

City of Richardson: Near-Term Action Items 2009-2011

Item	Category	Date	✓
Evaluate enhancements to Municipal Court fine/warrant recovery systems	Fiscal Responsibility	July 2009	✓
Create educational enhancements on the use of flashing yellow arrows at traffic signals	Transportation and Mobility	August 2009	✓
Implement televising and web-casting City Council meetings	Governance	August 2009	✓
Implement a plan for providing electronic versions of documents provided to the City Council for City Council deliberation	Governance	August 2009	✓
Implement modifications to the City Council meeting agenda	Governance	August 2009	✓
Work with the Chamber of Commerce to better expose local companies to the procurement bid lists of the City of Richardson and other public entities	Economic Development	September 2009	✓
Implement fees for residents and non-residents in multiple services areas, but especially recreation centers and the library	Fiscal Responsibility	September 2009	✓
Implement new ambulance rates for residents and non-residents	Fiscal Responsibility	September 2009	✓
Explore the need for a branding study	Marketing and Communication	September 2009	✓
Implement the reactivation of the Education Committee	Education	October 2009	✓
Evaluate an IT hosting model and any possible organizational savings	Fiscal Responsibility	October 2009	✓
Implement bike lanes as traffic calming features and mobility enhancements on Grove Road and Custer Road, and evaluate their use on other roadways	Transportation and Mobility	November 2009	✓
Explore a recognition system for citizens	Environmental Management	November	✓

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....and businesses that make significant environmental enhancements to their establishments and/or offset their carbon emissions		2009	
Review alternative fuel sources, such as compressed natural gas, for City fleet vehicles	Environmental Management	December 2009	✓
Complete a debt capacity review for an upcoming bond program evaluation	Fiscal Responsibility	December 2009	✓
Create traffic signalization and traffic signage enhancements to improve air quality	Transportation and Mobility	December 2009	✓
Examine credits/rebates/incentives for environmental enhancements made to residential and/or business properties	Environmental Management	December 2009	✓
Evaluate the use of off-hour intelligent traffic lights and the potential for flashing yellows and reds at night/non-peak times	Transportation and Mobility	December 2009	✓
Enhance entry portal signs along transportation corridors	Economic Development	January 2010	✓
Evaluate improvements to the Spring Valley tunnel exit near Sherman Street	Transportation and Mobility	January 2010	✓
Perform periodic reviews and report routinely on cash-handling activities and related internal-control procedures	Fiscal Responsibility	February 2010	✓
Identify and help promote UT Dallas technology clusters	Economic Development	March 2010	✓
Develop business retention programs and administrative actions that are responsive to the needs of existing businesses within Richardson	Economic Development	March 2010	✓
Create a brokerage focus group	Economic Development	March 2010	✓

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Work with the Chamber of Commerce to enhance the Buy Local/Eat Local promotional campaign	Marketing and Communication	March 2010	✓
Find ways to better leverage and promote STARTech	Economic Development	March 2010	✓
Examine the creation of a multi-cultural commission	Marketing and Communication	April 2010	✓
Work in conjunction with the Chamber of Commerce in evaluating a Sister-City relationship	Economic Development	April 2010	✓
Accelerate the development of the Cotton Belt Rail Line	Transportation and Mobility	April 2010	✓
Create and highlight signature environmental projects	Environmental Management	May 2010	✓
Initiate a visioning process for special study areas related to the comprehensive development plan including: West Spring Valley corridor, Central Expressway corridor, Coit Road corridor, West Arapaho corridor, Main Street/Old Town, East Arapaho/Collins	Land Use and Development	May 2010	✓
Evaluate examples of open government enhancements that are financially feasible, such as real-time financial transparency	Governance	August 2010	✓
Review and implement a City Council Code of Ethics	Governance	September 2010	✓
Evaluate the Parks Master Plan update, including the feasibility of a dog park	Public Services	September 2010	✓
Initiate a discussion regarding a multi-community recreation center in the Breckenridge area	Fiscal Responsibility	September 2010	✓
Evaluate the financial implications of a Senior Tax Freeze	Fiscal Responsibility	November 2010	✓

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Develop a rainwater harvesting ordinance	Environmental Management	February 2011	✓
Complete the Transit-Oriented Development study process for Bush/190 DART stations	Land Use and Development	February 2011	✓
Reconstitute the Architectural Panel in regards to commercial development	Land Use and Development	February 2011	✓
Evaluate the home improvement incentive program and lowering the application threshold	Community Vitality and Neighborhood Integrity	March 2011	✓
Examine signage needs for unique developments that may need additional highlighting in the community	Economic Development	In process	
Ensure that the sign ordinance is up to date and applicable to modern development trends	Land Use and Development	In process	
Evaluate the feasibility of commercial recycling enhancements	Public Services	In process	
Create a guidebook of acceptable environmental practices (solar photovoltaic panel installations, wind turbines)	Environmental Management	In process	
Find ways to help MRMC achieve recognition as a National Cancer Institute	Health Care Facilities and Community Wellness	Pending	
Complete the Transit-Oriented Development study process for Spring Valley and Arapaho DART stations	Land Use and Development	Pending	
Explore the creation of a Richardson "Welcome Packet" for new employees in the community	Marketing and Communication	Pending	
Re-package new resident information into a "Welcome Packet" format	Marketing and Communication	Pending	
Evaluate the creation of a "first-time" ...	Marketing and	Pending	

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...homebuyer program for Richardson employees in various employment sectors	Communication		
Help coordinate better communication with and between our educational partners	Education	Ongoing	
Ensure that the fleet of City vehicles is right-sized	Environmental Management	Ongoing	
Improve commercial, residential and community event recycling, and promote increased participation rates	Environmental Management	Ongoing	
Perform reviews of revenue generating contracts as they come up for renewal to ensure that maximum value is generated for citizens	Fiscal Responsibility	Ongoing	
Find ways to better publicize and educate the community on the MRMC Campus, especially the Bush/Renner location	Health Care Facilities and Community Wellness	Ongoing	
Evaluate public private partnerships for community facilities	Land Use and Development	Ongoing	
Examine the creation of a target-resident focus group for young professionals regarding the lifestyle amenities they desire	Marketing and Communication	Ongoing	
Enhance the marketing of the home improvement incentive program	Marketing and Communication	Ongoing	
Be proactive in promoting Richardson	Marketing and Communication	Ongoing	
Promote professional development among City staff	Public Services	Ongoing	
Promote access points for the Central Expressway HOV lanes	Transportation and Mobility	Ongoing	
Complete a visioning process for the ...	Economic Development	Ongoing	

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.. tenanting of retail and mixed-use establishments, while identifying the land uses and densities necessary to support these developments			
Evaluate ways to promote healthy lifestyles and market certain segments of the community, such as a 5K series	Health Care Facilities and Community Wellness	Ongoing	
Evaluate the need for a City Charter Review	Governance	Deferred	
Evaluate the need for a drainage fee to more adequately finance drainage improvements and maintenance	Fiscal Responsibility	Deferred	

Completed Items
In Process Items
Pending Items
Ongoing Items
Deferred Items