

MINUTES
RICHARDSON CITY COUNCIL
WORK SESSION MEETING
SEPTEMBER 21, 2015

WORK SESSION – 6:00 P.M.:

• **Call to Order**

Mayor Voelker called the meeting to order at 6:00 p.m. with the following Council members present:

Paul Voelker	Mayor
Mark Solomon	Mayor Pro Tem
Bob Townsend	Councilmember
Scott Dunn	Councilmember
Mabel Simpson	Councilmember
Marta Gomez Frey	Councilmember
Steve Mitchell	Councilmember

The following staff members were also present:

Dan Johnson	City Manager
Don Magner	First Assistant City Manager
Kent Pfeil	Chief Financial Officer
Cliff Miller	Assistant City Manager Development Services
Shanna Sims-Bradish	Assistant City Manager Admin/Leisure Services
Aimee Nemer	City Secretary
Taylor Lough	Management Analyst
Keith Dagen	Director of Finance
Michael Spicer	Director of Development Services

Guests:

Kent Novak, Chairman, Tech Titans Board of Directors

A. VISITORS

Tim Freeman addressed Council expressing his interest in learning more about local government.

B. PRESENTATION OF PROCLAMATIONS TO THE TECH TITANS FINALISTS

Mayor Voelker presented proclamations to the following:

Award	Company/Individual	Accepting
Emerging Company Innovation	Entouch Controls	Greg Fasullo, CEO
Corporate Innovation	Method Electronics Data Solutions Group	Robert Neumann, Director of Operations
Corporate Innovation	Qorvo	
Emerging Company CEO	Anuj Jain, Orchestra Technology	Anuj Jain, CEO
Technology Inventors	Dr. Orlando Auciello, UT Dallas	Dr. Orland Auciello, Endowed Chair/Professor
Technology Inventors	Dr. Ray H Baughman, UT Dallas	Dr. Ray Baughman, Director Alan G MacDiarmid NanoTech Institute, UT Dallas
Tech Titans of the Future - University Level	Dr. Mario A Rotea, UT Dallas	

Tech Titans of the Future - University Level	Dr. Bernine Khan, UT Dallas	Dr. Bernine Khan, Assistant Dean, School of Natural Sciences and Mathematics, UT Dallas
Tech Titans of the Future - High School Level	Tony Strohmeyer	Math/Science Teacher
Tech Titans Fast Tech Top 25 List		
based on percentage of revenue growth 2011-2013		
Fast Tech Finalist	iPhontonix, LLC	Joel Futterman, Chief Operating Officer
Fast Tech Finalist	Mitel	Pardeep Kohli, President, Mitel Mobile Business Unit
Fast Tech Finalist	G Systems LP	Lynda Harrell, CEO and Co-Founder

C. REVIEW AND DISCUSS THE RICHARDSON CULTURAL ARTS COMMISSION'S 2015-2016 ARTS GRANTS FUNDING RECOMMENDATIONS

Shanna Sims-Bradish, Assistant City Manager, reviewed the recommendations.

Arts Group	14-15 Awarded	15-16 Request	15-16 Recommendation
Richardson Symphony, Inc.*	75,000	80,000	77,000
Repertory Company Theatre, Inc. (RCT)	50,000	60,000	50,000
Richardson Theatre Centre, Inc.*	34,000	42,000	34,500
Chamber Music International	22,000	35,000	22,000
Richardson Community Band	16,800	16,800	16,800
Rich-Tone Chorus*	13,000	15,500	13,700
Lone Star Wind Orchestra	12,000	19,000	12,000
Richardson Civic Art Society (RCAS)*	11,400	12,000	11,700
Tuzer Ballet	11,500	25,000	11,500
Plano Symphony Orchestra	10,000	40,000	10,000
Texas Winds Musical Outreach, Inc.*	9,000	11,100	9,500
Dallas Repertoire Ballet	8,000	12,000	8,000
Dallas Asian American Youth Orchestra	7,000	10,000	7,000
Pegasus Theatre Incorporated*	6,000	12,000	7,000
Chamberlain Performing Arts (Chamberlain Ballet)	6,500	12,000	6,500
Richardson Reads One Book	6,000	7,000	6,000
Contemporary Chorale	5,000	15,000	5,000
Islamic Art Revival Series	5,000	8,000	5,000
Dallas Chinese Community Center	4,000	8,000	4,000
Friends of the Richardson Public Library, Inc.	4,000	6,000	4,000
Texas Performing Chinese Arts Assn.	3,800	7,500	3,800
Arts Incubator of Richardson/Air(Richardson Fine Arts Center)*	2,000	3,300	2,500
Avant Chamber Ballet	2,000	11,000	2,000
Plano Community Band	2,000	17,550	2,000
Video Association of Dallas	2,500	1,500	1,500
Spectacular Senior Follies	1,000	5,000	1,000
Texas Ballet Theater	NEW	10,000	1,000
National Association of Composers/USA-Texas Chapter	2,000	5,000	-
Plano Civic Chorus	NEW	6,000	-
Collin County Ballet Theatre	NEW	30,000	-
TOTAL	331,500	543,250	335,000

D. REVIEW AND DISCUSS THE DALLAS CENTRAL APPRAISAL DISTRICT AND COLLIN CENTRAL APPRAISAL DISTRICT BOARD REPRESENTATION – 2016 TO 2017

Keith Dagen, Director of Finance, reviewed this item for Council. Mr. Dagen explained the nomination process and provided recommendations for each county; Michael Hurtt for Dallas County, and Wayne Mayo for Collin County.

E. REVIEW AND DISCUSS THE CITY COUNCIL GOALS: TACTICS STATUS REPORT

Don Magner, First Assistant City Manager, reviewed the following for Council.

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

- **Develop a strategic plan for attracting, retaining, and supporting the growth of targeted businesses**
 - Strategic plan was outlined during the Richardson Economic Development Partnership's report to the City Council in February 2014
 - Plan is constantly evolving and updates are provided to City Council on an annual basis

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

- **Clearly articulate and document the goals, philosophy, and strategies for the use of incentives**
 - Incentive strategies were outlined during the Economic Development Toolbox presentation to the City Council in July 2014
 - Established Economic Development Fund in FY 14/15
 - Enhanced Fund in FY 15/16
 - Goal of 1 penny in coming years

Clearly articulate, enhance, and effectively communicate our Brand

- **Determine how our stakeholders perceive us and close the gap between that perception and how we want to be perceived**
 - How people perceive Richardson is changing as we continue to develop and redevelop
 - Existing stakeholders are evolving and new stakeholders are emerging
 - An internal review of the "gap" is in progress but has been extended to capture the most recent and relevant changes in our community
- **Create a clearly articulated Brand statement and identify opportunities to enhance and better communicate our Brand**
 - The dynamic nature of change over the past two years created an environment in which development of a brand statement would have been challenging
 - While much work has been done to this end, we continue to assess the most opportune time to launch a branding study

- We also continue to study the financial implications of adopting a new brand and balance that with the infrastructure and public safety and other needs previously identified

Improve communications

- **Develop and execute a plan for refreshing web content**

- Quality Control
 - Staff at the department level have been trained, given administrator rights, and tasked with making certain information online is current and relevant
 - IT content experts review updates prior to activating webpages to ensure consistency and compliance with best practices
- Intuitive Design
 - Convergence Media Specialist is responsible for evaluating relevance, usability, work flow, text/graphics, etc. on daily basis
 - Work plan is constantly evolving and is populated by citizen feedback, department requests, best practices, etc.
- ADA Compliance
 - Webpages were reviewed and recommendations are being implemented currently

- **Develop and implement a plan for enhancing the MyRichardson App**

- Ongoing efforts to increase user interface, optimize content for simplicity and functionality, etc.
- Currently considering a number of enhancement opportunities that would be launched in conjunction with the deployment of a new city-wide asset management / work order system

Optimize the Use of Fees

- **Identify potential new fees to the Council**

- Departments are encouraged to recommend new fees during the budget development process as well as throughout the year when appropriate
 - Examples of recently implemented fees include irrigation meter fee and construction and demolition debris licensing fees

- **Research and evaluate current fee types, rates, and collection processes to ensure the city is competitive and that fees are achieving their intended purpose**

- Integrated a comprehensive existing fee analysis into the budget development process
- Reviewed and adjusted building inspection, health and tennis center fees in the FY15-16 budget after comparing to benchmark organizations

Strengthen property values

- **Evaluate and modify codes as necessary to ensure higher quality maintenance and new construction**
 - Evaluation of 2015 International Codes is underway
 - New construction standards have and continue to be adopted via planned development districts
 - Re-zoning of study areas such as W. Spring Valley and Main Street / Central Expressway result in new standards as well
- **Create and/or enhance a targeted redevelopment incentive program**
 - Redevelopment incentives are part of Strategic Plan managed by the REDP and are continuously being reviewed and enhanced as needs evolve
 - Continued commitment of funding for the Home Improvement Incentive Program
- **Provide additional support to the HOA network**
 - Richardson Today Homeowner/Neighborhood Association Edition
 - Environmental Resources Newsletter
 - Continued: Leadership Workshop, Presidents Meetings, etc.
- **Enhance infrastructure maintenance practices**
 - Annual maintenance strategies now include: Streets, Screening walls, Bridge railings, Water, Wastewater, Traffic Signals and Markings

Increase the Sense of Community

- **Enhance our ability to match people with meaningful volunteer opportunities**
 - Enhanced cor.net with an improved landing page for volunteer opportunities
 - Quarterly E-Newsletter to past volunteers detailing current needs and project specific opportunities
- **Develop a newcomer welcome strategy and process / Develop a communications plan to better tell our story**
 - Comprehensive webpage to introduce newcomers to the City of Richardson

Increase our “Wow Factor”

- **Identify and implement new ways to increase the “Wow Factor” for all existing and new public and private “Wow” areas and projects**
 - Staff incorporates into initial discussion, plan review, etc. on every project
 - Proposed 2% for art on all bond facility projects
 - Departments identify creative opportunities to add value
- **Develop a marketing and communications plan to better tell our “Wow” stories**
 - State of the City allows for an annual inventory of “Wows” to be shared with the community
 - Videos specially made for social media share “Wow” stories with specific groups

- Press releases utilized to activate local media
- Partner with developers, Richardson Economic Development Partnership, institutional partners to tell “Wow” stories

Appropriate use of technology

- **Develop and implement a standard process and policy for evaluating the benefits, compatibility, and sustainability of new technology purchases**
 - All technology requests are now routed through I.T. during the budget development process
 - Cost of requests are evaluated vs. likely operational efficiencies gained and cost of ongoing support
- **Assess the ability of our technology infrastructure to support Council initiatives**
 - Internal assessment completed in 2014
 - I.T. Master Plan process will kick off this fall
 - Establish ongoing I.T. operations and capital funding strategy

Improve customer experience in interactions with the City

- **Enhance current city facilities and create standards / policies for future facilities**
 - Increased funding in annual operating budget each of last two years for facility maintenance and general amenity enhancements
 - Annual facility maintenance strategy (similar to streets, water, wastewater, etc.) being developed to include multi-year plan
 - City Council Chamber enhancements planned with PEG funds
 - City Hall customer service enhancements included in 2015 Bond Program Package
- **Simplify, streamline, and improve commonly used city processes**
 - Special Event Permitting
 - Banner Program
 - Zoning Change Requests
 - Enhanced online permitting: food establishment, open air market, mobile food vendors, etc.
 - Established process so that Utility customers can connect/disconnect service via phone

Improve accessibility to the City

- **Improve ability to physically move into, out of, and through the city using a variety of transportation methods**
 - Continue ongoing support of the Cottonbelt
 - Continue promoting Richardson’s position on US-75
 - Continue to enhance traffic signalization plan
 - Completion of Central Trail; Enhancements to Breckinridge and Spring Creek Nature Area planned
 - Ongoing addition of bike lanes to existing network
- **Make it easier to access city services both physically and remotely**
 - ADA Self-Assessment Completed
 - Department action items identified

- Bi-annual after action reviews taking place to track implementation

Enhance Governance

- **Conduct a charter review**
 - Review complete, election called for November 3rd
- **Training and education – develop annual orientation and operations manual of key policies and procedures and provide training for key leaders**
 - Continue efforts to strengthen training and support to Boards and Commissions through creation of a handbook and training
- **Regularly assess our level of transparency**
 - Annually participate in the Texas Comptroller's Leadership Circle Program
 - Reviewed audit firms as part of selection process for coming year process

Improve documentation, processes, structure, and services

- **Conduct a comprehensive review of the Code of Ordinances**
 - Comprehensive legal review has been completed
 - City Council briefing scheduled for November 2015
 - Adoption shortly thereafter
- **Facilitate a systematic review of the procedures, forms, structures, services, and policies of each department in order to identify and eliminate redundancies and inefficiencies / identify and improve policies, procedures, forms, and practices that the public finds confusing or frustrating**
 - All code enforcement citations, dismissals, etc. are now transmitted to the Municipal Court electronically
 - Restaurant inspection reports are emailed to the owner from the field
 - Rental registration billing has been automated so that all invoices are sent out once a year
 - Solid Waste billing categories have been reduced by approximately 150 to improve customer understanding of charges

Implement cost reduction strategies

- **Continue to sustain, enhance, and implement an internal process to systematically identify and eliminate inefficiencies**
 - Oil analysis machine has been incorporate into fleet maintenance plan to allow oil life to be extended if appropriate
 - Standardization of fleet as much as practical to gain efficiencies in parts, equipment, technical training, etc.
 - Revised pre-employment process to increase efficiencies in the drug screen and criminal background check process
 - Utilized volunteers to take designated delayed reports through citizen online police reporting system
- **Ongoing commitment to identify opportunities to improve efficiencies**
 - Review opportunities to refund/refinance debt annually
 - Using third party building inspection services to assist with increase in commercial development
 - Implemented scales in Solid Waste fleet to improve route efficiency

- New SCADA System reduced need to take manual water quality reading
- Implemented adoptable animals spayed/neutered program which has reduced time and costs associated with complaint investigations, issuing citations, appearing in court, etc.

Increase private participation and contributions

- **Create a private participation coordination team that will effectively and intentionally match goals and objectives of potential donors with contribution opportunities**
 - Staff is currently developing recommendations for City Council consideration
 - Philanthropy vs. Sponsorship focus
- **Identify potential funding opportunities on new/potential projects**
 - Actively utilizing existing resources while a more comprehensive strategy is being developed
 - Recent example include the Friends of the Dog Park initiative and Animal Shelter Medial Suite
 - Future opportunities include Spring Creek Nature Area expansion and public art projects

Attract, develop, and retain quality City employees

- **Review compensation and benefit philosophy and practice and make improvements**
 - Annual compensation surveys are conducted to evaluate regional market competitiveness and internal equity considerations
 - Annual information regarding benefits is also gathered to assess completeness and competitiveness of package offered
 - Results and recommendations are presented for consideration during the budget development process
- **Identify training needs and deliver a coordinated training program for employees / create leadership development programs and mentorship opportunities**
 - Diverse training opportunities offered on monthly basis as part of professional development program
 - Participation in professional associations and conferences encouraged
 - Executive level presentation skills program developed to improve quality of presentations and briefings
 - Framework being developed for additional tracts that will constitute a leadership academy
 - Wellness Program has been enhanced to include educational opportunities

Enhance the quality of life of our stakeholders

- **Prioritize key initiatives and identify additional opportunities to increase quality of life for all stakeholders:**
 - Strategies included in Year 1 of the Recycling Marketing Plan have been implemented; Year 2 initiatives commencing

- Bond program planning has been completed, election called for November 3rd
- Open Air Market ordinance adopted in October 2014; Food Truck ordinance adopted by City Council in April 2015

Additional Tactics

- **Tactics that were not originally identified in late 2013, yet became part of our work plan as they emerged and were deemed to compliment the Council's vision, mission, goals, and strategies, include, but are not limited to:**
 - Spring Creek Nature area expansion (Wow, Quality of Life)
 - Library MakerSpace and 3-D printer (Quality of Life)
 - Compassionate Richardson (Increase Sense of Community)
 - Bicycle Friendly Community (Wow, Accessibility)
 - Eisemann Center Partnerships (Wow)
 - Golf Course renovation (Wow, Quality of Life)

Next Steps

- Refresh Vision and Goals during upcoming Fall City Council Retreat
- Adopt refreshed Vision and Goals by Resolution in November
- Receive proposed tactics for 2015-17 from staff in December

F. REPORT ON ITEMS OF COMMUNITY INTEREST

Mayor Pro Tem Solomon reported on the Richardson High School event with author of, We Are Called to Rise, Laura McBride.

Councilmember Dunn welcomed the Fish Shack, owned by a Richardson resident, to the City. He also commented on the soft opening of the new food truck park and stated that grand opening would be happening soon.

Councilmember Simpson commented on the Public Safety Forum and stated she was impressed.

Councilmember Frey commented on the recent tour of the Spring Creek Nature Area and the Youth in Government Day at Saint Paul the Apostle Catholic School.

Mayor Voelker reported on the Northrich Park opening, Canyon Creek Elementary 50th Anniversary, event with India Association of North Texas, and the Wipro 5K run and family picnic at Breckinridge Park.

ADJOURNMENT

With no further business, the meeting was adjourned at 8:11 p.m.


MAYOR

ATTEST:


CITY SECRETARY

