CITY OF PLANO
COUNCIL AGENDA ITEM

CITY SECRETARY'S USE ONLY	
☐ Consent ☐ Regular ☐ Statutory	
Council Meeting Date:	10/28/13
Department:	City Manager's Office
Department Head	Bruce D. Glasscock
Agenda Coordinator (include phone #):	**Cindy Pierce, ext. 5161**

CAPTION

Adoption of City Council Strategic Vision for Excellence for Fiscal Year 2013-14

FINANCIAL SUMMARY

☒ NOT APPLICABLE ☐ OPERATING EXPENSE ☐ REVENUE ☐ CIP

FISCAL YEAR:	Prior Year (CIP Only)	Current Year	Future Years	TOTALS
Budget	0	0	0	**0**
Encumbered/Expended Amount	0	0	0	**0**
This Item	0	0	0	**0**
BALANCE	0	0	0	**0**

FUND(S): N/A

COMMENTS: This item has no fiscal impact.

STRATEGIC PLAN GOAL: Adoption of the City's Strategic Vision for 2013-14 relates to the City's goal of Financially Strong City with Service Excellence.

SUMMARY OF ITEM

Adoption of City Council Strategic Vision for Excellence for Fiscal Year 2013-14, setting forth goals and principles for City Council decisions, policies and actions.

List of Supporting Documents:	Other Departments, Boards, Commissions or Agencies
City Council Strategic Vision for Excellence for Fiscal Year 2013-14	

Plano
City of Excellence

Strategic Vision for Excellence

Fiscal Year 2013-14

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.

PLANO BELIEFS

Working as a team, we pledge to be:

> Respectful of individual dignity and rights,
> Financially responsible,
> Innovative in addressing community needs and
> An organization in which we can serve with pride.

PILLARS OF SERVICE

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

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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

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**

Strategic Vision for Excellence

Fiscal Year 2013-14

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

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

MAYOR, COUNCIL & CITY MANAGER

Harry LaRosiliere, *Mayor*

Lissa Smith, *Mayor Pro Tem*

Ben Harris, *Deputy Mayor Pro Tem*

Pat Miner, *Council Member*

Jim Duggan, *Council Member*

André Davidson, *Council Member*

Pat Gallagher, *Council Member*

David Downs, *Council Member*

Bruce D. Glasscock, *City Manager*

Strategic Goals for Excellence

Fiscal Year 2013-14

The City Council developed the strategic goals for excellence from the strategic vision adopted in 2012. Many of the initiatives are a continuation of those goals reflecting the next steps towards achievement.

1. PROTECT AND SUSTAIN QUALITY OF GOVERNANCE

> Maintain the current atmosphere of civility, respect, decisiveness and courage

> Ensure all Council members are properly prepared to make decisions based on thoughtful and thorough analysis and deliberation

2. DELIVER OUTSTANDING OPERATIONAL ANALYSIS AND EFFECTIVENESS

> Define why action is needed and what the key issues are

> Present fact-based information

> Provide options that can be compared in a consistent manner and without bias

> Provide costs (O&M and Capital) and proposed funding sources

> Provide long term implications (benefits or costs) of delaying decisions

> Anticipate and answer likely questions

> Articulate clear expectations of results

> Provide adequate lead time to make an informed decision

> Provide professionally based recommendations without bias

3. AFFIRM AND REINFORCE PLANO'S COMMITMENT TO EXCELLENCE

> Create a culture of excellence in customer service in every department of the City of Plano

> Develop city-wide customer service standards and provide training to achieve

> Evaluate mechanisms for receiving feedback on the quality of customer service

> Develop a plan to address neighborhood revitalization with measurable, results-oriented criteria to evaluate the impact of a program and how it would work with the "Love Where You Live" project

> Evaluate criteria to qualify for revitalization incentives

> Develop options for impacting the four corners retail centers in neighborhoods

Strategic Goals for Excellence

Fiscal Year 2013-14

4. IMPROVE COMMUNICATIONS

> Develop a comprehensive marketing strategy and plan that reaches the citizens of Plano as well as a state and national audience with a consistent message

5. EVALUATE OPTIONS FOR REVITALIZING COLLIN CREEK MALL

> City staff should continue meetings with the mall owners to determine what options exist and return to Council with available actions

6. ENHANCE PLANO'S ROLE AS A REGIONAL LEADER

> Position Plano to provide a stronger voice and leadership regionally

7. STRENGTHEN THE WORKING RELATIONSHIP WITH OUR EDUCATIONAL PARTNERS

> City Manager should continue formal and informal meetings and discussions to further strengthen the relationship and reinforce the City's commitment to an exceptional educational environment