



FARMERS
BRANCH

Strategic Management System Review

Mission, Vision, Core Values, &
Critical Business Outcomes

gic
2019





**FARMERS
BRANCH**

**CRITICAL
BUSINESS OUTCOMES
2019**

CBO1 – IMPLEMENT A VISION FOR THE CENTRAL CORRIDOR AND ENCOURAGE REDEVELOPMENT OF THE EAST SIDE.

CBO2 – IMPROVE OPTIONS FOR QUALITY, SENIOR-CENTRIC HOUSING.

CBO3 – ENHANCE OUR ENTRYWAYS.

CBO4 – IDENTIFY SOLUTIONS FOR HOMES IN THE FLOOD PLAIN.

CBO5 – IMPLEMENT DATA-DRIVEN PROCESSES FOR MAKING RESOURCE ALLOCATION DECISIONS.

CBO6 – DEVELOP A SOLUTION FOR CREATING A DOG PARK.

CB07 – CONTINUE TO DELIVER EXCEPTIONAL SERVICE TO OUR RESIDENTS, BUSINESSES, AND OTHER STAKEHOLDERS.

Farmers Branch Strategy Map

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.

Our Focus Areas



Future-learning
Initiatives



Connected
Neighborhoods



Community
Engagement



High
Performance



Sustainability



Branding & Art

Serve our Customers

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

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

F1. Invest to maintain and provide 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

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 that embrace our values

L4. Recognize and reward top performers

L5. Foster positive employee engagement

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.

RESPECT ● EXCELLENCE ● ACCOUNTABILITY ● CARE ● TRUST

Foundational Components

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

CARE

TRUST

Strategic Objectives & Perspectives

Serve our Customers

C1. Achieve the highest standards of safety and security

C2. Provide safe, unique, and connected spaces for community interaction

Serve our Customers

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

B1. Achieve best-in-class status in all City disciplines

B2. Enhance service delivery through continual process improvement

Manage the Business

B3. Continue use of technology

B4. Improve communication both internally and externally

B5. Adhere to the strategic management system

Provide Financial Stewardship

F1. Invest to maintain and provide high quality public assets

F2. Provide services in an efficient and effective manner

Provide Financial Stewardship

F3. Invest services in an effective manner possible

F4. Adhere to the strategic management system and budget

F5. Establish and maintain effective internal controls

Promote Learning and Growth

L1. Ensure our team understands our strategy and how they contribute to it

L2. Enhance leadership capabilities to deliver results and develop team strength

Promote Learning and Growth

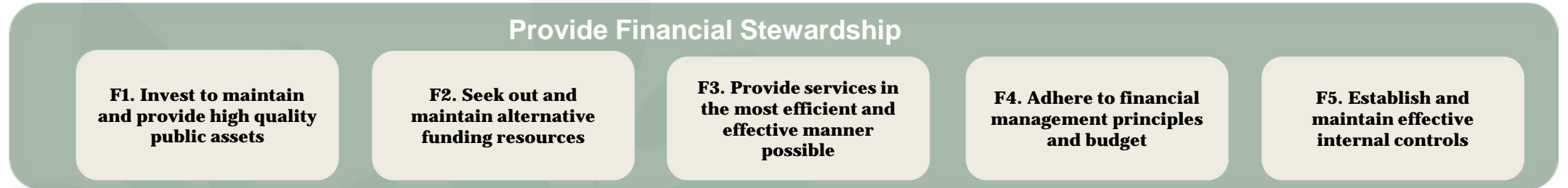
L3. Attract, develop, and retain employees with world-class talent

L4. Recognize and reward top performers

L5. Foster positive employee engagement



Example: Provide Financial Stewardship



- Apply for the Bullet Proof Reimbursement program.
- Secure at least \$50,000 in sponsorship to offset the cost of running special events.
- Become a lifeguard training and certification HUB for surrounding communities.
- Market and continue to implement the Neighborhood Partnership Program.
- Introduce fee-based membership and programming at the Senior Center.
- Implement the citywide rental policy.

Cost Recovery & Cost Value

Cost Recovery – “Recover the expenditures.”

- Reduce costs
- Increase revenue

Cost Value – “Why is it worth it?”

- Enhance the experience
- Proper service level
- Proper fee structure
- Lean processes

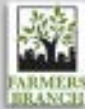
CBO1 – Implement a vision for the central corridor and encourage redevelopment of the East Side.

Conduct IH

Alpha West

7 acres)

4487 Alpha Road Façade Renovation



4464 Sigma Rd. Farmers Branch, Texas

Facade Renovation



Existing



Proposed



Existing



GORDON HIGHLANDER

FARMERS BRANCH, TEXAS
02.17.2017

StudioOutside Kimley»Horn

Regulation



Expand



SITE PLAN SCALE 1"=40'
LANDSCAPE

ALPHA+INWOOD

O'BRIEN

studioOutside

Kimley»Horn

CBO2 – Improve options for quality, senior-centric housing.

Option 3 – Single Family Homes



- 17 detached single family homes
- Senior Centric in nature
- Streets/Infrastructure built to City Specifications

CBO3 – Enhance our entryways.

Prepare to install 9 entryway monuments at key locations in the City.

START DATE Oct 1, 2018

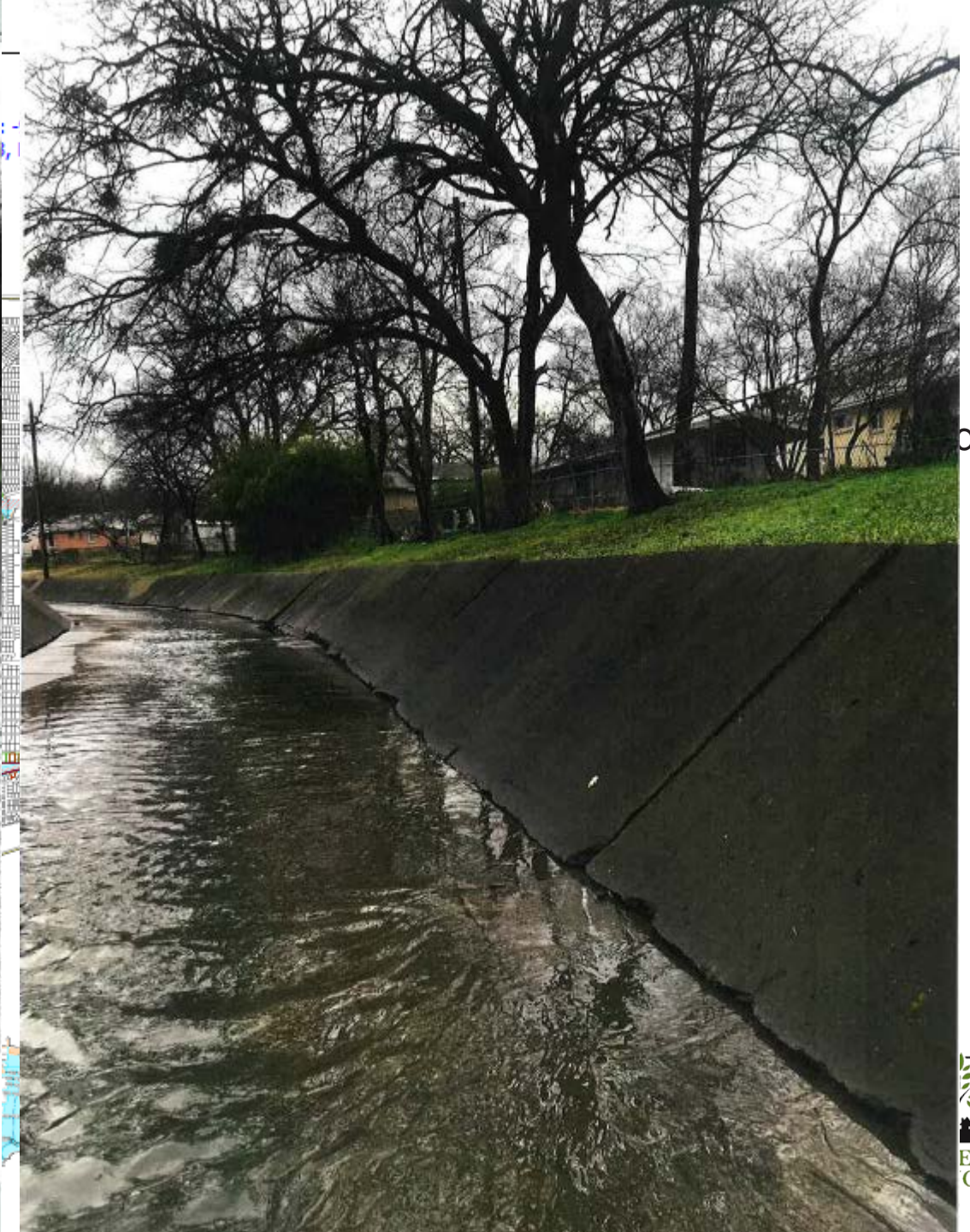
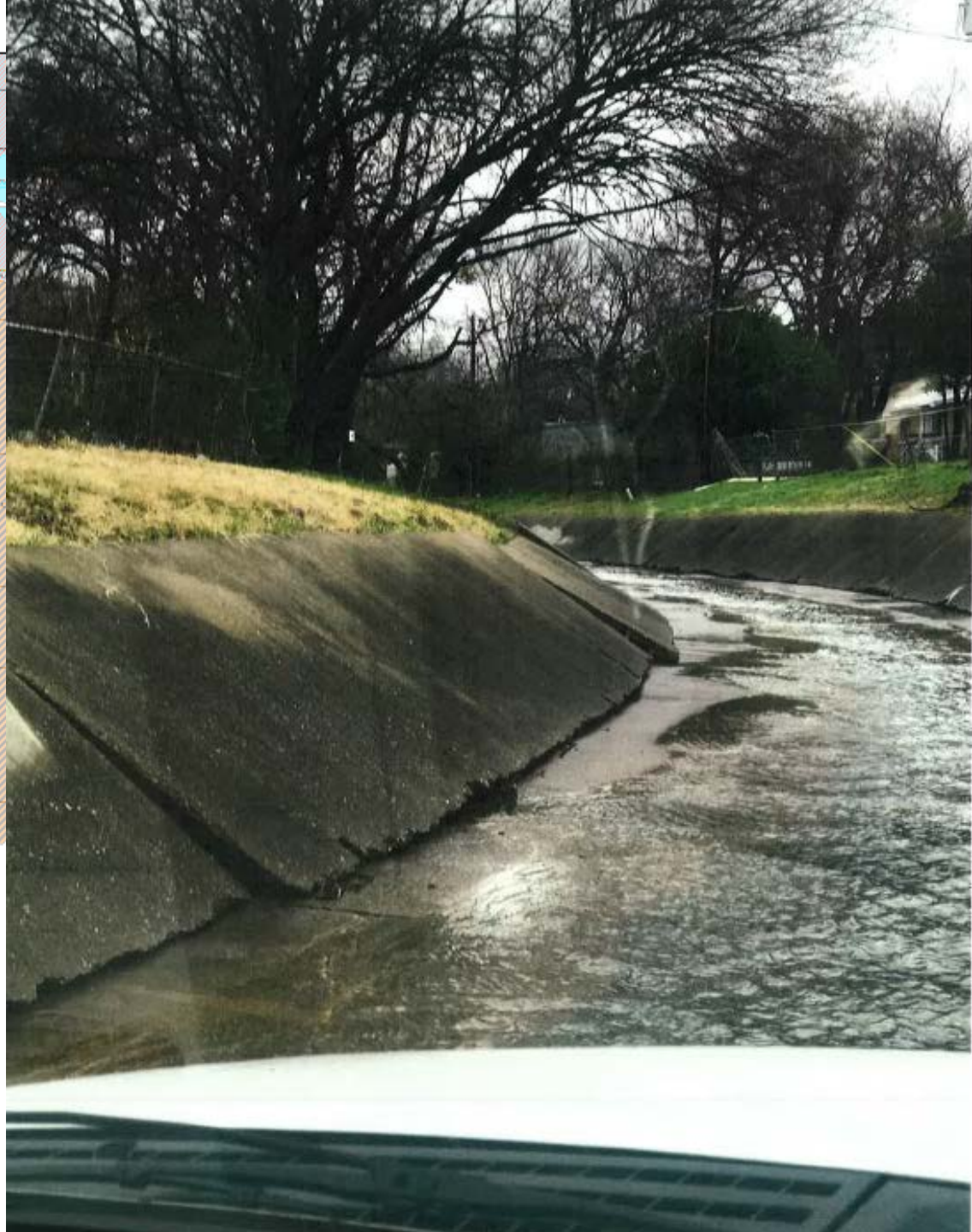
DUE DATE Sep 30, 2019

% TIME ELAPSED 38.08%



F

C



CBO5 – Implement data-driven processes for making resource allocation decisions.

WELCOME MESSAGE

 Edit

Welcome to the balanced scorecard system for the City of Farmers Branch



Balanced Scorecards

All balanced scorecards should be updated by the second Tuesday of each month. If you have a data point that does not necessarily match the overall flow of data you typically enter, please add a note to explain why the data is "irregular."

Strategic Initiatives

The strategic initiatives need to be updated at the end of each quarter. These are also due on the second Tuesday (January, April, July, October). Each update needs to be a minimum of 2 to 4 sentences that explains the current status, health, and any concerns with the initiative. Please remember that **these updates will be read by Charles, Council, and the Public**, so please be thorough with your explanation and double check spelling and grammar - QuickScore does not necessarily catch all typos.

Questions

Ben Williamson at ext. 2505

Additional Resources

<http://www.spiderstrategies.com/training-videos/>

CBO6 – Develop a solution for creating a dog park.



CB07 – Continue to deliver exceptional service to our residents, businesses, and other stakeholders.



Animal Services
Performance
Measures



Building Inspection
Performance
Measures



City Secretary
Performance
Measures



Code Enforcement
Performance
Measures



Communications
Performance
Measures



Economic
Development
Performance
Measures



Fire Department
Performance
Measures



Manske Library
Performance
Measures



Parks & Recreation
Performance
Measures

Performance FBTX



<http://www.farmersbranch.info/1063/Performance-Management>



Critical Business Outcomes - 2020

Defined

- Critical Business Outcomes are short-term, one to three year, priorities. In contrast to Strategic Objectives, these outcomes are less strategic and more action-oriented.

Today's Goal

- Discuss 5 – 7 critical business outcomes for 2020



Questions & Discussion