

**COUNCIL STRATEGIC GOALS**  
***FY03-05 Strategies***  
**Strategic Plan 2003-2005**

<b><u>Strategic Plan 2003-2005</u></b>	<b><u>Staff Lead</u></b>	<b><u>Strategy</u></b>
<b><i>CREATE A SUSTAINABLE COMMUNITY</i></b>		
1. Boards and Commissions: Appointment, Recruitment, Training, Orientation	Ashley Mitchell	Appointments scheduled for August 12th and 19th, 2003. 2-3 orientation sessions with an emphasis on alignment with Council strategic goals scheduled for September 2003. Enhanced recruitment scheduled for Spring 2004.
2. 2004 Bond Program	Bob Scott	Joint meeting with CIPAC scheduled for September 16 <sup>th</sup> . Bond election scheduled for Spring 2004.
3. TOD: Land Banking, Financial Strategy	Leonard Martin/Marc Guy/Bob Scott	Identification of strategic parcels. Move to acquire these parcels if resources are available.
4. Financial Plan: Sustainability Adjustments	Leonard Martin/Bob Scott	Proposed FY04 budget meets financial standards (with exception of Golf). Increased funding for neighborhood partnership activities. Continuing to reduce operating costs.
5. TOD Design Standards	John Webb	Contract with Dennis Wilson for TOD design standards approved by Council at July 1 <sup>st</sup> Council meeting.
<b><i>IMPROVE QUALITY, VITALITY AND ATTRACTIVENESS OF NEIGHBORHOODS</i></b>		
1. 2004 Bond Program Structure	Bob Scott	Joint meeting with CIPAC scheduled for September 16 <sup>th</sup> . Bond election scheduled for Spring 2004.
2. N.O.T.I.C.E. Program – Rollingwood Estates and Holiday Park	David Gwin	Holiday Park contracts approved by Council at the July 15 <sup>th</sup> meeting. Meetings with both neighborhoods are held regularly. Web site for Rollingwood Estates has been completed.
3. Vacant Gas Stations	Marc Guy	Worksession scheduled for September to brief Council on vacant gas stations. Memo on vacant gas stations included in August 1 <sup>st</sup> newsletter.

4. Sidewalk Strategy	Stephen Jenkins	Seeking Council philosophical direction regarding sidewalks.
5. Implementation of Capital Projects	Cesar Molina/Tony Chrisman	Accelerate the implementation of capital projects.
6. Code Enforcement/Housing Rehab Program/Rental Property Registration and Code	Marc Guy	Staff is researching a broad-based housing strategy. Staff is currently investigating several models and reassessing how current operations function.
<b><i>BUILD AND MAINTAIN EFFECTIVE TRANSPORTATION SYSTEM AND STREET INFRASTRUCTURE</i></b>		
1. 2004 Bond Program Structure	Bob Scott	Joint meeting with CIPAC scheduled for September 16 <sup>th</sup> . Bond election scheduled for Spring 2004.
2. DART: Advocacy and Plans for Carrollton	Cesar Molina	Regular updates from Randall Chrisman to be scheduled. Scheduled meetings with Michael Morris (NCTCOG).
4. Transportation Lobbying – State	Cesar Molina	Future briefing on Council expectations/direction.
5. Federal Lobbyist for Projects	Leonard Martin/Shanna Sims	Reviewing proposals and costs for lobbying firms that specialize in local government lobbying.
<b><i>ADAPT CITY FACILITIES AND SERVICES TO OUR COMMUNITY</i></b>		
1. Interlocal Agreement: Farmers Branch	Leonard Martin/Beth Bormann/Scott Whitaker	Worksession to update Council scheduled for August, with a resolution scheduled for Council consideration in September.
2. Formalize Sports Associations: Agreements	Scott Whitaker	Worksession scheduled for January with a resolution scheduled for Council consideration in February.
3. T.C. Rice/Skiles/McInnish: Use and Design	Leonard Martin/Beth Bormann/Scott Whitaker	Meeting with sports associations held July 26 <sup>th</sup> . Worksession scheduled for August/September. Begin design in September, with construction dependent on Corp of Engineers permit.
<b><i>TRANSFORM CITY ORGANIZATION INTO A SERVICE BUSINESS</i></b>		
1. Managed Competition	Tom Guilfooy/ACM's	Preparing RFP for commercial solid waste outsourcing. All management briefing on managed competition held

		August 6 <sup>th</sup> . Identification of 4-6 future managed competition candidates.
2. ACS and Other Partners: Finalization of Agreement	Lon Fairless	1. ACS contract revisions to be completed by 4 <sup>th</sup> quarter FY03. 2. Apalu Phase I agreement approved by Council in June 2003 and Phase II agreement expected to be completed in 4 <sup>th</sup> quarter 2003. 3. Dallas County vehicle radio service in progress, 4. Addison and Farmers Branch radio site equipment installation agreement expected in 3 <sup>rd</sup> quarter FY03.
3. Call Center: Implementation	Shanna Sims	Phase I is being finalized with implementation scheduled to begin in February 2004.
4. Recreation Center Usage Study	Beth Bormann	Information being analyzed with a recommendation to be developed in mid-August.
5. Business Plans: Development	Tom Guilfooy	Reviewing and upgrading initial business plans. Ensuring that business plans reflect proposed FY04 budget proposals and expanding business planning requirements to all city departments.
6. Service Marketing Program to Other Cities	Jane Mack	Support business initiatives: 1.) venture/alliance development and promotions (Minitrax, Mell, Apalu) – 4 <sup>th</sup> quarter 2003, 2.) managed competition, 3.) city's shared/contract services and interlocal/alliance agreements – in progress.
7. Police Staffing: Direction	David James	Staff to contract with UNT to conduct staff allocation study to determine the appropriate number of police officers. Planning to conduct study in 1 <sup>st</sup> -2 <sup>nd</sup> quarters of FY04 in order to have information available for FY05 budget development.
8. Compensation Policy – Evaluation of Options	Executive Team	Evaluation of compensation options discussed during development of FY04 budget.

## Policy Agenda for Mayor and City Council

<b><u>Priority</u></b>	<b><u>Staff Lead</u></b>	<b><u>Strategy</u></b>
1. TOD Design Standards	John Webb	Contract with Dennis Wilson for TOD design standards approved by Council at July 1 <sup>st</sup> Council meeting.
2. Code Enforcement/Housing Rehab Program/Rental Property Registration and Code	Marc Guy	Staff is researching a broad-based housing strategy. Staff is currently investigating several models and reassessing how current operations function.
3. T.C. Rice/McInnish/Skiles	Scott Whitaker	Meeting with sports associations held July 26 <sup>th</sup> . Worksession scheduled for August. Begin design in September with construction dependent on Corp of Engineers permit.
4. Boards and Commissions	Ashley Mitchell	Appointments scheduled for August 12 <sup>th</sup> and 19 <sup>th</sup> , 2003. 2-3 orientation sessions with an emphasis on alignment with Council strategic goals scheduled for September 2003. Enhanced recruitment scheduled for Spring 2004.
5. Sidewalk Strategy	Stephen Jenkins	Seeking Council philosophical direction regarding sidewalks.
6. 2004 Bond Program	Bob Scott	Joint meeting with CIPAC scheduled for September 16 <sup>th</sup> . Bond election scheduled for Spring 2004.
7. Sports Associations	Scott Whitaker	Worksession scheduled for January with a resolution scheduled for Council consideration in February.
8. Rental Property	Tony Romo	Being analyzed as part of broad-based housing strategy.
9. Parks Master Plan Adoption	Scott Whitaker	Worksession scheduled for September with a resolution adopting the Parks Master Plan to be considered in late September.

## Management Agenda 2003-2005

<b><u>Project</u></b>	<b><u>Staff Lead</u></b>	<b><u>Strategy</u></b>
1. Transit Oriented Development	Leonard Martin/Marc Guy/Bob Scott	Identification of strategic parcels. Move to acquire these parcels if resources are available.
2. Financial Plan – Sustainability	Leonard Martin/Bob Scott	Proposed FY04 budget meets financial standards (with exception of Golf).

		Increased funding for neighborhood partnership activities. Continuing to reduce operating costs.
3. DART	Cesar Molina	Regular updates from Randall Chrisman to be scheduled. Scheduled meetings with Michael Morris (NCTCOG).
4. Federal Lobbying	Leonard Martin/Shanna Sims	Reviewing proposals and costs for lobbying firms that specialize in local government lobbying.
5. Transportation Lobbying	Cesar Molina	Future briefing on Council expectations/direction.
6. Interlocal Agreement with Farmers Branch	Leonard Martin/Beth Bormann/Scott Whitaker	Worksession scheduled for August to update Council with a resolution scheduled for Council consideration in September.
7. N.O.T.I.C.E. Program – Holiday Park	David Gwin	Holiday Park contracts approved by Council at the July 15 <sup>th</sup> meeting. Meetings with neighborhood are held regularly. Web site for Holiday Park is being developed.
8. Implementation of Capital Projects	Cesar Molina/Tony Chrisman	Accelerate the implementation of capital projects
9. Managed Competition	Tom Guilfooy/ACM's	Preparing RFP for commercial solid waste outsourcing. All management briefing on managed competition held August 6 <sup>th</sup> . Identification of 4-6 future managed competition candidates.
10. ACS and Partner Agreements	Lon Fairless	1. ACS contract revisions to be completed by 4 <sup>th</sup> quarter FY03. 2. Apalu Phase I agreement approved by Council in June 2003 and Phase II agreement expected to be completed in 4 <sup>th</sup> quarter 2003. 3. Dallas County vehicle radio service in progress, 4. Addison and Farmers Branch radio site equipment installation agreement expected in 3 <sup>rd</sup> quarter FY03.
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13. Business Plans	Tom Guilfooy	Reviewing and upgrading initial business plans. Ensuring that business plans reflect proposed FY04 budget

		proposals and expanding business planning requirements to all city departments
14. Service Marketing Program	Jane Mack	Support business initiatives: 1.) venture/alliance development and promotions (Minitrax, Mell, Apalu) – 4 <sup>th</sup> quarter 2003, 2.) managed competition, 3.) city’s shared/contract services and interlocal/alliance agreements – in progress.
15. Police Staffing	David James	Staff to contract with UNT to conduct staff allocation study to determine the appropriate number of police officers. Planning to conduct study in 1 <sup>st</sup> -2 <sup>nd</sup> quarters of FY04 in order to have information available for FY05 budget development.
16. Compensation Policy – Evaluation of Options	Executive Team	Evaluation of compensation options discussed during development of FY04 budget.