

City Council Work Session Handouts

December 7, 2015

- I. Review and Discuss the 2016 City Council Meeting Calendar
- II. Review and Discuss the City Council Goals for the 2015 – 2017 Council Term



City Council Meeting Proposed 2016 Schedule December 7, 2015



Introduction

- Each December City Council is asked to consider and approve a meeting schedule for the upcoming year.
- This annual planning exercise helps the City Council plan for important breaks, holidays, etc. while helping guarantee attendance at meetings will be adequate to conduct official business and deliberations.
- It is important to note that a meeting may be called at anytime if needed in accordance with Charter and Open Meetings Act.



Scheduling Guiding Principles

- Meeting are not held on:
 - The fifth Monday of a month
 - Recognized City Holidays
 - The Monday of Spring Break, Thanksgiving and Christmas week
 - The Monday following the Fourth of July, Thanksgiving and Christmas
- Meeting Start Times:
 - Work Session - 6:00 pm
 - Action Meetings - 7:00 pm



2016 Proposed City Council Meeting Calendar

All City Council Meetings are subject to revision by City Council within the scope of the City Charter and the Texas Open Meetings Act.

Date	Type of Meeting	Comment	Date	Type of Meeting	Comment
January 4, 2016	WS & Regular		July 11, 2016	Summer Break	No Meeting/Summer Break
January 11, 2016	Worksession		July 18, 2016	Worksession	
January 18, 2016	City Holiday	No Meeting/Holiday	July 19-20, 2016	Budget Retreat	Budget Retreat
January 25, 2016	WS & Regular		July 25, 2016	WS & Regular	
February 1, 2016	Reception/Presentation	Community Revitalization Awards	August 1, 2016	WS & Regular	
February 8, 2016	WS & Regular		August 8, 2016	Worksession	City Manager Budget Presentation
February 15, 2016	Worksession		August 15, 2016	Regular - 6pm Start	Tax Rate Public Hearing
February 22, 2016	WS & Regular		August 22, 2016	WS & Regular	2nd Tax Rate Public Hearing
February 29, 2016	5th Monday	No Meeting/5th Monday	August 29, 2016	5th Monday	No Meeting/5th Monday
March 7, 2016	No Meeting	No Meeting/Spring Break	September 5, 2016	City Holiday	No Meeting/Holiday
March 14, 2016	WS & Regular		September 12, 2016	WS & Regular	Budget Adoption
March 21, 2016	Worksession		September 19, 2016	Worksession	
March 28, 2016	WS & Regular		September 26, 2016	WS & Regular	
April 4, 2016	Worksession		October 3, 2016	Worksession	
April 11, 2016	WS & Regular		October 10, 2016	WS & Regular	
April 18, 2016	Worksession		October 17, 2016	Worksession	
April 25, 2016	WS & Regular		October 24, 2016	WS & Regular	
May 2, 2016	Worksession		October 31, 2016	5th Monday	No Meeting/5th Monday
May 9, 2016	WS & Regular		November 7, 2016	Worksession	
May 16, 2016	Worksession		November 14, 2016	WS & Regular	
May 23, 2016	WS & Regular		November 21, 2016	No Meeting	No Meeting/Holiday
May 30, 2016	City Holiday	No Meeting/Holiday	November 28, 2016	No Meeting	No Meeting/Holiday
June 6, 2016	Worksession		December 5, 2016	Worksession	
June 13, 2016	WS & Regular		December 12, 2016	WS & Regular	
June 20, 2016	Worksession		December 19, 2016	No Meeting	No Meeting/Holiday
June 27, 2016	WS & Regular		December 26, 2016	City Holiday	No Meeting/Holiday
July 4, 2016	City Holiday	No Meeting/Holiday			



Next Steps

- **Accept City Council feedback and suggestions**
- **City Council will consider approval of the 2016 Meeting Schedule at its December 14, 2015 meeting**





City Council Meeting Proposed 2016 Schedule December 7, 2015





2015 –17 City Council Goals: Proposed Tactics Briefing December 7, 2015



Introduction

- **City Council officially adopted its 2015-17 Statement of Goals on November 9, 2015 and directed staff to develop tactics for its consideration**
- **The purpose of tonight's meeting is to share a list of proposed tactics for each of the twelve strategies and to accept City Council feedback and suggestions so that staff can begin to populate an appropriate work plan**



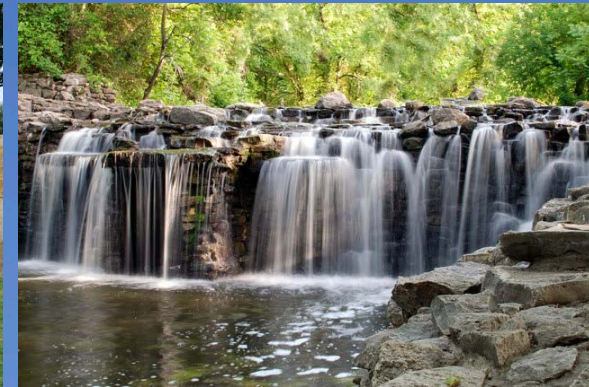
Introduction

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



Vision

- The City of Richardson is a clean, safe, vibrant, and inclusive community in which residents and businesses enjoy a high quality of life and are proud to call “home”



Goals

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



Strategies

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



Enhance the Quality of Life of Our Stakeholders

- Implement 2015 Bond Program in a manner that is financially responsible, maximizes opportunities, and is clearly communicated to stakeholders
- Commence with implementation of the Spring Creek Nature Area Master Plan
- Commence with aquatics assessment and planning initiative
- Evaluate ways to enhance infrastructure maintenance strategies through operating budget support



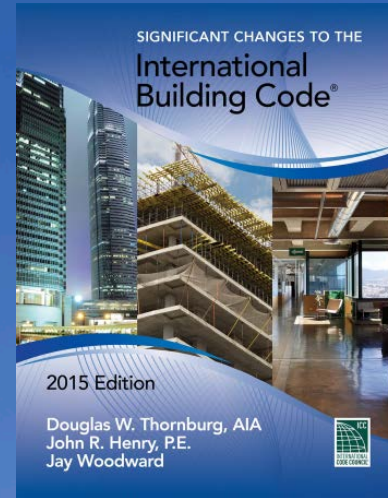
Attract & Retain Targeted Businesses & Increase the Number, Quality, & Variety of Job Opportunities Throughout the City

- Enhance REDP work plan to include additional small business programming, support and services
- Continue Economic Gardening Services
- Explore the next era of entrepreneurial programming and services
- Conduct “Gap-Analysis” of retail in Richardson to determine specific new feasible retail opportunities



Strengthen Property Values

- Review and adopt 2015 International Building Codes
- Review and recommend revisions to property maintenance codes – Commercial Program
- Initiate second phase of Main Street / Central Expressway rezoning
- Work with Dallas County to maximize the scope of the W. Spring Valley Road Rehab project



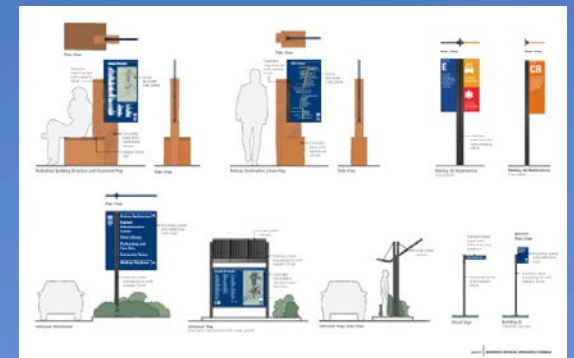
Improve Communications

- Identify goals and strategies for branding study and future marketing campaigns
- Research and report on methods to refresh/update Richardson's logo and possibility to create a tagline
- Develop resource to inform residents about infrastructure related projects
- Implement Police Public Service Announcements



Increase the Sense of Community

- Define, explore, and enhance cultural diversity initiatives in the community
- Work with RIA & HASR on an annual Compassionate Richardson event
- Expand Month of Volunteerism to collaborate with community partners on a city wide day of volunteerism
- Develop a plan to begin citywide place-making, place-marking, and wayfinding initiative



Improve Customer Experience in Interactions with the City

- Make customer focused improvements to City Hall through 2015 bond program
- Develop a “How to do business” in Richardson for businesses for RCC and COR
- Evaluate and enhance communication material and methods used for welcoming new residents
- Implement “Express Permitting” for tenant finish out permits
- Implement Year 2 initiatives to make Richardson more ADA accessible



Improve Accessibility to the City

- Make enhancements to “Bike Friendly Community” initiative
 - Evaluate safe pass and bicycle parking ordinance
- Study options for rail station TOD “last mile”
- Ongoing support of Cottonbelt Rail System
- Continue to track and promote Richardson’s Vision for the US-75 Corridor Project



Attract, Develop, & Retain Quality City Employees

- Develop and implement training program focused on supporting new supervisors
- Evaluate and develop recommendations regarding the city's compensation and benefits package to ensure that both elements remain market competitive and financially sustainable
- Create a leadership academy to provide skills development opportunities for current and future leaders



Effective & Efficient Management of City Finances

- Monitor and adjust fees and revenue sources on an annual basis to ensure they are market competitive and reflective of services provided
 - Sherrill Park Fee Review
- Continue to evaluate opportunities to refund existing debt and take advantage of interest savings
- Finalize Water/Wastewater Infrastructure Management Plans
 - Evaluate options for a Meter Replacement Program
 - Evaluate options for reducing I&I
- Work with the NTMWD and member cities to explore alternative strategies for governance and rate setting



Improve Documentation, Processes, Structure, & Services

- Conduct and implement Facilities Maintenance Master Plan
- Complete Service Center Outdoor Master Plan updates
- Identify methods to solicit feedback regarding community programs, projects and services
- Establish standing committee with UT Dallas to strengthen staff relationships and collaboration on services and programs



Increase Private Participation & Contributions

- Develop historical profile of donors and their contributions
- Create citywide strategy regarding cultivating philanthropic opportunities and sponsorships of city services and events
- Clearly state opportunities for donor participation and contributions



Proposed for Winter / Spring 2016

- Implement Year 1 of the 2015 Bond Program
- Initiate second phase of Main Street / Central Expressway rezoning
- Evaluate and/or implement debt refunding opportunity
- Initiate efforts to implement Spring Creek Nature Area Master Plan
- Review compensation and benefits philosophy and practices with our benchmark cities
- Establish standing committee with UT Dallas to enhance staff collaboration and planning



Proposed for Summer/Fall 2016

- Monitor and adjust fees and revenue sources
- Review and adopt international building codes
- Completion of IT Master Plan
- Conduct initial briefing related to citywide strategy regarding cultivating philanthropic opportunities and sponsorships of city services and events
- Conduct initial briefing regarding goals and strategies for branding study and future marketing campaigns



Next Steps

- **Accept City Council feedback and suggestions**
- **Begin populating City Council meeting agendas with near term action items**
- **Plan Goals / Tactics status report for Spring 2016**



QUESTIONS & DISCUSSION

