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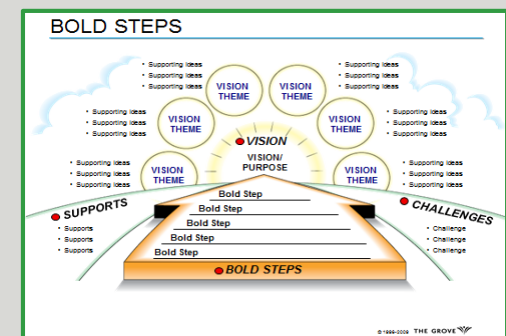
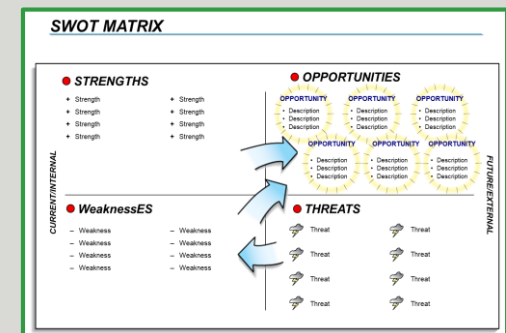
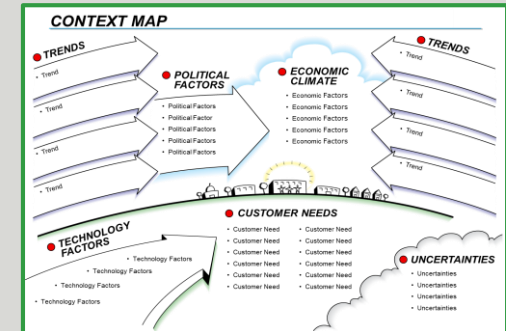
# 2021 City Council and Senior Leadership Strategic Planning Workshop



May 18, 2021

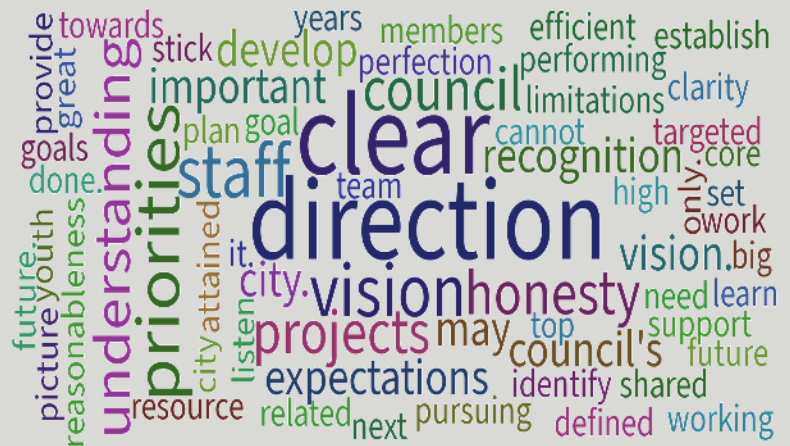


# Planning Workshop Overview



# Council Expectations

- ❖ Create a clear set of plans to address the next 2-3 years' priorities
- ❖ Develop both short- and long-range goals for the community
- ❖ Clarify our collective vision for Keller
- ❖ Keep the discussion at a high level, don't get into minutia
- ❖ Address the proper roles of Council and staff
- ❖ Focus on the needs of the City as a whole vs. narrower interests
- ❖ Council members should LISTEN to each other, not just HEAR each other
- ❖ Start thinking about Keller in the post-pandemic era



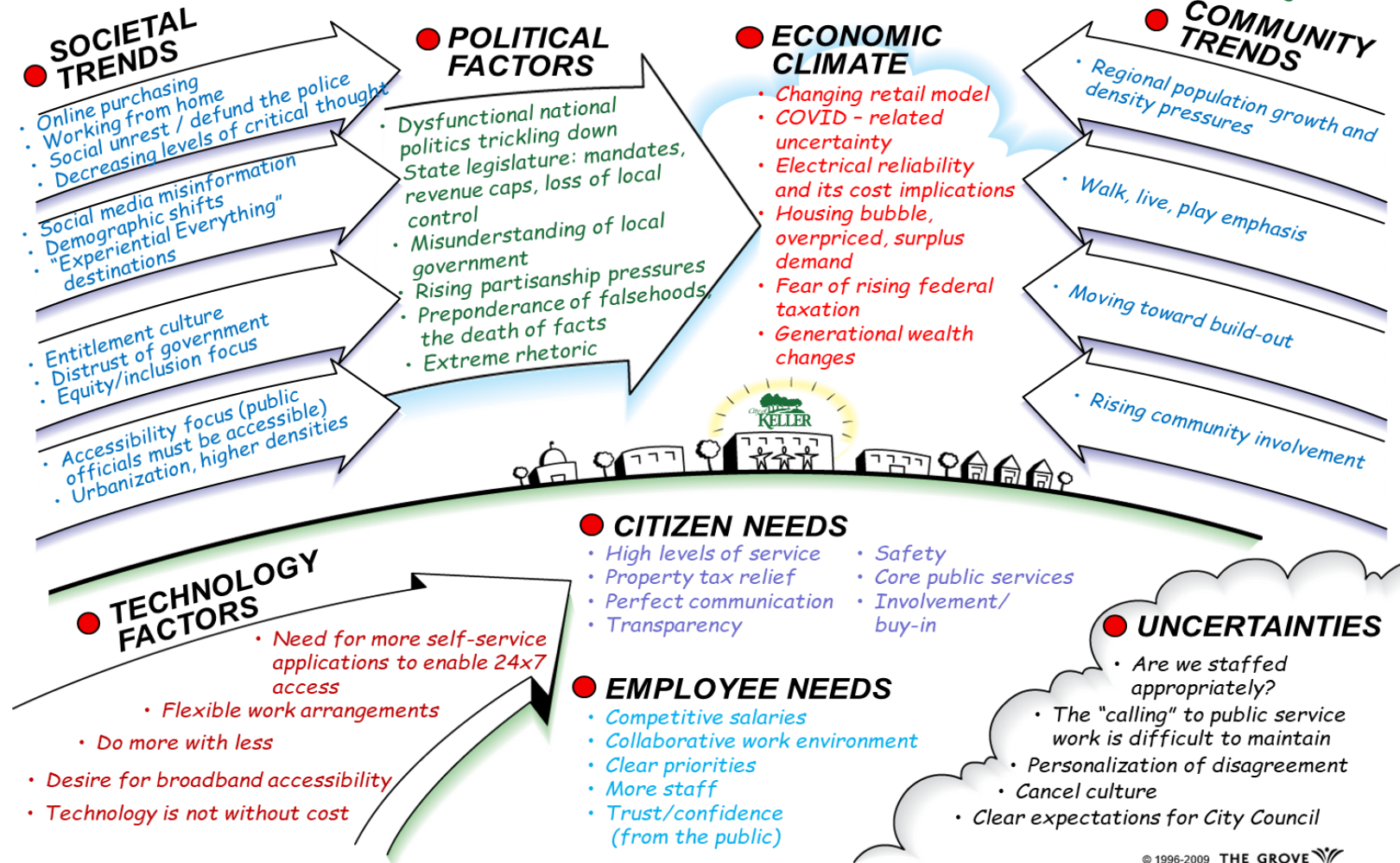
# Structure of the Strategic Plan





# Environmental Scan

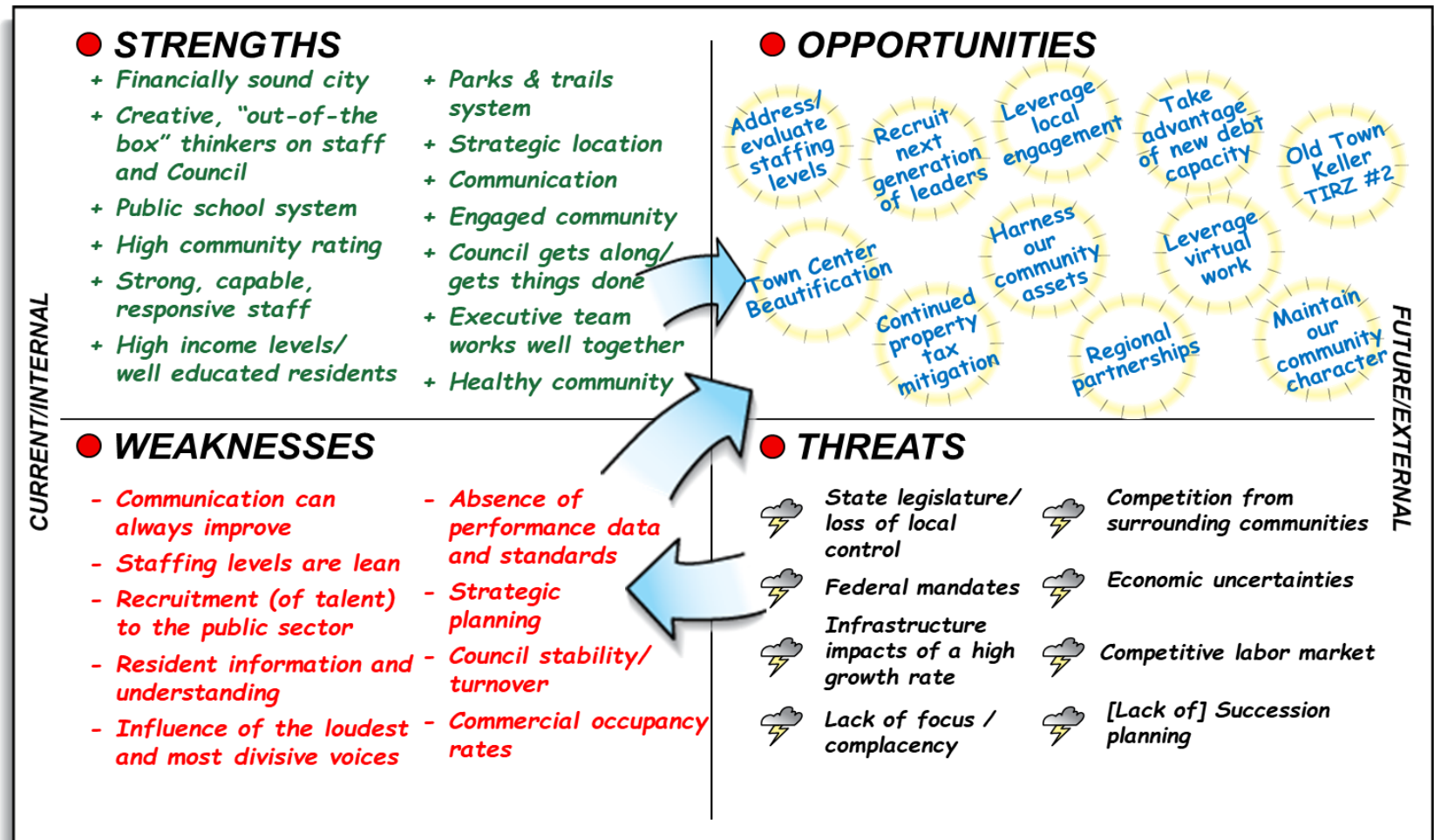
## (Context Map)





# SWOT Analysis

(Strengths, Weakness, Opportunities, Threats)



# Visioning Activity



- The hard work and support by the city organization is not always visible



- Multi-generational community
- Information is important
- High literacy rate



- New beginnings
- The opportunity to break out



- Wise leadership brings the vision to reality



- Teamwork, engagement, communication and working on a common goal
- Built to last



- What are we leaving behind for the future?
- Building a legacy



- Harness all of our strengths
- Get to the next level of success
- Address new challenges



- Changing retail environment may influence our economic potential



- Dreams and inspiration
- What we are here to protect



- Most family-friendly city



- Low taxes



- Family-friendly community
- Renewal
- The old teaching the new



- Raising a family
- Slow down, enjoy moments together
- Quality of life



- Use our time wisely



- Holding uncertainty at bay

# Vision, Mission, & Core Values

## **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.”*

## **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*

## **Core Values:**

- Excellence
- Integrity
- Service
- Creativity
- Communication





# Bold Steps



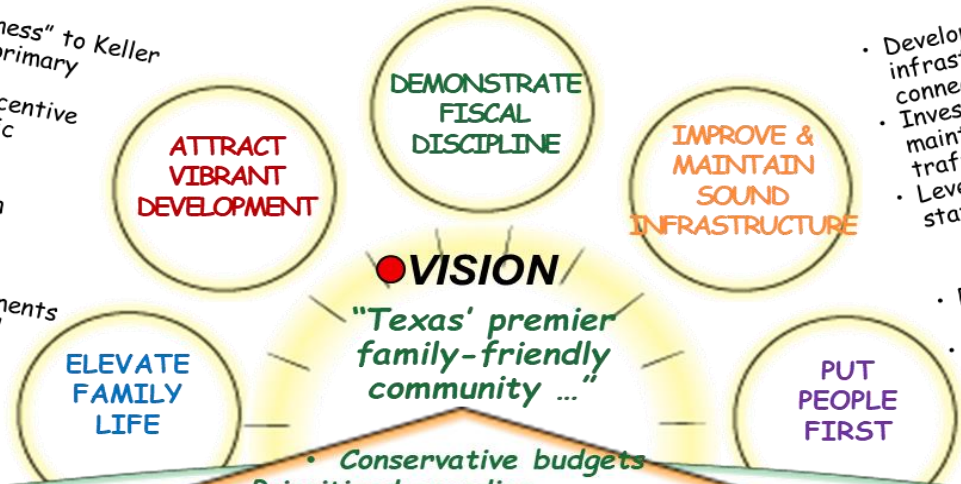
- Strive to ensure that Keller's taxpayers do not pay more city tax dollars on a year-to-year basis
- Protect taxpayer's interests

- Bring "experiential business" to Keller
- Redevelop and enhance primary commercial corridors
- Review and update the incentive policy to promote economic development
- Implement the Economic Development Strategic Plan

- Develop and maintain comprehensive infrastructure plans, emphasizing connectivity
- Investigate the potential to improve maintenance and operation of the traffic signal system
- Leverage partnerships with the state, county and private sector

- Create family-centric environments
- More quality of life events and festivals
- Strengthened and expanded youth programs
- Determine Northeast Park property's highest and best use
- Develop all existing park land

- Recruit, recognize and reward quality city staff
- Develop programs to understand and address the challenges of mental health and adolescent homelessness



● **VALUES**

*Excellence • Integrity • Service • Creativity • Communication*

# Strategic Goals & Objectives

## *GOAL 1 - Elevate Family Life*

- 1.1 Establish the Keller Sports Park 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 achieve excellent public safety services
- 1.4 Create family-centric environments (e.g., enhance the Town Center environment)
- 1.5 Provide more "quality of life" events and festivals
- 1.6 Strengthen and expand youth programs in partnership with schools and youth organizations
- 1.7 Determine the highest and best use of the Northeast Park property
- 1.8 Develop all existing park land

## *GOAL 2 - Attract Vibrant Development*

- 2.1 Accelerate the completion of Old Town Keller
- 2.2 Identify and attract potential Main Street development projects
- 2.3 Bring "experiential businesses" to Keller
- 2.4 Redevelop and enhance primary commercial corridors
- 2.5 Review and update the incentive policy to promote economic development
- 2.6 Implement the Economic Development Strategic Plan

## *GOAL 3 - Demonstrate Fiscal Discipline*

- 3.1 Maintain fiscally conservative budgets
- 3.2 Prioritize spending where it matters most (public safety, streets/sidewalks, parks/trails)
- 3.3 Strive to ensure that Keller's taxpayers do not pay more city tax dollars on a year-to-year basis
- 3.4 Protect taxpayers' interests



# Strategic Goals & Objectives

## ***GOAL 4 – Improve & Maintain Sound Infrastructure***

- 4.1 Expand the sidewalk construction program
- 4.2 Increase investment in street maintenance
- 4.3 Develop and maintain comprehensive infrastructure plans emphasizing connectivity
- 4.4 Investigate the potential to improve maintenance and operation of the traffic signal system
- 4.5 Leverage partnerships with the state, county, and private sector

## ***GOAL 5 – Put People First***

- 5.1 Establish, measure and monitor high standards of customer service
- 5.2 Establish clear employee performance expectations, allow for flexibility and hold our-selves accountable
- 5.3 Recruit, recognize and reward quality city staff
- 5.4 Develop programs to understand and address the challenges of mental health and adolescent homelessness

# Next Level Keller



<b>Top Priorities</b>	<b>Strategic Goal Served</b>
Maintain fiscally conservative budgets	<i>Demonstrate Fiscal Discipline</i>
Prioritize spending where it matters most (public safety, streets/sidewalks, parks/trails)	<i>Demonstrate Fiscal Discipline</i>
Establish the Keller Sports Park as a premier destination	<i>Elevate Family Life</i>
Accelerate the completion of Old Town Keller	<i>Attract Vibrant Development</i>
Establish, measure and monitor high standards of customer service	<i>Put People First</i>
Expand the sidewalk construction program	<i>Improve and Maintain Sound Infrastructure</i>
Establish clear employee performance expectations, allow for flexibility and hold ourselves accountable	<i>Put People First</i>
Continue to achieve excellent public safety services	<i>Elevate Family Life</i>
Increase investment in street maintenance	<i>Improve and Maintain Sound Infrastructure</i>
Expand and maintain the city's trail system to provide continuous connectivity of the parks system	<i>Elevate Family Life</i>

# 2021 Keller Strategy Map



## 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

## OUR STRATEGY

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- 1.1 – Establish the Keller Sports Park 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 achieve excellent public safety services.
  - 1.4 – Create family-centric environments.
  - 1.5 – Provide more "quality of life" events and festivals.
  - 1.6 – Strengthen and expand youth programs in partnership with schools and youth organizations.
  - 1.7 – Determine the highest and best use of the Northeast Park property.
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  - 3.2 – Prioritize spending where it matters most.
  - 3.3 – Strive to ensure that Keller's taxpayers do not pay more city tax dollars on a year-to-year basis.
  - 3.4 – Protect taxpayers interests.
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  - 5.2 – Establish clear performance expectations, allow for flexibility and hold ourselves accountable.
  - 5.3 – Recruit, recognize and reward quality city staff.
  - 5.4 – Develop programs to understand and address the challenges of mental health and adolescent homelessness.
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# Questions & Answers

