

## Item D-1

Review the city's Mission Statement, Vision Statement, Core Values and Decorum Policy.

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# **CURRENT MISSION STATEMENT**

Our mission is to support a vibrant community of high-quality neighborhoods, thriving businesses and natural beauty by setting the standard for excellence in municipal efficiency, service and innovation.

# **PREVIOUS VERSION**

The mission of the City of Keller is to ensure a safe, comfortable environment for all citizens by realizing a vision that is well planned and sensitive to the community. We are dedicated to the provision of quality services and facilities for today and tomorrow through responsive, efficient and effective utilization of resources.

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## COUNCIL DISCUSSION POINTS

Safety

Sensitivity to the Community

Communication

Representation

Commitment; Not Just Passion (from later discussion)

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# CURRENT MISSION STATEMENT

Our mission is to support a vibrant community of high-quality neighborhoods, thriving businesses and natural beauty by setting the standard for excellence in municipal efficiency, service and innovation.

# DRAFT MISSION STATEMENT

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

Alternatives to “preserving”: ensuring, maintaining, providing, producing

Alternative to “We commit”: We are committed to

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# VISION STATEMENT

Keller will be the premier community in which to live, work, play and invest by balancing big-city comforts with small-town charm.

*\*No changes recommended in previous discussion*

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# CURRENT CORE VALUES

- Excellence: Passion to Provide Exceptional Service
- Integrity: Do the Right Thing, Not the Easy Thing
- Service: We Care, and It Makes a Difference
- Creativity: Freedom to Imagine and Courage to Act
- Communication: Open and Transparent Public Service

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# COUNCIL DISCUSSION POINTS

Service; Turn Toward Those Being Served

Commitment to Excellence; Not Just Passion

Stronger Vocabulary in General

Don't Make Them **Too** Long

# STAFF DISCUSSION POINTS

Stronger Vocabulary = More Active Language

Modern Descriptors (Attempt to Remove Clichés)

Integration / Consideration of Existing Department Values / Training Materials

Descriptions that Work for Every Department & HR Processes / Onboarding

Incorporation of Phrases / Values Commonly Communicated Internally

Bigger-Picture Ideals

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# DRAFT CORE VALUES

Excellence: Passion to Provide Exceptional Service

- Excellence: Commit to exceptional service and continuous improvement
- Excellence: Commit to exceptional service and continuous improvement

Integrity: Do the Right Thing, Not the Easy Thing

- Integrity: Do the right thing, always; ~~our community deserves it~~
- Integrity: Earn the public's trust with every decision and action

Service: We Care, and It Makes a Difference

- Service: Work with consideration and compassion for others
- Service: Work with consideration and compassion in service of others

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# DRAFT CORE VALUES

Creativity: Freedom to Imagine and Courage to Act

- Creativity: Innovate, collaborate, and act courageously
- Creativity: Foster, inspire and empower innovation

Communication: Open and Transparent Public Service

- Communication: Ensure effective public service through engagement
- Communication: Deliver open, engaged and responsive public service

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## **Item D-1**

### **Card Redesign**

- Two components: City Council Quick Guide, and a Public Comment Form
- Indicate intention to speak in support/opposition
- Option to indicate support/opposition without speaking
- Note the subject of a Persons to be Heard comment
- Contact Information for City Council and Key Staff (on Quick Guide)
- Public Comment Regulations & Tips (on Comment Form)

### **Speaker Time Limits**

- 3-Minute Individual Limits for both Persons to be Heard and Public Hearings
- Clarify that time may not be yielded to others
- Remove 30-Minute Total Cap for Persons to be Heard
- No Cap for Public Hearings

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### Speaker A/V Request Policy

- Materials must be emailed to CouncilMedia@cityofkeller.com for staff review\*
- Materials must be received by 5 p.m. in order to be available for presenting from the podium during Persons to be Heard or a Public Hearing
- Any presentation materials or slides will be included as part of the speaker's time
- Materials received after 5 p.m. will be forwarded to City Council following staff review, but will not be available to present in Pre-Council or Council chambers
- Speakers may bring printed copies instead to distribute to City Council

\*Materials/presentations from applicants will also adhere to the 5 p.m. deadline. These may be emailed to the established inbox or coordinated with appropriate staff in advance.

### **Newly adopted rules will be applicable to all boards/commissions as well**

Upon Council approval, new procedures will be communicated to all boards, commissions and applicants through staff; and to residents through the website and other standard communication channels.

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