

## Exhibit "A"

# BUILD • DYNAMIC • QUALITY

*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.*

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### *Guiding Principles*

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1. Doing the right things for the right reasons delivers appropriate results.
2. Safety is the foundation on which vibrant communities are built.
3. A strong, diversified economic base provides sustainable growth.
4. Effective planning, land use, development, code enforcement, and revitalization activities yield strong, thriving commercial and residential neighborhoods.
5. Beautifully maintained natural environments, parks, trails, rights-of-way, and green space paired with a wide variety of quality recreational and entertainment opportunities for all ages enhance quality of life.
6. Functional, sustainable, and well-maintained infrastructure, facilities, and equipment are essential elements which allow the City to achieve its potential.
7. A motivated, educated, experienced workforce is needed to carry out our mission.
8. Stakeholders' investments should be protected through conservative budgeting, spending, and resource management.
9. Stakeholders deserve to know what is happening in the community and should have the opportunity to participate in its governance.
10. Phenomenal service sets us apart as a community of choice.

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***Guiding Principle 1: Doing the right things for the right reasons delivers appropriate results.***

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- Pursue transparency and accountability wherever possible.
- Establish standard operational practices designed to deliver consistent high performance.
- Pursue opportunities to strengthen relationships across internal departments and with area cities, counties, school district, chambers of commerce, and state and federal agencies.

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***Guiding Principle 2: Safety is the foundation on which vibrant communities are built.***

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- Provide professional and timely public safety services which meet or exceed industry benchmarks.
- Engage stakeholders to employ best practices in the proactive planning for and prevention of public safety incidents.

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***Guiding Principle 3: A strong, diversified economic base provides sustainable growth.***

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- Promote business expansion, retention, and relocations to Farmers Branch.
- Promote visits to and around the City.

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***Guiding Principle 4: Effective planning, land use, development, code enforcement, and revitalization activities yield strong, thriving commercial and residential neighborhoods.***

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- Plan, provide for, and promote the maintenance of vibrant residential and commercial neighborhoods.

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***Guiding Principle 5: Beautifully maintained natural environments, parks, trails, rights-of-way, and green space paired with a wide variety of quality recreational and entertainment opportunities for all ages enhance quality of life.***

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- Provide community center spaces in which the public can gather for collaboration, cultural development, and individual improvement.
- Maintain and develop infrastructure and beautification of City parks, trails, rights-of-way, and other green spaces.

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***Guiding Principle 6: Functional, sustainable, and well-maintained infrastructure, facilities, and equipment are essential elements which allow the City to achieve its potential.***

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- Plan and prepare for the future infrastructure, facilities, and equipment needs of the City.
- Maintain and improve the current infrastructure, facilities, and equipment assets of the City.

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***Guiding Principle 7: A motivated, educated, experienced workforce is needed to carry out our mission.***

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- Provide workforce investments to maximize employee expertise, wellness, safety, and effectiveness.

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***Guiding Principle 8: Stakeholders' investments should be protected through conservative budgeting, spending, and resource management.***

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- Maintain responsible stewardship of taxpayers' investments in the community.

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***Guiding Principle 9: Stakeholders deserve to know what is happening in the community and should have the opportunity to participate in its governance.***

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- Improve internal and external communications efforts.

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***Guiding Principle 10: Phenomenal service sets us apart as a community of choice.***

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- Employ innovative programs, updated technologies, and objective analytics to optimize efficiencies and enhance services.