

City Council Work Session Handouts

November 25, 2019

- I. Review and Discuss Council Goals for the 2019-2021 Council Term



RICHARDSON
TEXAS

City Council 2019-21 Statement of Goals

City Council Briefing: November 25, 2019



Overview

- On July 10, staff provided City Council a status report on the tactics associated with its 2015-17 Statement of Goals
- On October 7 and October 28, City Council met to review and discuss its Statement of Goals, which includes:
 - Role of Council, Rules of Engagement, Vision, Goals, Strategies
- This purpose of tonight's briefing is to highlight the refinements that resulted from that work in advance of the City Council considering formal adoption

Role of Council

- The role of the Council is to be responsible and resourceful advocates of the City. We communicate with, seek input from, and provide a voice for all stakeholders. We set policies and develop strategies that will enable us to achieve our vision.
- The Council provides the direction, resources, and guidance that enables the City Manager to implement the operational and tactical aspects of our Vision, Goals and Strategies.



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 each other, staff and stakeholders:
- Respectfully
 - We are willing to listen to and evaluate differing ideas and opinions in a non-partisan manner
- Professionally
 - We are Punctual, Focused, Present, and Prepared
- Efficiently
 - We value City resources and the time of others

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**
- **Our accessibility, and the quality and variety of our city services, amenities, recreation opportunities, green spaces, housing, education opportunities, retail choices, and transportation options are globally 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

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. Enhance the customer experience in interactions with the City
5. Manage city finances effectively and efficiently
6. Pursue public/private partnerships 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
11. Leverage media to effectively tell the Richardson story



Next Steps

- A resolution formally adopting 2019-21 Statement of Goals will be on the City Council's December 2nd Agenda
 - Communication plan to share the Statement of Goals to immediately follow
- A complete list of proposed tactics for each strategy will be presented to City Council in January 2020

