



**CITY OF PLANO  
COUNCIL AGENDA ITEM**

<b>CITY SECRETARY'S USE ONLY</b>				
<input type="checkbox"/> Consent <input type="checkbox"/> Regular <input type="checkbox"/> Statutory				
Council Meeting Date:		03/26/12		
Department:		City Manager		
Department Head		Bruce D. Glasscock		
Agenda Coordinator (include phone #): <b>Dee Dee Falls ext. 7747</b>				
<b>CAPTION</b>				
Adoption of City Council 2012 Strategic Vision.				
<b>FINANCIAL SUMMARY</b>				
<input checked="" type="checkbox"/> NOT APPLICABLE <input type="checkbox"/> OPERATING EXPENSE <input type="checkbox"/> REVENUE <input type="checkbox"/> CIP				
FISCAL YEAR: <b>2011-12</b>	<b>Prior Year (CIP Only)</b>	<b>Current Year</b>	<b>Future Years</b>	<b>TOTALS</b>
Budget	0	0	0	<b>0</b>
Encumbered/Expended Amount	0	0	0	<b>0</b>
This Item	0	0	0	<b>0</b>
BALANCE	0	0	0	<b>0</b>
<b>FUND(S):    N/A</b>				
<b>COMMENTS:</b> This item has no fiscal impact.				
STRATEGIC PLAN GOAL: Adopting the Strategic Vision relates to the City's goal of Financially Strong City with Service Excellence				
<b>SUMMARY OF ITEM</b>				
Adoption of City Council 2012 Strategic Vision setting forth goals and principles for City Council decisions, policies and actions				
List of Supporting Documents: City Council 2012 Strategic Vision		Other Departments, Boards, Commissions or Agencies n/a		

# 2012 CITY OF PLANO CITY COUNCIL RETREAT STRATEGIC VISION

## Our Vision

Plano is a vibrant, safe and sustainable city with attractive neighborhoods and urban centers, a vital economy, a high degree of mobility and an abundance of educational, recreational and cultural opportunities.

## Our Mission

The City of Plano is a regional and national leader, providing outstanding services and facilities through cooperative efforts that engage our citizens and that contribute to the quality of life in our community.

## 3 Pillars of Service

- Provide outstanding services and facilities
- Through cooperative efforts with citizens
- That contribute to the overall quality of life

## 6 Pillars for Plano's Vision

- A diverse, international and emerging urban city and metropolitan center.
- A multifaceted city which meets the needs of its citizens to work, live and play here.
- A city known for very high quality city services.
- A city of vibrant and renewing neighborhoods.
- A city of business and enterprise of national and international importance.
- A city that partners with a variety of educational institutions to support and encourage exceptional quality of education at all levels.



# 12 Reputational Drivers

- THE place to live.
- A place that values and expects excellence.
- High quality of life.
- A progressive city.
- Excellent schools.
- Home to major corporations.
- Broad variety of desirable housing.
- Easy access to the entire region and to jobs.
- Employment Center.
- Family oriented.
- A destination location.
- Reestablished identity.

# 8 Operational Drivers

- Exceptional quality city services.
- A well maintained community that has a very attractive appearance.
- A safe city.
- Highly professional staff.
- A high quality customer service orientation.
- High quality and ample parks and green space.
- Successfully transitioning into a mature city.
- Innovative programs and solutions.

# Plano Beliefs

Working as a team, we pledge to be:

- Respectful of individual dignity and rights,
- Financially responsible,
- Ethical and Responsive to our customers,
- Innovative in addressing community needs and
- An organization in which we can serve with pride.



## MAYOR, COUNCIL & CITY MANAGER

**Phil Dyer**, Mayor

**Pat Miner**, Mayor Pro Tem

**Lissa Smith**, Deputy Mayor Pro Tem

**Lee Dunlap**, Council Member

**Ben Harris**, Council Member

**André Davidson**, Council Member

**Jim Duggan**, Council Member

**Pat Gallagher**, Council Member

**Bruce D. Glasscock**, City Manager



# 8 Strategic Goals

## Enhance Operational Analysis and Effectiveness

# 1

- Operational Effectiveness must be evaluated within the context of both the cost and the impact on citizen services of service reductions to reduce costs. It is recognized that efficiency and effectiveness can be counter balances to each other and that the underlying goal is not merely low cost, nor merely high quality, but a high value proposition.
- Excellent service is expected as a benchmark, however it is recognized that not all types of city services should be delivered at the very highest levels and that varying service levels for some services may be appropriate.
- When service level options are being weighed, staff should provide comparative impact analysis between service level options and appropriate benchmark data, properly equipping the Council to determine the appropriate level of service.
- When cuts are being considered, staff should provide meaningful analysis of the impact of those potential cuts on citizen service, including the numbers of citizens affected, long term implications of the cuts, alternative ways of serving those citizens, and other substantive considerations to ensure all relevant information is considered.

## Protect and Sustain Quality of Governance

# 2

- Maintain the current atmosphere of civility and respect.
- Maintain the current decisiveness and courage.
- Ensure that all Council members are properly prepared to make decisions based on thoughtful and thorough analysis and deliberation.

## Affirm and Reinforce Plano's Commitment to Being the Best

# 3

- City Manager to revisit the current pay for performance system and evaluate whether it is achieving the desired goals of motivating exceptional employee performance, and determine whether an alternative approach should be implemented.
- Ensure that city compensation and other policies are designed to recruit and retain the best possible employee in every position.
- Reinvigorate city initiatives to position the City to attract the very best employees.
- Reinvigorate city initiatives to be the industry leader nationwide on a many fronts





## 4 Improve Communications

- Develop specific initiatives to improve how the city communicates with citizens about city services, specifically articulating what and how the city provides various services and what they are getting for their tax dollars and how it compares to other cities.
- Develop a “Why Plano” marketing packet/ sheet to distribute to citizens, businesses, and prospective residents providing a deeper understanding and awareness of the advantages and benefits of living and working in Plano.
- Work with other entities (ISD, Chamber, etc) to develop a branding campaign to better market the benefits of living and working in Plano.
- Develop initiatives to help the City Council be more engaged with and attuned to the desires and priorities of the community as a whole.

## 5 Enhance Plano’s Role as a Regional Leader

- Position Plano to provide a stronger voice and leadership role regionally.

## 6 Evaluate Options for Revitalizing Collin Creek Mall

- City staff should initiate meetings with the mall owners to determine what options exist and return to Council with available action options.

## 7 Evaluate Options for the Future of Plano Centre and The Arts Center of North Texas

- City staff should move forward with analysis of Plano Centre’s future and return to Council with available options.
- Bring resolution to The Arts Center of North Texas discussions.

## 8 Strengthen the Working Relationship with Our Educational Partners

- Initiate formal and informal meetings and discussions to strengthen the relationship and reinforce the City’s commitment to an exceptional educational environment.

