



## 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

- 
- 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
- 

- 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
- 

- 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
- 

- 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
- 

- 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
- 

- 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
-