



Legislation Text

File #: TMP-2515, **Version:** 1

Discuss the vision statement and core values for the City of Farmers Branch.

BACKGROUND:

During the 2017 strategic planning session, City Council completed an exercise to build the framework for a vision statement for the City of Farmers Branch. This discussion will review the process utilized to develop the vision statement, the purpose of a vision statement, and the current draft vision statement with the goal of adopting a vision statement for Farmers Branch.

In addition to the vision statement, staff will present on our internal employee culture program (Branch Life) and the value system behind it: Respect, Excellence, Accountability, Care, and Trust. REACT outlines how we act as we conduct business as an organization and this discussion will move towards adopting REACT as our organizational core values. This will allow our value system to permeate the entire City of Farmers Branch as “how” we accomplish our strategic goals.

These two topics have been grouped together as part of a larger push to bring together the elements of a comprehensive strategic management system. Between now and the strategic planning session, staff will move towards implementing a complete strategy map for the City that includes our mission, vision, core values, focus area, strategic objectives, and critical business outcomes.