

BUILD · DYNAMIC · QUALITY

2014-15
**STRATEGIC
PLAN**



**FARMERS
BRANCH**



BUILD · DYNAMIC · QUALITY

Our
MISSION

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.

why

A STRATEGIC PLAN

Strategic planning is critical to the success of any organization. It describes where an organization is heading and provides direction and focus for those carrying out the plan.

The Farmers Branch Strategic Plan includes 10 guiding principles which provide operational direction for the City. Within each guiding principle, there are stated goals which when accomplished will move the City closer to the realization of its mission.

how

THE PLAN IS USED

Our strategic plan does not just sit on a shelf. It is put into action every single day in the work of the City Staff and the planning and dreaming of our community leaders. It is a vital component to providing our citizens and customers with the best services and it sets us apart as a first class city.

As the road map to where we are headed, it is the foundation for City budget decisions and ultimately serves as a guide for City Council and Staff to accomplishing the City's mission.

GUIDING PRINCIPLE

Doing the right things for the right reasons delivers appropriate results.

how WE WILL DO IT

- 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 districts, chambers of commerce, and state and federal agencies.

GUIDING PRINCIPLE

Stakeholders' investments should be protected through conservative budgeting, spending, and resource management.

how WE WILL DO IT

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

GUIDING PRINCIPLE

Stakeholders deserve to know what is happening in the community and should have the opportunity to participate in its governance.

how WE WILL DO IT

- Improve internal and external communications efforts.



GUIDING PRINCIPLE

Safety is the foundation on which vibrant communities are built.

how WE WILL DO IT

- 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.

GUIDING PRINCIPLE

A strong, diversified economic base provides sustainable growth.

how WE WILL DO IT

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

GUIDING PRINCIPLE

Effective planning, land use, development, code enforcement, and revitalization activities yield strong, thriving commercial and residential neighborhoods.

how WE WILL DO IT

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

GUIDING PRINCIPLE

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.

how WE WILL DO IT

- 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.



GUIDING PRINCIPLE

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

how WE WILL DO IT

- 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.



GUIDING PRINCIPLE

A motivated, educated, experienced workforce is needed to carry out our mission.

how WE WILL DO IT

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

GUIDING PRINCIPLE

Phenomenal service sets us apart as a community of choice.

how WE WILL DO IT

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

BUILD · DYNAMIC · QUALITY



FARMERS BRANCH

Farmers Branch City Hall
13000 William Dodson Pkwy
Farmers Branch, Texas 75234

www.farmersbranchtx.gov