

City Council Work Session Handouts

January 16, 2012

- I. Near Term Action Items
- II. Website Briefing
- III. Televised Meetings

11-13 Near Term Action Item List Calendar

Ranking	Item #	Item	Category	Anticipated Presentation Date	Presentation Grouping
27	29	Evaluate a multi-city recreation facility in Breckenridge Park.	Fiscal Responsibility	September 2011	
7	1	Evaluate providing handouts and background material for City Council Meetings online prior to or at the time a presentation is made.	Communication	October 2011	
15	8	Review and evaluate the rental registration program and develop fee alternatives and strategies to increase compliance.	Community Vitality & Neighborhood Integrity	October 2011	
31	2	Evaluate use of social media to communicate important information regarding community updates, events and activities.	Communication	October 2011	
5	38	Utilize work sessions to discuss community interest of Golf.	Governance	December 2011	
30	48	Evaluate creating an ordinance pertaining to the placement of Hookah lounges.	Land Use & Development	December 2011	
	31	Evaluate strategies to expand paperless process initiatives.	Fiscal Responsibility	December 2011	
34	40	Utilize work sessions to discuss community interest of the TIF Zone.	Governance	January 2012	
18	37	Evaluate the Work Session and City Council Meeting formats to improve efficiencies.	Governance	January 2012	Council Meetings
33	34	Evaluate video broadcasting boards and commission meetings similar to the City Council Meetings.	Governance	January 2012	Council Meetings
	36	Evaluate technology enhancements in the City Council Chambers for communication media outreach.	Governance	January 2012	Council Meetings
28	42	Utilize work sessions to discuss community interest of Election v. Selection of Mayor in time for May 2012 ballot consideration.	Governance	January 2012	
38	43	Utilize work sessions to discuss community interest of a City Charter Review.	Governance	January 2012	
1	17	Evaluate the development of an incentive program for retail reinvestment.	Economic Development	February 2012	Retail
4	49	Evaluate strategies to re-purpose underutilized retail areas.	Land Use & Development	February 2012	Retail
2	51	Initiate the new study area in either the Downtown/Main Street area followed by the U.S. 75 corridor.	Land Use & Development	February 2012	
6	7	Evaluate programs to address neighborhood decline issues to stabilize the overall health of the neighborhood.	Community Vitality & Neighborhood Integrity	February 2012	Neighborhood Revitalization
37	9	Evaluate developing a first-time homebuyer program to encourage ownership and residential reinvestment.	Community Vitality & Neighborhood Integrity	February 2012	Neighborhood Revitalization
	3	Evaluate the home improvement incentive program and options to provide an incentive for investments lower than \$20,000.	Community Vitality & Neighborhood Integrity	February 2012	Neighborhood Revitalization
	15	Evaluate the implementation of "town hall" meetings specific to the various departments within the City.	Community Vitality & Neighborhood Integrity	February 2012	Neighborhood Revitalization

11-13 Near Term Action Item List Calendar

Ranking	Item #	Item	Category	Anticipated Presentation Date	Presentation Grouping
9	28	Evaluate the city's procurement process and review options for providing reasonable preferences to Richardson based businesses on a scheduled basis.	Fiscal Responsibility	February 2012	Economic Development
23	19	Evaluate developing a cluster attraction economic development program.	Economic Development	February 2012	Economic Development
35	18	Review and identify ways to leverage and/or expand STARTech.	Economic Development	February 2012	Economic Development
	20	Evaluate options for creating an international committee.	Economic Development	February 2012	Economic Development
	61	Evaluate the creation of a Young Professionals Focus Group.	Marketing	February 2012	Economic Development
8	62	Evaluate City Hall/Civic Center facility and operation improvements to enhance the customer/resident experience.	Public Services	March 2012	
20	30	Evaluate vendor contract provisions using appropriate risk management techniques.	Fiscal Responsibility	March 2012	Budget
22	32	Evaluate strategies for improving city billing systems to achieve efficiencies.	Fiscal Responsibility	March 2012	Budget
25	41	Utilize work sessions to discuss community interest of Zero Based Budgeting.	Governance	March 2012	Budget
	10	Evaluate the establishment of a community wide day of caring where Richardson organizations and individuals come together to serve those in need.	Community Vitality & Neighborhood Integrity	March 2012	
	66	Advocate for an acceleration of development of Cotton Belt rail line.	Transportation & Mobility	March 2012	
12	60	Evaluate developing a branding and marketing plan.	Marketing	April 2012	
21	54	Evaluate the development of a dog park.	Land Use & Development	April 2012	Parks
	55	Evaluate the development of a skate park.	Land Use & Development	April 2012	Parks
36	39	Utilize work sessions to discuss community interest of the Eisemann Center.	Governance	April 2012	Eisemann Center
	63	Evaluate enhancing art grant funding to include special benefits leveraging at the Eisemann Center.	Public Services	April 2012	Eisemann Center
40	47	Evaluate enhancing the check cashing ordinance by reviewing the ordinance adopted by the City of Dallas.	Land Use & Development	April 2012	
	21	Consider establishing an education round table with a wide-variety of institutions within Richardson.	Education	April 2012	
	56	Evaluate property use options south of future Gymnastics Center.	Land Use & Development	April 2012	
14	50	Evaluate the creation of a development plan for the 400 block of West Arapaho.	Land Use & Development	May 2012	
29	64	Expand the City's bike lane system and evaluate enhancing pavement markings and signage.	Transportation & Mobility	May 2012	
	13	Evaluate creating a coop for neighborhood associations to provide improved economies for items such as insurance and maintenance services.	Community Vitality & Neighborhood Integrity	May 2012	

11-13 Near Term Action Item List Calendar

Ranking	Item #	Item	Category	Anticipated Presentation Date	Presentation Grouping
11	22	Expand recycling to commercial businesses and multi-family communities.	Environmental Management	June 2012	HDR Study
19	27	Evaluate implementing a program that would allow residents to recycle grass clippings and other lawn care waste.	Environmental Management	June 2012	HDR Study
	25	Evaluate increased communication strategies to inform property owners about their responsibility to maintain alleys, creeks, parkways and medians.	Environmental Management	June 2012	
	57	Periodically review the current Comprehensive Land Use Plan including the Master Thoroughfare Plan.	Land Use & Development	June 2012	
13	4	Evaluate funding strategies, timing and implementation planning Parks.	Community Vitality & Neighborhood Integrity	July 2012	Capital Projects
16	14	Complete an analysis of the condition of screening walls in the City and develop a rating system to assist with future Capital Improvement efforts.	Community Vitality & Neighborhood Integrity	July 2012	Capital Projects
24	5	Evaluate funding strategies, timing and implementation planning Streets and Alleys.	Community Vitality & Neighborhood Integrity	July 2012	Capital Projects
26	6	Evaluate funding strategies, timing and implementation planning Sidewalks.	Community Vitality & Neighborhood Integrity	July 2012	Capital Projects
32	58	Identify gaps of sidewalk continuity and evaluate possible improvement plan.	Land Use & Development	July 2012	Capital Projects
	23	Evaluate the creation of an award program, similar to the community revitalization awards, for environmental reinvestment in both residential and commercial properties.	Environmental Management	August 2012	
	24	Create and maintain an ongoing list that would identify and promote residential and corporate incentives for environmental and ecological projects.	Environmental Management	September 2012	
	33	Develop a bond evaluation appraisal which reviews future projects, communication strategies, implementation processes and timing.	Fiscal Responsibility	October 2012	
	35	Create a City Council legislative sub-committee.	Governance	October 2012	
	45	Encourage and promote athletic and fitness events within the city.	Health Care Facilities & Community Wellness	October 2012	
	46	Develop and promote health and fitness initiatives for the Richardson community.	Health Care Facilities & Community Wellness	October 2012	
	26	Review and evaluate energy efficiency studies and plans for future implementation strategies.	Environmental Management	November 2012	
3	16	Evaluate strategies to fund redevelopment efforts in the community.	Economic Development	Ongoing	
10	52	Implement of the West Spring Valley reinvestment plan and consider public-private partnerships for redevelopment.	Land Use & Development	Ongoing	

11-13 Near Term Action Item List Calendar

Ranking	Item #	Item	Category	Anticipated Presentation Date	Presentation Grouping
17	53	Evaluate appropriate opportunities for public-private partnerships for future development, city services/amenities and parks.	Land Use & Development	Ongoing	
39	44	Develop a schedule in which each Commission has an opportunity to meet with the City Council in a Council Work Session.	Governance	Ongoing	
	11	Develop outreach efforts with neighborhood associations to solicit residents to become involved with Boards and Commissions and other City/Community volunteer opportunities.	Community Vitality & Neighborhood Integrity	Ongoing	
	59	Evaluate the promotion and marketing of local events within the community that are not city related or sponsored.	Marketing	Ongoing	
	65	Advocate for Richardson access points for the HOV lanes on Central Expressway.	Transportation & Mobility	Ongoing	

Other Calendar Items

<u>Timeline</u>	<u>Discription</u>
Jan. - May	Council District ReMapping
Feb. - Dec	Old Downtown Study Reports
Feb.	Comm. Revitalization Awards
Feb.	CAFR/Audit Committee
Feb.	REDP Annual Report
Feb. - Apr.	Series 2012 C.O. Bond Sale/Refunding
April/May	Eisemann Presents 2012-13
July - Sept.	Budget Retreat and Preparation Season
Sept/Oct.	Arts Grants
Oct./Nov.	CM Annual Review
Dec.	Investment Policy Renewal
Nov.-Dec.	Texas Legislative Orientation/Prep.
Qtrly.	Near Term Action Item Status
TBD	Water/Sewer Rate Study Review
TBD	Solid Waste Study & Rate Reviews
TBD	Bond Project Updates – Individ. & List

City of Richardson Website Redesign Project

City Council Worksession
Monday, January 16, 2012

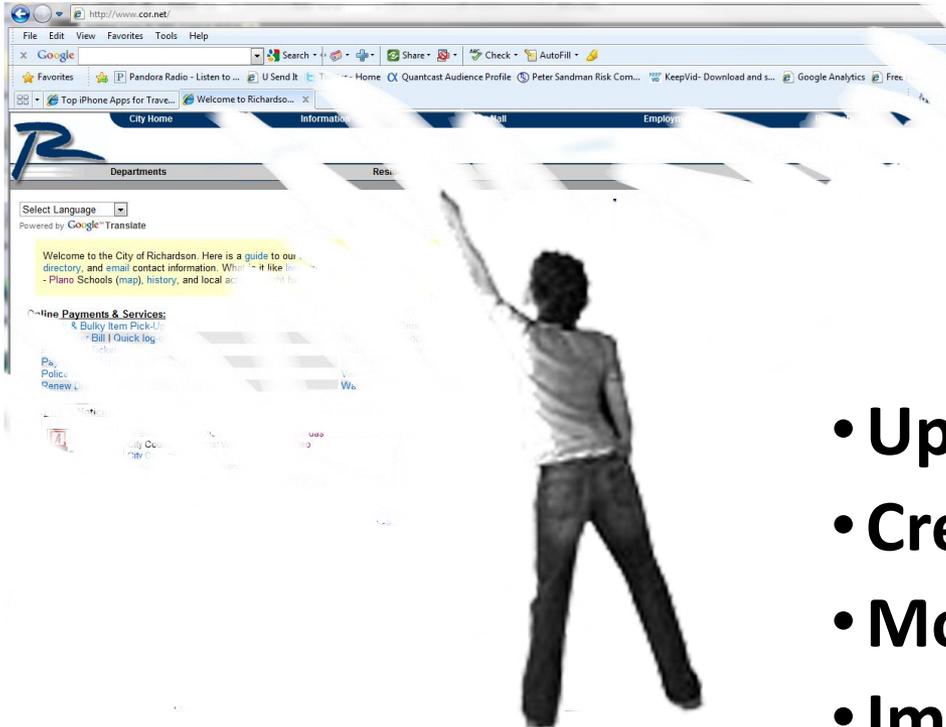


History

- **Original Council Briefing October 2010**
- **Richardson was the third City in the world to have an Internet presence and website, and the first in Texas**
- **Early adopter – online services (Utility, Court, Crime Statistics, etc.)**
- **Award-winning site (Best of the Web, Digital Cities, GFOAT, TCMA, and 3CMA)**



Why Redesign?



- Update best practices
- Create intuitive, fresh design
- Mobile accessibility
- Improve search
- Built for local government

Bid Process

- Channels
 - ✓ BidSync.com
 - ✓ Daily Commercial Record
 - ✓ 1646 vendors notified
- Pre-bid meeting
 - ✓ 28 companies attended
- 9 vendors bid
 - ✓ 2 interviewed, 1 selected
- Vision Internet was selected



Web Designer Selection Process

- ✓ Experience/references with local government
- ✓ Familiar with technology used by City's
- ✓ Solid features, ease of use
- ✓ Cost



Selected Vendor

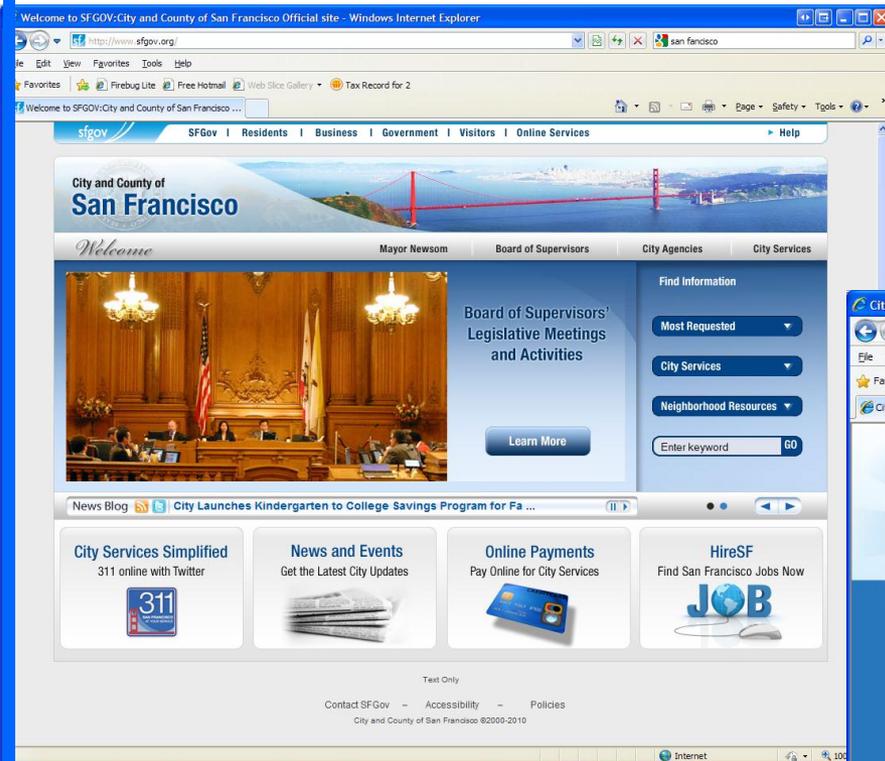


The Government Website Experts™

- ✓ **Founded in 1995**
- ✓ **35 Employees**
- ✓ **Santa Monica, CA**
- ✓ **Design focus, focused on government**
- ✓ **Hundreds of city sites**
- ✓ **Powerful, flexible software**



Vision Sites



Denton, TX



San Francisco, CA

Contract specifics

- ✓ **Budget of \$125,000**
- ✓ **Features and Benefits:**
 - **Content Management System (CMS)**
 - **Integrated Google Search Capabilities**
 - **Municipal Modules**
 - **Mobile Web Technology (Phones/Tablet)**



Interdepartmental Coordination

- ✓ Design Team
- ✓ Training
- ✓ Conversion
- ✓ Maintenance



Demonstration

198.17.195.50/index.aspx

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

Richardson TEXAS

Search... SEARCH

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

TRAFFIC TICKETS ALARM PERMIT WATER BILL TRASH & RECYCLING BULKY ITEM PICK-UP PERMITS

Festivals

Richardson offers a variety of of yearly arts and music festivals that appeals to all ages. These events are offered in the spring and fall each year.

NEWS

Now In Stage Three Water Warning!
The City of Richardson has amended the City's Emergency Water Management Plan, changing the schedule for water use and setting a new target conservation level.

Photography Contest
If you have a winning photograph, submit it in the Annual Photo Contest.

City Holiday Closing
The City of Richardson will be closed on Friday, December 23 and Monday, December 26 for the Holidays.

[MORE NEWS](#)

EVENTS

01 FEB Outdoor Warning Siren Test
12:00 PM - 12:00 PM

07 MAR Outdoor Warning Siren Test
12:00 PM - 12:00 PM

24 MAR Faith Based Crime Prevention Conference
8:00 AM - 12:30 PM

[FULL CALENDAR](#)

Tuesday January 10
Fog/Mist 43°

January 2012						
S	M	T	W	T	F	S
25	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

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

411 W. Arapaho Rd. Richardson, TX 75080-4551 PH# 972 -744-4100 | Mailing Address P.O. Box 830309 Richardson, TX 75083-0309
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Timeline

- ✓ **Began working with Vision in Feb. 2011**
- ✓ **Review in February 2012**
- ✓ **Launch in early March 2012**



CITY OF RICHARDSON

The City of Richardson TX - September 26, 2011 City Council Meeting - Windows Internet Explorer
http://richardson.tx.swagit.com/player.php?refid=09262011-55

File Edit View Favorites Tools Help

Favorites Digital Large Format Print... Web Slice Gallery

The City of Richardson TX - September 26, 2011 ...

PUBLIC MEETINGS
City Council meeting videos are also available on the web at:
www.cocnet.city

FREQUENTLY CALLED CITY NUMBERS

Richardson Video

Current Agenda Archive Share Subscribe

- Work Session Item A
- Work Session Item B
- Work Session Item C
- Work Session Items D & E
- Work Session Items F & G
- Council Meeting Items 1-4
- Council Meeting Item 5
- Council Meeting Item 6

Council Meeting Item 5
VARIANCES 11-09, 11-10 AND 11-11 FOR CORPORATE SQUARE: A REQUEST FOR APPROVAL OF THREE (3) VARIANCES FROM THE SUBDIVISION AND DEVELOPMENT CODE LOCATED AT 1100 EXECUTIVE DRIVE, 1200 W. EXECUTIVE DRIVE, AND 1201 E. EXECUTIVE DRIVE:
A. ARTICLE III, SECTION 21-30(a.1), APPROVAL STANDARDS FOR
Duration: 13 min, 6 sec.

Powered by Swagit.com © 2011

City Council Worksession Televised Meetings



Monday, January 16, 2012

City Council Goals

Statement of Goals – G. Governance

“Evaluate the use of various media forms to expand community access to meetings that fall under the Open Meetings Act.”

Near Term Action Items

“Evaluate video broadcasting boards and commission meetings similar to the City Council Meetings.”

“Evaluate technology enhancements in the City Council Chambers for communication media outreach.”

November 2011 Briefing

- **History**
- **Cost to Date**
- **Viewership Information**
- **Survey of other cities**
- **Consider adding meetings**
- **Staff recommendation:**
 - **Begin broadcasting City Plan Commission meetings held twice a month at an additional annual cost of \$4,800**
 - **Rationale . . .**
 - **Decision-making Board vs. Advisory Board**
 - **Meet regularly**
 - **Traditional venue for significant amount of public input on topics of wide community interest**
 - **Meeting location equipped for broadcasting**
 - **Consistent with area cities**
 - **Ability to plan for the expansion to other meetings in future equipment budgets if desired**

City Council Feedback/Discussion

- Interest in expanding coverage
- Concern with overall cost . . .
 - Staffing
 - Retrofitting other rooms
- Need more info on . . .
 - What people are watching and when they tune in or out
 - Ratings
 - “on-demand” viewership
- Need to assess . . .
 - Impact on staffing
 - Impact on ability to rent and earn revenue on Civic Center Rooms
 - Impact on meeting dialogue/brainstorming
 - Impact on who decides to serve
 - Feedback from Boards and Commission Members
- Consider . . .
 - offering a lower level of service for other meetings
 - specialized meeting coverage for certain big decision meetings

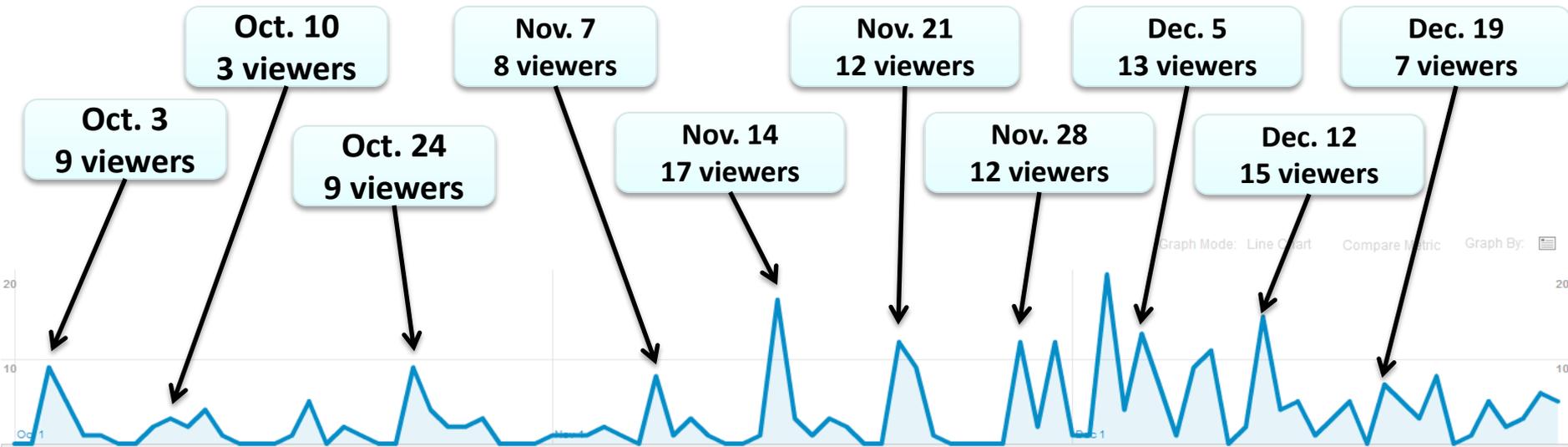
City Hosted Public Meetings

	Planned Frequency	Approx. # of Mtgs Per Year	Day	Time	Location
City Council Worksessions	Weekly	50	Mondays	5:30 p.m.	Richardson Room
City Council Meetings	Twice a month	50	Mondays	7:00 p.m.	Council Chambers
City Plan Commission Worksessions	Twice a month	24	Tuesdays	6:00 p.m.	East Conference Room
City Plan Commission Meetings	Twice a month	24	Tuesdays	7:00 p.m.	Council Chambers
Zoning Board of Adjustments Worksessions	Monthly	12	Wednesdays	6:00 p.m.	2nd Floor Conference Room
Zoning Board of Adjustments Meetings	Monthly	12	Wednesdays	6:30 p.m.	Council Chambers
Sign Control Board Worksessions	Monthly	12	Wednesdays	6:30 p.m.	Council Chambers
Sign Control Board Meetings	Monthly	12	Wednesdays	7:00 p.m.	Council Chambers
Civil Service Board	Monthly	12	Tuesdays	4:00 p.m. or 6:30 p.m.	Huffhines Room
Building and Standards Commission	Monthly	12	Wednesdays	6:30 p.m.	Council Chambers
Arts Commission	Monthly	11	Thursdays	7:00 p.m.	2nd Floor Conference Room
Parks & Recreation Commission	Monthly	8	Tuesdays	6:00 p.m.	2nd Floor Conference Room
Library Board	Bi-monthly	6	Wednesdays	7:00 p.m.	Library Conference Room
Animal Services Advisory Commission	Quarterly	4	Wednesdays	6:30 p.m.	Animal Shelter
Environmental Advisory Commission	Quarterly	4	Varies	Varies	Varies
Richardson Tax Increment Financing Reinvestment Zone No. 1	As needed	Varies	Varies	Varies	2nd Floor Conference Room
Eisemann Center Foundation	Annually and as needed	1	Varies	Varies	2nd Floor Conference Room
Richardson Improvement Corporation	Annually and as needed	1	Varies	Varies	2nd Floor Conference Room

Survey of Metroplex Cities

Other cities televised meetings		
City	Council	Other
Allen	Yes	Planning & Zoning
Arlington	Yes	Planning & Zoning
Carrollton	Yes	none
Dallas	Yes	Redistricting meetings, Purchasing Bids
Fort Worth	Yes	Board of Adjustment Residential, Board of Adjustment Commercial, Building Standards Commission, Historic & Cultural Landmarks Commission, Audit and Finance Committee, City Plan Commission, Zoning Commission, Crime Control And Prevention District
Frisco	Yes	Planning & Zoning
Garland	Yes	Planning Commission
Grand Prairie	Yes	Planning & Zoning
Irving	Yes	Audit & Finance Committee
McKinney	Yes	Planning & Zoning, Policy & Finance Committee, Community Development Committee
Mesquite	Yes	none
Plano	Yes	Planning & Zoning

Live City Council Meeting Online Viewership October to December 2011



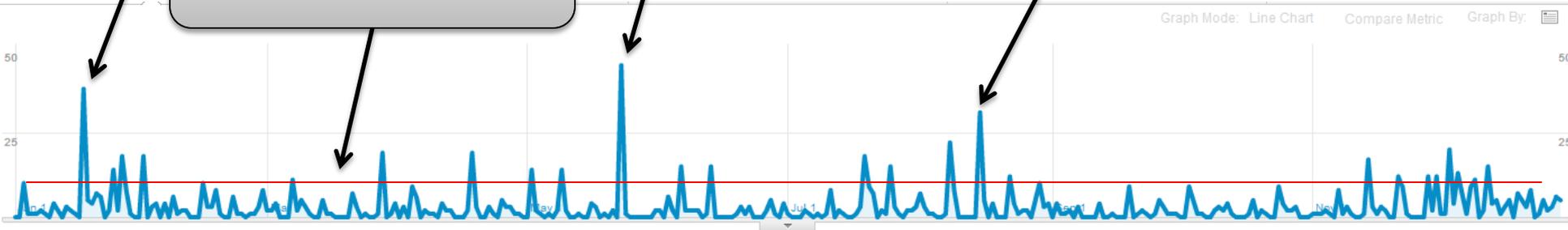
City Council Live Online Viewership 2011

January 17, 2011
38 viewers
**Rezoning discussion for
Bush Turnpike area TOD**

May 23, 2011
45 viewers
**Last day for retiring City
Council Members**

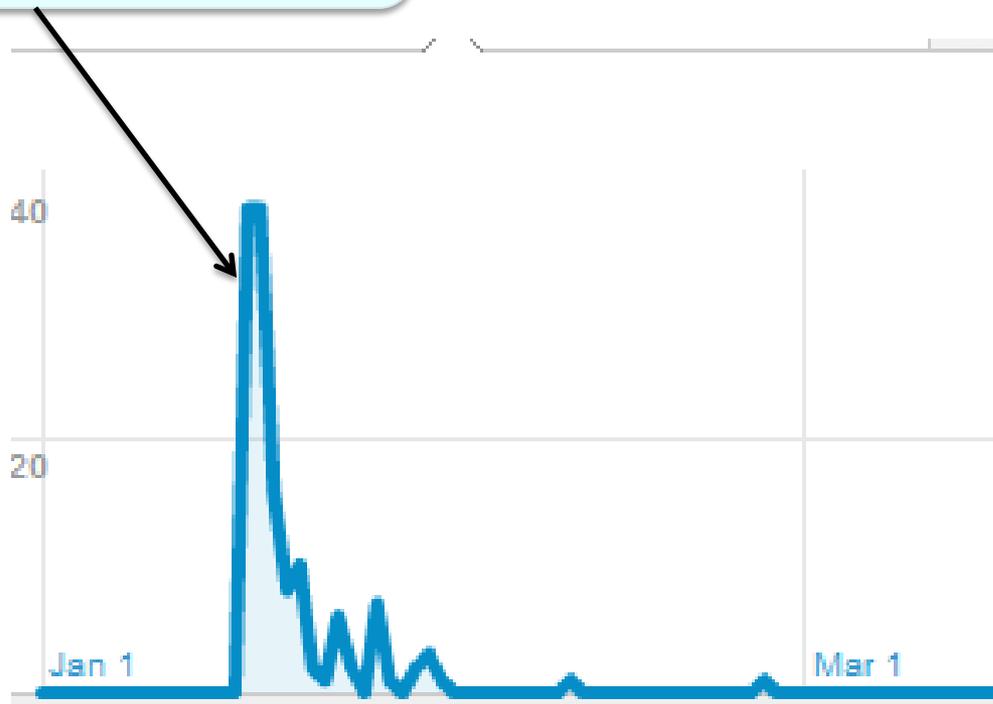
August 15, 2011
31 viewers
**Presentation of 2011-
2012 proposed budget**

**Average estimated 11
LIVE online viewers**



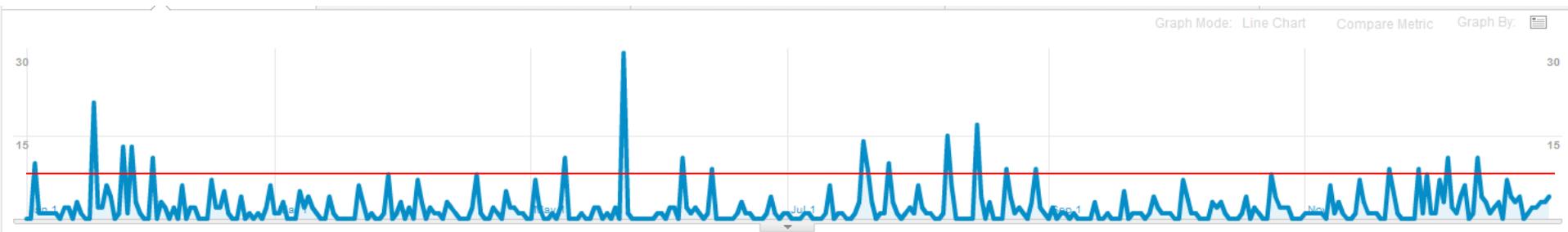
City Council Time Shifted “Video on Demand”

January 17, 2011 Council Meeting
Bush Turnpike Area Rezoning
167 unique views



City Council Time Shifted Viewership “On Demand” in 2011

2011 City Council VOD totals:
Unique Page Views: 10,940
Average Viewing Time: 5:02



Impact on Broadcast Service Fees

Up to 60 meetings per year (current)	\$13,140
Up to 100 meetings per year	\$17,940
Up to 200 meetings per year	\$27,540

Impact on Staffing

- **Additional meetings will require additional staffing**
- **CPC Meetings – 1 part time staff position - \$15,600**
- **All Boards and Commissions Meetings – 1 full time staff position - \$42,000**
- **Focus of CITV and Web Staff will continue to evolve with additional meetings**
- **Tradeoff on how time is spent:**
 - Documenting and quality control of meetings coverage*
 - vs.**
 - Proactive video production to market and promote the City
And Website Maintenance and Applications*
- **City staff and Boards and Commissions will need to work closely together on presentations and discussion styles**

Impact on Civic Center

- **Cost to retrofit a conference room is \$25,000**
- **Civic Center rates are as follows:**

East or West Conference Rooms, Heights, Huffhines		
Monday - Thursday	Half-day	\$150
Monday - Thursday	Full-day	\$300
Parks Room		
Monday - Saturday	Half-day	\$300
Monday - Saturday	Full-day	\$600
Richardson Room		
Monday - Thursday	Half-day	\$450
Monday - Saturday	Full-day	\$900

- **Assuming non Council Chambers meetings (95) move to a Civic Center Room, lost revenue potential could range anywhere from \$12,750 to \$38,250.**

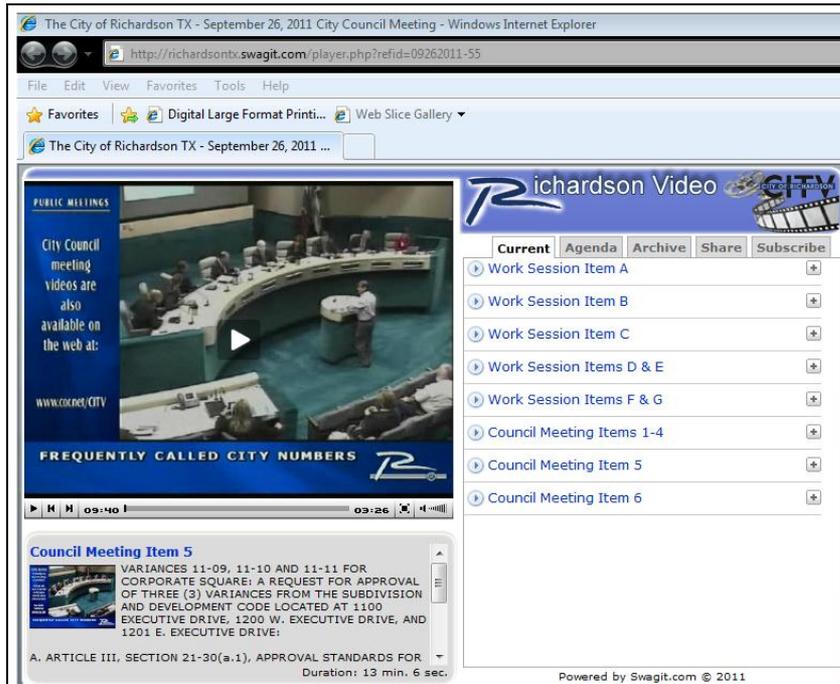
Equipment Costs

- **Retrofit a conference room - \$25,000**
- **Mobile equipment - \$30,000**

Summary of Options

	Description	SWAGIT Broadcast Services Fee	Staffing	One Time Equipment Cost	Total	Additional Cost Above Current Cost
Current	CC meetings	\$13,140	-	-	\$13,140	-
Option 1	Add CPC Meetings, no new equip, add 1 PT staff	\$17,940	\$15,600	-	\$33,540	\$20,400
Option 2	Add CPC meetings, Add other high interest meetings as needed, Buy mobile equipment, Add 1 PT staff	\$17,940	\$15,600	\$30,000	\$63,540	\$50,400
Option 3	All meetings, No new equipment, Add 1 FT staff	\$26,378	\$42,000	-	\$69,540	\$56,400
Option 4	Add CPC Meetings and all other B&C meetings, equip additional conference room, add 1 FT staff	\$26,378	\$42,000	\$25,000	\$94,540	\$81,400

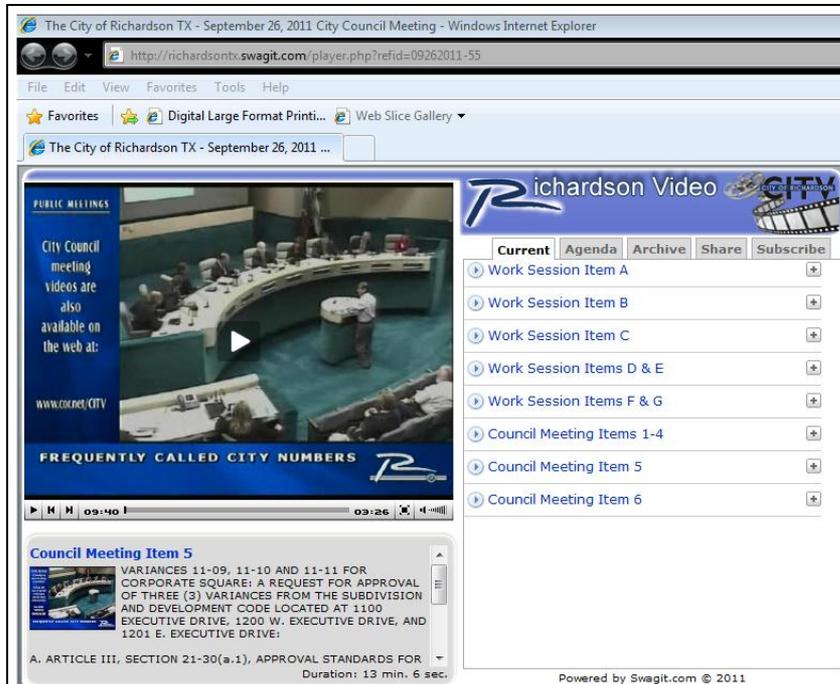
Current Production Costs



Group Frequency
City Council **1/week**
(status quo)

\$13,140 annually
SWAGIT Broadcast Services

Option 1: Add CPC Meetings, no new equip, add 1 PT staff



<u>Group</u>	<u>Frequency</u>
City Council	1/week
+CPC	2/month

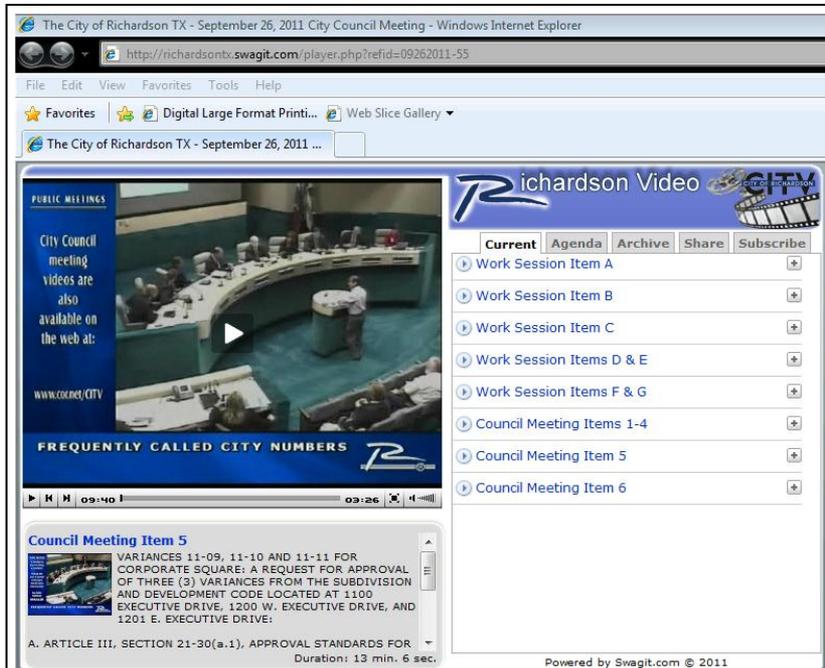
Would not include CPC Worksessions unless they move to CC Chambers

Costs

\$13,140	Current SWAGIT Broadcast Services Fee
\$4,800	Additional SWAGIT Broadcast Services Fee
\$15,600	Addition of 1 Part-time staff position

\$33,540 annually

Option 2: Add CPC meetings, Add other high interest meetings as needed, Buy mobile equipment, Add 1 PT staff



<u>Group</u>	<u>Frequency</u>
City Council	1/week
+CPC	2/month
+Special meetings	varies

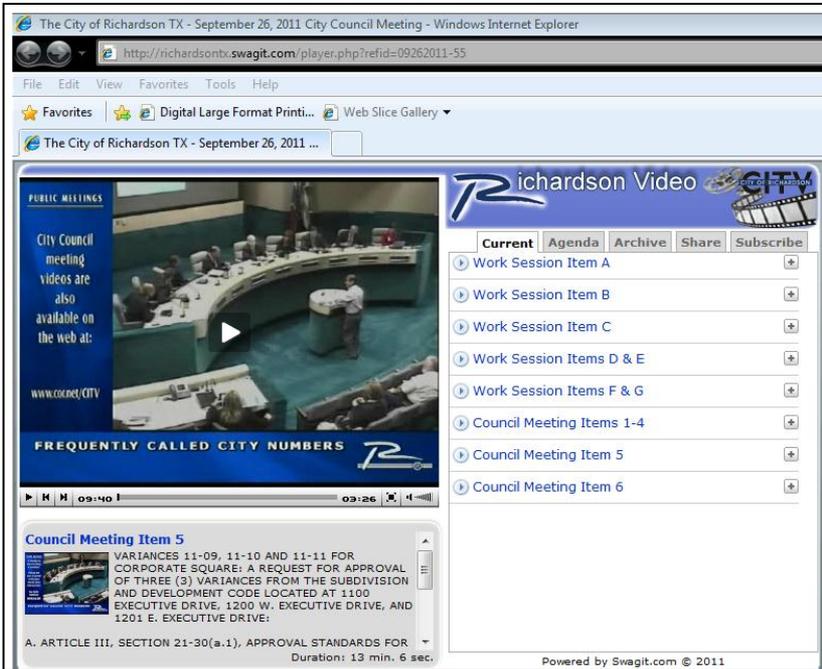
Costs:

- \$13,140 Current SWAGIT Broadcast Services Fee
- \$4,800 Additional SWAGIT Broadcast Services Fee
- \$15,600 Addition of part time staff position
- \$30,000 Mobile production equipment

\$63,540 (first year)

\$33,540 (annually)

Option 3: Include all meetings, No new equipment, Add 1 FT staff



Group Frequency

City Council	1/week
+CPC	2/month
+all other B&C	varies

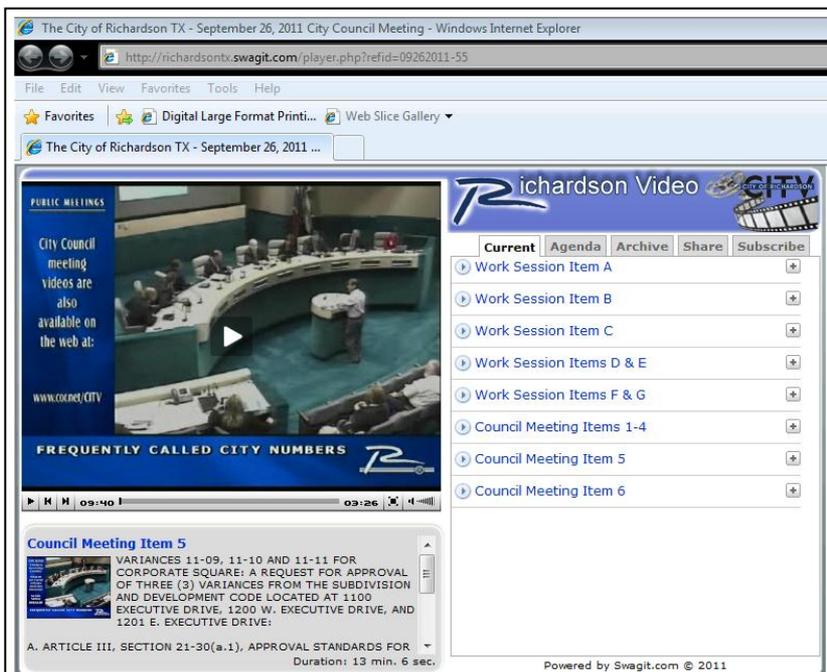
All meetings held in Chambers or Richardson Room

Costs

\$13,140	Current SWAGIT Broadcast Services Fee
\$14,400	Additional SWAGIT Broadcast Services Fee
\$42,000	Addition of full time staff position

\$69,540 annually

Option 4: Add CPC & all other meetings, Equip additional conference room



<u>Group</u>	<u>Frequency</u>
City Council	1/week
+CPC	2/month
+all other B&C	varies

Costs

\$13,140	Current SWAGIT Broadcast Services Fee
\$14,400	Additional SWAGIT Broadcast Services Fee
\$42,000	Addition of full time staff position
<u>\$25,000</u>	<u>Equip conference room</u>

\$94,540 (first year)

\$69,540 (annually)

Potential Civic Center lost revenue is somewhere between \$12,750 to \$38,250

Summary of Options

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Option 4	Add CPC Meetings and all other B&C meetings, equip additional conference room, add 1 FT staff	\$26,378	\$42,000	\$25,000	\$94,540	\$81,400

Technology Upgrades City Council Chambers

- **Monitors for Council and Staff at Dais - \$12,000**
- **Replacement screen - \$25,000 to \$40,000**
- **Replacement for mics - \$8,000**