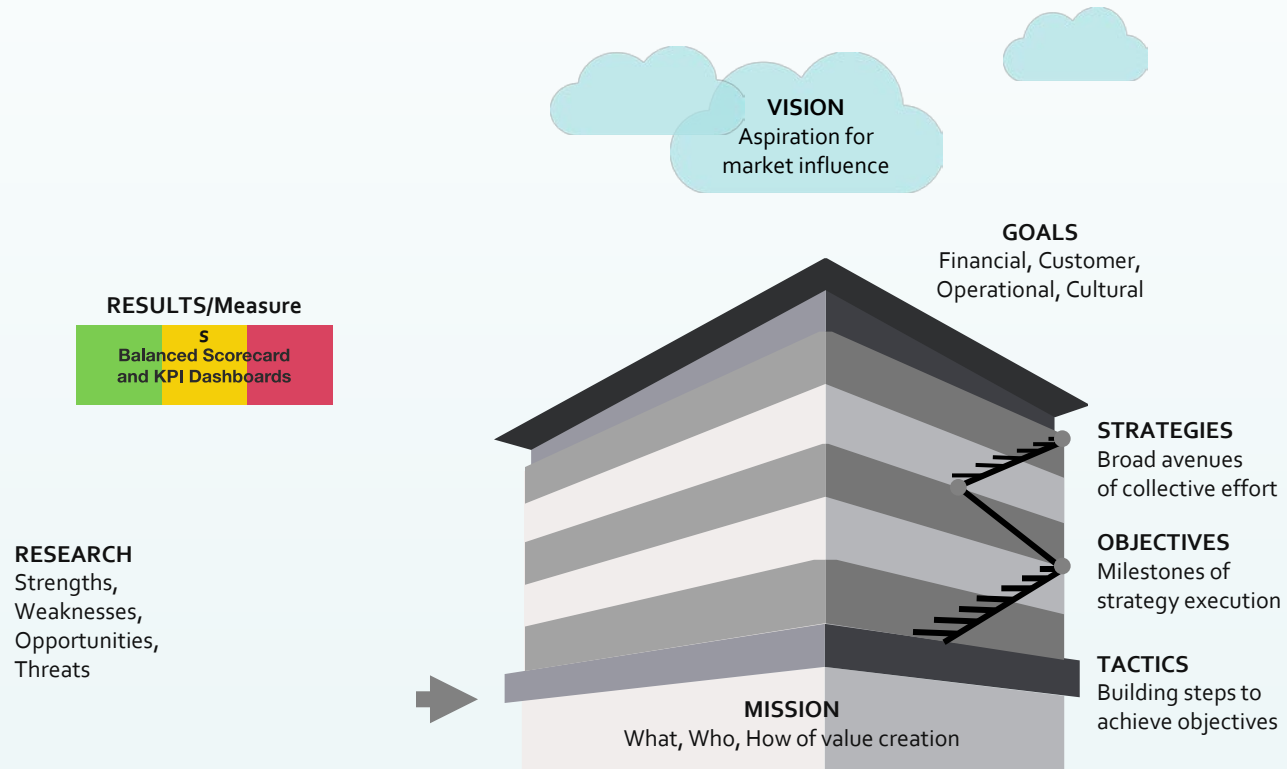
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V,G,S,O,T Terminology



Analogy - Building





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Trends Exercise



Trends Exercise

- Step One: In each category, determine which trends have a high potential to occur and impact the city
- Step Two: For the high-impact trends, discuss and determine the implications of the trend
- Step Three: Identify the Opportunities or Threats that each high-impact trend will likely create



Trends Exercise: Political Trends

- Continued polairization of both major political parties - L
- State legislature getting more involved in local decisions - H
- Political parties with agendas trying to push their way into city government – M
- Implications of state legislature getting more involved in local decisions
 - Reduced ability to generate and control our revenues - Threat
 - Growing number of unfunded mandates - Threat



Trends

- Political
- Economic
- Social and Demographic
- Technological
- Local
- Environmental



Political Trends

- Continued polairization of both major political parties
- State legislature getting more involved in local decisions
- Political parties with agendas trying to push their way into city government



Economic Trends

- Local economy doing great
- The economy will continue to grow
- Cotton Belt – Need for improved mass transit and mobility



Societal Trends

- Growing divide between older and younger citizens
- Society becoming less civil
- Aging population
- Increasing cultural diversity



Tech Trends

- Increasing ability to work from anywhere
- Increasing number/risk of cyber attacks



Local Trends

- Increasing traffic congestion
- Population continues to grow; increasing density
- Aging infrastructure
- People moving in – didn't grow up here



Environmental Trends

- Recycling now standard, expected service
- Water issues



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Vision, Goals, and Strategies



Vision, Goals, and Strategies Analysis

- Step One:
 - In small groups, use your Trends discussion output to discuss the opportunities and threats facing the City
- Step Two
 - Based on the Opportunities and Threats identified, analyze your Vision, Goals and Strategies in light of the significant trends and discuss
 - Do you need additional or different Strategies?
 - Do you need to change your Goals?
 - Does the Vision need modification?



Strategies

- Enhance the quality of life of our stakeholders
- Attract and retain targeted businesses; Increase the number, quality, and variety of job opportunities throughout the City
- Effective and efficient management of city finances
- Strengthen property values
- Increase the sense of community
- Increase private participation and contributions
- Improve communications
- Attract, develop, and retain quality City employees
- Improve customer experience in interactions with the City
- Appropriate use of technology and innovation
- Improve accessibility to the City
- Improve documentation, processes, structure, and services



Balanced Scorecard Goals – The goal is...

Perspective	Goal
Culture	For Richardson to be a place where people are proud to live, work, and engage in the community
Internal Process	To have clear, easy to understand processes and policies that make it easy to do business with the City
Customer	To have stakeholders choose Richardson as the best place to invest
Financial	To effectively and efficiently manage city resources while maintaining and enhancing city services



Vision Statement

- The City of Richardson is a clean, safe, vibrant, and inclusive community in which residents, businesses, and other stakeholders enjoy a high quality of life and are proud to call “home”
 - All of our stakeholders enjoy superior, responsive city services. Our accessibility, and the quality and variety of our amenities, recreation opportunities, green spaces, housing options, education opportunities, retail choices, and transportation options are locally and nationally recognized
 - We have a thriving, diverse business community whose success is supported by a superior infrastructure, access to a talented, well-educated, and engaged workforce, a business-friendly environment, and easy access to the North Texas region



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Tactics



Tactics Exercise

- Step One:
 - In small groups, generate a list of tactics that you think are critical to implementing the strategies and achieving the Vision
- Step Two
 - Identify which Strategy is associated with each Tactic on your list



Strategies

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Next Steps

- Modifications and adjustments to the Statement of Goals (if any) will be presented to Mayor and Council for adoption
- Staff to take input and incorporate tactics into the work plan, and will report back to Mayor and Council



Final Comments or Questions?

Questions