



FARMERS BRANCH
TEXAS

CITY COUNCIL STRATEGIC PLANNING SESSION - 2026

FEBRUARY 24, 2026

DRAFT

CITY COUNCIL MEMBERS

- Terry Lynne – Mayor
- Lupe Gonzales – District 1
- Tina Bennett–Burton – Mayor Pro Tem – District 2
- David Reid – District 3
- Elizabeth Villafranca – District 4
- Roger Neal – Deputy Mayor Pro Tem – District 5

CITY MANAGEMENT

- Ben Williamson, City Manager
- Jawaria Tareen, Deputy City Manager

PURPOSE

WHY ARE WE HERE?

Move from one-year operational planning to a 2-3-year strategic alignment

Reflects continuity of governance, consistent resident priorities, and long-term infrastructure & economic development needs

Strengthens alignment and provides clear direction for sequencing, capacity, and delivery

Council continues annual review, refinement, and budget authority

STRATEGIC PLANNING SESSION 2026

GOVERNANCE & ROLE CLARITY

Council sets vision, priorities, and expected outcomes

City Management develops and implements through administrative processes

Departments align resources, budget, and performance

Strategic planning focuses on **OUTCOMES**, not project lists



STRATEGIC PLANNING FRAMEWORK: 2026–2028

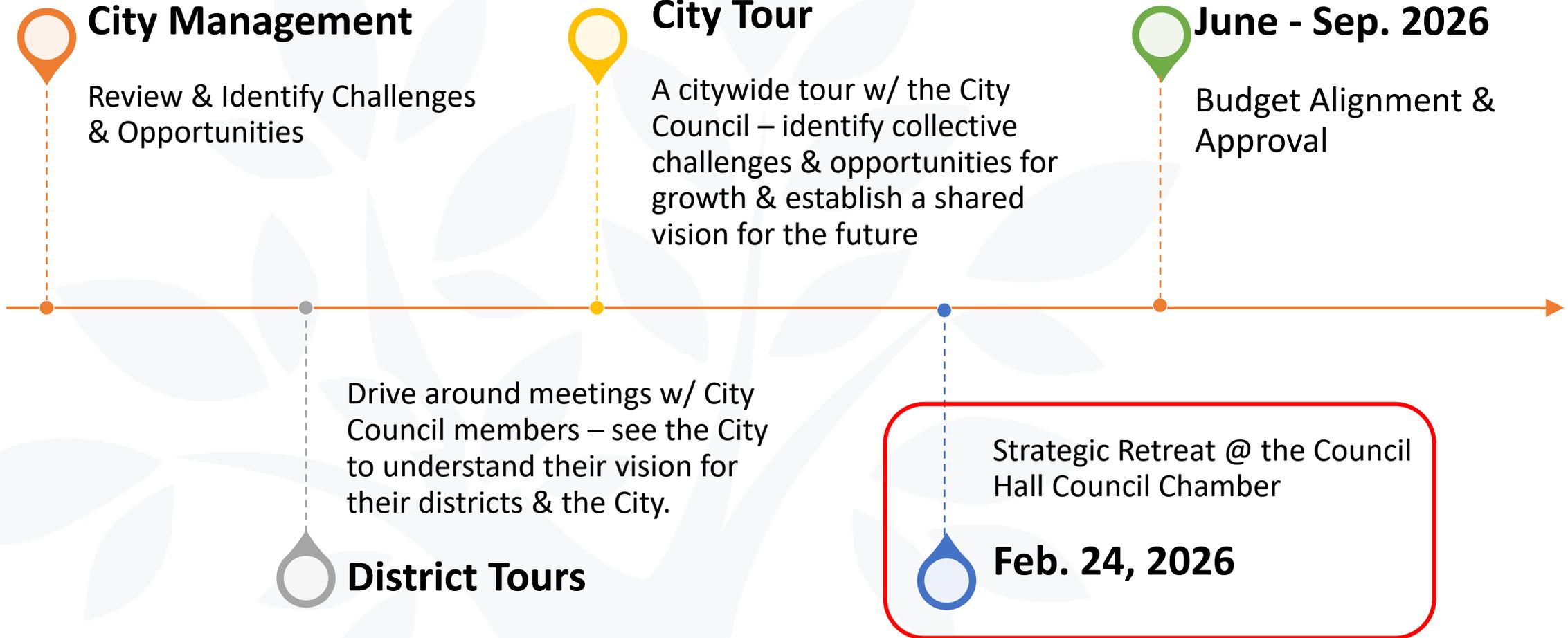
CREATING A CLEAR ROAD MAP FOR DECISION MAKING & ACCOUNTABILITY

- ❑ Community Input → Council Priorities → Strategic Outcomes
- ❑ Department Business Plans → Budget Alignment → Performance Tracking



CITY COUNCIL STRATEGIC RETREAT - ACTION PLAN

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One City Delivering World-Class Service
Creating World-Class Experience

FARMERS BRANCH STRATEGY MAP

FOCUS AREAS



STRONG &
DIVERSE ECONOMY



CONNECTED
NEIGHBORHOODS



CUSTOMER
SERVICE



HIGH
PERFORMANCE



SUSTAINABILITY



PUBLIC
SAFETY

COUNCIL'S FOCUS AREAS

Strategic Objectives

- Serve Our Customers
- Manage the Business
- Provide Financial Stewardship
- Promote Learning & Growth



□ Business Plans build on these focus areas and Strategic Objectives to serve our residents and businesses

Serve Our Customers (C)

C1. Achieve the Highest Standards of Safety and Security

C2. Provide Attractive, Unique, and Connected Spaces for Community Interaction

C3. Promote Opportunities for Community Participation in Government

C4. Be Open, Accessible, and Transparent

C5. Attract and Retain Top-Tier Businesses to Drive a Unique and Sustainable Economic Environment

Manage the Business (B)

B1. Achieve Best-in-Class Status in All City Disciplines

B2. Enhance Service Delivery through Continual Process Improvement

B3. Optimize the Use of Technology

B4. Ensure Constant and Effective Communication Both Internally and Externally

B5. Adhere to the Strategic Management System

Provide Financial Stewardship (F)

F1. Invest in Maintaining and Providing High-Quality Public Assets

F2. Seek Out and Maintain Alternative Funding Resources

F3. Provide Services in the Most Efficient and Effective Manner Possible

F4. Adhere to Financial Management Principles and Budget

F5. Establish and Maintain Effective Internal Controls

Promote Learning and Growth (L)

L1. Ensure Our Team Understands Our Strategy and How They Contribute to It

L2. Enhance Leadership Capabilities to Deliver Results and Develop Bench Strength

L3. Attract, Develop, and Retain Employees Who Embrace Our Values

L4. Recognize and Reward Top Performers

L5. Foster Positive Employee Engagement

CITY COUNCIL PRIORITIES

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- Strong & Diverse Economy**
 - Economic Revival
- Public Safety**
 - Traffic Control & calming measures
 - Unhoused population
- Customer Service**
 - Solid Waste – Bulk & Trash
 - Proactive Code Enforcement
 - Enhanced Communication
- Connected Neighborhood**
 - Beautification of entryways to the City
- Sustainability**
 - Water rates and conservation

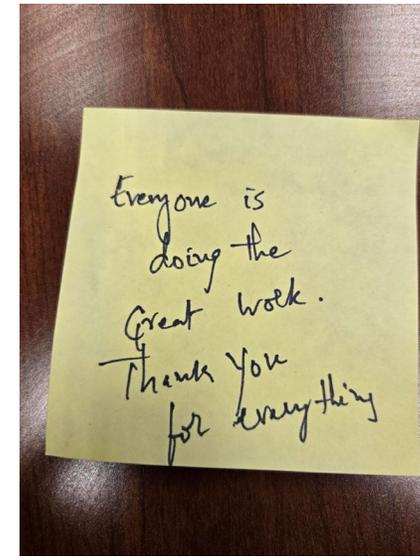
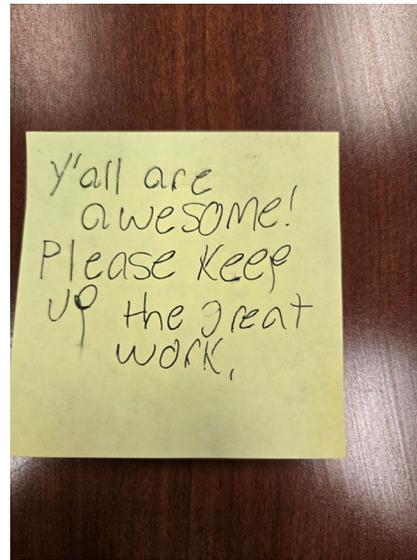
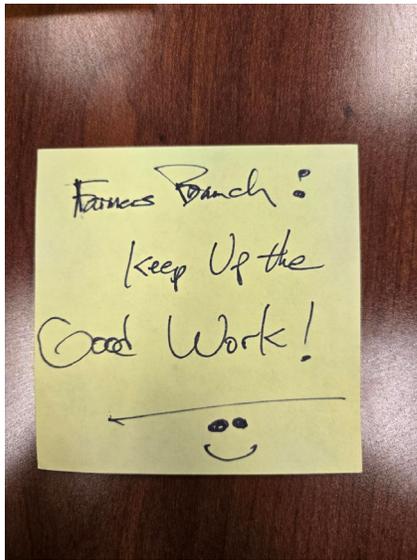
- Strong & Diverse Economy**
 - Economic Revival
- Connected Neighborhood**
 - Sidewalks
 - Beautification (medians, signage)
- Public Safety**
 - Traffic Control & calming measures
 - Streetlights
- High Performance/Customer Service**
 - Proactive Code Enforcement
 - Enhanced Communication
- Sustainability**
 - Water rates and conservation
 - Infrastructure Improvement

- Strong & Diverse Economy**
 - Economic Revival
- Connected Neighborhood**
 - Sidewalks
 - Community partnership
- Public Safety**
 - Traffic Control & calming measures
 - Streetlights
 - Unhoused Population
- High Performance/Customer Service**
 - Processes Improvements for customers
 - AI-enabled tools & upgraded IT infrastructure
 - Enhanced Communication
- Sustainability**
 - Water rates and conservation
 - Infrastructure Improvement

- Strong & Diverse Economy**
 - Economic Revival
- Connected Neighborhood**
 - Parks – strategic alignment with the neighborhood
- Public Safety**
 - Traffic Control & calming measures
 - Road Reconfiguration – on-street parking
 - Unhoused population
- Sustainability**
 - Water rates and conservation
 - Infrastructure Improvement

- Strong & Diverse Economy**
 - Economic Revival
- Connected Neighborhood**
 - Community Partnership
 - Beautification of entryways to the City
- Public Safety**
 - Traffic Control & calming measures
 - Unhoused population
- Sustainability**
 - Water rates and conservation
 - Infrastructure Improvement
 - Composting

- Connected Neighborhood**
 - Beautification of entryways to D5
- Public Safety**
 - Traffic Control & calming measures
 - Striping
 - Streetlights
- Customer Service**
 - Code Enforcement



Thank you notes from our community members made our day!



Replacing aging water and sewer infrastructure is the top priority



Maintain strong public safety and neighborhood stability



Improve access to better retail, dining, and grocery options



Address traffic safety and neighborhood character

WHAT WE HEARD FROM OUR COMMUNITY – COMMUNITY SURVEY 2026

STRATEGIC PLANNING SESSION 2026

CITYWIDE STRATEGIC THEMES 2026–2028

STRONG AND DIVERSE ECONOMY

Economic Vitality and Everyday Convenience

PUBLIC SAFETY

Safety through traffic control
Unhoused and safety

SUSTAINABILITY/CUSTOMER SERVICE/HIGH PERFORMANCE

Reliable City infrastructure with visible delivery
High-performing government & Enhanced Communication
AI-enabled tools & upgraded IT infrastructure

CONNECTED NEIGHBORHOOD

Neighborhood vitality through standards and
reinvestment

PROPOSED 2-3 YEAR STRATEGIC OUTCOMES

- Data-driven decisions
- Deliver reliable infrastructure and enhance communication and service
- Improve traffic safety, sidewalks, lighting, striping, and reinvestment
- Maintain rapid and visible public safety response
- Encourage retail, dining, and grocery access
- Build a sustainable community

WHAT SUCCESS LOOKS LIKE BY 2028 AND BEYOND

- Miles of water and sewer infrastructure replaced
- Sustainable economic development delivered
- Public safety capacities maintained or improved
- Continuous improvement in service delivery



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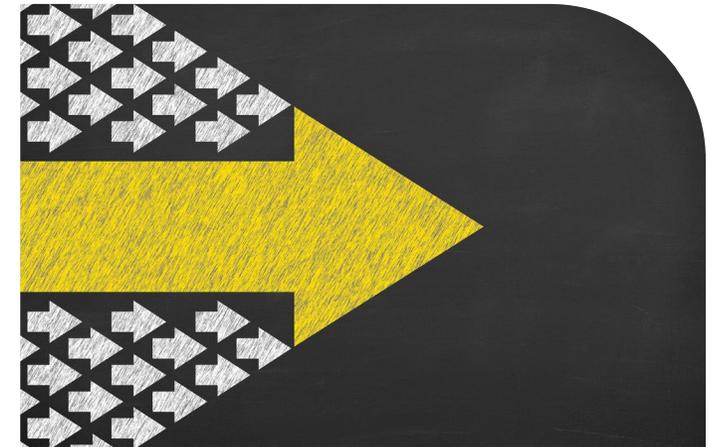
BUDGET AND BUSINESS PLAN ALIGNMENT



Council direction
guides FY 2026-27
budget priorities



Departments align
business plans &
capital sequencing



Performance measures
support transparency
and accountability

Measure what matters!

STRATEGIC PLANNING SESSION 2026

A blurred background image of a meeting room. Several people are seated around a table, engaged in a discussion. The scene is brightly lit, likely from large windows, creating a professional and collaborative atmosphere.

INTERMISSION

COUNCIL DISCUSSION – COUNCIL HOMEWORK



Are the strategic themes correct?



What priorities are missing or overstated?



What sequencing should guide the next 2 – 3 years?



How should the Council define success by 2028?

STRONG AND DIVERSE ECONOMY

Economic Vitality and Everyday Convenience

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COUNCIL DIRECTION REQUESTED

- Affirm 2026–2028 strategic themes

- Direct staff to align budget, finalize strategic plan, and prepare performance metrics

- Result: Clear Council-driven roadmap for the next 2–3 years

What's NEXT ...

Commitment to a thriving Farmers Branch

Risks and Challenges that are beyond our control

- Legislature
- Transit
- Market

Effective Budgetary Decision for the Future of Farmers Branch

NEXT STEPS ...



DISCUSSION



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HIGH
PERFORMANCE



STRONG &
DIVERSE ECONOMY



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COUNCIL STRATEGIC FOCUS AREAS
