

EXHIBIT “B”

2017-18 STRATEGIC PLAN



City of Farmers Branch Strategic Plan | 2017

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.

Guiding Principles

Ethics and Integrity

DOING THE RIGHT THINGS FOR THE RIGHT REASONS DELIVERS EXCEPTIONAL RESULTS.

Financial Stewardship

STAKEHOLDERS' INVESTMENTS SHOULD BE PROTECTED THROUGH CONSERVATIVE BUDGETING, SPENDING, AND RESOURCE MANAGEMENT.

Accessibility

STAKEHOLDERS DESERVE TO KNOW WHAT IS HAPPENING IN THE COMMUNITY AND SHOULD HAVE THE OPPORTUNITY TO PARTICIPATE IN ITS GOVERNANCE.

Public Safety

PROVIDE SAFETY AND SECURITY FOR CITIZENS, VISITORS, AND BUSINESSES THROUGH PROGRESSIVE PUBLIC SAFETY PROGRAMS.

Sustainable Growth

A STRONG, DIVERSIFIED ECONOMIC BASE PROVIDES SUSTAINABLE GROWTH.

Thriving Neighborhoods

EFFECTIVE PLANNING, LAND USE, DEVELOPMENT, CODE ENFORCEMENT, AND REVITALIZATION ACTIVITIES YIELD STRONG, THRIVING COMMERCIAL AND RESIDENTIAL NEIGHBORHOODS.

Culture and Recreation

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.

Infrastructure and Assets

FUNCTIONAL, SUSTAINABLE, AND WELL-MAINTAINED INFRASTRUCTURE, FACILITIES, AND EQUIPMENT ARE ESSENTIAL ELEMENTS WHICH ALLOW THE CITY TO ACHIEVE ITS POTENTIAL.

Workforce Investments

A MOTIVATED, EDUCATED, EXPERIENCED, DIVERSE WORKFORCE IS NEEDED TO CARRY OUT OUR MISSION.

Exceptional Service

EXCEPTIONAL CUSTOMER SERVICE SETS US APART AS A COMMUNITY OF CHOICE.



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Ethics and Integrity

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

Financial Stewardship

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

Accessibility

- V. Improve internal and external communications efforts.

Public Safety

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

Sustainable Growth

- VIII. Promote business expansion, retention, and relocation to Farmers Branch.
- IX. Promote visits in and around the City.

Thriving Neighborhoods

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



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Culture and Recreation

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

Infrastructure and Assets

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

Workforce Investments

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

Exceptional Service

- XVI. Employ innovative programs, updated technologies, and objective analytics to optimize efficiencies and enhance services.
- XVII. Provide services in the most efficient and effective manner possible.