



# Sachse, Texas

Sachse City Hall  
3815-B Sachse Road  
Sachse, Texas 75048

## Meeting Agenda City Council Workshop

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Monday, November 17, 2014

6:30 PM

Council Chambers

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1. The City Council of the City of Sachse will hold a Workshop Session on Monday, November 17, 2014, at 6:30 p.m. in the Council Chambers at the Sachse City Hall, 3815 Sachse Road, Building B, Sachse, Texas to discuss the following items of business:
2. **Discuss All City Council Meeting Agenda items.**
3. **City Manager Update Report: Briefing on current activities of staff including engineering, economic development, parks, public works, fire and police departments.**
4. **Discussion Items.**
5. *Please note: These items are for discussion purposes only and no Council action will be taken. The workshop session is for City Council and staff discussion, citizen input is not permitted on this agenda.*

[14-2533](#) Conduct interviews for board and commission applicants.

### *Executive Summary*

*This is the final meeting to conduct interviews for our annual board and commission appointment process.*

**Attachments:** [Status memo.applications.pdf](#)

[Board.lists.pdf](#)

[14-2553](#) Discuss the City of Sachse 2014 Draft Goals (Strategic Plan).

### *Executive Summary*

*The City Council held Saturday workshops on September 20th, 2014 and November 1st, 2014 to discuss and create goals for the city. The product of both workshops was a set of draft goals and strategies. On November 5th, 2014, the staff leadership team met to generate tasks/actions with target completion years to support and realize the Council's strategies. The purpose of this item is to discuss the draft goals, strategies, and task/action plan (or, strategic plan) with the City Council and to update the plan based on input received.*

**Attachments:** [2014 Draft Goals-Tasks.pdf](#)

[November 1 Draft Goals.pdf](#)

**6. Adjournment.**

7. State law prohibits the introduction or discussion of any item of business not posted at least seventy-two (72) hours prior to the meeting time.

Posted: November 14, 2014; 5:00 p.m. Terry Smith, City Secretary

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## Legislation Details (With Text)

**File #:** 14-2533      **Version:** 1      **Name:** Conduct interviews for board and commission applicants.

**Type:** Discussion Item      **Status:** Agenda Ready

**File created:** 11/7/2014      **In control:** City Council Workshop

**On agenda:** 11/17/2014      **Final action:**

**Title:** Conduct interviews for board and commission applicants.

**Executive Summary**

This is the final meeting to conduct interviews for our annual board and commission appointment process.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** [Status memo.applications.pdf](#)  
[Board.lists.pdf](#)

Date	Ver.	Action By	Action	Result
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**Title**

Conduct interviews for board and commission applicants.

*Executive Summary*

*This is the final meeting to conduct interviews for our annual board and commission appointment process.*

**Background**

Three interview sessions were held. This session is for individuals that could not make the earlier interview sessions. Interviews tonight will be (In order):

Corey Hill- ZBA  
Debbie Stout- ASAC

Attached are their applications and board lists. Appointments are on the regular agenda tonight.

**Policy Considerations**

None.

**Budgetary Considerations**

None.

**Staff Recommendations**

Council conduct interviews for the board applicants, as appropriate.





**Terry Smith**

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**From:** noreply@civicplus.com  
**Sent:** Tuesday, September 16, 2014 9:48 AM  
**To:** Terry Smith; Michelle Lewis Sirianni  
**Subject:** Online Form Submittal: Application for Boards and Commissions

If you are having problems viewing this HTML email, click to view a [Text version](#).

## Application for Boards and Commissions

**As an applicant for a Board or Commission, your name, address, and telephone number will be available to the press and the public.**

Please select the Board / Commission you are applying for:

First choice: [Zoning Board of Adjustments   
Second choice: [Zoning Board of Adjustments   
Third choice: [Zoning Board of Adjustments

### Personal Information

**Name:** Corey Hill  
**Address:** 7527 Vista Ridge Lane  
**Business Phone:** 9728494729 **Home Phone:** 9728494729  
**Email Address:** candhill@gmail.com  
**Occupation:** Principal Systems Engineer  
**Education:** B.S. Business Information Technology

### Residency Information

**How long have you lived in Sachse?** 10 years  
**Are you a registered voter?**  Yes  No **Voter Registration Number:**

### Organization Membership Information

**List qualifications you feel make you a good candidate for this position:** I've been on the Zoning Board of Adjustments for a few years now. Interested in politics and getting to know the process.  
**Professional and/or community activities:** Precinct Chairman for my respective national political party.

**If you are currently serving on a City of Sachse board or commission, which one:** [Zoning Board of Adjustments

**Service dates (from/to):** 2010ish-present

**If you have previously served on a City of Sachse board or commission, which one:** [Zoning Board of Adjustments

**Service dates (from/to):**

**By typing my name in the box I certify the above statements to be true and correct and that this information can be used for the purpose of processing my application for service on a Sachse Board and/or Commission.**

Corey Hill

**Date:** 9/16/2014

***Thank you for your interest. You will be contacted when action is taken on your application.***

The following form was submitted via your website: Application for Boards and Commissions

First choice:: Zoning Board of Adjustments

Second choice:: Zoning Board of Adjustments

Third choice:: Zoning Board of Adjustments

Name:: Corey Hill

Address:: 7527 Vista Ridge Lane

Business Phone:: 9728494729

Home Phone:: 9728494729

Email Address:: candhill@gmail.com

Occupation:: Principal Systems Engineer

Education:: B.S. Business Information Technology

How long have you lived in Sachse?: 10 years

Are you a registered voter?: Yes

Voter Registration Number::

List qualifications you feel make you a good candidate for this position:: I've been on the Zoning Board of Adjustments for a few years now. Interested in politics and getting to know the process.

Professional and/or community activities:: Precinct Chairman for my respective national political party.

If you are currently serving on a City of Sachse board or commission, which one:: Zoning Board of Adjustments

Service dates (from/to):: 2010ish-present

If you have previously served on a City of Sachse board or commission, which one:: Zoning Board of Adjustments

Service dates (from/to)::

By typing my name in the box I certify the above statements to be true and correct and that this information can

## Terry Smith

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**From:** noreply@civicplus.com  
**Sent:** Tuesday, November 04, 2014 2:08 PM  
**To:** Terry Smith; Michelle Lewis Sirianni  
**Subject:** Online Form Submittal: Application for Boards and Commissions

If you are having problems viewing this HTML email, click to view a [Text version](#).

### Application for Boards and Commissions

**As an applicant for a Board or Commission, your name, address, and telephone number will be available to the press and the public.**

Please select the Board / Commission you are applying for:

First choice: [Animal Shelter Board   
Second choice: [Parks and Recreation Board   
Third choice: [Tax Increment Financing Board

#### Personal Information

Name: Debbie Stout  
Address: 6711 Eastview Drive  
Business Phone: 9724891418 Home Phone: 9724891418  
Email Address: debbie.stout@realpage.com  
Occupation: CPA  
Education: BBA graduated from University of Texas at El Paso Certified Public Accountant

#### Residency Information

How long have you lived in Sachse? 3.5 years  
Are you a registered voter?  Yes  No  
Voter Registration Number:

#### Organization Membership Information

List qualifications you feel make you a good candidate for this position: was on the Garland Animal Advisory Board Active in animal rescue since 2005. I know both Sachse ACO personally. As an Accountant, I understand the budget constraints for public entities. I also have been active in working with Animal Shelters and rescue groups in the North Dallas area since 2005. I understand the challenges by Cities as the need to promote responsible pet ownership. I love Sachse and hope that I can contribute to it's success.

Professional and/or community activities: Garland Animal Advisory Board Founder of Garland Pawsibilities

If you are currently serving on a City of Sachse board or commission, which one: [Select from dropdown list

Service dates (from/to): [Select from dropdown list

If you have previously served on a City of Sachse board or commission, which one: [Select from dropdown list

Service dates (from/to):

By typing my name in the box I certify the above statements to be true and correct and that this information can be used for the  
Debbie (Debra) Stout

purpose of processing my application for service on a Sachse Board and/or Commission.

Date: 11/4/2014

**Thank you for your interest. You will be contacted when action is taken on your application.**

View any uploaded files by [signing in](#) and then proceeding to the link below:  
<http://www.cityofsachse.com/Admin/FormHistory.aspx?SID=15691>

The following form was submitted via your website: Application for Boards and Commissions

First choice:: Animal Shelter Board

Second choice:: Parks and Recreation Board

Third choice:: Tax Increment Financing Board

Name:: Debbie Stout

Address:: 6711 Eastview Drive

Business Phone:: 9724891418

Home Phone:: 9724891418

Email Address:: [debbie.stout@realpage.com](mailto:debbie.stout@realpage.com)

Occupation:: CPA

Education:: BBA graduated from University of Texas at El Paso  
Certified Public Accountant

How long have you lived in Sachse?: 3.5 years

Are you a registered voter?: Yes

Voter Registration Number::

List qualifications you feel make you a good candidate for this position:: was on the Garland Animal Advisory Board

Active in animal rescue since 2005. I know both Sachse ACO personally.

As an Accountant, I understand the budget constraints for public entities. I also have been active in working with Animal Shelters and rescue groups in the North Dallas area since 2005. I understand the challenges by Cities as the need to promote responsible pet ownership. I love Sachse and hope that I can contribute to it's success.

Professional and/or community activities:: Garland Animal Advisory Board

Founder of Garland Pawsibilities

If you are currently serving on a City of Sachse board or commission, which one:: Select from dropdown list

Service dates (from/to)::

If you have previously served on a City of Sachse board or commission, which one:: Select from dropdown list

Service dates (from/to)::

By typing my name in the box I certify the above statements to be true and correct and that this information can be used for the purpose of processing my application for service on a Sachse Board and/or Commission.:

Debbie (Debra) Stout

Date:: 11/4/2014

**Additional Information:**

Form submitted on: 11/4/2014 2:07:40 PM

Submitted from IP Address: 71.154.18.22

Referrer Page: <http://www.cityofsachse.com/index.aspx?NID=307>

Form Address: <http://www.cityofsachse.com/Forms.aspx?FID=142>

## Terry Smith

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**From:** noreply@civicplus.com  
**Sent:** Wednesday, September 03, 2014 3:51 PM  
**To:** Terry Smith; Cathy Cade  
**Subject:** Online Form Submittal: Application for Boards and Commissions

If you are having problems viewing this HTML email, click to view a [Text version](#).

### Application for Boards and Commissions

**As an applicant for a Board or Commission, your name, address, and telephone number will be available to the press and the public.**

**Please select the Board / Commission you are applying for:**

**First choice:** [Parks and Recreation Board ]  
**Second choice:** [Economic Development Corporation Board ]  
**Third choice:** [Zoning Board of Adjustments

#### Personal Information

**Name:** Michelle Howarth  
**Address:** 1207 Westglen Drive  
**Business Phone:** 972-816-4585  
**Home Phone:** 972-530-6525  
**Email Address:** howarth@byu.net  
**Occupation:** Pharmacist  
**Education:** Doctorate of Pharmacy, Creighton University Chemical Engineering Program, Brigham Young University

#### Residency Information

**How long have you lived in Sachse?** 15+ years  
**Are you a registered voter?**  Yes  No  
**Voter Registration Number:** ??

#### Organization Membership Information

**List qualifications you feel make you a good candidate for this position:** I'm a thoughtful, intelligent person. I listen to all sides of a discussion before making up my mind. I am open to changing my opinion when new information or evidence is presented. I love this town and am excited about its continued growth - although this growth will continue to require thoughtful and deliberate management by city leaders. I have worked for many years at Sachse Pharmacy in the city of Sachse. My husband and I have lived in Sachse since 1999.

**Professional and/or community activities:** Texas Pharmacists Association, American Pharmacists Association, Wylie Band Boosters, Draper Intermediate PTA  
[Select from dropdown list

**If you are currently serving on a City of Sachse board or commission, which one:**  
**Service dates (from/to):**  
[Select from dropdown list

**If you have previously served on a City of Sachse board or commission, which one:**  
**Service dates (from/to):**  
[Select from dropdown list

**By typing my name in the box I certify the above statements to be true and correct and that this information can be** *Michelle Howarth*

*used for the purpose of processing my application for service on a Sachse Board and/or Commission.*

Date: 9/3/2014

***Thank you for your interest. You will be contacted when action is taken on your application.***

The following form was submitted via your website: Application for Boards and Commissions

First choice:: Parks and Recreation Board

Second choice:: Economic Development Corporation Board

Third choice:: Zoning Board of Adjustments

Name:: Michelle Howarth

Address:: 1207 Westglen Drive

Business Phone:: 972-816-4585

Home Phone:: 972-530-6525

Email Address:: howarth@byu.net

Occupation:: Pharmacist

Education:: Doctorate of Pharmacy, Creighton University  
Chemical Engineering Program, Brigham Young University

How long have you lived in Sachse?: 15+ years

Are you a registered voter?: Yes

Voter Registration Number:: ??

List qualifications you feel make you a good candidate for this position:: I'm a thoughtful, intelligent person. I listen to all sides of a discussion before making up my mind. I am open to changing my opinion when new information or evidence is presented. I love this town and am excited about its continued growth - although this growth will continue to require thoughtful and deliberate management by city leaders. I have worked for many years at Sachse Pharmacy in the city of Sachse. My husband and I have lived in Sachse since 1999.

Professional and/or community activities:: Texas Pharmacists Association, American Pharmacists Association, Wylie Band Boosters, Draper Intermediate PTA

If you are currently serving on a City of Sachse board or commission, which one:: Select from dropdown list



# City of Sachse

## APPLICATION FOR BOARDS / COMMISSIONS AND OTHER POSITIONS

As an applicant for a Board or Commission, your name, address, and telephone number will be available to the press and the public. You will be contacted when action is taken on your appointment.

Board or Commission of *first, second and third choice*:

- |   |   |
|---|---|
| <u>3</u> Planning & Zoning Commission     | <u>    </u> Animal Shelter Board                |
| <u>    </u> Parks & Recreation Commission | <u>2</u> Economic Development Corporation Board |
| <u>X</u> Zoning Board of Adjustments      | <u>    </u> Other (please specify):             |
| <u>    </u> Library Board                 | <u>    </u>                                     |

Name: Fernando Gutierrez

Address: 4512 Sunmeadow Ln Sachse TX 75048

Business Phone: (214) 649-7102 Home Phone: (214) 649-7102

Occupation: Real Estate Agent.

Education: Real Estate School

Resident of Sachse for 10 Years      Months

Voter Registration Number:     

List qualifications you feel make you a good candidate for this position:  
My Real Estate experience and passion for my city motivates me to serve on this board.

Professional and/or Community Activities:  
Member and volunteer with Northplace church.  
Plum member of Garland citizen police academy.

Boards/ Commissions Previously Served on (Sachse or other city):  
N/A  
From      to       
From      to       
From      to     

Signature  Date 07/29/14

PLEASE RETURN COMPLETED FORM TO:  
OFFICE OF THE CITY SECRETARY  
CITY OF SACHSE  
3815 SACHSE ROAD, BUILDING B  
SACHSE, TX 75048  
469-429-4775 OR FAX 972-530-0426

# BOARD OF ADJUSTMENTS

<u>MEMBERS</u>	<u>TITLE</u>	<u>CONTACT INFO</u>	<u>TERM EXPIRES</u>
<b>David Darr</b> 4226 Lee Hutson Lane Sachse, Texas 75048		469-964-1315(W)	<b>November 2015</b>
<b>Kevin Quinn</b> 6613 Eastview Dr. Sachse, TX 75048		214-578-2662 (W) 214-607-4852 (H) 214-578-2662 (C)	<b>November 2015</b>
<b>Steve Oliver</b> 7120 Vista Hill Lane Sachse, TX 75048	<b>Chairman</b>	972-205-3558 (W) 972-429-5116 (H)	<b>November 2015</b>
<b>Corey Hill</b> 7527 Vista Ridge Ln. Sachse, Texas 765048		(W) 972-849-4729 (H)	<b>November 2014</b>
<b>Jeremy Hallock</b> 2517 Ridgeview Dr. Sachse, Texas 75048		214-891-7085 (W) 214-395-2386 (H)	<b>November 2016</b>
<b>David Landis</b> 2705 Granite Ave.	<b>Alternate</b>	214-728-8208(W) 972-202-0158 (H)	<b>November 2015</b>
<b>Jeremy Staab</b> 7624 Forest Ridge Trail Sachse, Texas 75048	<b>Alternate</b>	469-385-1616 (W) 972-461-0967 (H)	<b>November 2014</b>
<b>Dave Zukosky</b> 3815 Hudson Drive Sachse, Texas 75048	<b>Alternate</b>	214-820-3609 (W) 972-530-2361 (H)	<b>November 2016</b>

# ANIMAL SHELTER ADVISORY COMMITTEE

<u>MEMBERS</u>	<u>TITLE</u>	<u>CONTACT INFO</u>
<b>Dr. Steve Pirkey</b> Sachse Veterinary Hospital 7210 Highway 78	<b>Veterinarian</b>	972-442-4441 (W)
<b>Dr. Jim Moebius</b> Murphy Road Animal Hospital 6114 Murphy Road	<b>Veterinarian</b>	972-496-4126 (W)
<b>Terri O'Neal</b> City of Sachse – Police Dept.	<b>Animal Control Supervisor</b>	972-495-2271 (W)
<b>Vacant (L. Pettengill)</b>		(W) (H)
<b>Cullen King</b> 7315 High Point Drive	<b>Chairman-Council Member</b>	214-869-1083 (H)

# PLANNING & ZONING COMMISSION

<u>MEMBERS</u>	<u>TITLE</u>	<u>CONTACT INFO</u>	<u>TERM EXPIRES</u>
<b>Jack Bickler</b> 6520 Lake Forest Lane Sachse, TX 75048		(W) 903-495-4101 (H)	<b>November 2015</b>
<b>Chance Lindsey</b> 3718 Rock House Road Sachse, TX 75048		214-755-5944 (W) 972-675-4722 (H)	<b>November 2015</b>
<b>Scott Everett</b> 5205 Miles Rd. Sachse, TX 75048		972-578-6512 (W) 972-530-4851 (H)	<b>November 2015</b>
<b>Warren Becker</b> 3905 Sunrise Tr Sachse, TX 75048	<b>Secretary</b>	214-802-0335 (W) 972-496-9076 (H)	<b>November 2016</b>
<b>David Hock</b> 2614 Pleasant Valley Sachse, TX 75048	<b>Vice- Chairman</b>	972-489-7460 (W) 972-489-7460 (H)	<b>November 2016</b>
<b>Ty Lamb</b> 6712 Southgate Dr. Sachse, Texas 75048		214-244-1501 (W) 972-675-6870 (H)	<b>November 2016</b>
<b>Wendy Stewart</b> 4609 Teal Ct. Sachse, TX 75048		214-649-5211 (W) 972-530-4551(H)	<b>November 2016</b>
<b>Bill Adams</b>	<b>City Council Liaison</b>		<b>214-502-4998</b>

# LIBRARY BOARD

<u>MEMBERS</u>	<u>TITLE</u>	<u>CONTACT INFO</u>	<u>TERM EXPIRES</u>
<b>Dixie Scogin</b> 1802 Vicksburg Dr. Sachse, TX 75048		972-530-1725 (H)	<b>November 2015</b>
<b>Robert Rodgers</b> 1518 Bonanza Court Sachse, TX 75048	<b>Chairman</b>	214-206-2581 (W) 972-530-9720 (H)	<b>November 2015</b>
<b>Billy Ketner</b> 4723 Jackson Meadows Sachse, TX 75048		972-414-9922 (H)	<b>November 2015</b>
<b>Sean French</b> 2503 Quail Hollow Dr. Sachse, TX 75048		214-765-1294 (W) 972-429-4434 (H)	<b>November 2016</b>
<b>Dia Rhoden</b> 7008 Oak Lawn Sachse, TX 75048	<b>Secretary</b>	972-800-2427 (W) 972-495-7059 (H)	<b>November 2016</b>
<b>Sean Hunt</b> 2718 Ingram Road Sachse, TX 75048		972-742-2053 (W) 972-742-2053 (H)	<b>November 2016</b>
<b>Ruth Glover</b> 3516 Leameadow Lane Sachse, TX 75048		972-208-2333 (W) 972-208-2333 (H)	<b>November 2016</b>
<b>Jeff Bickerstaff</b>	<b>City Council Liaison</b>	<b>214-869-1844</b>	

# ANIMAL SHELTER BOARD

<u>MEMBERS</u>	<u>TITLE</u>	<u>CONTACT INFO</u>	<u>TERM EXPIRES</u>
<b>Jennifer Gower</b> 6618 Falcon Crest Lane Sachse, TX 75048		469-371-1136 (W)	<b>November 2015</b>
<b>Michele Briggs</b> 1407 Westgate Sachse, TX 75048	<b>Vice- Chariperson</b>	972-495-4954 (H))	<b>November 2015</b>
<b>Erica Goetz</b> 6904 Falcon Crest Lane Sachse, TX 75048	<b>Secretary</b>	214-240-8849 (H)	<b>November 2015</b>
<b>Marc Hibbs</b> 6514 Lake Forest Lane Sachse, TX 75048		214-998-0182 (W) 972-530-4984 (H)	<b>November 2015</b>
<b>Vicki Ewing</b> 4517 Westcreek Lane Sachse, TX 75048		972-530-8432 (H)	<b>November 2016</b>
<b>Kathy Carter</b> 2718 Southgate Drive Sachse, Texas 75048		214-556-3227 (W) 972-414-3039 (H)	<b>November 2016</b>
<b>Jeff Williams</b> 6218 Fieldcrest Lane Sachse, TX 75048		972-835-3385 (W) 972-442-6928 (H)	<b>November 2016</b>
<b>Cullen King</b> 7315 High Point Drive	<b>City Council Liaison</b>	214-869-1083 (H)	

# ECONOMIC DEVELOPMENT CORPORATION BOARD OF DIRECTORS

<u>MEMBERS</u>	<u>TITLE</u>	<u>CONTACT INFO</u>	<u>TERM EXPIRES</u>
<b>Suzanne Politz</b> 2503 Barger Ct. Sachse, TX 75048		972-342-3852 (H) 972-889-1833 (W)	<b>November 2015</b>
<b>Ken Thomas</b> 2204 Ranch Road Sachse, Texas 75048		972-429-5808 (H) 214-683-1898 (W)	<b>November 2015</b>
<b>Marcia Harris-Daniel</b> 5612 Creek Crossing Lane Sachse, Texas 75048		214-280-9462 (W) 972-429-3969 (H)	<b>November 2015</b>
<b>Jeff Bickerstaff</b> 6502 Baycrest Circle Sachse, Texas 75048		214-869-1884(c)	<b>November 2015</b>
<b>Eric Dumois</b> 7008 Royal Oaks Estates Dr. Sachse, TX 75048		214-438-7888 (H) 214-570-5259 (W)	<b>November 2016</b>
<b>Spencer Hauenstein</b> 6619 Baycrest Cir. Sachse, TX 75048	<b>President</b>	214-717-9894 (W) 972-429-3559 (H)	<b>November 2016</b>
<b>Michael VanBuskirk</b> 7517 Forest Ridge Trl. Sachse, TX 75048		972-781-7123 (W) 214-534-5294 (H)	<b>November 2016</b>

**NOTE:**

Terms for Board Members are two years.  
 Terms for Officers are one year.  
 Resolution No. 1366, 5/20/96.

# PARKS & RECREATION COMMISSION

<u>MEMBERS</u>	<u>TITLE</u>	<u>CONTACT INFO</u>	<u>TERM EXPIRES</u>
<b>Nieves Marquez, Jr.</b> 3702 Hudson Drive Sachse, TX 75048		972-278-8861 (W) 214-293-0441 (H)	<b>November 2016</b>
<b>Niloufer Watkins</b> 6703 Falcon Crest Ln. Sachse, TX 75048		469-286-7891 (W) 972-429-7540 (H)	<b>November 2015</b>
<b>Terry Bennett</b> 7004 Morningside Way Sachse, TX 75048		214-912-5664 (W) 972-496-2503 (H)	<b>November 2015</b>
<b>Diana Smith</b> 4802 Sachse Road Sachse, TX 75048	<b>Secretary</b>	972-495-7847 (H)	<b>November 2016</b>
<b>Michael Kellam</b> 5619 Pinnacle Circle Sachse, TX 75048		214-912-6970 (H)	<b>November 2015</b>
<b>Terri Hibbs</b> 6514 Lake Forest Lane. Sachse, TX 75048		972-530-6969 (H)	<b>November 2015</b>
<b>Cyndi Mitchell</b> 3128 Welch Lane Sachse, TX 75048	<b>Chairman</b>	972-278-8861 (W)	<b>November 2016</b>
<b>Adrienne Hibbs</b>		Youth Advisor	<b>July 2015</b>
<b>Jeremiah Stewart</b>		Youth Advisor	<b>July 2015</b>
<b>Brett Franks</b>	<b>City Council Liaison</b>	<b>214-869-1288</b>	



## Legislation Details (With Text)

**File #:** 14-2553      **Version:** 2      **Name:** 2014 Goals Workshop with Actions.  
**Type:** Discussion Item      **Status:** Agenda Ready  
**File created:** 11/14/2014      **In control:** City Council Workshop  
**On agenda:** 11/17/2014      **Final action:**  
**Title:** Discuss the City of Sachse 2014 Draft Goals (Strategic Plan).

### Executive Summary

The City Council held Saturday workshops on September 20th, 2014 and November 1st, 2014 to discuss and create goals for the city. The product of both workshops was a set of draft goals and strategies. On November 5th, 2014, the staff leadership team met to generate tasks/actions with target completion years to support and realize the Council's strategies. The purpose of this item is to discuss the draft goals, strategies, and task/action plan (or, strategic plan) with the City Council and to update the plan based on input received.

### Sponsors:

### Indexes:

### Code sections:

**Attachments:** [2014 Draft Goals-Tasks.pdf](#)  
[November 1 Draft Goals.pdf](#)

Date	Ver.	Action By	Action	Result
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### Title

Discuss the City of Sachse 2014 Draft Goals (Strategic Plan).

### Executive Summary

*The City Council held Saturday workshops on September 20th, 2014 and November 1st, 2014 to discuss and create goals for the city. The product of both workshops was a set of draft goals and strategies. On November 5th, 2014, the staff leadership team met to generate tasks/actions with target completion years to support and realize the Council's strategies. The purpose of this item is to discuss the draft goals, strategies, and task/action plan (or, strategic plan) with the City Council and to update the plan based on input received.*

### Background

At the first Council goals session on September 20th, 2014, the City Council discussed a new format for the city's goals. Once established, Council engaged in brainstorming and prioritization exercised to create a framework for the high-level goals the city seeks to achieve.

Following the September 20th meeting, staff reviewed the initial work and generated a set of draft goals and strategies. The intent of those draft goals and strategies was to capture the intent of what Council wants to achieve over both short and long terms. The draft goals and strategies were presented to Council at the November 5th workshop and Council refined

them to communicate more closely their intent.

A guiding principal of the strategic plan is that Sachse faces many opportunities and challenges as a rapidly growing city. In many areas, the needs outpace the ability of the city to meet them. However, adopting a strategic plan that begins to address those needs incrementally within a framework of other major needs and will add predictability to the growth process and will begin creating the capacity to meet the growing needs of the city.

Attached to this agenda item are two documents. The document labeled "November 1 Draft Goals" includes the goals and strategies resulting from the Council workshop on November 1st. The document labeled "2014 Draft Goals-Tasks" includes staff recommendations to Council on the goals and strategies and it includes Tasks/Actions proposed by staff with target completion years. A review of both documents will reveal that staff is recommending that several of the previously identified strategies be changed to tasks and, in one case, staff is suggesting that a strategy replace a goal (Goal 5).

In all, the current draft strategic plan includes:

6	Goals
30	Strategies
108	Tasks/Actions

#### Policy Considerations

An adopted strategic plan would set forth specific activities to pursue in order to accomplish the goals of the City Council. It is anticipated that, at a minimum, staff will present a midyear progress update and that the Council will review the strategic plan annually.

#### Budgetary Considerations

An adopted strategic plan may guide future budgeting recommendations and decisions.

#### Staff Recommendations

Discuss the City of Sachse 2014 Draft Goals (Strategic Plan)

**Goal 1: ~~Responsibly~~ Strategically invest in the city's existing and ~~needed~~ future infrastructure to ensure infrastructure those needs are met.**

**Strategy 1:** Partner with Counties to widen arterial roadways to their ultimate width.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Meet quarterly with county engineering departments to maintain positive working relationship.	ENG	Met with Dallas County representatives on 11/5/2014 to discuss the 6 <sup>th</sup> Call projects. Coordination is ongoing for Collin County partnership projects.	2015	
Finalize preliminary design of Sachse road in accordance with the Thoroughfare Plan.	ENG	The City Council has discussed the preliminary alignment and staff is working with Dallas County to have it finalized.	2015	
Construct first segment of Sachse Road widening.	ENG	Once the preliminary design is complete, the limits of phase 1 will be determined based on available funding.	2017	
Finalize projects for Dallas County's Major Capital Improvements Program 6 <sup>th</sup> Call.	ENG/CM	Staff met with Dallas County to discuss preliminary alternatives for 6 <sup>th</sup> Call projects.	2015	
Identify funding for the completion of Maxwell Creek Road north of Ranch Road.	FIN/ENG	Maxwell Creek adjacent to the Woodbridge subdivision and Fire Station 2 will be completed in 2015. The section from Woodbridge to the north remains.	2016	
Complete Ranch Road and Maxwell Creek at Fire Station #2.	ENG	Ranch Road has entered the right of way acquisition phase and an agreement to complete Maxwell Creek at FS #2 is in place.	2016	

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**Goal 1:** Responsibly invest in the city’s existing and needed infrastructure to ensure infrastructure needs are met.

**Strategy 2:** Define additional municipal facility needs through 2024.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Evaluate Sachse Animal Shelter capacity and determine future needs.	PD/CD/ CM	The capacity of Sachse’s existing Animal Shelter to meet growing demands is in question. An independent evaluation of future needs is desirable.	2016	
Analyze need for future Fire Station #3.	CD/FD/ CM	The need for a future fire station in the southern area of Sachse has not been demonstrated. An independent evaluation of future needs is desirable.	2016	
Establish future plan for Parks Maintenance Facility.	PK/CD/ CM	The Parks Maintenance Facility is currently housed on SH 78. Council will consider whether this location is appropriate for the future.	2015	
Plan for the future of Old City Hall and potential loss of one recreation facility.	CM/PK	The building at 5560 SH 78 is owned by the city and houses the Chamber of Commerce and a community room. Once confirmation is received that the property is not encumbered, council will consider its future.	2015	

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**Goal 1:** Responsibly invest in the city’s existing and needed infrastructure to ensure infrastructure needs are met.

**Strategy 3:** Provide utility infrastructure to meet community growth.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Complete the construction of the PGBT Phase 1 sanitary sewer.	ENG/PW	Funding has been secured pending final agreements. Staff is working with the City Attorney’s office.	2016	
Purchase property for future PGBT Water Tower.	ENG/CM	Funding was appropriated in the 2015 budget.	2015	
Finalize the design for the SE Lift Station.	ENG	Additional sanitary sewer capacity is needed to serve community growth.	2016	
Plan for water and sewer main upsizing and extensions for growth.	PW/ENG/FIN/CM	Additional water and sanitary sewer capacity is required to serve the city’s growth.	2016	
Maintain existing utility infrastructure adequately to protect public and environmental health.	PW/ENG	Identify opportunities to leverage planned projects to maximize the use of public infrastructure funding.	2016	

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**Goal 1: Responsibly invest in the city's existing and needed infrastructure to ensure infrastructure needs are met.**
**Strategy 4: Maintain existing roadways and alleys to an acceptable level.**

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Fund & conduct a radar pavement evaluation to assess the condition of existing roads and alleys in Sachse.	ENG/FIN	Will result in a technically based needs evaluation and prioritization.	2017	
Schedule for and implement pavement marking replacement for all existing arterial and collector roadways in Sachse.	PW	Over the last five years, significant roadways have been improved and required ongoing maintenance.	2015	
Replace 10,000 linear feet of existing unserviceable sidewalks.	PW	Public Works replaces sidewalks annually.	2015	
Identify roadway reconstruction projects for FY 2016.	PW/ENG	Council will select 2016 reconstruction projects to be funded by Street Maintenance Tax funds.	2015	
Implement adopted maintenance projects in the CIP.	PW/ENG	Ongoing efforts to implement projects.	2016	
Explore funding partnership(s) for Miles Road school traffic improvements.	CM/ENG	Will result in improved traffic (pedestrian and vehicular) on Miles Road.	2015	
Maintain existing utility infrastructure adequately to protect public and environmental health.	PW	Annually, the city must meeting health requirements monitored by the Texas Commission on Environmental Quality.	2015	

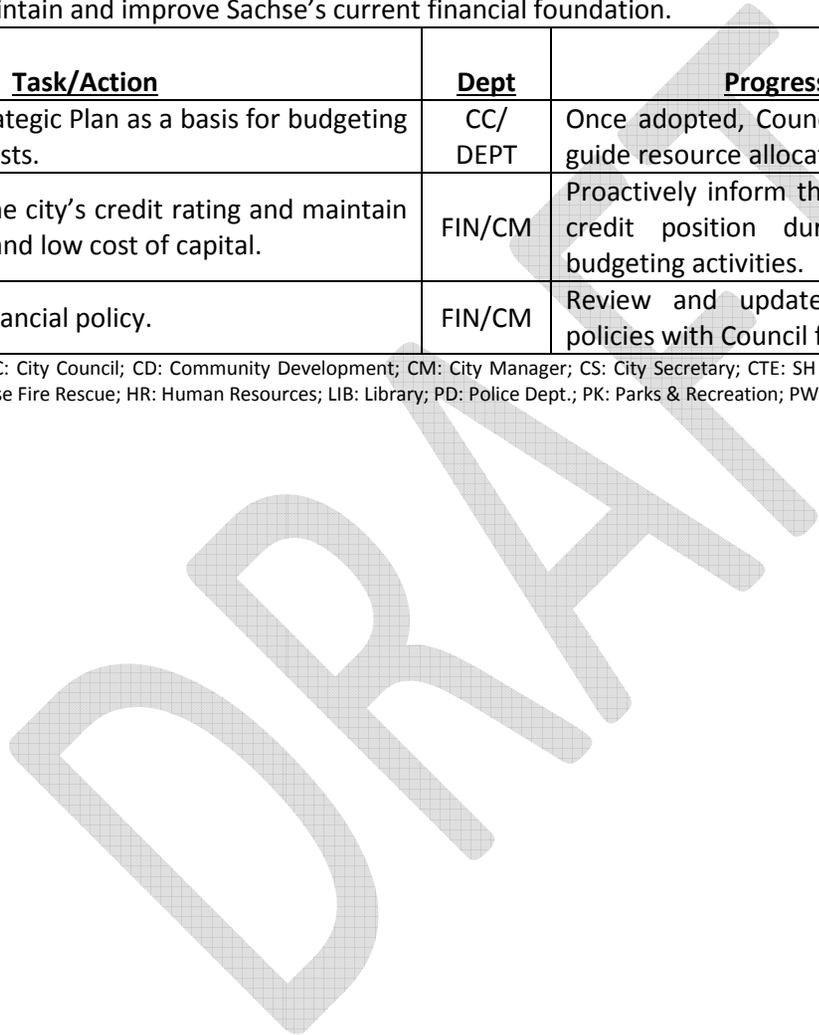
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**Goal 2:** Be a model of financial stewardship through growth management, responsible investment and financial transparency.

**Strategy 1:** Budget to maintain and improve Sachse’s current financial foundation.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Utilize Council’s Strategic Plan as a basis for budgeting decisions and requests.	CC/ DEPT	Once adopted, Council’s strategic plan will guide resource allocation.	2016	
Monitor annually the city’s credit rating and maintain an excellent rating and low cost of capital.	FIN/CM	Proactively inform the Council of the city’s credit position during forecasting and budgeting activities.	2015	
Review the city’s financial policy.	FIN/CM	Review and update the city’s financial policies with Council for updating.	2015	

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**Goal 2:** Be a model of financial stewardship through growth management, responsible investment and financial transparency.

**Strategy 2:** Identify and protect sources of recurring funds to invest in infrastructure maintenance.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Develop street maintenance use fact sheets and post them to the city's website.	CM/PW	Keep the public informed on the use of Street Maintenance Tax funds.	2015	
Define revenue volatility threshold acceptable for assignment to recurring capital costs.	FIN/CM	As the city addresses recurring capital cost funding, working with Council to develop acceptable funding volatility thresholds will result in better forecast modeling during various economic cycles.	2015	
Inform the city council on recurring funding options.	FIN/CM	As the city works to address meeting community needs and expectations, making informed decisions about recurring funding sources will become important to meeting those needs and expectations.	2015	

**Strategy 3:** Proactively prepare for foreseeable growth pattern shifts.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Anticipate and quantify the loss of existing residential development revenues after the end of current growth rates.	FIN	As the residential growth experienced by the city slows in coming years, preparing for the change in revenue will become increasingly more important.	2015	
Define multiple municipal financial scenarios that reflect possible commercial growth rates.	FIN/CD/EDC	Sachse has entered a period of unprecedented commercial growth. The rate of that should be modeled to develop future municipal scenarios for planning.	2015	

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**Goal 2:** Be a model of financial stewardship through growth management, responsible investment and financial transparency.

**Strategy 4:** Continue to achieve public finance gold standards in financial reporting.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Apply for the State of Texas Comptroller's Leadership Circle for Transparency and Reporting.	FIN/CM	Implement online check register.	2015	
Continue participation in GFOA certificate programs.	FIN	Continue achieving the Excellence in Financial Reporting and Distinguish Budget Presentation awards.	2015	

**Strategy 5:** Explore debt financing responsibly and maintain debt levels to a conservative percent of overall revenue.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Amend the financial policy to include overall debt guidelines.	FIN/CM/CC	By adopting a policy for overall debt, the Council will establish a framework for future decisions.	2015	
Plan for laddering debt to maintain debt service at a maximum of 30% of the Ad Valorem Tax receipts.	FIN	Laddering debt can create future capacity and opportunities for less reliance on debt by the city.	2015	
Review opportunities for refunding existing bond debt.	FIN	The city's current aggregate debt extends to the year 2034. Looking for opportunities to refund a portion of that debt can create future opportunities and flexibility for the city.	2016	

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**Goal 3:** Provide a high quality of life environment for families, individuals, businesses, and other organizations in Sachse.

**Strategy 1:** Maintain an inviting community atmosphere for families

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Complete a city-wide parks and recreation survey for an update to the Parks Master Plan.	PK	The Parks Master Plan is updated every five years.	2015	
Develop a promotional video highlighting the Sachse Parks and Recreation offerings.	PK	A promotional video will leverage electronic media to keep citizens informed about various opportunities.	2015	
Maintain Tree City USA recognition for the 8 <sup>th</sup> year.	PK	Continue Sachse's environmental stewardship.	2015	
Add an additional playground safety checks every year.	PK	Ensure the safety of the city's playground equipment and facilities.	2015	
Expand volunteer engagement and registration program.	PK/HR	Volunteers are key to having successful events in Sachse. Improving the volunteer program will provide additional opportunities for citizens to engage with their city.	2015	

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**Goal 3:** Provide a high quality of life environment for families, individuals, businesses, and other organizations in Sachse.

**Strategy 2:** Offer exceptional community events.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Implement two additional community events.	PK	Continue with Sachse's tradition of offering best in class events.	2015	
Continue to partner with the SEDC and Chamber of Commerce to host the Red, White & Blue Blast.	PK/CM/EDC	Collaboration with the city's partners led to the Red, White & Blue Blast being a marquee event for the city.	2015	
Include volunteer opportunities to enhance every community event.	PK/HR	Incorporating more volunteer opportunities where possible will strengthen community involvement and improve opportunities in the community.	2015	

**Strategy 3:** Expand recreational amenities within the community.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Determine future parks facility needs during an update to the Parks Master Plan.	PK/CC	The Parks Master Plan is being updated.	2015	
Identify next major recreation amenity to pursue.	PK/CC	Targeting the next major amenity will align efforts and focus attention on accomplishing the project.	2015	

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**Goal 3: Provide a high quality of life environment for families, individuals, businesses, and other organizations in Sachse.**

**Strategy 4: Creatively meet the diverse-wide range of needs of in the community through the library's educational programs and services.**

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Exceed 100,000 material checkouts.	LIB	Continue providing materials the public wants.	2015	
Establish teen volunteer program for local youth.	LIB/HR	Improve, organize and simplify volunteer opportunities for area youth.	2015	
Host two new community based programs that promote community awareness and cultural interaction.	LIB	A hallmark of effective library programs is to meet the needs and wants of the community as they change over time.	2015	
Promote Summer Reading Club Programs through school librarians, childcare centers, and faith-based organizations.	LIB	Partnering with community organizations will maximize the effectiveness of informative efforts.	2015	
Increase collection by 3% of total materials.	LIB	The focus will be on the e-book collection which is still very new to the city.	2015	

**Strategy 5: Partner with local organizations to maximize the public's benefit from facilities within existing use policies.**

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Partner with local organizations who are willing to host four community programs or events over the next year.	PK	Sachse has a rich history of leveraging non-municipal community facilities for the public's benefit.	2015	
Work with local scouting organizations to identify volunteer opportunities including two eagle scout projects.	PK	Eagle Scout projects have added several amenities to Sachse's facilities over the years. It is desirable to continue that partnership trend.	2015	
Finalize the Friends of Sachse Parks and Recreation memorandum of understanding.	PK	The City Attorney's office is working on a draft for review.	2015	

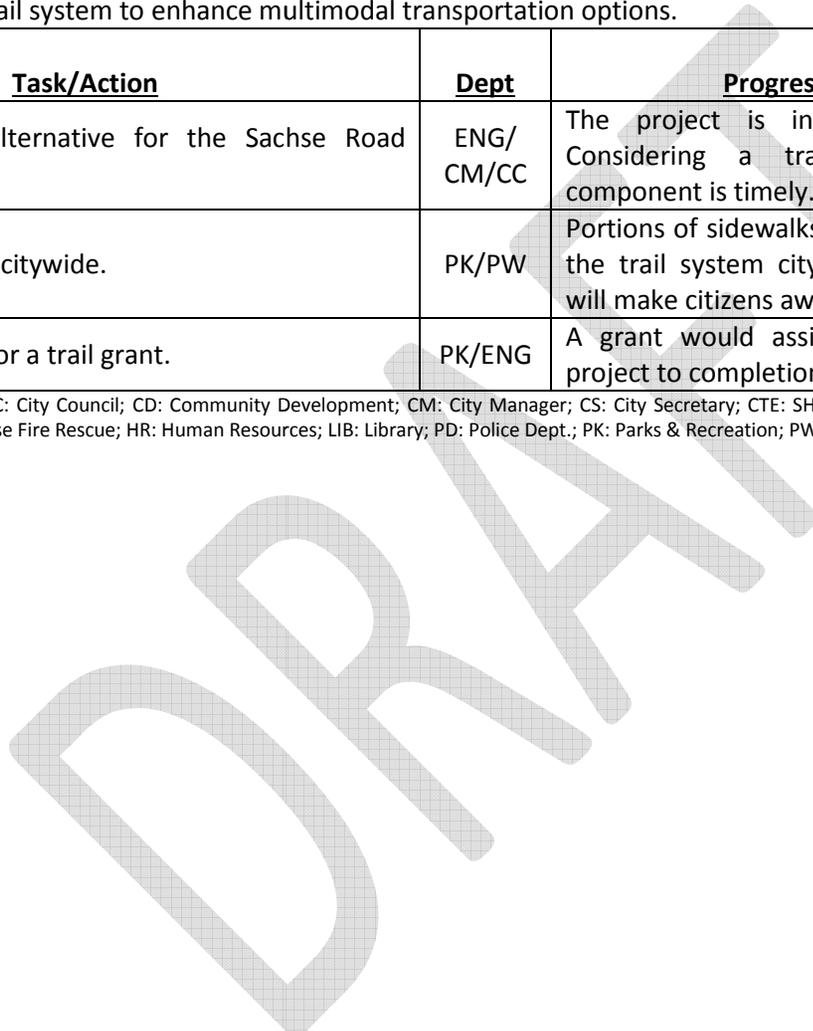
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**Goal 3:** Provide a high quality of life environment for families, individuals, businesses, and other organizations in Sachse.

**Strategy 6:** Expand the trail system to enhance multimodal transportation options.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Consider a trail alternative for the Sachse Road expansion.	ENG/CM/CC	The project is in preliminary design. Considering a trail or special lane component is timely.	2015	
Install trail markers citywide.	PK/PW	Portions of sidewalks are incorporated into the trail system citywide. Marking them will make citizens aware of their existence.	2017	
Identify and apply for a trail grant.	PK/ENG	A grant would assist in bringing a trail project to completion.	2015	

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**Goal 4: Make Sachse more prosperous through job creation and quality development that adds community value.**

**Strategy 1:** Utilize the Economic Development Corporation to create an environment attractive to quality non-residential development.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Finalize a Sachse Economic Development Marketing Plan.	EDC	A key component of identifying and capitalizing on value-adding economic development opportunities is quality marketing initiatives.	2015	
Meet quarterly with key development and land owners in Sachse.	EDC	Being an effective partner in projects that add value to the community require beneficial relationships with the local development community.	2015	
Create a standard commercial development feedback loop to identify potential areas of customer-centric process improvements.	EDC/CD	Implementing a feedback loop will provide valuable information for continuously improving the development experience in Sachse.	2015	
Review existing development incentive policy with both the Economic Development Corporation and City Council.	EDC/CC	Continuity between the Council and Corporation is key to reducing development hurdles and minimizing developmental risk from the city side of the process.	2015	

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**Goal 4: Make Sachse more prosperous through job creation and quality development that adds community value.**

**Strategy 2:** Develop initiatives that result in value-added redevelopment in targeted areas of the State Highway 78 corridor.

<b>Task/Action</b>	<b>Dept</b>	<b>Progress/Update</b>	<b>Target Date</b>	<b>Completion Date</b>
Complete SH 78 Visioning process and adopt 78 development & incentive plan.	CD/CM/ CTE/CC/ EDC	The SH 78 visioning process and action plan will start the process of targeted redevelopment on SH 78.	2015	
Complete installation of roadway lighting on SH 78.	ENG	Council approved funding for the roadway lighting project and is in the process of selecting banners for the light poles.	2015	
Complete implementation of a railroad quiet zone in Sachse.	ENG	The Federal Railroad is reviewing Sachse's application.	2015	
Complete an industrial development feasibility evaluation for industrial land in close proximity to Ranch Road.	EDC	The Economic Development Corporation is evaluating the feasibility of industrial property south of Ranch Road.	2015	
Identify specific beautification alternatives for the SH 78 corridor and identify potential funding alternatives.	EDC	The Economic Development Corporation is working with a consultant to identify beautification options for SH 78 in Sachse.	2016	

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**Goal 4: Make Sachse more prosperous through job creation and quality development that adds community value.**

**Strategy 3: Pursue businesses that meet the needs and wants of Sachse’s citizens.**

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Actively pursue a minimum of three different regionally or nationally recognized fast casual restaurant chains underrepresented in Sachse’s market for a possible new location in Sachse.	EDC	The Buxton retail analysis identified that residents want more quality restaurant options in Sachse.	2015	
Participate in marketing opportunities by placing advertisements in retail and restaurant market specific publications.	EDC	One component of an overall marketing plan is having a presence in market-specific publications.	2015	
Attend ICSC Dallas and Las Vegas retail development conventions.	EDC	Sachse’s participation has gotten more sophisticated over the years and specific relationships with desirable businesses are being cultivated.	2015	

**Strategy 4: Review the Comprehensive Plan for updates and modifications.**

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Consider funding a comprehensive plan update during the current fiscal year.	CD/CM/ FIN	Council expressed a desire to investigate funding an update during 2015.	2015	

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**Goal 5: Provide a safe environment for all who live and work in Sachse.** Meet the public safety needs of a growing citizen, student and business population.

**Strategy 1:** Pursue both innovative and time-tested technologies and initiatives that enhance public safety in the community.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Advance E-Watch, Video Partnerships, and Lockbox programs to the benefit of the community.	PD/FD	Sachse continues to aggressively pursue innovative solutions to community needs.	2015	
Implement a rapid communication system in the city.	PD	Advances in technology have made it possible to implement rapid communication systems to benefit Sachse's citizens by helping to keep them safe.	2015	
Complete the transition to the regulatory-mandated digital radio system.	PD/FD	The federally mandated deadline to transition to a digital radio system is fast approaching. The Council has partially funded the transition and staff continues to work with the City of Garland to specify the actual costs to convert.	2016	
Complete recertification for Texas Police Chiefs Association Best Practices program.	PD	The Sachse Police Department is completing the first term as a recognized department.	2015	
Complete 50% of the Texas Fire Chiefs Best Practices program requirements.	FD	The Sachse Fire Rescue is beginning the process of certification.	2015	

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**Goal 5:** ~~Provide a safe environment for all who live and work in Sachse.~~ Meet the public safety needs of a growing citizen, student and business population.

**Strategy 2:** Achieve a fully operational Fire Station No. 2.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Reorganize Sachse Fire Rescue to incorporate a new Operations Captain.	FD	Council funding a new Operations Captain position in the FY 2015 budget.	2014	
Eliminate part time positions and provide existing response ability with full time staffing.	FD	One early step in improving the capabilities of the department is to convert to a full time department with no reliance on part time staff to meet minimum response capabilities.	2016/17	
Add sufficient staffing for a fully-operational Fire Station No. 2.	FD	Fully-operational means having sufficient staff to operate both an engine and ambulance out of FS No. 2.	2018/19	

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**Goal 5: Provide a safe environment for all who live and work in Sachse.** Meet the public safety needs of a growing citizen, student and business population.

**Strategy 3:** Ensure the city is prepared in the event of an emergency.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Host two basic CERT courses for citizens.	FD/CERT	CERT is a key component to overall emergency response in Sachse.	2015	
Conduct two emergency response training exercises.	FD/PD	Ongoing training is required for operational readiness.	2015	
Review the Emergency Management Plan.	FD	The plan is due for a review and update.	2015	
Complete backup generator installations at Animal Shelter and Senior Center.	CD/PD	The ice storm of 2013 brought to light the need for backup generators at both facilities.	2015	
Evaluate CASA RADAR system and implementation timing.	FD	The CASA RADAR system is a regional radar web with the potential to provide emergency management personnel with detailed weather information in an emergency.	2015	
Update the City Council on infectious disease preparedness.	FD	The recent Ebola response in the region has prompted an increase in preparedness activities in every emergency response organization. Sachse has taken action to improve preparedness.	2015	

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**Goal 5:** ~~Provide a safe environment for all who live and work in Sachse.~~ Meet the public safety needs of a growing citizen, student and business population.

**Strategy 4:** Continue to grow the relationship of trust between the public and public safety.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Conduct biennial AOR meetings.	PD/CM	Conducting the community meetings provides opportunities for both staff and the public to interact in a productive way.	2015	
Enhance Sachse’s National Night Out program.	PD	The annual National Night Out program is an important component of the public safety/citizen interaction plan.	2015	
Host two low-cost pet clinics at the Animal Shelter.	AS	The low-cost pet clinic is a popular event that is used by many citizens to keep their pets healthy.	2015	

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**Goal 6: Provide excellent governmental services to Sachse’s citizens.**

**Strategy 1:** Utilize technology to provide the public convenient access to municipal information.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Implement a new push communication system for general city information.	CM/PD	E-Watch has been successful, but should be limited to critical community communications. The city needs a tool that can be used to push more general information out to the public.	2015	
Implement online Parks and Recreation registration and reservation programs.	PK	Increasingly, citizens want more convenient methods to participate in their community. Providing more online capabilities is one way the city can meet that want.	2015	
Adopt a citywide social media policy.	CM/HR	The city will benefit from defining how social media is used in Sachse and by Sachse employees.	2015	
Add mobile message mobile capability.	PW	The city currently owns one mobile message board. Adding more will improve the city’s ability to get information to the public in a timely manner.	2016	

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**Goal 6: Provide excellent governmental services to Sachse’s citizens.**

**Strategy 2:** Proactively identify and pursue regulations that enhance quality of life and that protect the community.

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Adopt updated building codes for development.	CD/FD	Advances in practice and technology result in the need for updating various codes used in the city.	2016	
Establish semi-annual ordinance review and updates.	CD	Aggregating code updates will streamline Council’s review process.	2015	
Monitor emerging legislative trends.	CS/CM/ PD/FD	Legislative actions impact the city in a number of ways. Keeping abreast of current trends and actions is a key part of providing good services.	2015	

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<b>Goal 6: Provide excellent governmental services to Sachse's citizens.</b>				
<b>Strategy 3: Develop programs and resources that attract and retain talented public service professionals.</b>				
<b>Task/Action</b>	<b>Dept</b>	<b>Progress/Update</b>	<b>Target Date</b>	<b>Completion Date</b>
Fully implement the first year of a new, employee driven, Sachse Shines program.	HR	An employee-centric recognition program that recognizes superior performance is one part of building a responsive culture within the organization.	2015	
Complete a citywide compensation study.	HR/CM	The Council funded a compensation study to quantify Sachse's competitiveness with the market and ability to retain quality staff.	2015	
Provide additional training opportunities for senior staff to stay abreast of emerging trends and best practices.	CM	The organization grows and the city benefits when senior staff members are equipped with the latest trend and best practices for providing services to citizens.	2016	
Update the Sachse Personnel Policy.	HR	As Sachse has grown in sophistication, and update of the personnel policy is needed.	2015	
Complete the implementation of an electronic time reporting system.	HR/FIN	An electronic system moves the city toward a more paperless environment and will streamline the reporting system.	2015	
Create a Sachse Wellness program.	HR	During the economic downturn, the wellness program was eliminated. Providing opportunities for improved wellness has a number of benefits to the organization and the employees.	2015	

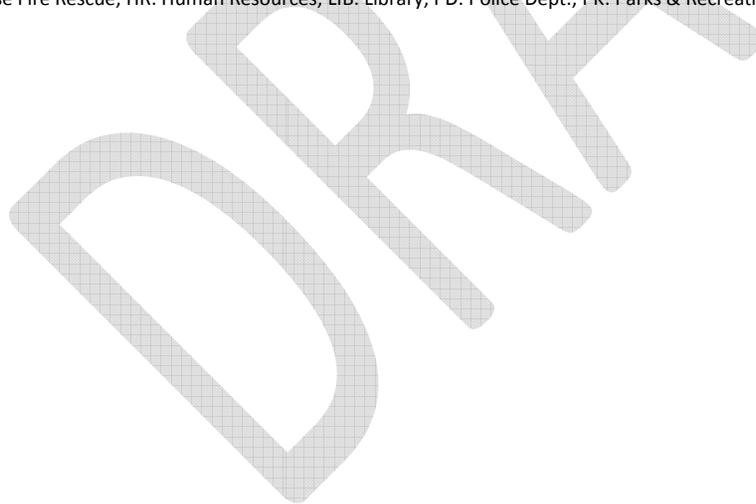
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**Goal 6: Provide excellent governmental services to Sachse’s citizens.**

**Strategy 4: Continually enhance Sachse’s approach to quality customer service.**

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Provide an option for automatic credit card drafting for utility bill payment.	FIN	The trend has been to provide more convenient ways for customers to pay bills.	2015	
Ensure prompt response to “how am I doing” and CivicPlus on citizen concerns.	CM/PK	Standardize the process for responding to customer comments to reduce variability in the customer experience.	2015	
Provide and require customer service training for initial contact personnel.	HR/PK	Providing a minimum competence course for all initial contact personnel will improve the customer experience.	2015	
Upgrade credit card terminals to chip technology.	FIN	Credit card security is improving and the city will adapt to the chip technology.	2015	
Add a cellular utility bill payment option.	FIN	Customers want more convenient ways to pay their bills.	2016	

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**Goal 6: Provide excellent governmental services to Sachse’s citizens.**

**Strategy 5: Provide adequate tools and equipment needed to deliver exceptional services.**

<u>Task/Action</u>	<u>Dept</u>	<u>Progress/Update</u>	<u>Target Date</u>	<u>Completion Date</u>
Implement an RFID system for the Library.	LIB	Current state-of-the-industry practice for libraries is to implement self-check kiosks and to streamline the patron experience.	2017	
Continue equipment replacement program.	FIN	Improvements are being made to the planning and programming of the equipment replacement program.	2015	
Develop a draft multi-year apparatus replacement program.	FD	Fire response equipment comes at a significant cost. Planning for replacement of aging equipment is an important piece of overall readiness.	2015	
Implement a surplus property policy.	FIN/CM	Developing and implementing a surplus property policy will standardize how surplus property is treated at the end of its useful life.	2015	

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*11/1/14: Wording results from  
Council Workshop.*



## Draft Goal: Infrastructure

- Goal 1: Responsibly invest in the city's existing and needed infrastructure to ensure infrastructure needs are met.
  - Strategy 1: Partner with Counties to widen arterial roadways to their ultimate width.
  - Strategy 2: Define additional municipal facility needs through 2024.
  - Strategy 3: Provide utility infrastructure to meet community growth.
  - Strategy 4: Maintain existing roadways and alleys to an acceptable level.
  - Strategy 5: Maintain existing utility infrastructure adequately to protect public and environmental health.
  - Strategy 6: Leverage maintenance expenditures to their maximum extent.
  - Strategy 7:



## Draft Goal: Financial Security/Sustainability

- Goal 2: Be a model of financial stewardship through growth management, responsible investment and financial transparency.
  - Strategy 1: Budget to maintain and improve Sachse's current financial foundation.
  - Strategy 2: Identify and protect sources of recurring funds to invest in infrastructure maintenance.
  - Strategy 3: Proactively prepare for foreseeable growth pattern shifts.
  - Strategy 4: Continue to achieve public finance gold standards in financial reporting.
  - Strategy 5: Explore debt financing responsibly and maintain debt levels to a conservative percent of overall revenue.
  - Strategy 6:



## Draft Goal: Quality of Life

- Goal 3: Provide a high quality of life environment for families, individuals, businesses, and other organizations in Sachse.
  - Strategy 1: Maintain an inviting community atmosphere for families.
  - Strategy 2: Offer exceptional community events.
  - Strategy 3: Expand recreational amenities within the community.
  - Strategy 4: Creatively meet the diverse needs of the community through the library's programs and services.
  - Strategy 5: Partner with local organizations to maximize the public's benefit from facilities.
  - Strategy 6: Expand the trail system to enhance multimodal transportation options.
  - Strategy 7:



## Draft Goal: Strategic Development

- Goal 4: Make Sachse more prosperous through job creation and quality development that adds community value.
  - Strategy 1: Utilize the Economic Development Corporation to create an environment attractive to quality non-residential development.
  - Strategy 2: Develop initiatives that result in value-added redevelopment in targeted areas of the State Highway 78 corridor.
  - Strategy 3: Pursue businesses that meet the needs and wants of Sachse's citizens.
  - Strategy 4: Review the Comprehensive Plan for updates and modifications.
  - Strategy 5:



## Draft Goal: Safety

- Goal 5: Provide a safe environment for all who live and work in Sachse.
  - Strategy 1: Pursue both innovative and time-tested technologies and initiatives that enhance public safety in the community.
  - Strategy 2: Complete the transition to the regulatory-mandated digital radio system.
  - Strategy 3: Meet the public safety needs of a growing citizen, student and business population.
  - Strategy 4: Achieve a fully operational Fire Station No. 2.
  - Strategy 5: Ensure the city is prepared in the event of an emergency.
  - Strategy 6: Continue to grow the relationship of trust between the public and public safety.
  - Strategy 7:



## Draft Goal: Quality Government

- **Goal 6: Provide excellent governmental services to Sachse’s citizens.**
  - **Strategy 1: Utilize technology to provide the public convenient access to municipal information.**
  - **Strategy 2: Proactively identify and pursue regulations that enhance quality of life and that protect the community.**
  - **Strategy 3: Develop programs and resources that attract and retain talented public service professionals.**
  - **Strategy 4: Continually enhance Sachse’s approach to quality customer service.**
  - **Strategy 5: Provide adequate tools and equipment needed to deliver exceptional services.**
  - **Strategy 6:**