



FARMERS
BRANCH

2023 Critical Business Outcomes

Strategic Initiatives



2023 Critical Business Outcomes - A CBO is a short-term, one-to-three year, priority

- CBO1 – Ensure strategic planning alignment to current status of City and mission/vision
- CBO2 – Improve access to responsible and diverse housing
- CBO3 – Plan for, build, and maintain high quality public assets
- CBO4 – Support the evolution of the arts and culture in Farmers Branch
- CBO5 – Strategically identify and acquire property to further the goals of the City
- CBO6 – Execute sustainability initiatives
- CBO7 – Implement the recommendations from the IH-35 Corridor Study
- CBO8 – Improve overall and targeted community engagement

Timeline Review

- In January 2022, City Administration met with the City Council to review and affirm the City mission statement and strategy map and to seek direction identifying the Council priorities (Critical Business Outcomes) in the 2022-23 budget.
- In March 2022, we conducted the Directors' Retreat to identify the strategic initiatives needed to achieve the Critical Business Outcomes.
- The strategic initiatives will become the strategic plan that is adopted with the budget in September.



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-leaning
Initiatives



Connected
Neighborhoods



Community
Engagement



High
Performance



Sustainability



Branding & Art

CRITICAL BUSINESS OUTCOMES 2023

CBO1 – Ensure strategic planning alignment to current status of City and mission/vision

CBO2 – Improve access to responsible and diverse housing

CBO3 – Plan for, build, and maintain high quality public assets

CBO4– Support the evolution of the arts and culture in Farmers Branch

CBO5 – Strategically identify and acquire property to further the goals of the City

CBO6 – Execute sustainability initiatives

CB07 – Implement the recommendations from the IH-35 Corridor Study

CBO8 – Improve overall and targeted community engagement

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

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

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

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

COMMUNICATIONS

- Who we are:**

The department executes all public information campaigns and serves as the media relations representative both daily and in emergency situations. The department also serves as a resource center for citizens, staff, civic groups, and the news media and provides support for special projects for other departments.

- Manage the City's web presence
- All external communication
- All internal communication
- City marketing efforts

- Hire Contractor as the Web Administrator: This person oversees detailed website updates.
- Hire Contractor as Social Media Manager
- Staff Continuing Education
- Upgrade of FBTV studio: Solicit bids for upgrade of FBTV studio, to be paid with PEG funds.
- Branch Life newsletter
- Continue to enhance Spanish language content and translations
- Expand AMAT partnership with CFBISD to add more student-produced content to FBTV, web and social channels.
- Improve community engagement: Implement a program/process to improve community engagement.

- Branch Life open rate
- Branch Bulletin open rate
- Number of website visits
- Number of Branch Bulletin subscribers

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

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

Being transparent, honest
and truthful.



CBO1 – Ensure strategic planning alignment to current status of City and mission/vision

Example Initiatives

- Citywide Comprehensive Plan Update
- Comprehensive Zoning Ordinance (CZO) Update - Landscaping Requirements
- Continue to collaborate with HR on expanding our mental health program for Public Safety

CBO2 – Improve access to responsible and diverse housing

Example Initiatives

- Comprehensive Zoning Ordinance (CZO) Amendment - Attainable Housing – ADUs
- Design, Develop and Sell 15 lots with Builders of Hope
- Demo/Rebuild Program
- Neighborhood Renaissance Program/Targeted Area Program

Joint P&Z/Council Meeting
July 12, 2021

CBO3 –Plan for, build, and maintain high quality public assets

Example Initiatives

- Annual fleet replacement program
- Facilities long range plan
- Justice Center, Branch Connection, Support Center, Recreation Center 2nd floor
- New signature park
- Repair all damaged infrastructure from Webb Chapel to Valley View
- Animal Shelter Improvements

CBO4 – Support the evolution of the arts and culture in Farmers Branch

Example Initiatives

- 3-to-5 year plan
- Adding art to the Westside art trail
- Locate More Art within the City
- Murals

CBO5 – Strategically identify and acquire property to further the goals of the City

Example Initiatives

- Neighborhood Renaissance Program/Targeted Area Program
- Station Area Revitalization and Master Developer Contract

CBO6 – Execute sustainability initiatives

Example Initiatives

- Solar Farm: ONCOR Interconnect and TCEQ permitting
- EV charging stations/infrastructure
- Farmers Branch Power Switch
- Pedestrian Plan Development

CBO7 – Implement the recommendations from the IH-35 Corridor Study

Example Initiatives

- Continue Implementation of IH-35E TIF District (TIF 4)
- Rezone Target Area 2 of the IH-35E Corridor Vision Study
- Station Area Code Expansion/Update

TARGET AREA 1
The Warehousing Center for large-scale businesses

TARGET AREA 4
The Highway Commercial District for mid-scale businesses

TARGET AREA 3
The Creative District and medium-scale businesses

TARGET AREA 1
The Front Door to Farmers Branch's employment center

Station

CBO8 – Improve overall and targeted community engagement

Example Initiatives

- Unidos program
- Citizen Fire Academy/Police Academy (Spanish option)
- Farmers Branch Night Out
- FBTX Connect App engagement
- Fire Department Inaugural Safety Fair/Open House
- Library West side Initiative for attendance/registration



Questions