



MEMORANDUM

To: Honorable Mayor and members of the City Council
From: Ben Williamson, City Manager
Jawaria Tareen, Deputy City Manager
Date: February 24, 2026
Subject: **Strategic Planning Session and Tour Briefing Memo**

PURPOSE

City Council is responsible for establishing the City's strategic direction, including its vision, priorities, and key initiatives for each budget cycle, to ensure alignment, guide decision-making, and support focused City efforts.

This document provides a structured framework to guide the City Council in aligning discussion, advisory input, and future work planning with Council-identified priorities. The memorandum further provides a comprehensive framework for the February 2026 Strategic Planning Session, including the session's objectives, the role and purpose of the pre-session bus tour, and how resident input, advisory body engagement, and prior alignment discussions are intended to inform the Council's strategic direction. The intent is to ensure that the Strategic Planning Session remains focused on policy-level outcomes and multi-year priorities, rather than individual projects or operational decisions, while preserving Council's oversight and budget authority.

STRATEGIC CONTEXT AND FRAMING

Across the 2026 Community Survey, the January Pre-Strategic Alignment Discussion with Boards and Commissions, and the structure of the pre-planning bus tour, a consistent theme has emerged: *Many of the issues most important to residents and Council, such as infrastructure reinvestment, neighborhood stability, economic revitalization, mobility, and service delivery, are inherently multi-year in nature and are not effectively addressed within a single annual planning cycle.*

Accordingly, this year's Strategic Planning Session is intentionally framed around establishing 2–3-year strategic outcomes that acknowledge long-term trends and tradeoffs identified by our residents, provide clear policy direction to guide budget development, capital planning, and work programs, and maintain Council's ability to review, reaffirm, refine, or adjust priorities on an annual basis.

STRATEGIC PLANNING & BUDGET DEVELOPMENT TIMELINE



ROLE OF THE PRE-STRATEGIC PLANNING BUS TOUR

The pre-Strategic Planning Bus Tour is a shared-learning exercise to generate curiosity, not a project pitch or a decision-making forum. It is designed to establish a common, place-based understanding of conditions across the City; visually connect survey themes and Council priorities to real locations; surface system-level tradeoffs and tensions; and improve alignment between Council, Boards and Commissions, and City Management.

To preserve the integrity of the Council-Manager form of government and ensure compliance with the Texas Open Meetings Act, no voting, project approvals, funding direction, or staff directives will occur during the tour. Discussion will focus on conditions, outcomes, and policy-level considerations. City Council and staff will listen to recurring patterns rather than isolated opinions, including infrastructure reliability, construction fatigue, economic vitality versus neighborhood impacts, connectivity and walkability, transit expectations, and service delivery expectations.

INTEGRATION OF COMMUNITY AND ADVISORY INPUT

The 2026 Community Survey provides clear guidance on resident priorities over the next two to three years. Results demonstrate strong emphasis on infrastructure reinvestment, economic development, mobility, neighborhood quality, and service delivery, while also highlighting the need for the Council to explicitly acknowledge tradeoffs.

The January Pre-Strategic Alignment Discussion reinforced governance roles, clarified advisory expectations, and emphasized aligning recommendations to Council priorities. This alignment provides a strong foundation for the Strategic Planning Session.

STRUCTURE OF THE STRATEGIC PLANNING SESSION

The Strategic Planning Day is sequenced as follows:

❖ Morning	9:30 AM	Meet at the City Hall
❖ Departure	10 AM	Pre-Strategic Planning Bus Tour
❖ Strategic Planning Session	11 AM	Hotel Vin
❖ Mid-day	12 PM	Lunch Break
❖ Afternoon	1 PM	Strategic Planning Session
❖ Departure	3 PM	Leave for City Hall
❖ Back to City Hall	4 PM	Council Chamber

This structure allows the Council to move from observation to reflection to strategic direction. The afternoon session will focus on identifying 2–3-year strategic outcomes, acknowledging trade-offs, defining success, and providing policy-level direction to guide budgets, capital planning, and work programs.

STRATEGIC OUTCOMES AND DIRECTIONS

The goal of the Strategic Planning Session is not to produce a project list, but to provide staff with clear, defensible direction. Outcomes may include reliable infrastructure delivery, targeted economic revitalization, safer and more connected neighborhoods, and improved service delivery and communication. These outcomes will inform subsequent budget development, capital prioritization, and departmental work planning.

NEXT STEPS

Following the Strategic Planning Session, City Management will translate Council direction into budget initiatives, capital planning assumptions, departmental work plans, and performance measures. Progress will be reported annually, with opportunities for Council to refine or adjust priorities.

ATTACHMENTS

- A. Strategic Planning Session – Discussion Tools
- B. Bus Tour Plan
- C. After-Action Report from the Pre-Strategic Planning Session (01/13/2026)

A. STRATEGIC PLANNING DISCUSSION TOOLS

Council's Priority Framework (Summary)

1. Strong & Diverse Economy
2. Sustainability – (Infrastructure & Community Enhancement - *embedded across categories*)
3. Connected Neighborhoods
4. Public Safety
5. High Performance
6. Customer Service

These themes represent the Council's strategic intent, not a list of individual projects.

Priority Themes – Strategic Intent

1. Strong & Diverse Economy

Council Intent: Position Farmers Branch for long-term economic vitality through targeted economic revival, reinvestment, and competitiveness.

Strategic Questions for Discussion:

- What conditions must exist to support sustainable economic revival?
- How can land use, redevelopment, and infrastructure investments reinforce this goal?
- Where should advisory bodies focus their recommendations to support economic outcomes?

2. Connected Neighborhoods

Council Intent: Create cohesive, livable neighborhoods through connectivity, placemaking, and community-oriented design.

Key focus areas identified:

- Sidewalks, trails, and walkability
- Parks and neighborhood alignment
- Beautification (medians, signage, gateways)
- Community partnerships

Strategic Questions for Discussion:

- How do neighborhood investments support quality of life and economic value?
- Where should connectivity and beautification be prioritized for maximum impact?
- How can Boards and Commissions provide advisory guidance without directing operations?

3. Public Safety

Council Intent: Ensure safety through proactive, preventative, and infrastructure-supported approaches, not enforcement alone.

Recurring themes include:

- Traffic control and calming measures
- Road reconfiguration, street design, and striping
- Streetlighting
- Addressing issues related to the unhoused population

Strategic Questions for Discussion:

- How can safety outcomes be improved through design and planning?
- What role can advisory bodies play in evaluating tradeoffs and community impacts?
- How do public safety priorities align with neighborhood and economic goals?

4/5. High Performance / Customer Service

Council Intent: Improve trust, responsiveness, and service delivery through better communication, more transparent processes, and proactive compliance.

Key areas raised:

- Enhanced communication
- Process improvements for customers
- Proactive code enforcement
- Solid waste, bulk, and trash service expectations

Strategic Questions for Discussion:

- Where are process improvements most needed from the perspective of the residents?
- How can advisory feedback help prioritize service delivery improvements?
- How do communication and performance reinforce public confidence?

6. Sustainability

Council Intent: Balance fiscal responsibility, environmental stewardship, and infrastructure needs.

Primary focus areas:

- Water rates and conservation
- Infrastructure improvement tied to long-term sustainability

Strategic Questions for Discussion:

- How can sustainability efforts support infrastructure resilience?
- How should conservation, affordability, and system reinvestment be balanced?
- Where can Boards and Commissions provide policy-level insight rather than operational input?

Note: Public Works, under the direction of City Management, is coordinating with the Sustainability Committee to effectively implement water rates while enhancing communication and implementation of conservation practices.

Key Alignment Questions for All Participants

As discussion occurs, participants should consider:

1. Which Council priority does this idea or recommendation advance?
2. Is this discussion strategic or operational?
3. Does this support long-term outcomes rather than short-term fixes?
4. How does this align with fiscal sustainability and capacity?
5. What sequencing or phasing would be required?

Next Steps (Post-Discussion)

Following strategic alignment discussions:

- Staff will synthesize input and identify areas of convergence.
- Themes will inform work planning, prioritization, and future Council briefings.
- Boards and Commissions will be guided by the following advisory steps, as appropriate.

Closing

This strategic alignment process is intended to create clarity, consistency, and shared direction across Council, Boards, Commissions, and staff, assuring that City efforts remain focused on the priorities established by the City Council and are implemented in a coordinated, transparent, and effective manner.

B. BUS TOUR PLAN

- **Opening Briefing (at the City Hall)**

- ***Purpose and expectations*** - The Pre-Strategic Planning Bus Tour is designed to provide City Council members with a *shared, place-based understanding of existing conditions, long-term challenges, and emerging opportunities* across Farmers Branch. The tour is *informational and observational in nature* and is intended to:
 - Build a common factual baseline ahead of Strategic Planning
 - Visually connect Council priority themes to real locations and conditions
 - Highlight policy, infrastructure, and service delivery tradeoffs
 - Support more informed and focused Strategic Planning discussions
 - Improve alignment between Council and advisory bodies
 - *No decisions, commitments, or directives will be made during the tour.*
- Explanation of discussion guardrails – To preserve the integrity of the Strategic Planning process and ensure compliance with the Texas Open Meeting Act (TOMA), the discussion does not entail:
 - Voting or project approvals, reprioritization, or funding direction
 - Staff directions or requests
 - Advocacy for specific projects
 - Observations and questions should focus on conditions, outcomes, and system-level considerations

City Management will frame discussion using neutral, fact-based prompts, not recommendations.

- **Tour Stops (Approximately 2–2.5 hours total)**

- Short time frame at each stop
- Observational discussion only

- **Closing Debrief**

- High-level reflections tied to priority themes
- Identification of recurring patterns and tradeoffs
- No conclusions or decisions

Tour Stops & Strategic Focus Areas –

- Stop 1: Historic Grapevine, S Main Street
 - Economic Development & Land Use Context
 - Strategic Lens: Strong & Diverse Economy
 - Key Question: What types of economic outcomes does the City want to enable over the next decade?
- Stop 2: Heritage Park, Ball Street
 - Connected Neighborhoods: Parks, Open Space & Community Assets
 - Strategic Lens: Connected Neighborhoods
 - Key Question: How do physical environments support or hinder neighborhood cohesion?
 - Strategic Lens: Quality of Life & Connected Neighborhoods
 - Key Question: What level of park experience does the community expect, and at what cost?

- Stop 3: Harvest Hall
 - Sustainability & Core Infrastructure
 - Strategic Lens: Sustainability
 - Key Question: How does the City balance affordability, reliability, and sustainability?
 - Public Safety Through Design
 - Strategic Lens: Public Safety and Infrastructure Redesign
 - Key Question: How does design influence safety without relying solely on enforcement?
 - Service Delivery & Customer Experience
 - Strategic Lens: High Performance Government & Customer Service
 - Key Question: Where are the greatest opportunities to improve outcomes without adding complexity?

Closing Debrief

- Council reflections tied to priority themes
- Identification of recurring patterns and tradeoffs
- Preparation for strategic planning discussions

Post-Tour Integration

- Staff will synthesize high-level themes and observations
- Input will inform Strategic Planning retreat materials
- Observations to be reflected in future budget and policy discussions

Key Message

The Pre-Strategic Planning Bus Tour is a shared-learning exercise that ensures future Strategic Planning discussions are grounded in a shared understanding of place, conditions, and trade-offs.

C. After-Action Report from the Pre-Strategic Planning Session (01/13/2026)

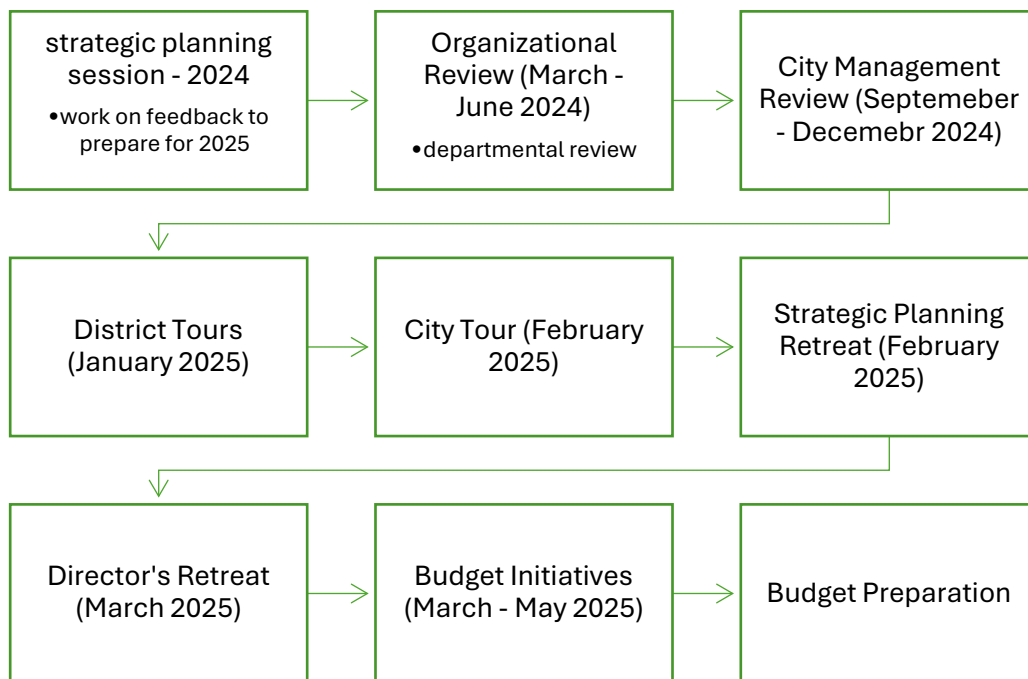


MEMORANDUM

CITY MANAGER'S OFFICE

To: Executive Leadership Team
From: Jawaria Tareen, Deputy City Manager
CC: Ben Williamson, City Manager
Date: February 27, 2025
Subject: Strategic Planning Retreat: After-Action Report

TIMELINE OF EVENTS



EXECUTIVE SUMMARY

The 2025 Strategic Planning Retreat provided the City Council and the executive leadership with a structured forum to assess the city's current status, refine strategic priorities, and develop an actionable roadmap for the future. Discussions centered on economic revitalization, infrastructure improvements, public safety enhancements, and customer service excellence, ensuring alignment with the City's vision and mission.

Based on the retreat outcomes, this after-action report summarizes key discussions, decisions, and next steps.

OBJECTIVES AND OUTCOMES

- Discuss the current state of the City and identify a vision for the future.
- City Council makes adjustments to the City's mission & vision to ensure they align with the community's priorities.
- The strategic directions provided through this session will guide staff in developing specific programs & projects to meet the established priorities.
- City Council reviews strategic focus areas for the coming fiscal year. These focus areas are crucial to progress & success.

KEY OUTCOMES-

A. City Council and City Management Collaboration

- More extensive district tours with individual council members
- District tours will focus on: 1. residential district tour and 2. Commercial district tour
- City tour with the Council members only
- Schedule – to include:
 - Different times of the day and
 - Day of the week – Sundays.

B. Vision and Mission - *to be determined by the Human Resources*

- **Refined Vision Statement –**
 - To be a forward-looking City with a vibrant and diverse economy that supports safe neighborhoods and great amenities.
 - A city that aspires to be the best in any service it provides.
- **Updated Mission Statement –**
 - To build a dynamic community that consistently seeks to improve the quality of life for all who live, work, and visit.
 - Change from “residents” to an all-inclusive word.
- **Core Values Reaffirmed –**
 - Respect
 - Excellence
 - Accountability
 - Leadership
 - Innovation
 - Service (Replacing “Customer Service” to emphasize broader impact)

KEY DISCUSSION AREAS AND ACTION ITEMS

STRONG AND DIVERSE ECONOMY

Key Items Identified –

- Limited retail and dining options cause economic leakage to the neighboring cities.
- Aging infrastructure requiring redevelopment – water mains.
- Lack of land banking strategies.
- Need for increased commercial code enforcement and revitalization efforts.

Action Items –

- Conduct a business feasibility study for attracting high-quality grocery stores.
- Develop an incentive program for business attraction and retention.
- Develop map for the entire city to show the water main replacement schedule and a phased project plan.
- Develop and implement commercial code enforcement with updated ordinances.
- Partner with TXDOT to explore I-35 corridor redevelopment opportunities.

Responsible Departments –

- Economic Development
- Community Services (Code Enforcement)

CONNECTED NEIGHBORHOODS

Key Items Identified –

- Insufficient sidewalk connectivity and deteriorating infrastructure, i.e., crosswalks and sidewalks.
- Restriping of the crosswalk and sidewalks.
- Inconsistent lighting in neighborhoods impacting safety.
- Need for enhanced community partnerships and public spaces.

Action Items –

- Conduct a citywide traffic and sidewalk assessment to prioritize repairs, restriping, and installations.
- Improve neighborhood safety through enhanced street and trail lighting (Oncor assessment).
- Strengthen community partnerships, including relocating the community garden to the Rose Garden and collaborating with the CFBISD school district regarding events.

Responsible Departments –

- City Management

- Parks & Recreation
- Public works

PUBLIC SAFETY

Objective – Enhancing safety through proactive enforcement and community-focused strategies.

Key Items Identified –

- Concerns over speeding, traffic safety, and enforcement.
- Increased unhoused population requiring a coordinated response.
- Gaps in community policing and response.

Action Items –

- Implement traffic control and calming measures, including road reconfigurations and speed enforcement strategies.
- Strengthen collaboration with external organizations (DART, Housing Forward, Metrocrest Services) to address the unhoused population.
- Commercial Enforcement Unit by the Police department and implement proactive neighborhood patrols.
- Develop a proposal for over hiring additional police officers.

Responsible Departments –

- City Management
- Police Department

CUSTOMER SERVICE AND RESIDENT ENGAGEMENT

Key Items Identified –

- Need for improved communication and public engagement.
- Way-finding signage throughout the City.
- An update on Minor Home Repair Program.

Action Items –

- Enhanced public communication strategies, including website improvements and engagement.
- A citywide way-finding signage program.

Responsible Departments –

- Communications (Administrative Services)
- Code Enforcement (Community Services)

HIGH PERFORMANCE

Key Issues Identified –

- Need for streamlined decision-making and improved operational efficiency.
- Gaps in employee training and leadership development.
- Better-defined roles and responsibilities are needed to maximize efficiency.

Action Items –

- Conduct an organizational efficiency study to identify areas for improvement.
- Implement leadership training and succession planning to enhance workforce capability.
- Review and adjust departmental structures to improve service delivery.

NEXT STEPS AND IMPLEMENTATION TIMELINE

The execution of these strategic priorities will be phased according to the following timeline:

PHASE	ACTION	TIMELINE	Responsible Department
Strategic Planning Session & Council Retreat	Finalize priorities & direction	February 2025	City Management
Departmental–Level Strategic Initiative Development	Align departmental business goals with the council priorities	March 20, 2025	City Management & Departments
Budget Alignment & Program Funding	Ensure strategic initiatives are incorporated into budget discussions	March – July 2025	City Management & Departments
Community Engagement/Outreach & Budget Townhall	Present initiatives and gather feedback	August 2025	City Management & Finance Department
Budget Approval and Implementation	Budget presentation to the City Council and begin execution	September 2025	City Management & Finance

PERFORMANCE MONITORING AND ACCOUNTABILITY

To ensure the successful implementation of the strategic initiatives outlined in this after-action report, the City will implement a structured performance tracking to measure the progress, effectiveness, and ensure accountability across all key focus areas.

Responsible Department –

- Special Project Manager



CITY OF FARMERS BRANCH CITY COUNCIL STRATEGIC PLANNING RETREAT - 2025

FEBRUARY 25, 2025 | COUNCIL CHAMBER, CITY HALL

CITY COUNCIL MEMBERS

- Terry Lynne – Mayor
- Omar Roman – Mayor Pro Tem – District 1
- Tina Bennett-Burton – District 2
- David Reid – District 3
- Richard Jackson – Deputy Mayor Pro Tem – District 4
- Roger Neal – District 5

CITY MANAGEMENT

- Ben Williamson
- Jawaria Tareen

WHAT HAPPENS AT A STRATEGIC PLANNING SESSION?



City Council discusses the current state of the City and identifies a vision for the future.



City Council makes needed adjustments to the City's mission & vision, to ensure they align with the community's priorities.



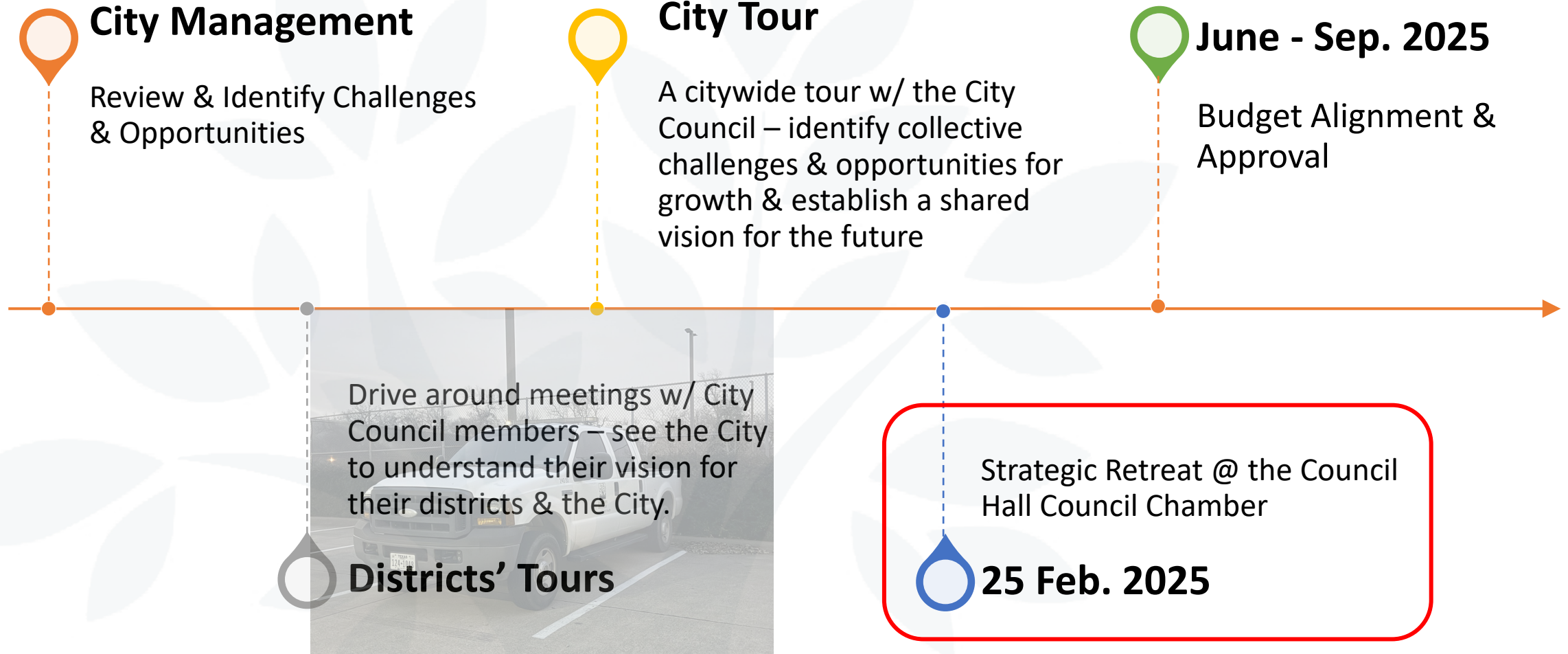
The strategic directions provided through this session will guide staff in developing specific programs & projects to meet the established priorities.



City Council reviews strategic focus areas for the coming fiscal year. These focus areas are crucial to progress & success.



CITY COUNCIL STRATEGIC RETREAT - ACTION PLAN



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

COUNCIL FOCUS AREAS



**STRONG &
DIVERSE ECONOMY**



**CONNECTED
NEIGHBORHOODS**



**PUBLIC
SAFETY**



**HIGH
PERFORMANCE**



**CUSTOMER
SERVICE**



SUSTAINABILITY

CITY COUNCIL PRIORITIES

☐ **Strong & Diverse Economy**

- ☐ Economic Revival

☐ **Connected Neighborhoods**

- ☐ Trails
- ☐ Parks

☐ **Public Safety**

- ☐ Traffic Control & calming measures
- ☐ Traffic signages
- ☐ Speeding
- ☐ Road Reconfiguration
- ☐ Unhoused population

☐ **Customer Service**

- ☐ Communication – signage throughout the City
- ☐ Solid Waste – Bulk & Trash
- ☐ Code Enforcement

☐ **Mission & Vision**

☐ **Strong & Diverse Economy**

- ☐ Economic Revival
- ☐ Businesses – grocery stores

☐ **Connected Neighborhood**

- ☐ Sidewalks
- ☐ Parks

☐ **Public Safety**

- ☐ Traffic Control & calming measures
- ☐ Speeding
- ☐ Road Reconfiguration
- ☐ Crosswalks

☐ **High Performance**

- ☐ Employee Efficiency Study

☐ **Strong & Diverse Economy**

- ☐ Economic Revival
- ☐ Small Businesses

☐ **Connected Neighborhood**

- ☐ Sidewalks - broken
- ☐ Parks

☐ **Public Safety**

- ☐ Traffic Control & calming measures
- ☐ Speeding
- ☐ Street/Trail lights
- ☐ Crosswalks

☐ **Strong & Diverse Economy**

- ☐ Economic Revival

☐ **Connected Neighborhood**

- ☐ Sidewalks
- ☐ Parks
- ☐ Unhoused population

☐ **Public Safety**

- ☐ Traffic Control & calming measures
- ☐ Speeding
- ☐ Road Reconfiguration
- ☐ Unhoused population

☐ **Connected Neighborhood**

- ☐ Sidewalks
- ☐ Parks
- ☐ Community Partnership
- ☐ Unhoused population

☐ **Public Safety**

- ☐ Traffic Control & calming measures
- ☐ Speeding
- ☐ Road Reconfiguration
- ☐ Street /Trail lights
- ☐ Unhoused population

☐ **Strong & Diverse Economy**

- ☐ Economic Revival

☐ **Connected Neighborhood**

- ☐ Sidewalks
- ☐ Parks

☐ **Public Safety**

- ☐ Traffic Control & calming measures
- ☐ Speeding
- ☐ Street/Trail lights

☐ **Customer Service**

- ☐ Communication –
 - ☐ signage throughout the City
- ☐ Solid Waste – Bulk & Trash
- ☐ Code Enforcement

STRATEGIC FOCUS AREAS – POLICY DISCUSSION

☐ **National Community Survey**

- ☐ Receive a presentation from Polco

Other Surveys – Listen 360 + Economic Development

☐ **Mission & Vision** – City Council’s discussion on setting mission & vision for the City

Strong & Diverse Economy

- ☐ Economic Revitalization of Farmers Branch
 - ☐ Aging infrastructure
 - ☐ Proposed Economic Development Opportunities
 - ☐ Way – Finding Signs
- ☐ Future of multi-family development projects
- ☐ Commercial code enforcement program
- ☐ Vision for the future

☐ **Public Safety**

- ☐ Traffic Control & Calming Measures
 - ☐ Speeding Measures
 - ☐ Traffic Assessment
 - ☐ Road Reconfiguration
 - ☐ Traffic Signage
- ☐ Unhoused population
 - ☐ Collaboration w/external organizations (DART, Housing Forward, Metrocrest Services, & others)

☐ **Connected Neighborhood**

- ☐ Community Partnership
- ☐ Parks
- ☐ Sidewalks
- ☐ Crosswalks
- ☐ Lights in neighborhoods
 - ☐ Trails
 - ☐ Streets

☐ **Customer Service**

- ☐ Communication – Improved Public Engagement
- ☐ Way-Finding signs
- ☐ Minor Home Repair Program

☐ **High Performance**

- ☐ Organizational Development & Efficiency
 - ☐ Streamlining processes
 - ☐ Consolidation

☐ **Other topics of interest**

- ☐ Bond Discussion
- ☐ Franchise Utilities

NATIONAL COMMUNITY SURVEY 2025

Receive a Presentation from POLCO

Listen 360 Survey

- Overall Net Promoter Score (NPS) = 94
- Key Findings:
 - The City's NPS score of 94 is exceptional, indicating strong customer service and satisfaction performance. The overwhelmingly positive feedback suggests effective engagement with customers and a well-trained staff. Addressing minor concerns related to the lobby environment and communication logistics could further enhance the customer experience.

NET PROMOTER SCORE

=

% PROMOTERS

—

% DETRACTORS



Farmers Branch 2025 Economic Development Survey - 1

- **Demographic Insights**
 - 53% of residents have lived in the City for over 15 years.
 - 46% of respondents are between 55-74 years old.
 - 92% reside in single-family homes, reinforcing suburban living preferences.
- **Consumer Behavior & Economic Activity**
 - 75% shop locally at least twice a month, and 94% also shop in neighboring cities
 - 61% dine locally at least twice a month
 - 96% have never stayed in a local hotel
 - 59% attend city events infrequently
- **Business Landscape & Expansion Priorities**
 - 45% rate restaurant quality positively, but only 28% approve of variety
 - 49% rate shopping quality as fair or poor
 - 75% want high-quality grocery stores (Trader Joe's, H-E-B, Central Market)
 - 71% seek more retail stores, including department stores and boutiques
 - 34% want activity-based entertainment, such as pickleball & bowling
- **Community Strengths & Areas for Improvement**
 - **Strengths –**
 - Prime location in the DFW metroplex
 - Strong public safety and city amenities
 - Park and Recreational facilities are highly valued

Farmers Branch 2025 Economic Development Survey - 2

- **Challenges –**
 - Limited retail and dining options
 - Walkability and transportation concerns
- **Strategic Recommendations**
 - Attract high-quality grocery retailers
 - Expand dining and entertainment venues
 - Enhance walkability and transportation infrastructure
 - Support local retail growth
 - Increase event engagement and marketing efforts
- **Conclusion –**
 - The 2025 Economic Development Survey highlights key opportunities for strengthening the Farmers Branch's economy. By addressing business diversity, infrastructure, and community engagement, the city can drive sustainable growth, enhance resident satisfaction, and reduce economic leakage to neighboring areas.

MISSION

Our mission at the City of Farmers Branch is to build a vibrant, dynamic community that consistently seeks to improve the quality of life for our residents.

VISION

Our vision is to be a city of the future with a vibrant and diverse economy that supports beautiful parks, great amenities, and friendly neighborhoods.

CORE VALUES

RESPECT
EXCELLENCE
ACCOUNTABILITY
CCARE
TRUST



Feedback from the staff focus groups

What are **Core Values**?

Current

- R** - **Respect**
- E** - **Excellence**
- A** - **Accountability**
- C** - **Care**
- T** - **Trust**

Employee Feedback

- **Respect**
- **Excellence**
- **Accountability**
- **Leadership**
- **Customer Service**
- **Innovation**

What is a Vision Statement?

"To be a City of the future with a vibrant and diverse economy that supports beautiful parks, great amenities, and friendly neighborhoods"

"To become the world's most loved, most flown and most profitable airline."

What is a **Mission Statement**?

“To build a vibrant, dynamic community that consistently seeks to improve the quality of life for our residents.”

“Connect people to what’s important in their lives through friendly, reliable and low-cost air travel.”

STRONG AND DIVERSE ECONOMY

- Economic Revitalization and Resilience of Farmers Branch
 - Aging infrastructure
 - Proposed Economic Development Opportunities
 - Wayfinding Signs
- Future of multi-family development projects
- Commercial code enforcement program
- Vision for the future



STRONG AND DIVERSE ECONOMY

COMMERCIAL CODE ENFORCEMENT

- Goals
 - Public Safety
 - to comply with the City adopted Codes and Regulations
 - Infrastructure Preservation
 - Economic Revitalization
 - Property maintenance standards (deteriorating facades, signages, exterior, vacant buildings, etc.)
 - Incentives and support (façade grants, etc.)

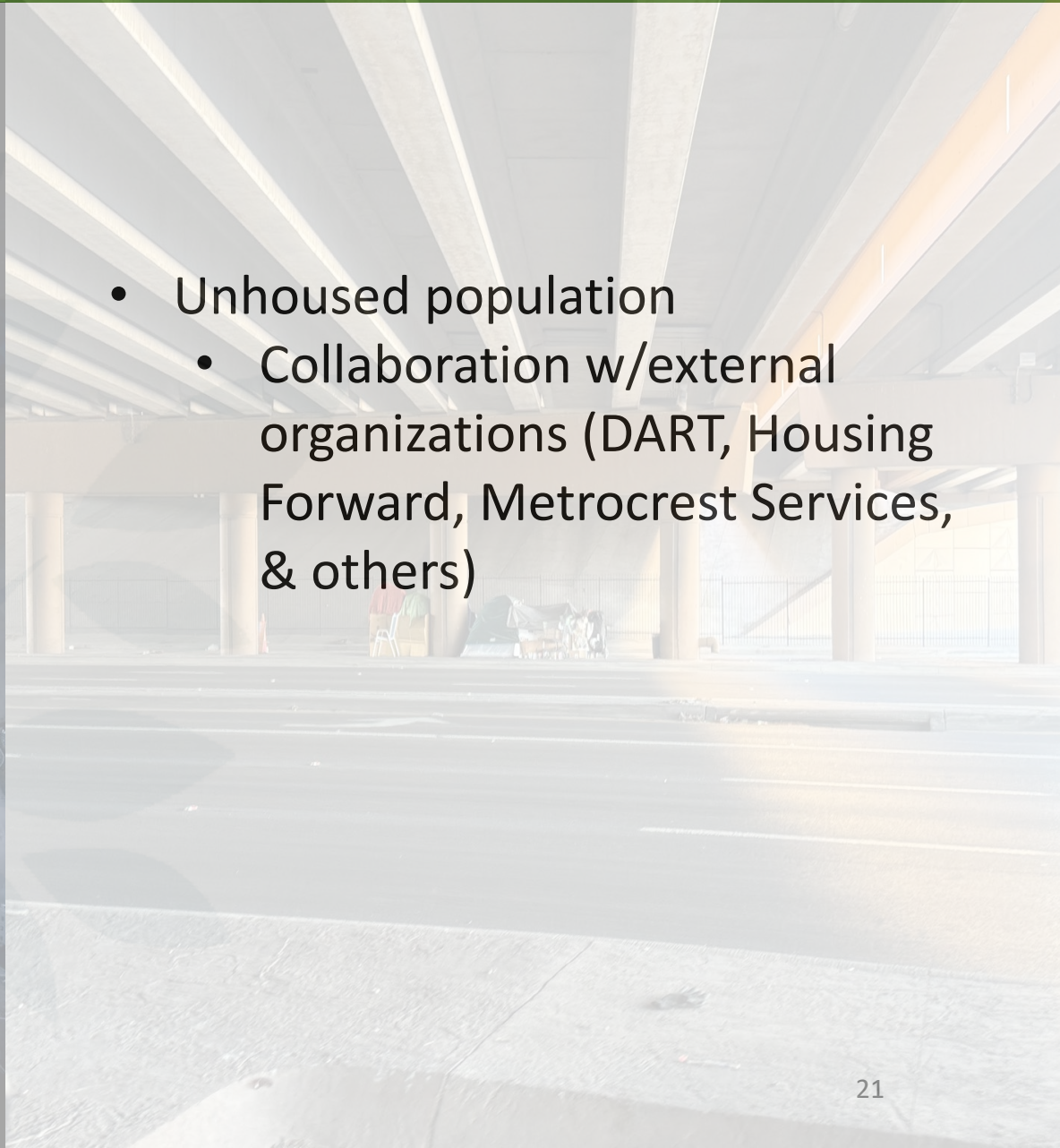
CONNECTED NEIGHBORHOODS

- Community Partnership
- Parks
- Sidewalks & Crosswalks
- Lights in Neighborhoods -
 - Trails
 - Streets



PUBLIC SAFETY

- 
- Traffic Control & Calming Measures
 - Speeding and Red Light Measures
 - Traffic Assessment
 - Road Reconfiguration
 - Traffic Signage
 - Signal Timing

- 
- Unhoused population
 - Collaboration w/external organizations (DART, Housing Forward, Metrocrest Services, & others)

City of Farmers Branch

How can I help you today?

For City Information,
please type your
question.

To report an issue, type
the issue: (eg. Pothole or
Trash Pickup)

If you'd like to leave a
message for City staff or
need additional help, type

Awards & Recognition

Current News

Community Updates

Social Media

Sign Up for News & Alerts

Farmers Branch TV

Home › Departments › Communications › Community Updates

Community Updates

Updated Wednesday, February 19, 8 a.m.

All facilities are open with the exception of the Barney Wood Bark Park. The situation will be evaluated tomorrow to determine if the park will reopen on Thursday. Updates will be posted as soon as they are received.

An Extreme Cold Weather Watch has been issued for the Dallas Fort Worth area for Tuesday, February 18 thru Friday, February 21 with the possibility of light freezing rain. The City will continue to monitor the National Weather Service and conditions within the City of Farmers Branch. **This page will be updated as more information becomes available and service delays or closures are necessary.**

Trash & Recycling
Delays

City Facility
Closures

Road
Closures

Weather
Alerts

Trash and Recycling Updates

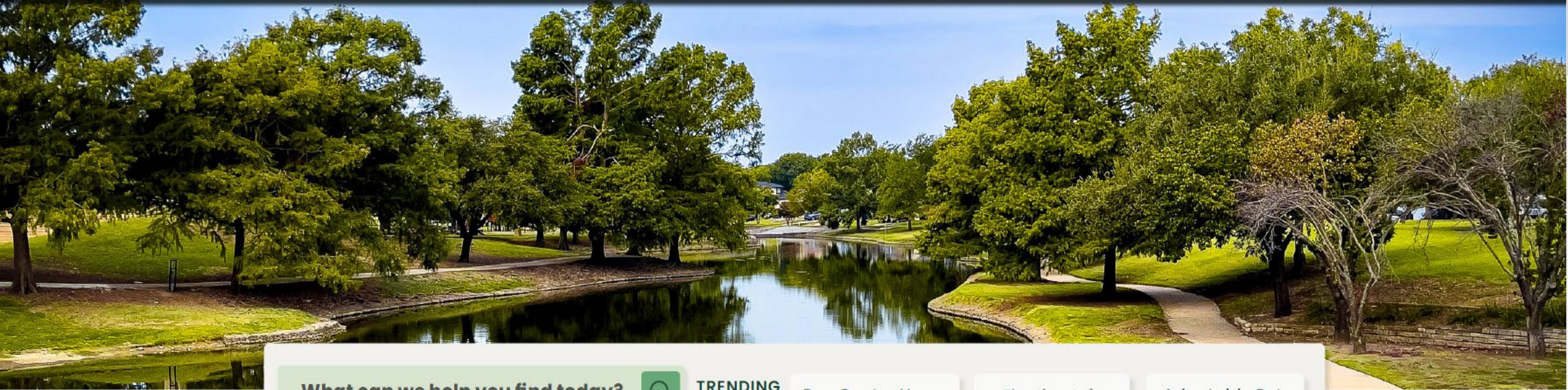
Wednesday, February 19 Update:

- All routes are running as scheduled today
- Pickup times may be delayed due to the impact of the extreme cold on equipment and personnel
- Residents should leave their carts at the curb until serviced
- Should your card be knocked over due to wind, please pick it up so it can be serviced



CUSTOMER SERVICE

- Communication –
 - Improved Public Engagement
 - Communication enhancement – [website](#)
- Way-Finding signs
- Minor Home Repair Program
- Dallas Housing Program



What can we help you find today?



TRENDING
TOPICS

[Rec Center Hours](#)

[Election Info](#)

[Adoptable Pets](#)

[Make a Payment](#) >

[Trash, Recycling & Bulk](#)

[Submit a Concern](#)

[Adoptable Pets](#)

[Community Events](#)

[Permits & Inspections](#)

[Manske Library](#)

[Parks & Recreation](#)

[City Projects Dashboard](#)



Farmers Branch Calendar

MARK YOUR CALENDARS

Meetings

January 2025						
SUN	MON	TUE	WED	THU	FRI	SAT
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

Events

Hybrid Planning Board Meeting 1-28-2025

Tue, Jan 28, 2025, 4:30 p.m. EST -
Tue, Jan 28, 2025, 4:30 p.m. EST
Access Zoom Link in the
Agenda PDF by using
'Meeting Files' Tab
<https://portlandme.portal.ci>

[See More](#)

Special Portland Development Corporation Meeting

Wed, Jan 29, 2025, 12:00 p.m. EST -
Wed, Jan 29, 2025, 2:00 p.m. EST
View meeting details...

All Listings

CDBG Allocation Committee

Thu, Jan 30, 2025, 8:00 a.m. EST -
Thu, Jan 30, 2025, 9:00 a.m. EST
[View meeting details...](#)

Noise Advisory Committee Meeting

Thu, Jan 30, 2025, 6:00 p.m. EST -
Thu, Jan 30, 2025, 7:00 p.m. EST
Noise Advisory Committee
Meeting-Thursday, January
30, 2024 at 6pm in the Main
Conference Room at PWM

[See More](#)

CITY OF FARMERS BRANCH

FEBRUARY

CITY COUNCIL MEETINGS

TUESDAY, FEBRUARY 4, 2025
6:00 P.M.
CITY COUNCIL CHAMBERS

TUESDAY, FEBRUARY 18, 2025
6:00 P.M.
CITY COUNCIL CHAMBERS

FARMERS BRANCH CITY HALL
1000 W. 10TH STREET
FARMERS BRANCH, TX



[VIEW AGENDA >](#)



GATEWAY TO THE
GLOBE
A MULTICULTURAL CELEBRATION

MARCH 29
3 - 10 PM
FARMERS BRANCH
HISTORICAL PARK
Free Entry & Parking



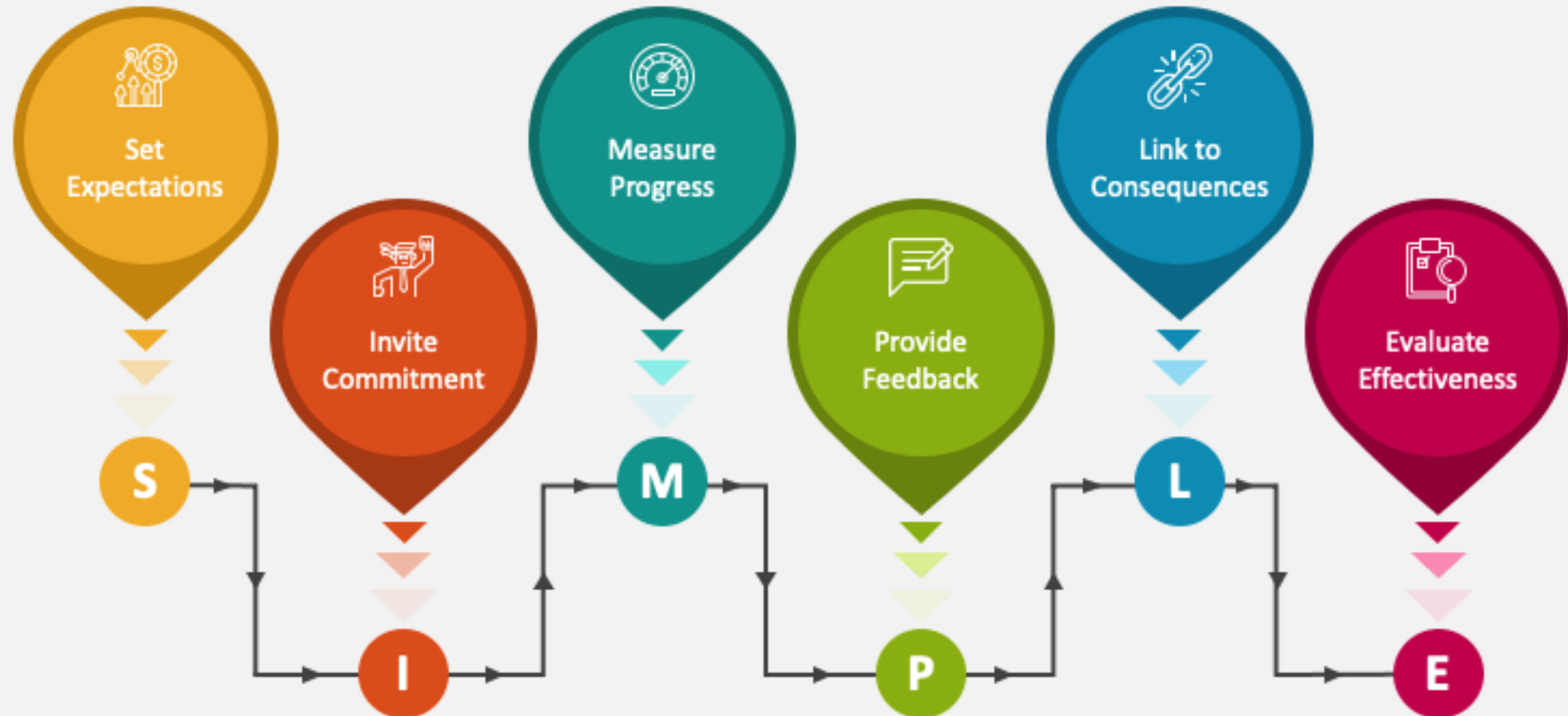
Music · Food · Marketplace · Kids Zone
FarmersBranchEvents.com

[LEARN MORE >](#)

HIGH PERFORMANCE

HIGH PERFORMANCE ORGANIZATION

Simple Approach to HPO



HIGH PERFORMANCE

- Organizational Development & Efficiency
 - Streamlining Processes
 - Business Plans
 - City Council Agenda Timeline
 - Policies and Procedures
 - Effective and Efficient Organizational Structure
 - Consolidation of Functions – where possible
 - 12/2022 – 14 Department Heads
 - 02/2025 – 10 Department Heads
 - Organizational Efficiency Study – part of the budget process



WHAT IF DISCUSSION

- Potential Projects
 - City's infrastructure
 - Service Center
- Capital Improvement Priorities
 - Sidewalks/crosswalks
 - Traffic signals
 - Road reconfigurations
- Park Potential
 - Squire Park
 - Mercer Park
- District-Specific Projects

CONCLUSION AND CALL TO ACTION



Commitment to a thriving Farmers Branch



Collaboration and Community Partnership



Effective Budgetary Decision for the Future of
Farmers Branch



NEXT STEPS ...





THANK YOU

A great City isn't built by focusing on today alone, but by recognizing the dreams and potential of its people and creating a clear path for those aspirations to become reality.