



OUR VISION

Keller is Texas' premier family-friendly community in which to live, work and play. We will face the issues of tomorrow while preserving our unique character.

OUR MISSION

We commit to preserving a safe, informed and vibrant community of quality neighborhoods, thriving businesses and natural beauty by setting the standard for engagement, collaboration, service and innovation.

OUR CORE VALUES

Excellence
Integrity
Service
Creativity
Communication

OUR GOALS

1 Elevate Family Life

2 Attract Vibrant Development

3 Demonstrate Fiscal Discipline

4 Improve & Maintain Sound Infrastructure

5 Put People First

6 Expand Citizen Engagement

OUR STRATEGY

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- 1.1 – Establish the Keller Sports Park (KSP) as a premier destination
 - 1.2 – Expand and maintain the city's trail system to provide continuous connectivity of the parks system
 - 1.3 – Continue to invest in excellent public safety services
 - 1.4 – Create family-centric environments
 - 1.5 – Continue supporting quality of life through excellent events and festivals
 - 1.6 – Strengthen youth programs in partnership with schools and youth organizations
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- 2.1 – Maintain momentum of Old Town Keller by supporting organic growth consistent with Council's vision for the area
 - 2.2 – Identify and attract potential development projects
 - 2.3 – Attract experiential businesses to Keller, including sit-down restaurants
 - 2.4 – Continue improving primary commercial corridors
 - 2.5 – Review and update the incentive policy to promote economic development
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- 3.1 – Maintain conservative budgets that prioritize spending where it matters most
 - 3.2 – Strive to ensure Keller's taxpayers do not pay more city tax dollars on a year-to-year basis
 - 3.3 – Protect taxpayers' interests
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- 4.1 – Expand the sidewalk and trail network
 - 4.2 – Continue investment in street maintenance
 - 4.3 – Develop and maintain comprehensive infrastructure plans emphasizing connectivity
 - 4.4 – Leverage partnerships with the state, county, and private sector
 - 4.5 – Continue to explore and implement reasonable water conservation measures to protect a sustainable water supply
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- 5.1 – Establish, measure and monitor high standards of customer service
 - 5.2 – Establish clear performance expectations, allowing for flexibility, and hold ourselves accountable
 - 5.3 – Recruit, recognize and reward quality city staff
 - 5.4 – Identify and support partnerships that address the challenges of mental health
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- 6.1 – Develop digital solutions to increase citizen access to information and programs
 - 6.2 – Maintain and expand resident educational and engagement programs
 - 6.3 – Identify and host in-person events that create opportunities for staff to connect with residents
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