

City Council Work Session Handouts

November 7, 2016

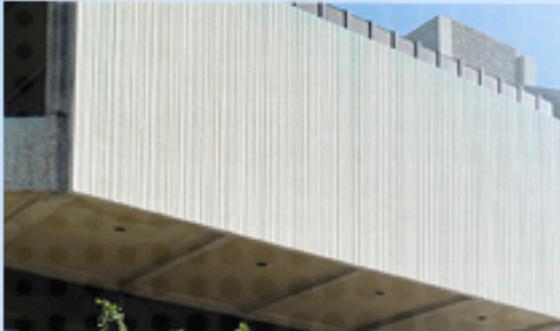
- I. Review and Discuss Early Literacy Programs at Richardson Public Library
- II. Review and Discuss Welcoming New Residents and Businesses in Richardson



Early Literacy @ Richardson Public Library

Council Work Session
November 7, 2016

City of Richardson
Library



Importance of Early Literacy

What is Early Literacy?

- Early literacy is what children know about reading and writing before they can actually read or write
- Natural development of skills through the enjoyment of books, positive interactions with parents, and critical role of literacy-rich experiences



Importance of Early Literacy

Statistics show:

- By age 3, a significant word gap exists between wealthiest and poorest families
- 90% of brain development occurs by age 5
- 34% of children entering kindergarten lack basic language skills needed to learn to read
- In Richardson, 6% (6,455) of our population is under the age of 5



Why Read Aloud?

Toddlers and preschoolers who are read to 3 or more times a week are:

- Two times more likely to recognize all letters when entering kindergarten
- Two times more likely to recognize sight words
- Two times more likely to understand words in context



Early Literacy @ RPL

Programs for Young Children:

- Baby Steps Storytime
6 weeks – 12 months old
- Wiggle Worms Storytime
12 – 36 months old
- 3 to 6 Year Old Storytime
- Storytime Attendance in 2015-16,
7,230 parents and young children



“We LOVE Wiggle Worms!”
frequent sentiment heard
from moms





3 to 6 Year Old Storytime

“Children are made readers on the laps of their parents.”
~Emilie Buchwald



Baby Steps Storytime



Library



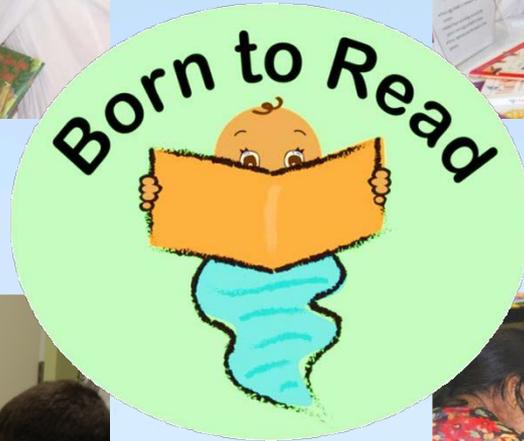
Early Literacy @ RPL

Programs for Parents:

Born To Read Early Literacy Workshop

- Emphasizes the Every Child Ready to Read national initiative: talk, sing, read, write, and play
- Builds a solid foundation for reading and writing
- Increases child's pre-literacy skills
- Demonstrates use of books, songs, finger rhymes, etc.





Library



Early Literacy @ RPL

Programs for Caregivers/Students:

RISD Teacher Intern Student Workshop

- Choosing good books for children
- Creating an engaging storytime.

Senior Source Workshop

- Emphasizes the importance of reading aloud to young students
- Demonstrates how to read aloud



Early Literacy Initiatives

1000 Books Before Kindergarten

- Parents read books to their newborns, infants, and toddlers
- Goal is to read 1000 books by the time the little one begins kindergarten
- Boosts Early Literacy





First two families
to register for
1000 Books
Before
Kindergarten



Library



Early Literacy Initiatives

Books & Babies

- Awarded Texas State Library Impact Grant in 2016
- Partnership with Methodist Richardson Medical Center
- Provides an early literacy packet to parents of every newborn
- Acquaints parents with the important role they play





March 3, 2016

To Whom It May Concern:

We want to express our support for the program "Books & Babies", as proposed by the Richardson Public Library for Methodist Richardson Medical Center. It fits perfectly with one of our core values to promote health and wellness in the communities we serve.

Through "Books & Babies", we would be able to distribute what is likely baby's first book, along with information regarding the public library. Our hope is that this program will encourage parents to read to their children. We believe this not only makes a difference in the literacy levels in our community, but it also encourages a strong bond between parent and child. The American Academy of Pediatrics recommends parents begin reading to their children, as infants. Reading is a building block of development that helps shape basic speech, critical thinking, and overall communication skills.

The stakes are high. Every year, one in three American children starts kindergarten without the language skills they need to learn to read. That puts them at a disadvantage, a disadvantage that could last a lifetime.

Methodist Richardson values our community partnership with the Richardson Public Library and we think this program has the potential to start families down the path of learning and development. We hope you'll give serious consideration to funding "Books & Babies" and help us foster children's literacy, along with family and community involvement.

Sincerely,

A handwritten signature in blue ink that reads "Jan Arrant".

Jan Arrant | Director of Community and Public Relations
Methodist Richardson Medical Center



“ [Books & Babies] fits perfectly with one of our core values to promote health and wellness in the communities we serve.”

“Every year, one in three American children starts kindergarten without the language skills they need to learn to read. That puts them at a disadvantage....that could last a lifetime.”



“The first five years have so much to do with how the next 80 turn out.”

~Bill Gates



Questions?





Welcoming New Residents and Businesses

City Council Meeting
November 7, 2016



Introduction

- The City and its partners have a long history of attracting and welcoming its new residents and businesses.
- Over the years, the strategies utilized to accomplish these important engagements have evolved to be responsive to changes in factors such as technology, demographics and business trends.
- The purpose of tonight’s briefing is to share new strategies that seek to enhance our current practices by providing a “virtual welcoming packet” for residents and businesses that compiles information and resources from Richardson’s key organizations and institutions.



City Council Tactics

- Evaluate and enhance communication material and methods used for welcoming new residents
- Develop a “How to do business” in Richardson for businesses for RCC and COR



WELCOMING NEW RESIDENTS



Tactic Development

- Interdepartmental teams formed to evaluate and enhance communication material and methods used for welcoming new residents
 - First reviewed how new residents are currently welcomed to the City of Richardson
 - To do so we walked through process on how to become a new resident today



Choosing Richardson

- Before residents choose Richardson as a place to call “home” they might first....
 - Work in Richardson
 - Visit a city park or golf course
 - Attend a festival
 - Eat at a restaurant or visit a local business
 - Review school districts
 - Visit RealRichardson.com



REALRICHARDSON.COM



First Interactions with the City

- Water Service Activation
 - Water Customer Service
- Trash and Recycling Collection
 - Solid Waste
- *Richardson Today*
 - Communications
- See Restaurant Inspection Scores
 - Health



First Interactions with Others

- Choose a location: Realtor / Property Management
- Enroll in school
- Decide on transportation
- Activate services: internet, TV, electricity, gas
- Change / update address
- Meet neighbors



New Resident Guide



[Welcome](#) [Service](#) [Waste](#) [Education](#) [Address](#) [Transportation](#) [Permits](#) [More](#)

Welcome to the City of Richardson, Texas

SERVICE ACTIVATION

Start your move off right with a list of service providers. You can even activate your water online!



WASTE

Trash, Recycling, BABIC and more.



ADDRESS CHANGE

Easy steps to make sure you get your mail.



PERMITS

Looking to do some work on your new home? First check out our permit info.



EDUCATION

Great public and higher education opportunities.



TRANSPORTATION

Get to know our public transportation systems, toll tag information and local airports.



SEE MORE

Neighborhoods
Things to See and Do
Safety
Stay Connected



Next Steps

- Create and print post cards with link and information sheets to handout at city customer service desks
- Share New Resident Guide link with:
 - Richardson area Realtors
 - Homeowner and Neighborhood Associations
 - Community Services e-mail list
 - Apartment managers
 - Chamber of Commerce

Welcome
to the City of Richardson, Texas

Visit Richardson's New Resident Guide which includes information regarding setting up water, gas and electric service, solid waste and recycling pickup, applying for city permits, changing your address, things to do in Richardson and more.

WWW.COR.NET/NRG

SERVICE ACTIVATION Start your move off right with a list of service providers. You can also activate your water online! 	WASTE Trash Recycling BABIC and more.	ADDRESS CHANGE Easy steps to make sure you get your mail.	PERMITS Looking to do some work on your new home? Check out our permit information.
	EDUCATION Great public and higher education opportunities.	TRANSPORTATION Get to know our public transportation systems, toll tag information and local airports.	SEE MORE Neighborhoods Things to See and Safety Stay Connected



WELCOMING NEW BUSINESSES



Tactic Development

- Interdepartmental team formed to evaluate and create a resource for new businesses in Richardson
 - Reviewed top business types
 - Interactions businesses have with COR and partners
- Key action items identified:
 - Update Building Inspection website
 - Develop New Business Guide



Building Inspection Website

- Streamlined site based on most requested information
- Divided by residential or commercial
- Reorganized information to be easier to understand and find
- Added contractor verification following hail storms

The screenshot displays the website's layout. On the left is a dark blue sidebar with a white navigation menu containing the following items: Building Inspection (with a dropdown arrow), Commercial, Residential, Contractor Registration, Signs, Online Permits, Express a Concern, Adopted Codes, Monthly Reports, Contact Us / FAQ, PDF Forms, and Useful Links. The main content area has a white background with a blue header. The header includes the text 'BUILDING INSPECTION' in large blue letters, followed by utility icons for Font Size, Share & Bookmark, Feedback, and Print. Below the header is a dark blue banner with the text 'BUILDING INSPECTION DEPARTMENT' and 'BUILDING INSPECTION' in large white letters. A white box below the banner contains the text 'Let's Get Started. Choose Your Project Type.' and two blue buttons: 'Commercial Property' and 'Residential Property', separated by the word 'or'. Below this are two featured articles. The first is titled 'INSTALLING A SIGN?' with a sub-headline 'Richardson Municipal Code' and a 'Signs' section describing an application process for signage. The second is titled 'DOING A SMALL BUSINESS PROJECT?' with a sub-headline 'Express Permitting Program' and a section describing a guaranteed plan review time. At the bottom, there is a 'Contact Information' section with a table of phone, fax, and address details, and a 'Hours' section. Below this is a notice about adopted codes and a grid of links for 'Express Permitting Program', 'Contact Us/FAQ', 'Monthly Reports', 'Express a Concern', 'How Are We Doing?', and 'Useful Links'.



First Interactions with the City

- Zoning / Land Use
 - Development Services
- Permits and Inspection
 - Building Inspection
- Dumpster and Service
 - Solid Waste
- Utility Activation
 - Water Customer Service



First Interactions with Others

- Join the Chamber of Commerce
- Register business with State of Texas
- File for trademark / patents
- Meet contractors if doing renovations
- Activate services: internet, TV, electricity, gas



New Business Guide



[Register](#) [Location](#) [Building Permits](#) [Health Permit](#) [Taxes](#) [Incentives](#) [Service Activation](#) [More](#) ▾

New Business Guide Let's Get Started

Register Your Business

Choosing a business name is an important step in the business planning process.

Not only should you pick a name that reflects your brand identity, but you also need to ensure it is properly registered and protected for the long term.

Choose a Location

Choosing the right location may be one of the most important decisions you'll make.

Taxes

Learn about basic federal, state and local tax information.

Service Activation

For links to service providers including internet, electricity, television and gas.

Permits

Information regarding building stands, zoning and necessary permitting.

Incentives

There are many local and state incentives offered to assist new and existing businesses.

SEE MORE

Code Enforcement
Safety and Security
Stay Connected

About Richardson, Texas

Richardson, Texas is a vibrant and diversified business community, strategically located in one of the brightest economic regions in the world - the Dallas/Fort Worth Metroplex. Whether your company seeks the latest technological breakthrough, provides the highest level of financial service or thrives upon the synergy of a great business and research university, Richardson is where excellence is the expectation.

City Council

- Council Members
- Council Goals
- Meetings and Agendas
- On Demand Video
- State of the City Address
- Register to Vote



Next Steps

- Create and print post cards with link and information sheets to handout at city customer service desks
- Share New Business Guide link with:
 - Chamber of Commerce
 - Small Business Development Centers
 - Brokers

Welcome
to the City of Richardson, Texas

Visit Richardson's New Business Guide which includes information regarding registering your business, setting up utility services, applying for city permits and incentives, and more.

WWW.COR.NET/NBG

Register Your Business Choosing a business name is an important step in the business planning process. Not only should you pick a name that reflects your brand identity, but you also need to ensure it is properly registered and protected for the long term.	Choose a Location Choosing the right location may be one of the most important decisions you'll make.	Taxes Learn about basic federal, state and local tax information.	Service Activation For links to service providers including internet, electricity, television and gas.
	Permits Information regarding building standards, zoning and necessary permitting.	Incentives There are many local and state incentives offered to assist new and existing businesses.	SEE MORE Code Enforcement Safety and Security Stay Connected

