



CITY OF
FARMERS BRANCH
TEXAS

Mission, Vision, Values, and Culture

Exploring who we are and where we're going.

Requested By: Mayor Pro Tem Omar Roman

City Council Meeting | January 21st, 2025



Prior to 2005

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

1/23/2018

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

3/19/2007

Tagline: City In A Park.

Service Goal: One City Delivering World-Class Services, Creating a World-Class Experiences.

1/23/2018

Core Values: REACT – Respect, **E**xcellence, **A**ccountability, **C**are, **T**rust.

What is a Mission Statement?



Fancy words, taglines, mottos or slogans.



Generic, abstract or overly vague.



Overly ambitious or unrealistic.

Everything we **do, say and decide** should be **tied back to and defensible by** the mission.



Communicates who we are, what we do and why.



Relatable, easily defined and sensible.



Achievable and able to show progress towards.

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.”

What is a Vision Statement?



Not a Mission Statement.



Overly specific, vague,
or too aspirational.



Focused on short-term
goals or priorities.

The Vision Statement should be **tied to strategic and departmental planning, budgeting and future-focused goals.**



Guides the creation of
mission and goals.



Practical, relative, and
actionable.



Future-focused & aligned
with long-term strategies.

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 are **Core Values**?



“Buzz words” or acronyms for the sake of acronyms.



All bark, no bite.



Optional for some people or positions.

Our Core Values are the **behaviors and actions we all embody to achieve our Mission and Vision.**



The “who and how” of achieving mission and vision.



The behaviors we expect from everyone.



Applicable and accountable to everyone.

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 are Core Values?

Employee Feedback

- **Respect**
- **Excellence**
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- **Leadership**

- **Customer Service**

- **Innovation**

- **How** do we define these?
- **How** do we create pathways and policies to support these?
- **How** do we build them into everything we do?

What is Culture?



“Free Pizza Fridays.”



A product of a single person or department.



Whatever we say it is.

“Culture” is **what we feel, experience and expect from our organization.**



The actions that translate into expectations & experience.



The responsibility of every. single. person.



What we do intentionally and on purpose.

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