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Mayor
Nancy Berry
Mayor Pro Tem
Dave Ruesink
City Manager
David Neeley

Council members
Blanche Brick
Jess Fields
Karl Mooney
Katy-Marie Lyles
Julie Schultz

Agenda
College Station City Council
Strategic Plan Workshop Meeting
Tuesday, July 12, 2011 8:00 a.m.
Wolf Pen Creek Green Room - 1015 Colgate Drive
College Station, Texas

1. Call meeting to order.
2. Presentation, possible action, and discussion regarding a review of the 2011 Strategic Plan and Council's Prioritized Goals and Actions and development of the 2012 Council Strategic Plan.
3. Presentation, possible action and discussion of the City of College Station Fiscal and Budgetary Policy Statements and how it may relate to the Council Strategic Plan.
4. Presentation, possible action, and discussion regarding a summary of the current status of the capital projects included in the City's Capital Plan and how it may relate to the Council's Strategic Plan.
5. Presentation, possible action, and discussion regarding a presentation on the real property owned by the City of College Station and how it may relate to the Council Strategic Plan.
6. Presentation, possible action, and discussion regarding the impacts of Senate Bill100 and its effects on future City elections.
7. Executive Session will immediately follow the Strategic Plan Workshop Meeting.
Personnel {Gov't Code Section 551.074}; possible action
The City Council may deliberate the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer. After executive session discussion, any final action or vote taken will be in public. The following public officer(s) may be discussed:
 - a. City Manager
8. Adjourn.

APPROVED:

City Manager

City Council Strategic Plan Workshop Meeting
Tuesday, July 12, 2011

Notice is hereby given that a Strategic Plan Workshop Meeting of the City Council of the City of College Station, Texas will be held on the 12th day of July, 2011 at 8:00 am in the Wolf Pen Creek Green Room - 1015 Colgate Drive, College Station, Texas. The following subjects will be discussed, to wit: See Agenda

Posted this 8th day of July, 2011 at 5:00 pm

City Secretary

I, the undersigned, do hereby certify that the above Notice of Meeting of the Governing Body of the City of College Station, Texas, is a true and correct copy of said Notice and that I posted a true and correct copy of said notice on the bulletin board at City Hall, 1101 Texas Avenue, in College Station, Texas, and the City's website, www.cstx.gov . The Agenda and Notice are readily accessible to the general public at all times. Said Notice and Agenda were posted on July 8, 2011 at 5:00 pm and remained so posted continuously for at least 72 hours proceeding the scheduled time of said meeting.

This public notice was removed from the official board at the College Station City Hall on the following date and time: _____ by _____.

Dated this ____ day of _____, 2011.

CITY OF COLLEGE STATION, TEXAS

By _____

Subscribed and sworn to before me on this the ____ day of _____,

Notary Public – Brazos County, Texas My commission expires: _____

This building is wheelchair accessible. Handicap parking spaces are available. Any request for sign interpretive service must be made 48 hours before the meeting. To make arrangements call (979) 764-3517 or (TDD) 1-800-735-2989. Agendas may be viewed on www.cstx.gov. Council meetings are broadcast live on Cable Access Channel 19.

July 12, 2011
Strategic Planning Workshop Agenda Item No. 2
Review of 2011 Strategic Plan and Development 2012 Strategic Plan

To: David Neeley, City Manager

From: City Manager's Office

Agenda Caption: Presentation, possible action, and discussion regarding a review of the 2011 Strategic Plan and Council's Prioritized Goals and Actions and development of the 2012 Council Strategic Plan.

Relationship to Strategic Goals: All

Recommendation: Staff requests that the City Council review the Strategic Plan and Prioritized Goals and Actions and develop the 2012 Strategic Plan.

Summary: Each year the City Council develops a Strategic Plan, goals and objectives. The Council is asked to review the current Strategic Plan, assess accomplishments, and determine any changes necessary to develop the 2012 Strategic Plan. This Plan will be used by the Council and staff as a road map to effectively and efficiently provide the core services of the City.

Budget & Financial Summary: N/A

Attachments:

- 1) Five Year Strategic Plan Executive Summary
- 2) 2010 Prioritized Goals and Actions

Strategic Plan 2010-2015

In College Station, we continually strive for excellence. We conduct daily business as a City aiming to provide our citizens with the best quality of life possible. The City Council and City staff work hard to ensure that we are moving in a direction that is best for the overall character and betterment of our community based on the voices and opinions of those living in College Station. A highly qualified workforce, an extremely engaged citizenry and a set of focused goals are the cornerstones of what make this a successful community.

This is a one-of-a-kind community with a unique set of service demands from our citizens. As such, we demand a higher degree of innovation, technology and overall performance from our employees and staff. We have some of the most motivated and highly productive employees in their respective fields and they focus on forward thinking policies that retain the integrity and standard of service to which our citizens have become accustomed.

The Strategic Plan is a collaboration of the City Council and the numerous City departments working together to create a cohesive forward direction for College Station in the upcoming years. Updates were made to the plan as a result of the City Council's annual strategic planning retreat. The following is an outline for the goals and practices we have set to achieve in the near future so that each citizen may enjoy a greater quality of life than ever before.

Mission Statement

ON BEHALF OF THE CITIZENS OF COLLEGE STATION, HOME OF TEXAS A&M UNIVERSITY, WE WILL CONTINUE TO PROMOTE AND ADVANCE THE COMMUNITY'S QUALITY OF LIFE.

Community Vision

College Station, the proud home of Texas A&M University and the heart of the Brazos Valley, will be a vibrant, progressive, knowledge-based community which promotes the highest quality of life by...

- ensuring safe, tranquil, clean, and healthy neighborhoods with enduring character;
- increasing and maintaining the mobility of College Station citizens through a well planned and constructed inter-modal transportation system;
- expecting sensitive development and management of the built and natural environment;
- supporting well planned, quality and sustainable growth;
- valuing and protecting our cultural and historical community resources;
- developing and maintaining quality cost-effective community facilities, infrastructure and services which ensure our city is cohesive and well connected; and
- pro-actively creating and maintaining economic and educational opportunities for all citizens

College Station will remain among the friendliest and most responsive of communities and a demonstrated partner in maintaining and enhancing all that is good and celebrated in the Brazos Valley. It will forever be a place where Texas and the world come to learn.

City of College Station Core Values

To promote:

- The health, safety, and general well being of the community
- Excellence in customer service
- Fiscal responsibility
- Involvement and participation of the citizenry
- Collaboration and cooperation
- Regionalism: be active member of the Brazos Valley community and beyond
- Activities that promote municipal empowerment

Organizational Values

- Respect everyone
- Deliver excellent service
- Risk, Create, Innovate
- Be one city, one team
- Be personally responsible

- Do the right thing - act with integrity and honesty
- Have fun

Using the community vision, mission statement, and values as a spring board, the College Station City Council has set the strategic direction for the city government through development of five goals with supporting action agendas. The Strategic Plan focuses organizational resources and identifies those intentional actions to be undertaken by city government to achieve the desired outcomes.

I. Financially Sustainable City Providing Response to Core Services and Infrastructure

1. Spending taxpayer money efficiently
2. Those who benefit from services should pay
3. Transparent taxation
4. Services must pay for themselves
5. Develop revenue streams independent of the General Fund
6. Return on investment policy revision
7. Ensure taxable entities locate on city land
8. Evaluate public safety needs
9. Protect sales tax revenue
10. Hotel/Motel tax utilization for eligible projects

II. Neighborhood Integrity

1. Preserving and restoring older neighborhoods
2. Resolution to parking in residential areas
3. Definition of public nuisance in residential areas for code enforcement
4. R-1 zoning classification for investment properties
5. Neighborhood services
6. Rental inspections
7. Town/Gown relationship

III. Diverse Growing Economy

1. Promote knowledge-based businesses
2. Define roles of RVP and Economic Development staff
3. Expand and retain existing businesses
4. Promote business-friendly attitude
5. Senior-friendly
6. CS Economic Development Corporation
7. Reduce the cost of doing business provided it doesn't increase costs for taxpayers
8. Next-generation business park
9. Recognizing prudence of government intervention in the marketplace
10. Increase tourism, working with University
11. Utilize RVP and existing partnerships
12. Housing affordability

IV. Improving Multi Modal Transportation (not in priority order)

1. Rough proportionality for multi-modal paths in requirements for development
2. Cooperating with A&M and the District to develop true mass transit system
3. Hike/bike plan education
4. Sidewalk fund
5. Actively encourage high speed rail/T-Bone alignment
6. Funding stream for new road construction

V. Green Sustainable City (not in priority order)

1. Continue education to citizens and within city
2. Partner with businesses for promotion of environmental programs
3. Continue seeking revenue streams to fund initiatives

4. Recycling program evaluation
5. Traffic signal coordination in the budget
6. Green Building Advisory Committee
7. Re-establish Green Advisory Committee
8. Marketing and rebranding of Wind Watts
9. Rock Prairie Landfill transition to park/funding opportunities
10. Focus on natural areas/greenways vs. recreational parks
11. Incentives for renewable energy

Goals and Actions Prioritized at the City Council Strategic Planning Retreat June 17-18, 2010

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July 12, 2011
Council Special Meeting Item No. 3
Fiscal and Budgetary Policies

To: David Neeley, City Manager

From: Jeff Kersten, Chief Financial Officer

Agenda Caption: Presentation, possible action and discussion of the City of College Station Fiscal and Budgetary Policy Statements and how it may relate to the Council Strategic Plan.

Relationship to Strategic Goals: Goal 1.1 Spending taxpayer money efficiently.

Recommendation(s): Council hear the presentation and provide direction regarding the Fiscal and Budgetary Policy Statements.

Summary: Staff will provide a presentation on the Fiscal and Budgetary Policy Statements.

Budget & Financial Summary: N/A

Attachments:

1. Fiscal and Budgetary Policy Statements

July 12, 2011
Strategic Planning Workshop Agenda Item No. 4
Update on Capital Plan

To: David Neeley, City Manager

From: Chuck Gilman, P.E., Public Works Director

Agenda Caption: Presentation, possible action, and discussion regarding a summary of the current status of the capital projects included in the City's Capital Plan and how it may relate to the Council's Strategic Plan.

Relationship to Strategic Goals: Goal I. Financially Sustainable City Providing Response to Core Services and Infrastructure.

Recommendation: Staff requests that the City Council receive the presentation and provide direction to staff.

Summary: The City's Capital Plan is a compilation of projects that include the design and construction of new infrastructure intended to provide additional services to our growing city, or rehabilitate and reconstruct infrastructure that has reached the end of its service life. Almost all of the departments in the city contribute to the development of the Capital Plan which is approximately a 9-month process. The Capital Plan is a combination of projects included in the 2008 General Obligation Bond Authorization and projects identified by staff from various departments.

At City Council Strategic Planning Workshop on June 17, 2010, staff provided a brief overview of the schedule for the projects included in the 2008 Bond Authorization to get input and direction on the schedule for several capital projects and to assist staff in developing the FY 2011 Capital Plan. The schedule for several projects was adjusted and incorporated into the FY 2011 Capital Plan.

The purpose of this presentation is to provide the Council with an overview of the Capital Plan being proposed for FY 2012, and to seek direction on a several specific projects.

Budget & Financial Summary: N/A

Attachments: N/A

July 12, 2011
Strategic Planning Workshop Agenda Item No. 5
Review of Real Property Owned by the City of College Station

To: David Neeley, City Manager

From: City Manager's Office

Agenda Caption: Presentation, possible action, and discussion regarding a presentation on the real property owned by the City of College Station and how it may relate to the Council Strategic Plan.

Relationship to Strategic Goals: Goal I. Financially Sustainable City Providing Response to Core Services and Infrastructure.

Recommendation: Staff requests that the City Council receive the presentation and consider recommendations made by staff on each of the properties discussed.

Summary: The City of College Station owns real property throughout the City. This presentation will provide a summary of the real properties owned by the City that are currently being utilized by City departments to provide services. Staff will also provide Council with information on the options available to the City if the Council wishes to direct staff to liquidate real property.

Budget & Financial Summary: N/A

Attachments: N/A

July 12, 2011
Strategic Plan Workshop Agenda Item No. 6
Senate Bill 100

To: David Neeley, City Manager

From: Sherry Mashburn, City Secretary

Agenda Caption: Presentation, possible action, and discussion regarding the impacts of Senate Bill 100 and its effects on future City elections.

Summary: Senate Bill 100 was signed by the Governor a couple of weeks ago and will be effective September 1, 2011. This bill was enacted to assure compliance with the Military and Overseas Voter Empowerment (MOVE) Act passed by Congress in 2009. The goal of the MOVE Act is to make the voting process easier and faster for military and overseas voters. Absentee ballots must be transmitted no later than 45 days before an election. The Act applies to any election that includes a federal office on the ballot or to fill a vacancy in the state legislature. It will also apply to joint elections whenever there is a federal office on the ballot.

The general primary date and primary runoff date are directly affected by the MOVE Act in Texas. The general primary election date remains the same: the first Tuesday in March of even-numbered years. However, due to the mandate to mail ballots 45 days before an election, the primary runoff election date has been moved to the fourth Tuesday in May of even numbered years. This affects the May uniform election date which now falls between the March primary and the May primary runoff. Early voting for the primary runoff begins two days after the May uniform election date.

Staff will report on the impact this will have upon our May elections and will provide several options for the Council to consider at the Retreat.

Attachments:

- None