

City Council Work Session Handouts

September 21, 2015

- I. Review and Discuss the Richardson Cultural Arts Commission's 2015-2016 Arts Grants Funding Recommendations
- II. Review and Discuss the Dallas Central Appraisal District and Collin Central Appraisal District Board Representation for 2016-2017
- III. Review and Discuss the City Council Goals: Tactics Status Report



Recommendations from the Richardson Cultural Arts Commission

City Council Work Session
September 21, 2015

Richardson Cultural Arts Commission

Richard Luttrell

Chairman

Beth Kolman

Vice Chairman

Catherine Burdette

Curtis Dorian

David McNair

Barbara McNutt

Betty Peck

Scott Dunn

City Council Member
City Council Liaison

Shanna Sims-Bradish

Assistant City Manager
Staff Liaison



Cultural Arts Commission Role

The Cultural Arts Commission serves as the advisory board to the city council and the city management in matters involving the promotion of close cooperation between the city and private citizens, institutions and agencies interested in or conducting activities relating to the arts. The Commission shall be responsible:

To provide and assist in the development of the cultural arts in the city by providing a biannual “state of the arts” assessment to the city council.

To make recommendations to the city council relative to expenditures of city funds for the purposes of promoting and sustaining the arts in the city.

To serve as a review board for the funding of proposed programs within the community that are to be funded from allocations made by the city council from hotel/motel occupancy tax.

To make recommendations on the allocation of funding for historical preservation and/or restoration that is to be funded by the allocation of funds from the hotel/motel occupancy tax.



Grant Process

- ❑ Grant guidelines and application forms were reviewed and revised in the Spring of 2015 by the Cultural Arts Commission.
- ❑ Applications were provided in June 2015 to local arts groups who have received funding in prior years and others who have expressed an interest in the grant program.
- ❑ Applications were accepted until July 24, 2015.



Grant Process

- ❑ Applications include application forms, 3-page narratives, strategic plans, lists of board members and meetings, current year budgets, financial statements, 501(c)3 letters of determination from the IRS.
- ❑ Applicant presentations were made to Cultural Arts Commission on August 15, 2015.
- ❑ The Cultural Arts Commission deliberated on their recommended allocations of funds on August 20, 2015.

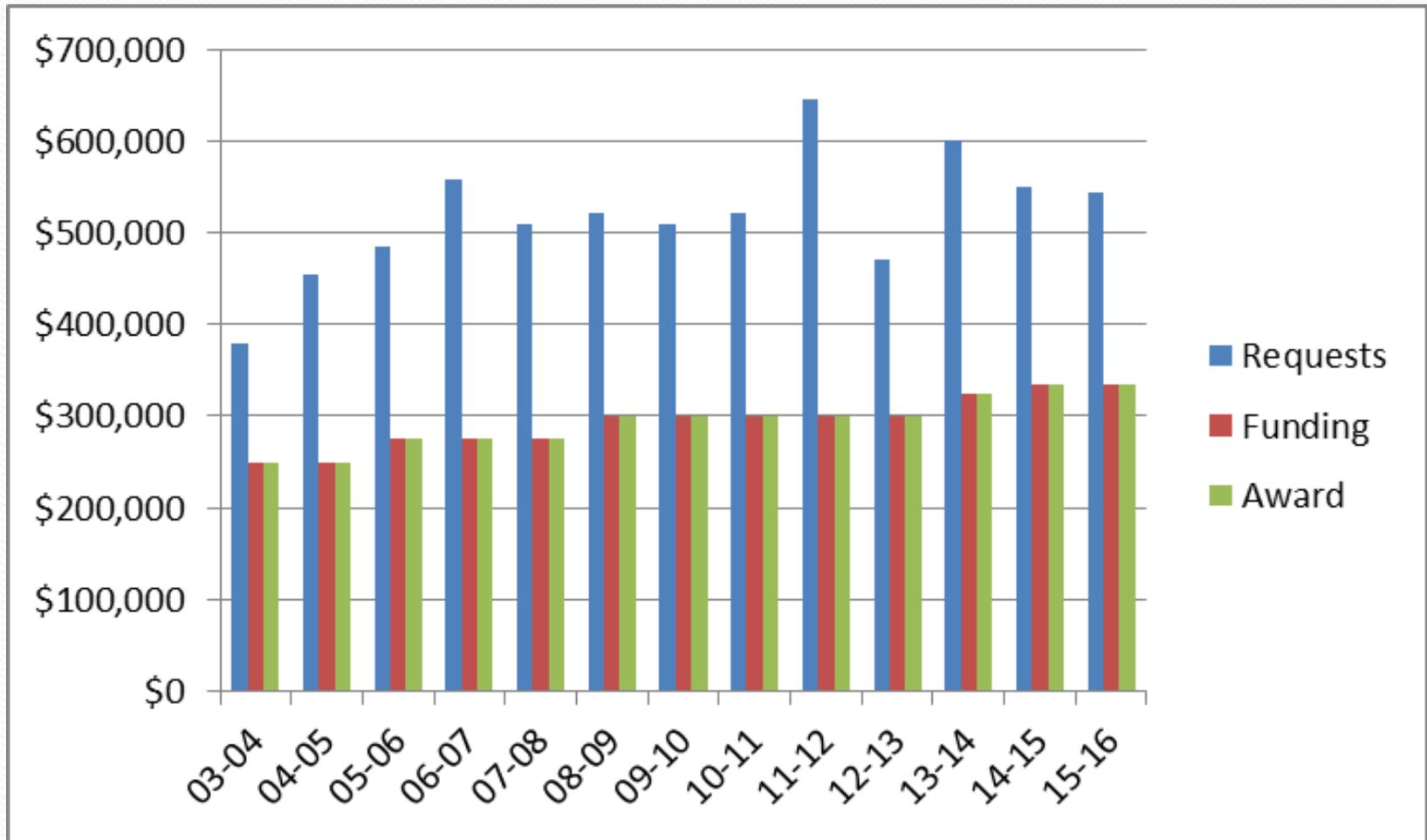


2015-2016 Requests

- ❑ 30 applications were received
- ❑ The total amount of the requests was \$543,250.
- ❑ 3 new groups applied this year:
 - ❑ Collin County Ballet Theatre
 - ❑ Plano Civic Chorus
 - ❑ Texas Ballet Theater
- ❑ 2 groups that were funded last year did not apply:
 - ❑ Dallas Film Society
 - ❑ Ikebana International



Funding, Request and Awards



Arts Commission Recommendations

- ❑ Applicants were each asked about what they bring to the Richardson community and how their organization can contribute to the City's **Cultural Arts Master Plan**.
- ❑ All applicant groups should be seeking/receiving funds from **multiple sources**.
- ❑ **Collaboration** is important and is viewed as a real positive whether during a proposed season or special project.
- ❑ Providing quality community service and **outreach** are paramount to this support. A group's outreach within Richardson is evaluated and taken into consideration.
- ❑ **Revitalization** and synergy are expected from more established groups. Maintaining the status quo is not acceptable in today's arts market.
- ❑ Encouraging entities from beyond Richardson to perform/present in Richardson is an effort to supplement the concept of **synergy** in North Texas.
- ❑ The **economic impact** of a group's programming is examined.



2015-2016 Funding

- ❑ The 2015-2016 Budget includes \$350,000 for arts grants annual funding in the Hotel/Motel Tax Fund.
- ❑ The Cultural Arts Commission is recommending allocating \$335,000 for annual operations grants and reserving \$15,000 for one-time initiative grants for a total of \$350,000



Arts Group	14-15 Awarded	15-16 Request	15-16 Recommendation
Richardson Symphony, Inc.*	75,000	80,000	77,000
Repertory Company Theatre, Inc. (RCT)	50,000	60,000	50,000
Richardson Theatre Centre, Inc.*	34,000	42,000	34,500
Chamber Music International	22,000	35,000	22,000
Richardson Community Band	16,800	16,800	16,800
Rich-Tone Chorus*	13,000	15,500	13,700
Lone Star Wind Orchestra	12,000	19,000	12,000
Richardson Civic Art Society (RCAS)*	11,400	12,000	11,700
Tuzer Ballet	11,500	25,000	11,500
Plano Symphony Orchestra	10,000	40,000	10,000
Texas Winds Musical Outreach, Inc.*	9,000	11,100	9,500
Dallas Repertoire Ballet	8,000	12,000	8,000
Dallas Asian American Youth Orchestra	7,000	10,000	7,000
Pegasus Theatre Incorporated*	6,000	12,000	7,000
Chamberlain Performing Arts (Chamberlain Ballet)	6,500	12,000	6,500
Richardson Reads One Book	6,000	7,000	6,000
Contemporary Chorale	5,000	15,000	5,000
Islamic Art Revival Series	5,000	8,000	5,000
Dallas Chinese Community Center	4,000	8,000	4,000
Friends of the Richardson Public Library, Inc.	4,000	6,000	4,000
Texas Performing Chinese Arts Assn.	3,800	7,500	3,800
Arts Incubator of Richardson/Air(Richardson Fine Arts Center)*	2,000	3,300	2,500
Avant Chamber Ballet	2,000	11,000	2,000
Plano Community Band	2,000	17,550	2,000
Video Association of Dallas	2,500	1,500	1,500
Spectacular Senior Follies	1,000	5,000	1,000
Texas Ballet Theater	NEW	10,000	1,000
National Association of Composers/USA-Texas Chapter	2,000	5,000	-
Plano Civic Chorus	NEW	6,000	-
Collin County Ballet Theatre	NEW	30,000	-
TOTAL	331,500	543,250	335,000

*Funding increase recommended

Notable Arts Achievements

□ Collaboration

- A majority of the arts grants organizations are working together on the event “Ricochet 15” to celebrate October as arts and humanities month throughout the community. The two organizations taking the lead in organizing this event are ***Arts Incubator of Richardson*** and the ***Richardson Symphony Orchestra***

□ Arts and Technology

- ***Richardson Civic Art Society*** is using an online art show program to encourage artists to submit their work to be exhibited in RCAS shows.

□ Cultivate a New Generation of Arts Participants

- ***Richardson Reads One Book*** is now providing the opportunity for interested high school students from Berker and JJ Pearce High Schools the ability to attend the author’s lecture at Richardson High School

□ Focus on Texas Artists

- ***Richardson Theatre Centre*** is featuring Texas playwrights with their “Texas Page to Texas Stage!” series in their upcoming season

□ Artistic Excellence

- ***Pegasus Theatre*** is doubling their Richardson offerings by presenting a “living black and white” theater offering at the Eisemann Center in the Summer of 2016



Ricochet 2015



- Saturday October 17th
- Kick-off party at a ticketed event on Friday, October 16th
- Designed to celebrate National Arts and Humanities Month and to honor local artists and arts organizations
- Created as a collaborative project between Arts Incubator of Richardson and the Richardson Symphony Orchestra
- Events at fourteen different locations citywide



Ricochet 15 – sample events

- Alamo Drafthouse – yarn bombing, chalk artists, Rich-Tones
- Northrich Park – storyteller/puppeteer and coloring station
- Richardson Mercantile – live music and poetry slam from Collin College
- McKamy Springs Park – RSO string quartet, Richardson Theatre Center, Contemporary Chorale
- Richardson Library – yarn bombing, Chamberlain Ballet, Pegasus Theatre, hands-on-art activity

Next Steps

- ❑ Upon City Council review and feedback, approval of the recommendations will be placed on the September 28, 2015 City Council agenda for ratification.
- ❑ Final reports are due from funded groups by September 30, 2016.
- ❑ Checks will be disbursed to groups after City Council action on the recommendations after October 1st.
- ❑ Cultural Arts Commission continues to work with the groups throughout the year in regards to the implementation of the Cultural Arts Master Plan.



**EXECUTIVE SUMMARY
DALLAS CENTRAL APPRAISAL DISTRICT
BOARD OF DIRECTORS APPOINTMENTS FOR 2016 & 2017
September 10, 2015**

APPOINTMENT PROCESS:

- There are 5 board positions representing the following groups:
 - Dallas County
 - City of Dallas
 - Suburban Cities (Richardson's Representative)
 - Dallas ISD
 - Suburban School Districts
- John Ames, Dallas County Tax Assessor/Collector, is an ex-officio member (Tax Code Sec. 6.03a)
- Each Suburban City may make a nomination for the Suburban City Representative (or several cities may agree to nominate an individual) – See October 17 below
- Because there is no “at large” voting entitlement, an entity may vote only for candidates nominated for the position that represents that entity

- **OCTOBER 1:** Chief Appraiser must deliver notice of voting entitlement to each entity
 - **VOTING ENTITLEMENT CALCULATION**
 - By 1980 agreement each suburban city is entitled to one vote, which is different from the Property Tax Code process and from CCAD
 - Richardson voting entitlement for 2014 was one (as determined by the 1980 agreement)
 - For 2014, Michael Hurtt of DeSoto was nominated and elected with 20 votes of the 30 entities eligible to vote
- **OCTOBER 17:** Entities wishing to nominate a candidate must do so by sending an official resolution to DCAD by this date
- **OCTOBER 31:** Chief appraiser prepares ballot containing names of the nominees and submits to entities
- **DECEMBER 15:** Each entity wishing to vote for the suburban representative must do so by official resolution by this date
- **JANUARY 1:** Chief Appraiser declares winner(s) and notifies entities

CURRENT BOARD MEMBERS:

- John Warren (Dallas County Representative)
- Andy Trujillo (City of Dallas Representative)
- Elizabeth Jones (Dallas ISD Representative)
- Michael Hurtt (Suburban Cities Representative)
- Steve Pryor (Suburban School Districts Representative)
- John Ames, Ex-Officio (County Tax Assessor/Collector – Legislature Board Appointment)

STATUS:

- The Suburban Cities Representative current member is Michael Hurtt
- Mr. Hurtt has expressed an interest in serving another term
- **DIRECTOR QUALIFICATIONS (RESTRICTIONS):**
 - **RESIDENCY:** must reside in district for 2 years immediately preceding office term
 - **EMPLOYMENT:** may not be an employee of a taxing unit within the district (unless the employee is also an elected official of the governing body of a taxing unit)
 - **RELATIONSHIPS:** may not serve if related to someone who appraises property for use in proceedings before the appraisal review board
 - **BUSINESS INTERESTS:** may not serve if they have a substantial interest in a business entity which has a contract with the appraisal district or, in the case of a taxing unit, has a contract related to the performance of an activity governed by the Tax Code or if they are a tax agent

RECOMMENDATION

- Staff recommends nominating and voting for Michael Hurtt
- A resolution has been prepared for the September 28, 2015 City Council Agenda nominating Mr. Hurtt
- A resolution will be placed on the November 9, 2015 City Council Agenda voting for Mr. Mr. Hurtt

ATTACHMENTS:

- Michael Hurtt – Personal Profile
- Comparison of Suburban Cities Votes for 2012 and 2014

Personal Profile – Michael Hurtt

Michael Hurtt came to Dallas from Casper, Wyoming in 1971. Graduated from Mortuary Science College, and has been in this area ever since. He was elected to the DeSoto City Council in May of 1998, and served as Mayor Pro Tem those three years. He was elected Mayor in 2001, and again in 2004. He was the seated Mayor when DeSoto was recognized for the ALL AMERICA CITY Award in 2006. He has served as council liaison to the DeSoto Economic Development Corporation, the Arts Commission, and Keep DeSoto Beautiful, a commission he founded in DeSoto. He also served on the North Texas Commission Board of Directors. For 2014 he was elected by 20 of 30 eligible suburban cities to serve another term on the Dallas County Appraisal District Board of Directors. He also serves as Vice-Chairman of the DeSoto Economic Development Corporation. Mr. Hurtt was also appointed to the Advisory Board for Methodist Charlton Hospital for a three year term.

Mr. Hurtt was a member of the executive board of directors of the Dallas Zoological Society. He also served on Tex-21, the U.S. Conference of Mayors, and the National League of Cities. He was vice president of the Medical Center of Lancaster Hospital Board of Directors, and served on the board of Compass Hospital. In the past, Mr. Hurtt has served on the DeSoto Park Board, Strategy 2000, and the Charter Review Committee. He was also the chairman of the DeSoto Chamber of Commerce and the Best Southwest Chamber Partnership, past president of the DeSoto Rotary Club and the North Texas Funeral Directors Association.

Mr. Hurtt and his wife Marilyn have lived in DeSoto since 1988 and have two grandchildren. He is the owner of West/Hurtt Funeral Home in DeSoto since 1988.

City of Richardson, Texas
Comparison of DCAD Suburban Cities Votes Cast for Board of Directors
2012 & 2014 Votes Cast

Suburban City	2012	2014
Addison	Michael Hurtt	Michael Hurtt
Balch Springs	Michael Hurtt	Wanda Adams
Carrollton	Michael Hurtt	Michael Hurtt
Cedar Hill	Michael Hurtt	Michael Hurtt
Cockrell Hill	Michael Hurtt	Michael Hurtt
Combine	Paul Norman	No Vote
Coppell	Michael Hurtt	Michael Hurtt
DeSoto	Michael Hurtt	Michael Hurtt
Duncanville	Michael Hurtt	Michael Hurtt
Farmers Branch	Michael Hurtt	Michael Hurtt
Ferris	Michael Hurtt	Michael Hurtt
Garland	Abstain	No Vote
Glenn Heights	Michael Hurtt	Gerald W. Lemons
Grand Prairie	Abstain	No Vote
Grapevine	Abstain	Abstain
Highland Park	Michael Hurtt	No Vote
Hutchins	Abstain	Michael Hurtt
Irving	Michael Hurtt	Loren Byers
Lancaster	Michael Hurtt	Michael Hurtt
Lewisville	Abstain	No Vote
Mesquite	Michael Hurtt	Michael Hurtt
Ovilla	Michael Hurtt	Michael Hurtt
Richardson	Michael Hurtt	Michael Hurtt
Rowlett	Michael Hurtt	No Vote
Sachse	Michael Hurtt	Michael Hurtt
Seagoville	Michael Hurtt	Michael Hurtt
Sunnyvale	Michael Hurtt	Michael Hurtt
University Park	Michael Hurtt	Michael Hurtt
Wilmer	Abstain	Michael Hurtt
Wylie	Michael Hurtt	Michael Hurtt

**EXECUTIVE SUMMARY
COLLIN CENTRAL APPRAISAL DISTRICT
BOARD OF DIRECTORS APPOINTMENTS FOR 2016 & 2017
September 10, 2015**

APPOINTMENT PROCESS:

- There are 5 board positions representing the entities at-large
- Kenneth Maun, Collin County Tax Assessor/Collector, is an ex-officio member (Tax Code Sec. 6.03a)
- Each entity may make nominations (one to five candidates) or several cities may agree to nominate an individual
- An entity may allocate their voting entitlement to one candidate or distribute them among candidates

- **OCTOBER 1:** Chief Appraiser must deliver notice of voting entitlement to each entity
 - **VOTING ENTITLEMENT CALCULATION**
 - Prior Year (2014) Tax Levy for the Entity divided by the Sum of the Prior Year (2014) Tax Levy for all the Entities
 - Multiply the Quotient by 1,000 and round the product to the nearest whole number
 - Multiply the result by the number of directorships to be filled
 - Richardson's voting entitlement for 2016 is 67
 - Richardson voting entitlement for 2014 was 69 (of 5,000 total)
 - For 2014 there were 7 nominations for the 5 board positions
 - Wayne Mayo was nominated by the City and was elected with 898 votes in the 2013 election for 2014
- **OCTOBER 14:** Entities wishing to nominate a candidate must do so by sending an official resolution to CCAD by this date
- **OCTOBER 30:** Chief appraiser prepares ballot containing names of the nominees and submits to entities
- **DECEMBER 15:** Each entity wishing to vote must do so by official resolution by this date
- **JANUARY 1:** Chief Appraiser declares winner(s) and notifies entities

CURRENT BOARD MEMBERS:

- Ronald Carlisle
- Dr. Leo Fitzgerald
- Wayne Mayo
- Michael Pirek
- Gary Rodenbaugh
- Ken Maun, Ex-Officio (County Tax Assessor/Collector – Legislature Board Appointment)

STATUS:

- Richardson resident Wayne Mayo has expressed his interest to be reappointed.
- Mr. Mayo currently serves as chairman of the Board of Directors
- **DIRECTOR QUALIFICATIONS (RESTRICTIONS):**
 - **RESIDENCY:** must reside in district for 2 years immediately preceding office term
 - **EMPLOYMENT:** may not be an employee of a taxing unit within the district (unless the employee is also an elected official of the governing body of a taxing unit)
 - **RELATIONSHIPS:** may not serve if related to someone who appraises property for use in proceedings before the appraisal review board
 - **BUSINESS INTERESTS:** may not serve if they have a substantial interest in a business entity which has a contract with the appraisal district or, in the case of a taxing unit, has a contract related to the performance of an activity governed by the Tax Code or if they are a tax agent

RECOMMENDATION

- Staff recommends nominating and voting for Wayne Mayo
- A resolution has been prepared for the September 28, 2015 City Council Agenda nominating Mr. Mayo
- A resolution will be placed on the November 9, 2015 City Council Agenda voting for Mr. Mayo

ATTACHMENTS:

- Wayne Mayo – Personal Profile
- Comparison of CCAD Allocation of Votes, 2014 vs 2016
- 2016 Allocation of Votes
- Distribution of Votes 2014

PERSONAL PROFILE
L.W. (Wayne) Mayo

Native Texan – Born in Dallas; graduated from Woodrow Wilson High School

Attended East Texas State University (graduated 1964)
B.S. Degree in Biology & Physical Education

Teacher for 4 years (math & science)
Awarded Lifetime Membership Texas PTA

Real Estate for over 31 years; Appraiser for over 27 years

Married over 45 years

CIVIC & PROFESSIONAL ACTIVITIES:

Rotary

Charter member – Richardson Central Rotary Club
Served as Sergeant-at-arms, President-Elect & President
Governor's Representative for District 581 for 4 years
Chairman of the Australian Group Study Exchange
Chairman of the Texas Tour for the German Mini-Exchange – 4 years
Member of District 581 Youth Exchange Committee
Perfect attendance – 12 years

YMCA

Board of Directors
Served as Director of All Sports Activities Committee

Chamber of Commerce

Served on the Advisory Board and the Board of Directors
Chairman of the annual Christmas Parade for 20 years
Served on Tourist & Convention Committee and the Governmental Affairs Committee

City of Richardson

Served on the Richardson Park Board
City Councilman – 4 years
Served as Vice-President of the Collin County Public Officials Association

Texas Wild Turkey Federation (a group dedicated to the preservation & conservation of the wild turkey in Texas)

Served as President, Vice-President and Treasurer
Board of Directors – Director of Merchandise
Served on the Advisory Board to the Texas Parks & Wildlife Commission

Profile

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American Wild Turkey Society – State Coordinator

Realtor & Appraiser Associations:

Member – National Association of Independent Fee Appraisers
Foundation Appraisers Coalition of Texas, Inc.
Employee Relocation Council
National Association of Realtors
Texas Association of Realtors
Lake Cities Board of Realtors

Served as a member of the Professional Standards Committee on Ethics for the Greater Dallas Board of Realtors (GDBR), Vice-Chairman of Professional Standards Committee on Ethics for the Collin County Board of Realtors, Chairman of the Arbitration Committee for the GDBR, and Chairman of the Grievance Committee for the GDBR.

Member, Board of Directors Central Appraisal District of Collin County (1997-2015)
Member, Collin County Appraisal Review Board (1992-1997)
Vice-Chairman, Collin County Appraisal Review Board (1994)
Chairman, Collin County Appraisal Review Board (1995, 1996 & 1997)
Past President, Dallas Chapter, NAIFA
Deputy State Director, NAIFA (1990-91)
State Director for Texas, NAIFA (1991-93)
Regional Governor, Southwest Central Region, NAIFA (1993-96)
Vice-President, Foundation Appraisers' Coalition of Texas, Inc. (1992-94)
President, Foundation Appraisers' Coalition of Texas, Inc. (1994-96)
President, Foundation Appraisers' Coalition of Texas, Inc. (1994-96)
National Director, NAIFA (1996-98)
1997 "National Appraiser of the Year"
National Treasurer (1998-99)
Texas Appraiser Licensing & Certification Board
Deputy Director (Region IV) for AARO (Association of Appraisal Regulatory Officials (1999-2000)
(Region IV includes Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, and Texas)

Hobbies

Presentation of turkey-hunting seminars across the state
Hunting
Golf
Fishing

City of Richardson, Texas
Comparison of CCAD Allocation of Votes
For Board of Directors
History and 2014 vs 2016

District	# of Votes Allocated									Increase (Decrease)
	2000	2002	2004	2006	2008	2010	2012	2014	2016	2014 to 2016
Allen City	94	96	102	105	106	129	131	128	122	-6
Allen ISD	262	294	313	333	306	324	358	379	369	-10
Anna City	1	1	1	3	5	7	8	7	8	1
Anna ISD	12	11	11	17	24	26	25	23	25	2
Bland ISD	n/a	n/a	n/a	n/a	0	0	0	0	0	0
Blue Ridge City	0	0	0	1	0	1	1	1	1	0
Blue Ridge ISD	7	6	7	6	6	6	6	6	5	-1
Carrollton City	n/a	n/a	n/a	n/a	1	1	1	1	1	0
Celina City	4	4	4	5	7	10	9	9	9	0
Celina ISD	21	20	22	27	29	32	33	30	30	0
Collin County	585	573	520	511	503	565	547	519	500	-19
Collin Co. Com. Coll.	n/a	n/a	n/a	n/a	n/a	n/a	n/a	192	179	-13
Community ISD	13	12	15	17	17	21	22	22	21	-1
Dallas City	n/a	n/a	n/a	n/a	108	99	96	86	80	-6
Fairview City	3	3	5	6	8	11	13	13	12	-1
Farmersville City	4	3	2	2	3	3	3	3	3	0
Farmersville ISD	16	14	15	14	16	14	14	13	13	0
Frisco City	48	58	80	124	158	129	130	125	127	2
Frisco ISD	188	238	411	519	641	549	556	568	591	23
Garland City	n/a	n/a	n/a	n/a	1	1	1	0	0	0
Gunter ISD	n/a	n/a	n/a	n/a	0	0	0	0	0	0
Josephine City	0	0	0	0	0	0	1	1	1	0
Lavon City	0	0	1	1	1	2	2	2	2	0
Leonard ISD	n/a	n/a	n/a	n/a	0	0	0	0	0	0
Lovejoy ISD	45	45	50	62	65	71	73	70	71	1
Lowery Crossing City	0	0	1	1	1	1	1	1	1	0
Lucas City	4	4	5	5	5	6	7	6	6	0
McKinney City	124	125	134	145	160	201	200	187	193	6
McKinney ISD	335	350	454	466	456	460	435	403	427	24
Melissa City	1	1	9	3	4	7	7	6	7	1
Melissa ISD	12	12	14	17	19	21	21	20	21	1
Murphy City	7	6	10	14	17	23	27	26	25	-1
Nevada City	0	0	0	0	0	0	0	0	0	0
New Hope City	0	0	0	0	0	0	0	0	0	0
Parker City	4	4	3	4	5	6	6	6	5	-1
Plano City	538	513	407	378	357	382	371	351	334	-17
Plano ISD	2,451	2,388	2,156	1,909	1,624	1,466	1,439	1,350	1,342	-8
Princeton City	5	4	4	4	4	7	7	6	6	0
Princeton ISD	20	19	23	23	22	24	24	21	23	2
Prosper City	2	2	4	6	8	17	19	19	23	4
Prosper ISD	21	21	35	47	60	87	89	98	120	22
Richardson City	60	56	52	52	59	61	69	69	67	-2
Rockwall ISD	n/a	n/a	n/a	n/a	0	0	0	0	0	0
Royse City	n/a	n/a	n/a	n/a	1	2	2	1	1	0
Royse City ISD	n/a	n/a	n/a	n/a	4	4	4	4	4	0
Sachse City	2	3	2	5	5	8	9	10	10	0
St. Paul City	0	0	1	1	1	1	1	1	1	0
Trenton ISD	n/a	n/a	n/a	n/a	0	0	0	0	0	0
Van Alstyne City	n/a	n/a	n/a	n/a	1	1	1	1	1	0
Weston City	0	0	0	0	0	0	0	0	0	0
Whitewright ISD	n/a	n/a	n/a	n/a	0	0	0	0	0	0
Wylie City	27	28	30	38	43	64	65	60	58	-2
Wylie ISD	83	82	95	130	138	150	166	156	155	-1
	4,887	4,883	4,870	4,827	4,999	5,000	5,000	5,000	5,000	0

**2016 ALLOCATION OF VOTES
BOARD OF DIRECTORS ELECTION**

DISTRICT	# OF VOTES ALLOCATED
ALLEN CITY	122
ALLEN ISD	369
ANNA CITY	8
ANNA ISD	25
BLAND ISD	0
BLUE RIDGE CITY	1
BLUE RIDGE ISD	5
CARROLLTON CITY	1
CELINA CITY	9
CELINA ISD	30
COLLIN COUNTY	500
COLLIN COUNTY COLLEGE DISTRICT	179
COMMUNITY ISD	21
DALLAS CITY	80
FAIRVIEW CITY	12
FARMERSVILLE CITY	3
FARMERSVILLE ISD	13
FRISCO CITY	127
FRISCO ISD	591
GARLAND CITY	0
GUNTER ISD	0
JOSEPHINE CITY	1
LAVON CITY	2
LEONARD ISD	0
LOVEJOY ISD	71
LOWERY CROSSING CITY	1
LUCAS CITY	6
MCKINNEY CITY	193
MCKINNEY ISD	427
MELISSA CITY	7
MELISSA ISD	21
MURPHY CITY	25
NEVADA CITY	0
NEW HOPE CITY	0
PARKER CITY	5
PLANO CITY	334
PLANO ISD	1,342
PRINCETON CITY	6
PRINCETON ISD	23
PROSPER CITY	23
PROSPER ISD	120
RICHARDSON CITY	67
ROCKWALL ISD	0
ROYSE CITY	1
ROYSE CITY ISD	4
SACHSE CITY	10
ST. PAUL CITY	1
TRENTON ISD	0
VAN ALSTYNE ISD	1
WESTON CITY	0
WHITEWRIGHT ISD	0
WYLIE CITY	58
WYLIE ISD	155
TOTALS	5,000

**NOTE: ELIGIBILITY OF VOTING ENTITIES AND
CALCULATIONS PER SECTION 6.03 OF THE TEXAS
PROPERTY TAX CODE.**

**DISTRIBUTION OF VOTES
BOARD OF DIRECTORS
2014**

TAXING ENTITY	Nominee TIFFANY BURLESON	Nominee RON CARLISLE	Nominee WAYNE MAYO	Nominee GARY RODENBAUGH	Nominee Dr. LEO FITZGERALD	Nominee ROY WILSHIRE	Nominee MICHAEL A PIREK	Votes Cast	Votes Entitled Calculation
ALLEN CITY	0	0	0	128	0	0	0	128	128
ALLEN ISD	0	0	0	379	0	0	0	379	379
ANNA CITY	7	0	0	0	0	0	0	7	7
ANNA ISD	23	0	0	0	0	0	0	23	23
BLAND ISD	0	0	0	0	0	0	0	0	0
BLUE RIDGE CITY	0	0	0	0	0	0	0	0	1
BLUE RIDGE ISD	0	0	0	0	0	6	0	6	6
CARROLLTON CITY	0	0	0	0	0	0	0	0	1
CELINA CITY	0	0	0	0	0	0	0	0	9
CELINA ISD	0	5	5	5	5	5	5	30	30
COLLIN COUNTY	0	104	104	104	104	103	0	519	519
COLLIN COUNTY COLLEGE	1	38	38	38	38	38	1	192	192
COMMUNITY ISD	3	3	3	3	4	3	3	22	22
DALLAS CITY	86	0	0	0	0	0	0	86	86
FAIRVIEW CITY	0	0	0	13	0	0	0	13	13
FARMERSVILLE CITY	0	0	0	0	0	0	0	0	3
FARMERSVILLE ISD	13	0	0	0	0	0	0	13	13
FRISCO CITY	0	125	0	0	0	0	0	125	125
FRISCO ISD	0	568	0	0	0	0	0	568	568
GARLAND CITY	0	0	0	0	0	0	0	0	0

**DISTRIBUTION OF VOTES
BOARD OF DIRECTORS
2014**

TAXING ENTITY	Nominee TIFFANY BURLESON	Nominee RON CARLISLE	Nominee WAYNE MAYO	Nominee GARY RODENBAUGH	Nominee Dr. LEO FITZGERALD	Nominee ROY WILSHIRE	Nominee MICHAEL A PIREK	Votes Cast	Votes Entitled Calculation
GUNTER ISD	0	0	0	0	0	0	0	0	0
JOSEPHINE CITY	0	0	0	0	0	0	0	0	1
LAVON CITY	1	0	0	1	0	0	0	2	2
LEONARD ISD	0	0	0	0	0	0	0	0	0
LOVEJOY ISD	0	0	0	70	0	0	0	70	70
LOWERY CROSSING	0	0	0	0	0	0	0	0	1
LUCAS CITY	0	0	0	6	0	0	0	6	6
MCKINNEY CITY	20	20	60	20	27	20	20	187	187
MCKINNEY ISD	0	50	203	50	50	50	0	403	403
MELISSA CITY	1	1	1	1	1	1	0	6	6
MELISSA ISD	0	0	0	0	0	20	0	20	20
MURPHY CITY	26	0	0	0	0	0	0	26	26
NEVADA CITY	0	0	0	0	0	0	0	0	0
NEW HOPE CITY	0	0	0	0	0	0	0	0	0
PARKER CITY	1	1	1	1	1	1	0	6	6
PLANO CITY	0	0	0	0	0	0	351	351	351
PLANO ISD	0	0	350	0	650	175	175	1350	1350
PRINCETON CITY	0	3	0	0	3	0	0	6	6
PRINCETON ISD	1	4	4	4	4	4	0	21	21
PROSPER CITY	0	0	0	0	0	0	0	0	19

**DISTRIBUTION OF VOTES
BOARD OF DIRECTORS
2014**

TAXING ENTITY	Nominee TIFFANY BURLESON	Nominee RON CARLISLE	Nominee WAYNE MAYO	Nominee GARY RODENBAUGH	Nominee Dr. LEO FITZGERALD	Nominee ROY WILSHIRE	Nominee MICHAEL A PIREK	Votes Cast	Votes Entitled Calculation
PROSPER ISD	0	0	0	98	0	0	0	98	98
RICHARDSON CITY	0	0	69	0	0	0	0	69	69
ROCKWALL ISD	0	0	0	0	0	0	0	0	0
ROYSE CITY	0	1	0	0	0	0	0	1	1
ROYSE CITY ISD	0	4	0	0	0	0	0	4	4
SACHSE CITY	0	0	0	0	10	0	0	10	10
ST. PAUL CITY	0	0	0	1	0	0	0	1	1
TRENTON ISD	0	0	0	0	0	0	0	0	0
VAN ALSTYNE ISD	0	0	0	1	0	0	0	1	1
WESTON CITY	0	0	0	0	0	0	0	0	0
WHITEWRIGHT ISD	0	0	0	0	0	0	0	0	0
WYLIE CITY	0	0	60	0	0	0	0	60	60
WYLIE ISD	<u>0</u>	<u>0</u>	<u>0</u>	0	0	0	0	<u>0</u>	156
TOTALS	183	927	898	923	897	426	555	4,809	5,000

ENTITLED VOTES MINUS CAST VOTES: 191

Nominated by Nominated by Nominated by Nominated by Nominated by Nominated by Nominated by

**DISTRIBUTION OF VOTES
BOARD OF DIRECTORS
2014**

TAXING ENTITY	Nominee TIFFANY BURLESON	Nominee RON CARLISLE	Nominee WAYNE MAYO	Nominee GARY RODENBAUGH	Nominee Dr. LEO FITZGERALD	Nominee ROY WILSHIRE	Nominee MICHAEL A PIREK	Votes Cast	Votes Entitled Calculation
1	City of Anna	Frisco ISD	City of Richardson	City of Allen	Plano ISD		City of Plano		
2		Frisco City		Allen ISD					
3		McKinney ISD	McKinney ISD	McKinney ISD	McKinney ISD	McKinney ISD			
4									

CITY COUNCIL STATEMENT OF GOALS: TACTICS STATUS REPORT

SEPTEMBER 21, 2015



BACKGROUND

- August/October 2013: City Council met to develop a vision, goals and strategies for the 13/15 Term
- November 2013: City Council adopted by resolution its vision, four goals, and 17 strategies
 - City Council provided important direction and asked staff to develop tactics to achieve the strategies
- February 2014: Staff provided an overview of proposed tactics for the Council's review
- April 2014: As directed by Council, staff presented a priority implementation plan as well as overview of initiatives that were designated Ongoing

PRESENTATION FORMAT

- Each strategy slide includes the original tactic with a color coded status
 - An update and/or specific examples of outputs is also provided
- The status of each tactic has been classified as **Ongoing**, **In Progress**, or **Completed**:
 - Ongoing - Tactic has been incorporated into current work plans, practices, policies, procedures, etc.
 - In Progress - Work is underway to complete the tactic
 - Completed - Tactic was specific and work has ceased following Council review

ATTRACT AND RETAIN TARGETED BUSINESSES / INCREASE THE NUMBER, QUALITY, AND VARIETY OF JOB OPPORTUNITIES THROUGHOUT THE CITY

- **Develop a strategic plan for attracting, retaining, and supporting the growth of targeted businesses**
 - Strategic plan was outlined during the Richardson Economic Development Partnership's report to the City Council in February 2014
 - Plan is constantly evolving and updates are provided to City Council on an annual basis

ATTRACT AND RETAIN TARGETED BUSINESSES / INCREASE THE NUMBER, QUALITY, AND VARIETY OF JOB OPPORTUNITIES THROUGHOUT THE CITY

- **Clearly articulate and document the goals, philosophy, and strategies for the use of incentives**
 - Incentive strategies were outlined during the Economic Development Toolbox presentation to the City Council in July 2014
 - Established Economic Development Fund in FY 14/15
 - Enhanced Fund in FY 15/16
 - Goal of 1 penny in coming years

CLEARLY ARTICULATE, ENHANCE, AND EFFECTIVELY COMMUNICATE OUR BRAND

Determine how our stakeholders perceive us and close the gap between that perception and how we want to be perceived

- How people perceive Richardson is changing as we continue to develop and redevelop
- Existing stakeholders are evolving and new stakeholders are emerging
- An internal review of the “gap” is in progress but has been extended to capture the most recent and relevant changes in our community

CLEARLY ARTICULATE, ENHANCE, AND EFFECTIVELY COMMUNICATE OUR BRAND

- **Create a clearly articulated Brand statement and identify opportunities to enhance and better communicate our Brand**
 - The dynamic nature of change over the past two years created an environment in which development of a brand statement would have been challenging
 - While much work has been done to this end, we continue to assess the most opportune time to launch a branding study
 - We also continue to study the financial implications of adopting a new brand and balance that with the infrastructure and public safety and other needs previously identified

IMPROVE COMMUNICATIONS

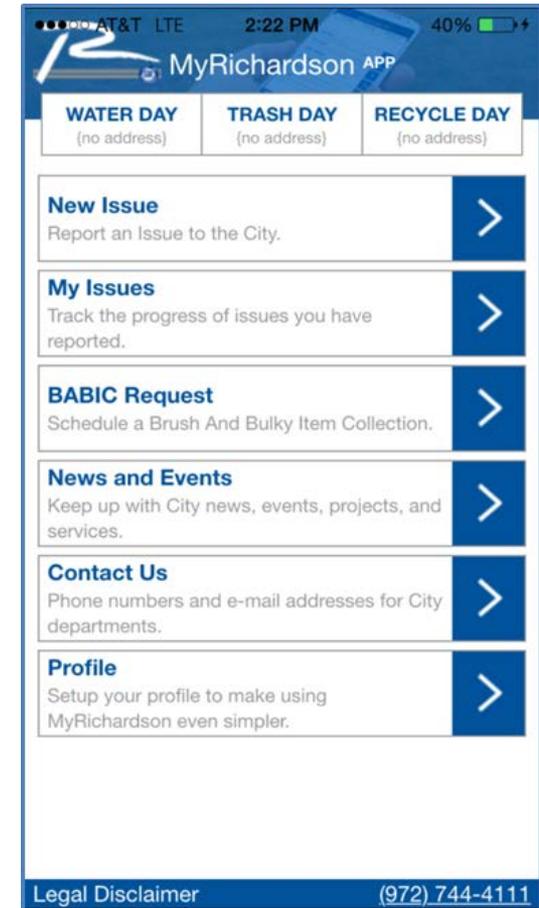
● **Develop and execute a plan for refreshing web content**

- Quality Control
 - Staff at the department level have been trained, given administrator rights, and tasked with making certain information online is current and relevant
 - IT content experts review updates prior to activating webpages to ensure consistency and compliance with best practices
- Intuitive Design
 - Convergence Media Specialist is responsible for evaluating relevance, usability, work flow, text/graphics, etc. on daily basis
 - Work plan is constantly evolving and is populated by citizen feedback, department requests, best practices, etc.
- ADA Compliance
 - Webpages were reviewed and recommendations are being implemented currently



IMPROVE COMMUNICATIONS

- **Develop and implement a plan for enhancing the MyRichardson App**
 - Ongoing efforts to increase user interface, optimize content for simplicity and functionality, etc.
 - Currently considering a number of enhancement opportunities that would be launched in conjunction with the deployment of a new city-wide asset management / work order system



OPTIMIZE THE USE OF FEES

● **Identify potential new fees to the Council**

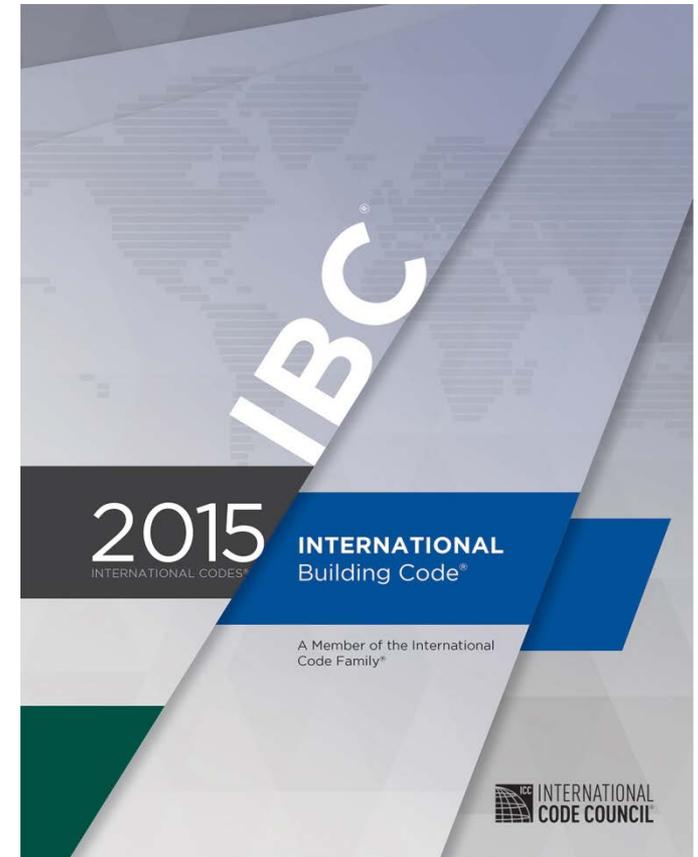
- Departments are encouraged to recommend new fees during the budget development process as well as throughout the year when appropriate
- Examples of recently implemented fees include irrigation meter fee and construction and demolition debris licensing fees

● **Research and evaluate current fee types, rates, and collection processes to ensure the city is competitive and that fees are achieving their intended purpose**

- Integrated a comprehensive existing fee analysis into the budget development process
- Reviewed and adjusted building inspection, health and tennis center fees in the FY15-16 budget after comparing to benchmark organizations

STRENGTHEN PROPERTY VALUES

- **Evaluate and modify codes as necessary to ensure higher quality maintenance and new construction**
 - Evaluation of 2015 International Codes is underway
 - New construction standards have and continue to be adopted via planned development districts
 - Re-zoning of study areas such as W. Spring Valley and Main Street / Central Expressway result in new standards as well



STRENGTHEN PROPERTY VALUES

- **Create and/or enhance a targeted redevelopment incentive program**
 - Redevelopment incentives are part of Strategic Plan managed by the REDP and are continuously being reviewed and enhanced as needs evolve
 - Continued commitment of funding for the Home Improvement Incentive Program



STRENGTHEN PROPERTY VALUES

● Provide additional support to the HOA network

- Richardson Today Homeowner/Neighborhood Association Edition
- Environmental Resources Newsletter
- Continued: Leadership Workshop, Presidents Meetings, etc.

● Enhance infrastructure maintenance practices

- Annual maintenance strategies now include: Streets, Screening walls, Bridge railings, Water, Wastewater, Traffic Signals and Markings



Richardson's Environmental Resources Newsletter
ENVIRONMENTAL INFORMATION FOR RICHARDSON RESIDENTS - SEPTEMBER 2015

Protecting foundations during dry conditions

During the summer months, hot and dry weather may cause shifting or cracking in a home's foundation. This can result in the need for expensive foundation work, but luckily there is a way to prevent the damage before it occurs.

When clay soil becomes extremely dry, the soil contracts and the foundation may sink. Try to protect your foundation before this happens by watering the soil around your foundation.

Since dry soil shrinks away from foundations, walk around your house and look where the soil is against the foundation. If you do not see a gap between the soil and foundation, your soil moisture is good. If you see a gap between the foundation and the soil, you need to water the ground around your foundation.

To water your foundation, you may use pop up sprinkler heads (must follow water conservation guidelines of watering a maximum of twice a week on designated days and not between 10 a.m.-6 p.m.), soaker hoses or a drip irrigation system. Soaker hoses and drip irrigation systems may operate on any day at any time so long as they do not create excessive water runoff. Suggested placement of soaker hoses and drip irrigation around the perimeter of the house is six to 18 inches away from the foundation.

Before attaching the soaker or drip irrigation hose to the faucet, make sure you have a back-flow preventer on the faucet. Run soaker hoses and drip irrigation systems until you reach a soil moisture depth of six to eight inches. You can use a soil moisture meter or screwdriver to check soil moisture depth.

Information courtesy of Texas A&M Agrilife Research and Extension Center at Dallas.



Soaker hoses should be placed six to 18 inches from the homes foundation.

Tree care, compost events set for Sept. 19

Two educational seminars will be held Sept. 19 at the Municipal Service Center, 1260 Columbia Dr. An urban tree care workshop will kick things off from 9-10:30 a.m.

Fall is the ideal time to plant new trees and to perform tree maintenance. Tyler Wright, an urban and community forester with the Texas Trees Foundation, will cover the following topics:

- Site selection
- Tree selection
- Planting procedures
- Pruning practices
- Ice/wind damage of trees

This event is free, but register at michelle.manna@cor.gov or call 972-744-4228.

Following the tree care workshop, a free compost seminar will be held from 10:30 a.m.-12:30 p.m. Backyard composting helps save landfill space by keeping grass clippings and leaves out of the solid waste stream and transforming them into valuable nutrients for the yard and flowerbeds. This seminar is intended for both beginner and more advanced composters. Participants will learn the basics of backyard composting, as well as advanced tips and techniques.

The seminar is taught by Mary Tynes, a nationally known expert on the site editor at www.mastercomposter.com.

Space is limited, so register at victoria.suma@cor.gov or 972-744-4410.

UPCOMING ENVIRONMENTAL EVENTS

Sept. 7 Labor Day holiday. Most City facilities closed. Recycling make-up days are Sept. 8 (Monday pickup) and Sept. 9 (Tuesday pickup). See www.cor.net or the September Richardson Today for more information.	Sept. 12 Blue recycling bags are available at Fire Station #6, 70 a.m.-4 p.m. 2591 Park Vista Rd. Bags are typically available the first Saturday of the month, but the date has been moved in September because of Labor Day.	Oct. 17 Citizens Police Academy Alumni Association Electronics recycling/shredding event. 9:30 a.m.-1 p.m. in City Hall south parking lot, 411 W. Anguiba Rd. More information will be available in the October Richardson Today.
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VISIT WWW.COR.NET FOR MORE INFORMATION



INCREASE THE SENSE OF COMMUNITY

- Enhance our ability to match people with meaningful volunteer opportunities
 - Enhanced cor.net with an improved landing page for volunteer opportunities
 - Quarterly E-Newsletter to past volunteers detailing current needs and project specific opportunities

ONLINE SERVICES | NEWS | CALENDAR | JOB OPENINGS | CITY MAPS | 972.744.4100 | LOGIN | TRANSLATE THIS PAGE

Richardson TEXAS

RESIDENTS | BUSINESSES | VISITORS | GOVERNMENT | SERVICES | DEPARTMENTS | I WANT TO...

Search

Font Size: [A] [A-] Share & Bookmark Feedback [+1] Print

VOLUNTEER

April is the Month of Volunteerism

Trash Bash
Last year, over 400 volunteers collected 5,000 pounds of trash, 2,000 pounds of recyclable materials, and 50 pounds of plastic grocery bags.
[Learn More](#)
972-744-4076
[Email: Janet Tucker](#)

Volunteer Assistance Program
This program unites owners in need due to age, finance or disability with volunteer groups who wish to provide assistance.
[Learn More](#)
972-744-4197
[Email: Shyanne Pennington](#)

Animal Shelter
Time spent at the shelter is a valuable part of helping our dogs and cats clean and happy and provides a positive atmosphere and exceptional adoptions.
[Learn More](#)
972-744-4483
[Email: Noura Jammal](#)

Boards & Commissions
Comprised of concerned citizens who volunteer their time, knowledge and expertise to make a difference in their community.
[Learn More](#)
972-744-4290
[Email: Amie Nemer](#)

Eisemann Center
Volunteers participate in many of the Eisemann Center's operations and performances and become part of a unique theatrical family.
[Learn More](#)
972-744-4615
[Email: Susan Powers](#)

Library
Volunteering at RPL is a fun and unique way to give back. Volunteers make a difference by enhancing programs and assisting patrons.
[Learn More](#)
972-744-4350
[Email: Liane Martin](#)

Police Department
The Richardson Volunteers in Police Services (RVPS) assist in patrol investigations, crime prevention and much more.
[Learn More](#)
972-744-4842
[Email: Meredith Wabing](#)

Wildflower Festival
Wildflower would not be possible without the help of more than 1,500 community-minded volunteers. In short, they ARE Wildflower!
[Learn More](#)
972-744-4313
[Email: Barbara Cotton](#)

Parks Department Events
Volunteers assist with some of the country's top rated and most anticipated events. From award-winning fine art festivals to rock concerts to fireworks show that paints the way!
[Learn More](#)
972-744-4987
[Email: Lauren Palmer](#)



INCREASE THE SENSE OF COMMUNITY

- **Develop a newcomer welcome strategy and process / Develop a communications plan to better tell our story**

- Comprehensive webpage to introduce newcomers to the City of Richardson

The screenshot shows the City of Richardson website. At the top, there is a navigation menu with links for Welcome, Service, Waste, Education, Address, Transportation, Permits, and More. The main heading reads "Welcome to the City of Richardson, Texas". Below this, there are eight colorful tiles representing different services: SERVICE ACTIVATION (with a power plug icon), WASTE (with a trash can icon), ADDRESS CHANGE (with an envelope icon), PERMITS (with a document icon), EDUCATION (with a book icon), TRANSPORTATION (with a car icon), and SEE MORE (with a magnifying glass icon). Each tile contains a brief description of the service. Below the tiles is a large photograph of a park with a pond and a bridge. Underneath the photo is the "About Richardson" section, which includes the sub-heading "Vibrant Community" and two columns of text describing the city's amenities and quality of life.

Richardson is a city that has it all. With more than 900 acres of parkland and an extensive trail system, Richardson is a place where you can enjoy the outdoors while still retaining all the amenities of suburban life. The City also is heavily invested in the cultural arts, with the Eisemann Center bringing world-class shows to town and the annual Wildflower! Arts & Music Festival attracting some of the biggest names in music.

Richardson offers a high quality of life, diverse array of neighborhoods, convenient Metroplex location, multi-modal transportation infrastructure and outstanding City services, while also being known globally for its high-tech business leadership. Richardson has been repeatedly recognized as one of the top places to live and work by the national media, and the City remains dedicated to continuous improvement, as well as to the principles of open government and two-way communications with residents.

INCREASE OUR “WOW FACTOR”

- **Identify and implement new ways to increase the “Wow Factor” for all existing and new public and private “Wow” areas and projects**
 - Staff incorporates into initial discussion, plan review, etc. on every project
 - Proposed 2% for art on all bond facility projects
 - Departments identify creative opportunities to add value
- **Develop a marketing and communications plan to better tell our “Wow” stories**
 - State of the City allows for an annual inventory of “Wows” to be shared with the community
 - Videos specially made for social media share “Wow” stories with specific groups
 - Press releases utilized to activate local media
 - Partner with developers, Richardson Economic Development Partnership, institutional partners to tell “Wow” stories

APPROPRIATE USE OF TECHNOLOGY

● **Develop and implement a standard process and policy for evaluating the benefits, compatibility, and sustainability of new technology purchases**

- All technology requests are now routed through I.T. during the budget development process
- Cost of requests are evaluated vs. likely operational efficiencies gained and cost of ongoing support

● **Assess the ability of our technology infrastructure to support Council initiatives**

- Internal assessment completed in 2014
- I.T. Master Plan process will kick off this fall
- Establish ongoing I.T. operations and capital funding strategy

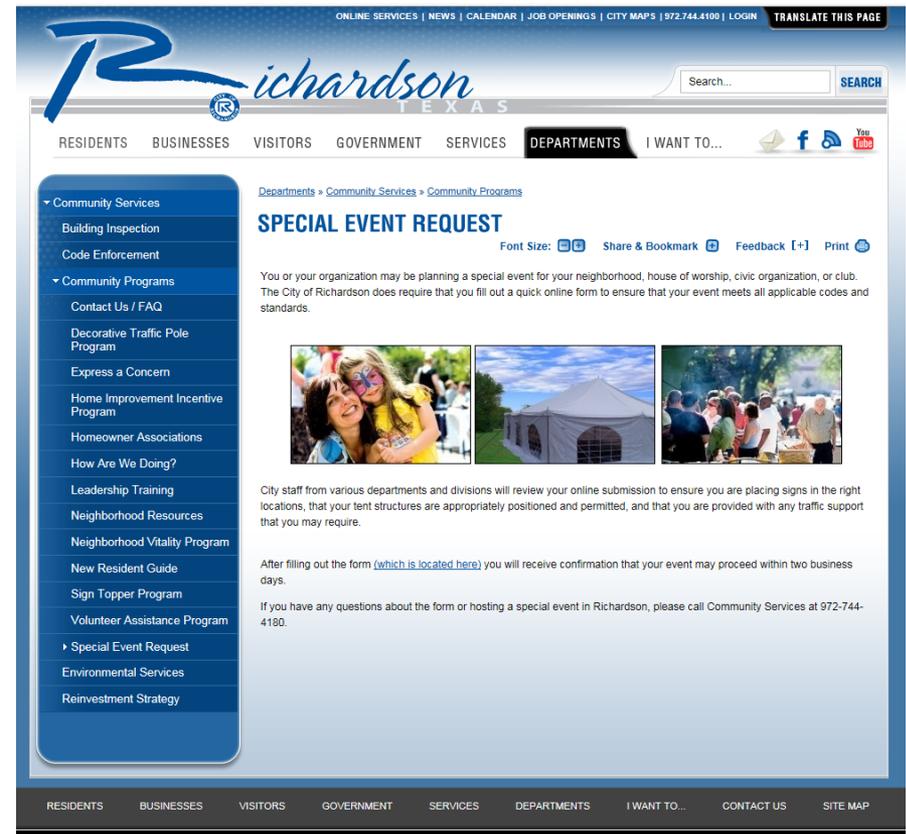
IMPROVE CUSTOMER EXPERIENCE IN INTERACTIONS WITH THE CITY

- **Enhance current city facilities and create standards / policies for future facilities**
 - Increased funding in annual operating budget each of last two years for facility maintenance and general amenity enhancements
 - Annual facility maintenance strategy (similar to streets, water, wastewater, etc.) being developed to include multi-year plan
 - City Council Chamber enhancements planned with PEG funds
 - City Hall customer service enhancements included in 2015 Bond Program Package

IMPROVE CUSTOMER EXPERIENCE IN INTERACTIONS WITH THE CITY

● Simplify, streamline, and improve commonly used city processes

- Special Event Permitting
- Banner Program
- Zoning Change Requests
- Enhanced online permitting: food establishment, open air market, mobile food vendors, etc.
- Established process so that Utility customers can connect/disconnect service via phone



The screenshot displays the City of Richardson website's 'SPECIAL EVENT REQUEST' page. The header includes the city logo, navigation links (RESIDENTS, BUSINESSES, VISITORS, GOVERNMENT, SERVICES, DEPARTMENTS), and a search bar. The main content area features a sidebar with a list of services, including 'Special Event Request'. The main text explains that the city requires an online form for special events and provides contact information for Community Services at 972-744-4180. Three images illustrate event scenarios: people at a social gathering, a white event tent, and a group of people at an outdoor market.

ONLINE SERVICES | NEWS | CALENDAR | JOB OPENINGS | CITY MAPS | 972.744.4100 | LOGIN | TRANSLATE THIS PAGE

Richardson TEXAS

RESIDENTS BUSINESSES VISITORS GOVERNMENT SERVICES DEPARTMENTS I WANT TO...

Community Services
Building Inspection
Code Enforcement
Community Programs
Contact Us / FAQ
Decorative Traffic Pole Program
Express a Concern
Home Improvement Incentive Program
Homeowner Associations
How Are We Doing?
Leadership Training
Neighborhood Resources
Neighborhood Vitality Program
New Resident Guide
Sign Topper Program
Volunteer Assistance Program
Special Event Request
Environmental Services
Reinvestment Strategy

Departments » Community Services » Community Programs

SPECIAL EVENT REQUEST

Font Size: [A] [B] Share & Bookmark [B] Feedback [+1] Print [B]

You or your organization may be planning a special event for your neighborhood, house of worship, civic organization, or club. The City of Richardson does require that you fill out a quick online form to ensure that your event meets all applicable codes and standards.



City staff from various departments and divisions will review your online submission to ensure you are placing signs in the right locations, that your tent structures are appropriately positioned and permitted, and that you are provided with any traffic support that you may require.

After filling out the form ([which is located here](#)) you will receive confirmation that your event may proceed within two business days.

If you have any questions about the form or hosting a special event in Richardson, please call Community Services at 972-744-4180.

RESIDENTS BUSINESSES VISITORS GOVERNMENT SERVICES DEPARTMENTS I WANT TO... CONTACT US SITE MAP



IMPROVE ACCESSIBILITY TO THE CITY

- **Improve ability to physically move into, out of, and through the city using a variety of transportation methods**
 - Continue ongoing support of the Cottonbelt
 - Continue promoting Richardson's position on US-75
 - Continue to enhance traffic signalization plan
 - Completion of Central Trail; Enhancements to Breckinridge and Spring Creek Nature Area planned
 - Ongoing addition of bike lanes to existing network

- **Make it easier to access city services both physically and remotely**
 - ADA Self Assessment Completed
 - Department action items identified
 - Bi-annual after action reviews taking place to track implementation

ENHANCE GOVERNANCE

Conduct a charter review

- Review complete, election called for November 3rd

Training and education – develop annual orientation and operations manual of key policies and procedures and provide training for key leaders

- Continue efforts to strengthen training and support to Boards and Commissions through creation of a handbook and training

Regularly assess our level of transparency

- Annually participate in the Texas Comptroller's Leadership Circle Program
- Reviewed audit firms as part of selection process for coming year process

IMPROVE DOCUMENTATION, PROCESSES, STRUCTURE, AND SERVICES

● Conduct a comprehensive review of the Code of Ordinances

- Comprehensive legal review has been completed
- City Council briefing scheduled for November 2015
- Adoption shortly thereafter

The screenshot displays the official website of the City of Richardson, Texas. The page is titled "CHARTER / CODE OF ORDINANCES" and features a navigation menu with categories such as RESIDENTS, BUSINESSES, VISITORS, GOVERNMENT, SERVICES, DEPARTMENTS, and I WANT TO... The main content area includes a "TABLE OF CONTENTS" with links to various articles, including "ARTICLE 1 INCORPORATION AND TERRITORY". The page also contains sections for "ADDENDUM Exhibit 'A' Ordinance No. 3391-A (Redistricting-July 8, 2002)" and "ADDENDUM Exhibit 'A' Ordinance No. 3871 (Redistricting-May 14, 2012)". The footer includes the city's name and a brief description of its incorporation and territory.



IMPROVE DOCUMENTATION, PROCESSES, STRUCTURE, AND SERVICES

- **Facilitate a systematic review of the procedures, forms, structures, services, and policies of each department in order to identify and eliminate redundancies and inefficiencies / identify and improve policies, procedures, forms, and practices that the public finds confusing or frustrating**
 - All code enforcement citations, dismissals, etc. are now transmitted to the Municipal Court electronically
 - Restaurant inspection reports are emailed to the owner from the field
 - Rental registration billing has been automated so that all invoices are sent out once a year
 - Solid Waste billing categories have been reduced by approximately 150 to improve customer understanding of charges

IMPLEMENT COST REDUCTION STRATEGIES

- **Continue to sustain, enhance, and implement an internal process to systematically identify and eliminate inefficiencies**
 - Oil analysis machine has been incorporate into fleet maintenance plan to allow oil life to be extended if appropriate
 - Standardization of fleet as much as practical to gain efficiencies in parts, equipment, technical training, etc.
 - Revised pre-employment process to increase efficiencies in the drug screen and criminal background check process
 - Utilized volunteers to take designated delayed reports through citizen online police reporting system



IMPLEMENT COST REDUCTION STRATEGIES

● **Ongoing commitment to identify opportunities to improve efficiencies**

- Review opportunities to refund/refinance debt annually
- Using third party building inspection services to assist with increase in commercial development
- Implemented scales in Solid Waste fleet to improve route efficiency
- New SCADA System reduced need to take manual water quality reading
- Implemented adoptable animals spayed/neutered program which has reduced time and costs associated with complaint investigations, issuing citations, appearing in court, etc.

INCREASE PRIVATE PARTICIPATION AND CONTRIBUTIONS

- **Create a private participation coordination team that will effectively and intentionally match goals and objectives of potential donors with contribution opportunities**
 - Staff is currently developing recommendations for City Council consideration
 - Philanthropy vs. Sponsorship focus
- **Identify potential funding opportunities on new/potential projects**
 - Actively utilizing existing resources while a more comprehensive strategy is being developed
 - Recent example include the Friends of the Dog Park initiative and Animal Shelter Medial Suite
 - Future opportunities include Spring Creek Nature Area expansion and public art projects

ATTRACT, DEVELOP, AND RETAIN QUALITY CITY EMPLOYEES

- **Review compensation and benefit philosophy and practice and make improvements**
 - Annual compensation surveys are conducted to evaluate regional market competitiveness and internal equity considerations
 - Annual information regarding benefits is also gathered to assess completeness and competitiveness of package offered
 - Results and recommendations are presented for consideration during the budget development process

ATTRACT, DEVELOP, AND RETAIN QUALITY CITY EMPLOYEES

- **Identify training needs and deliver a coordinated training program for employees / create leadership development programs and mentorship opportunities**
 - Diverse training opportunities offered on monthly basis as part of professional development program
 - Participation in professional associations and conferences encouraged
 - Executive level presentation skills program developed to improve quality of presentations and briefings
 - Framework being developed for additional tracts that will constitute a leadership academy
 - Wellness Program has been enhanced to include educational opportunities



ENHANCE THE QUALITY OF LIFE OF OUR STAKEHOLDERS

● **Prioritize key initiatives and identify additional opportunities to increase quality of life for all stakeholders:**

- Strategies included in Year 1 of the Recycling Marketing Plan have been implemented; Year 2 initiatives commencing
- Bond program planning has been completed, election called for November 3rd
- Open Air Market ordinance adopted in October 2014; Food Truck ordinance adopted by City Council in April 2015

ADDITIONAL TACTICS

- **Tactics that were not originally identified in late 2013, yet became part of our work plan as they emerged and were deemed to compliment the Council's vision, mission, goals, and strategies, include, but are not limited to:**
 - Spring Creek Nature area expansion (Wow, Quality of Life)
 - Library MakerSpace and 3-D printer (Quality of Life)
 - Compassionate Richardson (Increase Sense of Community)
 - Bicycle Friendly Community (Wow, Accessibility)
 - Eisemann Center Partnerships (Wow)
 - Golf Course renovation (Wow, Quality of Life)

NEXT STEPS

- Refresh Vision and Goals during upcoming Fall City Council Retreat
- Adopt refreshed Vision and Goals by Resolution in November
- Receive proposed tactics for 2015-17 from staff in December

CITY COUNCIL STATEMENT OF GOALS: TACTICS STATUS REPORT

SEPTEMBER 21, 2015

