

City Council Work Session Handouts

November 12, 2018

- I. Review and Discuss the City Council Goals: 2017-2019 Tactics Status Report



RICHARDSON
TEXAS

City Council 2017-19 Tactics Update
City Council Briefing: November 12, 2018



Vision

- 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”

ROLE OF COUNCIL
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.

RICHARDSON CITY COUNCIL

RULES OF ENGAGEMENT
The Council will work to achieve a result that is in the best interest of our 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

2017-2019
STATEMENT OF GOALS

1200 Richardson Road
Richardson, Texas 75081-1011

1000 Southmeadow Blvd, Suite 1000
Richardson, Texas 75081-1011

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VISION
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 timely and variety of our amenities, recreation opportunities, green spaces, housing, education opportunities, transit 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.

GOALS

For Richardson to be a place where people are proud to live, work, invest and engage in the community.

- To have clear, easy-to-understand processes and policies that make it easy to interact with the City.
- To have stakeholders choose Richardson as the best place in the region to locate, contribute and participate.
- To effectively and efficiently manage City resources while maintaining and enhancing City services.

STRATEGIES

- Enhance the quality of life of our stakeholders.
- Protect and strengthen Richardson investments in the City.
- Increase the sense of community and citizen engagement.
- Improve customer experience in interactions with the City.
- Increase private participation and contributions.
- Integrate innovative business processes.
- Effective and efficient management of City finances.
- Quality City employees.
- Attract and retain targeted businesses, increase the number, quality and variety of job opportunities throughout the City.
- Leverage our regional leadership position to positively impact county, state and federal issues.

Leadership:

- Mayor: Paul Vonderhaar
- Mayor Pro Tem: Bill Beckwith
- City Manager: Bill O'Neil
- City Clerk: Jeff Smith
- Public Works Director: Mike Stewart
- Human Resources Director: Marla Gibson
- Finance Director: Steve Hester

Goals

- For Richardson to be a place where people are proud to live, work, invest, and engage in the community
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- To have stakeholders choose Richardson as the best place in the region to locate, contribute, and participate
- To effectively and efficiently manage city resources while maintaining and enhancing city services

Strategies

1. Enhance the quality of life of our stakeholders
2. Protect and strengthen stakeholder investments in the City
3. Increase the sense of community and citizen engagement
4. Improve customer experience in interactions with the City
5. Effective and efficient management of city finances
6. Increase private participation and contributions
7. Integrate innovative business processes
8. Attract, develop, and retain quality City employees
9. Attract and retain targeted businesses; Increase the number, quality, and variety of job opportunities throughout the City
10. Leverage our regional leadership position to positively impact County, State and Federal issues

Tactic Development Process

- Tactics were developed with the following guidance:
 - City Council direction
 - Boards and Commission feedback
 - Community suggestions
 - Staff input
- Many tactics are designed to help achieve multiple strategies
- Proposed tactics do not represent a full work plan
 - Many tactics develop naturally or in response to happenings during the year
 - These tactics are added to the list of planned tactics

Status of Tactics

- ✓ Tactic was substantially accomplished during this term; future related action may be required
- ↻ Tactic is underway; follow up Council briefing forthcoming
- ↻ Tactic is an ongoing effort

Enhance the quality of life of our stakeholders

- ✓ Continue to implement Spring Creek Nature Area Master Plan by enhancing connectivity with existing trails along Renner Rd
- ✓ Continue to implement the Parks and Recreation Open Space Master Plan
- ✓ Carry on dialogue with educational institutions on partnership opportunities



Enhance the quality of life of our stakeholders

- ✓ Sustain efforts to implement the Cultural Arts Master Plan by celebrating public art installations in the community
- ✓ Work with community partners on efforts related to community cohesiveness; compassion, health, accessibility, and volunteerism



Protect and strengthen stakeholder investments in the City

- ✓ Begin implementation of Galatyn Campus Maintenance Strategy
- ↻ Conduct Arapaho Station / E. Arapaho Area Study
- ✓ Conduct Buckingham Zoning Review / Update
- ↻ Complete SUP inventory / Termination Protocols



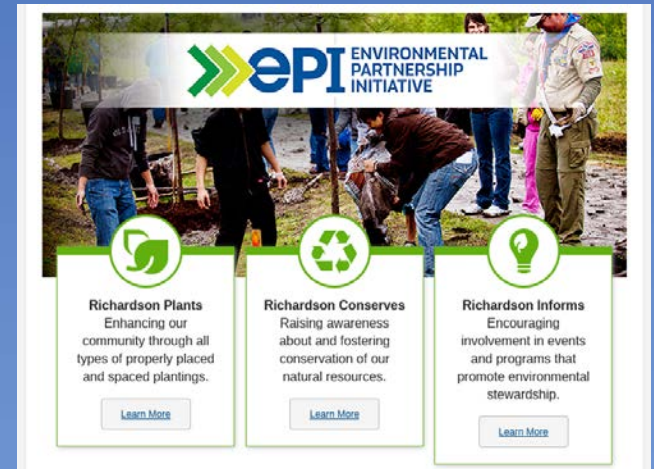
Protect and strengthen stakeholder investments in the City

- ✓ Continued attention to Main Street area reinvestment initiatives
- ↻ Conduct a comprehensive evaluation of effectiveness of traffic signalization
- ↻ Sustain efforts to be responsive to contemporary housing trends



Increase the sense of community and citizen engagement

- ✓ Develop a citizen academy
- ✓ Create short video series to help with citizen education about the city
- ↻ Evaluate current communications strategies and their effectiveness
- ✓ Enhance communication about environmental partnership initiatives



Improve customer experience in interactions with the City

- ✓ Update the City's Strategic Plan for Library Services
- ✓ Develop and implement Richardson-specific customer service training for frontline staff
- ✓ Evaluate use of customer service evaluation and feedback methods
- ↻ Evaluate short term visitor parking a key City facilities



Effective and efficient management of city finances

- ↻ Sustain efforts to implement the 2015 bond program in a manner that is financially responsible, maximizes opportunities and is clearly communicated with citizens and key stakeholders
- ✓ Review outstanding debt for future refunding opportunities



Effective and efficient management of city finances

- ✓ Review the senior property tax exemption in conjunction with the financial policy
- ✓ Conduct review of Drainage Fund fees, projects, etc.
- ✓ Monitor and adjust fees and revenue



Increase private participation and contributions

- ✓ Create a centralized resource for philanthropic giving on the City's website and through other publications
- ✓ Work to implement a citywide strategy to cultivate philanthropy and sponsorship of city services and events



Increase private participation and contributions

- ✓ Continue to identify opportunities for private participation and contributions
- ✓ Create a promotional campaign encouraging philanthropic giving through the City's communication channels and outreach



Integrate innovative business processes

- ✓ Replace Lotus Notes office systems with Microsoft Office 365
- ↻ Conduct an energy management review for return on investment and possible transition plan
- ✓ Implement field based reporting in the Police Department



Integrate innovative business processes

- ✓ Continue to expand CityWorks to other departments
- ✓ Evaluate replacement strategy for legacy software systems
- ✓ Continue to implement the water meter replacement program/automated meter reading technology



Attract, develop, and retain quality City employees

- ✓ Continue to review compensation and benefits philosophy and practices with the benchmark cities/private sector and develop recommendations for consideration in the development of the annual budget to help ensure financial sustainability and market competitiveness
- ✓ Enrich employee leadership academy to provide skills development opportunities for current and future leaders and to further leadership abilities throughout the city
- ✓ Enhance a training program focused on supporting supervisors

Attract and retain targeted businesses; Increase the number, quality, and variety of job opportunities throughout the City

- ✓ **Enhance entrepreneurial programming by periodic offering a PeerSpectives Program**
- ✓ **Establish owner/developer coaching program to focus on tenanting vacant office space**
- ✓ **Support efforts of retail centers to optimize tenants**
- ✓ **Support the implementation of completed reinvestment strategies designed to address economically underperforming areas of the city**

Leverage our regional leadership position to positively impact County, State and Federal issues

- ✓ Continue to support the regional forums by serving on boards and committees
- ✓ Enhance legislative tracking and advocacy on key issues, such as local control
- ✓ Actively support, promote, and partner with Collin County and Dallas County to advance coordinated development and redevelopment of infrastructure and transportation network for the benefit of the North Texas region



Ongoing Tactics

↻ Continue to build on multi-year infrastructure maintenance strategies to reinvest in infrastructure



↻ Continue to advance DART Work Plan



↻ Continue to advance NTMWD Work Plan



Examples of Additional Tactics

- ✓ Inclusive Playground
- ✓ Redesign of cor.net
- ✓ RFD/UTD Medical Emergency Response Team Partnership
- ✓ Sherrill Park Club House Renovations
- ✓ Animal Services Interlocal Agreement
- ✓ Creation of Park Facility Asset Management Strategy
- ✓ BABIC program analysis and refinements
- ✓ Lookout/Floyd Improvement Project



City Council Tactics Outlook

- **Approximately 6 months remain in the Council's FY 17-19 Term**
- **Follow up briefings are being scheduled for those items that are underway**
- **In addition, staff will continue to work on ongoing tactics as well as incorporating additional tactics as appropriate**



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