

2023-2025 GOALS STATUS UPDATES

GOALS

- ▶ To effectively, efficiently, and transparently manage city resources while maintaining and enhancing city services.
- ▶ To have residents and all stakeholders choose Richardson as the best place to locate, contribute, and engage.
- ▶ To have clear, effective, efficient, continuously improved, and consistently applied processes and policies that make it easy for residents, employees, and all stakeholders to interact with the City.
- ▶ To have well-trained, engaged, and innovative employees who deliver an exceptional customer experience while working in a safe, inclusive, and equitable environment.

TACTICS

CONTINUING TACTICS

(Started in Prior Council Terms)

- Advance City Hall and Library projects –on time, within budget
- Complete renovation of the Animal Shelter and Fire Station 5, including public art selection and installation
- Implement Years 3 & 4 of the 2021 Bond Program
- Advance the Arapaho Station Master Developer RFP
- Complete expansion of the 825 Pressure Zone
- Continue coordination with DART, NCTCOG and other community partners on construction of Silver Line Rail and Cotton Belt Trail projects
- Further implementation of legacy software systems (Tyler Employee Recruitment Module, Utility Billing, Cashiering and EnerGov/Building Inspection)
- Complete renovation of Sherrill Park Course #2
- Transition to new city-wide radio system
- Complete Envision Richardson Comprehensive Plan Update. Explore potential zoning changes to encourage diverse housing options throughout the City

17% 50% 33%

ATTRACT, DEVELOP AND RETAIN HIGH-QUALITY, INNOVATIVE EMPLOYEES

- PLANNED**
 - Evaluate options for partnering with the City of Plano on updating the Police Training Center
- IN PROGRESS**
 - Perform comprehensive compensation analysis on an annual basis to sustain market competitiveness
 - Continue implementation of multi-year sustainability strategies to CORPlan, which balances competitiveness with financial stability
 - Explore cross-training and promotional paths for various positions that rewards advanced training and accumulated experience to increase employee retention
- ONGOING**
 - Explore additional opportunities for more staff events to focus on organizational culture development
 - Develop customized recruitment and retention strategies for difficult to fill positions and to enhance diverse applicant pools

40% 20% 40%

DOCUMENT AND CONTINUOUSLY IMPROVE BUSINESS PROCESSES

- PLANNED**
 - Evaluate standard construction details and design standards, consider enhancements to maximize value of infrastructure and extend the life cycle
 - Develop a simplified and streamlined approach to special event and alcohol sales permitting
- IN PROGRESS**
 - Explore codification of processes in relation to Council appointments, training, etc.
- COMPLETE**
 - Explore a policy related to virtual attendance for Council
 - Discuss a pothole repair policy

80% 20%

IMPROVE ACCESS, USABILITY AND USER EXPERIENCE WITH POLICIES, PROCESSES AND PROCEDURES

- PLANNED**
 - Discuss creation of a GIS map accessible to everyone to show all infrastructure, planning, etc.
 - Launch cor.net enhancements to ensure a modern, contemporary platform that provides exceptional access and user experience
 - Develop a comprehensive City Fee Ordinance –combine all fees into one ordinance
 - Conduct review of Code of Ethics
- IN PROGRESS**
 - Begin preparation for 2025 Charter Review

25% 25% 50%

PROMOTE AN INNOVATIVE APPROACH TO BUSINESS PROCESSES

- PLANNED**
 - Develop a comprehensive philanthropy and sponsorship guide for City opportunities, to include assets, sponsorship levels, packages, and pricing
- IN PROGRESS**
 - Review current facility rental processes and contracts to streamline requests
- COMPLETE**
 - Explore third party vendor to facilitate management of the City's Backflow Program
 - Explore ticketed event pricing options to increase accessibility, attendance, security, safety and attendee satisfaction



PLANNED



IN PROGRESS



COMPLETE



ONGOING

25%

75%

ENSURE SYSTEMS ARE SAFE AND SECURE



IN PROGRESS

- Conduct Cybersecurity Awareness Training via monthly newsletters, annual training, and periodic testing



ONGOING

- Conduct continuous Information Technology infrastructure upgrades, patching, and technology refresh ensuring continued vendor support and security
- Complete security and access upgrades at city facilities
- Enhance Cybersecurity best practices

20%

60%

20%

LEVERAGE OUR REGIONAL LEADERSHIP POSITION TO POSITIVELY IMPACT COUNTY, STATE AND FEDERAL ISSUES



PLANNED

- Coordinate discussion with the Texas Department of Transportation to examine options to realign geometry of the eastbound PGBT direct connect ramp to southbound US 75



IN PROGRESS

- Work with the NTMWD and other regional partners to ensure adequate water supply and sewer treatment capacity in the future; further the Customer City premium discussion
- Coordinate with DART on community needs as part of its Strategic Plan development process
- Take an active role in the NCTCOG's Regional Transportation Study



COMPLETE

- Discuss how to impact our state representatives in order to maintain local control

20%

20%

60%

CONTINUE TO EXPLORE UNIQUE OPPORTUNITIES TO ATTRACT AND RETAIN RESIDENTS AND ALL STAKEHOLDERS



IN PROGRESS

- Complete and activate open space projects at Apollo/Plano, Belt Line/Glenville, Main/Interurban



COMPLETE

- Activate disc golf course and begin programming efforts



ONGOING

- Explore opportunities for more multi-cultural events
- Explore new resources/programming to welcome new residents/businesses to the City and familiarize them with the community
- Evaluate additional placemaking initiatives throughout the City with wayfinding and public art

25%

25%

50%

PROMOTE ECONOMIC DEVELOPMENT THAT BENEFITS THE WHOLE CITY



IN PROGRESS

- Discuss options for economic development at the Spring Valley Corridor



COMPLETE

- Create a plan to target businesses for relocation to Richardson



ONGOING

- Ensure equitable distribution of economic opportunity and city amenities/services across the City
- Look at opportunities to further celebrate diversity and make it an economic driver

20%

40%

40%

PROMOTE AVENUES FOR PUBLIC ENGAGEMENT AND INPUT



PLANNED

- Conduct an evaluation and alignment of current boards and commissions



IN PROGRESS

- Engage community and customers through utilization of the new Library outreach van
- Launch the capital campaign for relocation of Ms. Belle's House to Huffhines Park



COMPLETE

- Explore the creation of a board to celebrate and promote diversity, inclusion, accessibility, etc.
- Develop strategy for hosting open houses regarding bond and capital improvement programs

34%

66%

MAINTAIN STRONG FUND BALANCE AND BOND RATING



IN PROGRESS

- Maintain multi-year capital improvement plan; update annually
- Evaluate utility/enterprise rate structures to stay competitive within the market and set rates to maintain a 90-day fund balance



COMPLETE

- Annually evaluate property tax exemptions in conjunction with financial policies
- Prepare for annual bond issuance/bond rating agency meetings to continue capital project implementation
- Review outstanding debt annually for future refunding opportunities
- Prepare for annual bond issuance/bond rating agency meetings to continue capital project implementation

50%

25%

25%

VALUE, PROTECT, AND CREATE A POSITIVE RETURN ON CITY, RESIDENT, AND OTHER STAKEHOLDER INVESTMENTS IN THE CITY



IN PROGRESS

- Renew League of American Bicyclists' Bicycle Friendly Community status; discuss process to attain a silver-level bike-friendly designation
- Develop construction standards and policies regarding tree placement and protections that reduce the impact of construction projects on existing trees; discuss process to attain Tree City Certification



COMPLETE

- Implement a multi-prong approach to educate the public and reduce litter in Richardson's public spaces



ONGOING

- Discuss environmental initiatives

80%

20%

WORK TO MAINTAIN A BALANCE BETWEEN RESPONSIBLE NEIGHBORHOOD INTEGRITY AND THE REGULATORY ENVIRONMENT



IN PROGRESS

- Develop an interactive map that allows stakeholders to track the status of code violations
- Evaluate updates to the City's health and animal services codes
- Explore options for expanding the street median maintenance/enhancement program
- Create a new educational workshop series and neighborhood awareness campaign focused on enhancing the curb appeal of residential properties and stressing the importance of basic maintenance



COMPLETE

- Provide status report on Year 1 of short-term rental program; evaluate opportunities to enhance if appropriate

50%

25%

25%

LEVERAGE COUNTY, STATE, AND FEDERAL OPPORTUNITIES



IN PROGRESS

- Explore opportunities for federal and state housing grants
- Coordinate with TxDOT, NCTCOG and other stakeholders along the US 75 Corridor as part of the US 75 -Tech Lane Project



COMPLETE

- Discuss active participation in regional homelessness events and organizations



ONGOING

- Strengthen relationships with school districts for events and programs