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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

**Amended Agenda
College Station City Council
Workshop Meeting
Thursday, October 27, 2011 3:00 p.m.
City Hall Council Chambers, 1101 Texas Avenue
College Station, Texas**

1. Presentation, possible action, and discussion on items listed on the consent agenda.
2. Presentation, possible action, and discussion regarding disposal of approximately 65 acres of City-owned property located on Rock Prairie Road adjacent to Lick Creek Park.
3. Presentation, possible action, and discussion regarding the 2011 Christmas at the Creek event.
4. Presentation, possible action, and discussion regarding the Council's Strategic Plan 2012 Update.
5. Council Calendar
 - November 3 Planning & Zoning Commission Meeting in Council Chambers at 6:00 p.m.
 - November 7 Annual B/CS Chamber Banquet at the CS Hilton at 6:00 p.m.
 - November 10 City Council Workshop/Regular Meeting at 3:00 and 6:00 p.m.
6. Presentation, possible action, and discussion on future agenda items: A Council Member may inquire about a subject for which notice has not been given. A statement of specific factual information or the recitation of existing policy may be given. Any deliberation shall be limited to a proposal to place the subject on an agenda for a subsequent meeting.
7. Discussion, review and possible action regarding the following meetings: Animal Shelter Board, Arts Council of the Brazos Valley, Audit Committee, Bicycle, Pedestrian, and Greenways Advisory Board, Brazos County Health Dept., Brazos Valley Council of Governments, Brazos Valley Wide Area Communications Task Force, BVSWMA, BVWACS, Cemetery Committee, Code Review Committee, Design Review Board, Historic Preservation Committee, Interfaith Dialogue Association, Intergovernmental Committee, Joint Relief Funding Review Committee, Landmark Commission, Library Board, Mayor's Council on Physical Fitness, Mayor's Development Forum, Metropolitan Planning Organization, National League of Cities, Outside Agency Funding Review, Parks and Recreation Board, Planning and Zoning Commission, Research Valley Partnership, Regional Transportation Committee for Council of Governments, Signature Event Task Force, Sister City Association, TAMU Student Senate, Texas Municipal League, Transportation Committee, Zoning Board of Adjustments, (Notice of Agendas posted on City Hall bulletin board).

City Council Workshop Meeting
Thursday, October 27, 2011

8. Executive Session will immediately follow the workshop meeting in the Administrative Conference Room.

Consultation with Attorney {Gov't Code Section 551.071}; possible action. The City Council may seek advice from its attorney regarding a pending or contemplated litigation subject or settlement offer or attorney-client privileged information. Litigation is an ongoing process and questions may arise as to a litigation tactic or settlement offer, which needs to be discussed with the City Council. Upon occasion the City Council may need information from its attorney as to the status of a pending or contemplated litigation subject or settlement offer or attorney-client privileged information. After executive session discussion, any final action or vote taken will be in public. The following subject(s) may be discussed:

Litigation

- a. City of Bryan's application with TCEQ for water & sewer permits in Westside/Highway 60 area, near Brushy Water Supply Corporation to decertify City of College Station and certify City of Bryan
- b. Clancey v. College Station, Glenn Brown and Kathy Merrill, Civil Action No. 09-CV-01480
- c. Rachel Rahn v. Alma Martinez, The Arkitex Studio, Inc. et al, cause No. 09-000656-CV361
- d. Chavers et al v. Tyrone Morrow et al, No. 10-20792; Chavers v. Randall Hall et al, Case No. 10 CV-3922
- e. College Station v. Star Insurance Co., Civil Action No. 4:11-CV-02023
- f. Woodruff v. College Station, Cause No. 10-000515-CV-272
- g. Ongoing criminal investigation of municipal court missing funds

Legal Advice

- a. Legal issues regarding possible revenue sharing and legislation in bio-corridor
- b. Legal issues related to the sale and purchase of Chimney Hill property
- c. Legal issues related to the expiration of the Wolf Pen Creek Tax Increment Reinvestment Zone

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. Internal Auditor
- b. Council Self-Evaluation
- c. City Secretary

9. Adjourn.

APPROVED:



City Manager

Notice is hereby given that a Workshop Meeting of the City Council of the City of College Station, Texas will be held on the 27th day of October, 2011 at 3:00 pm in the City Hall Council Chambers, 1101 Texas Avenue, College Station, Texas. The following subjects will be discussed, to wit: See Agenda

Posted this 24th day of October, 2011 at 3:00 pm

City Council Workshop Meeting

Thursday, October 27, 2011

Sherry Mahler
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 October 24, 2011 at 3:00 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.

October 27, 2011
Workshop Agenda Item No. 2
Disposition of Property Located on Rock Prairie Road adjacent to Lick Creek Park

To: David Neeley, City Manager

From: Bob Cowell, AICP, CNU-A, Executive Director-Planning and Development Services

Agenda Caption: Presentation, discussion, and possible action regarding disposal of approximately 65 acres of City-owned property located on Rock Prairie Road adjacent to Lick Creek Park

Relationship to Council Strategic Plan: Financially Sustainable City, Neighborhood Integrity, and Diverse Growing Economy

Recommendation(s): Staff recommends Council authorize staff to initiate a rezoning of the subject property to R-1B, draft restrictions that require minimum buffers where adjoining the Lick Creek Park, minimum lot size, requirement that pedestrian connection(s) be provided between the subject property and the Lick Creek Park, property appraisal, environmental assessment, and other items Council feels relevant. Staff further recommends Council authorize staff to initiate an invitation to bid process following successful rezoning of the subject property to complete disposal of the subject property.

Summary: At their July 25th meeting, Council directed staff to further explore the disposal of a number of City-owned properties. Since that meeting, staff has been conducting further research into the marketability of each site, the legal requirements attached to each site, etc., and developing a plan for the disposal of the subject properties.

It is staff's belief that the subject property, consisting of approximately 65 acres is well-positioned for a sale and future development of single-family homes by a private developer. Staff believes the greatest value can be achieved by the City, if development risks are reduced on the site prior to offering it for sale. This will primarily be accomplished through a City-initiated rezoning from the current Agriculture-Open (A-O) to Single-Family Residential (R1-B). Further, to protect the integrity of the surrounding land uses (Lick Creek Park) and surrounding neighborhoods (Williams Creek, Pebble Creek, etc), staff believes it necessary to place development restrictions on the property. At a minimum staff is recommending a natural buffer be retained where adjoining Lick Creek Park, that minimum lot sizes be established that are similar to those of the surrounding residential developments, and that pedestrian connectivity be provided to Lick Creek Park.

Additional information about this property, its marketability, its potential value, etc. will be provided to Council at the workshop.

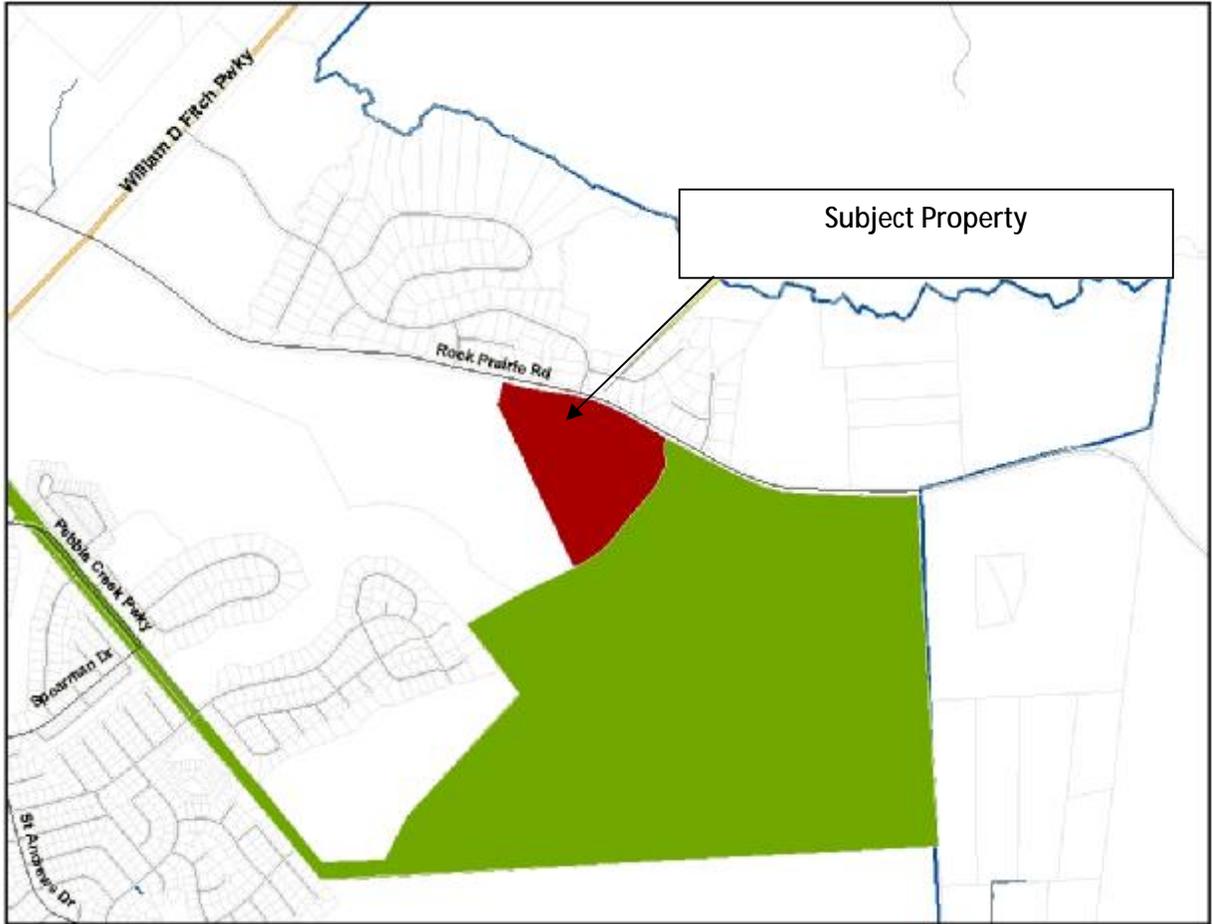
Budget & Financial Summary: Currently, the property is valued by the Appraisal District at approximately \$450,000 and as it is City-owned is currently not generating property tax revenue.

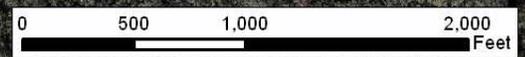
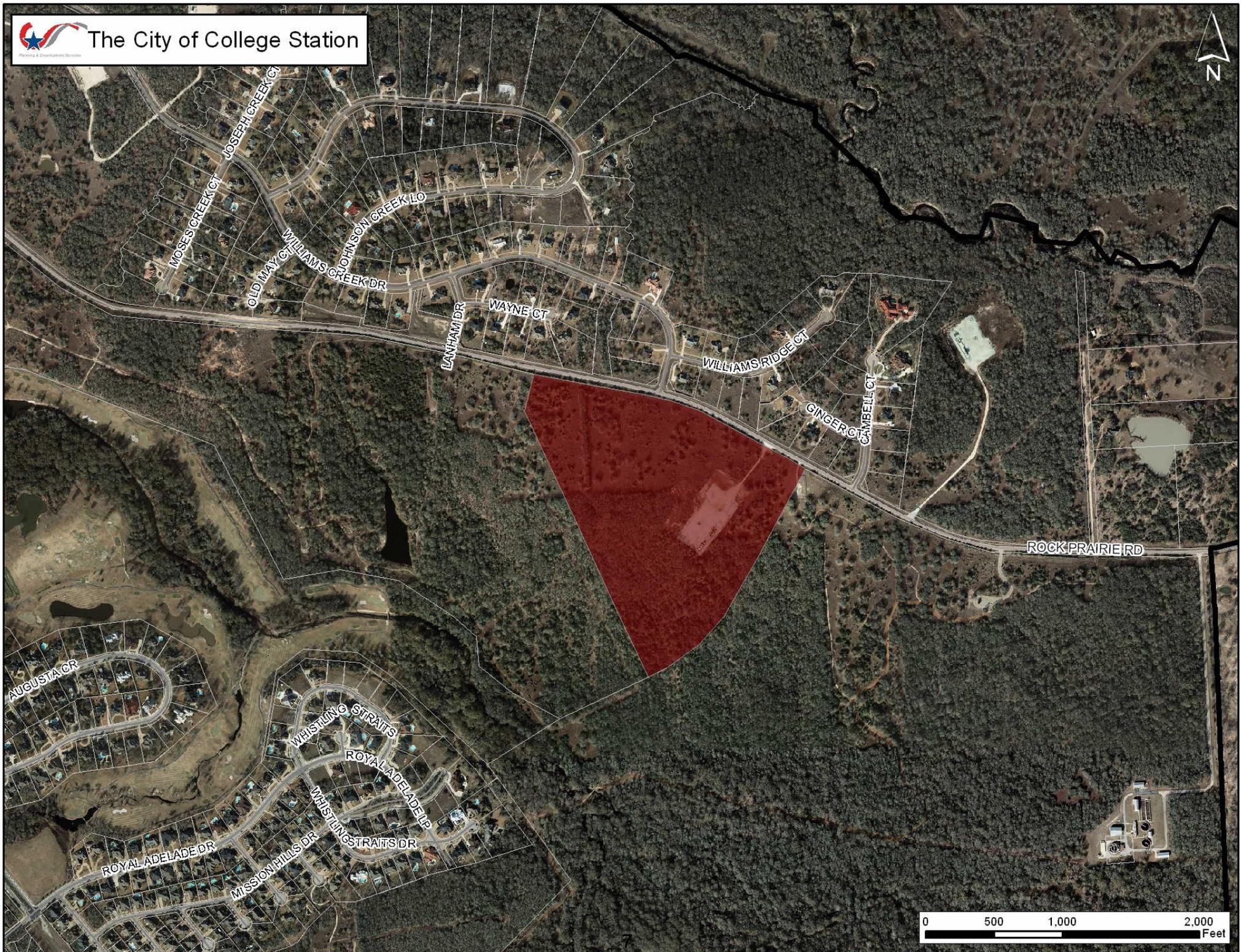
Attachments:

Attachment 1: Location Map of the Property

Attachment 2: Photo of the Property and Surrounding Area

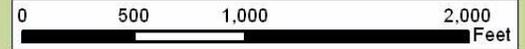
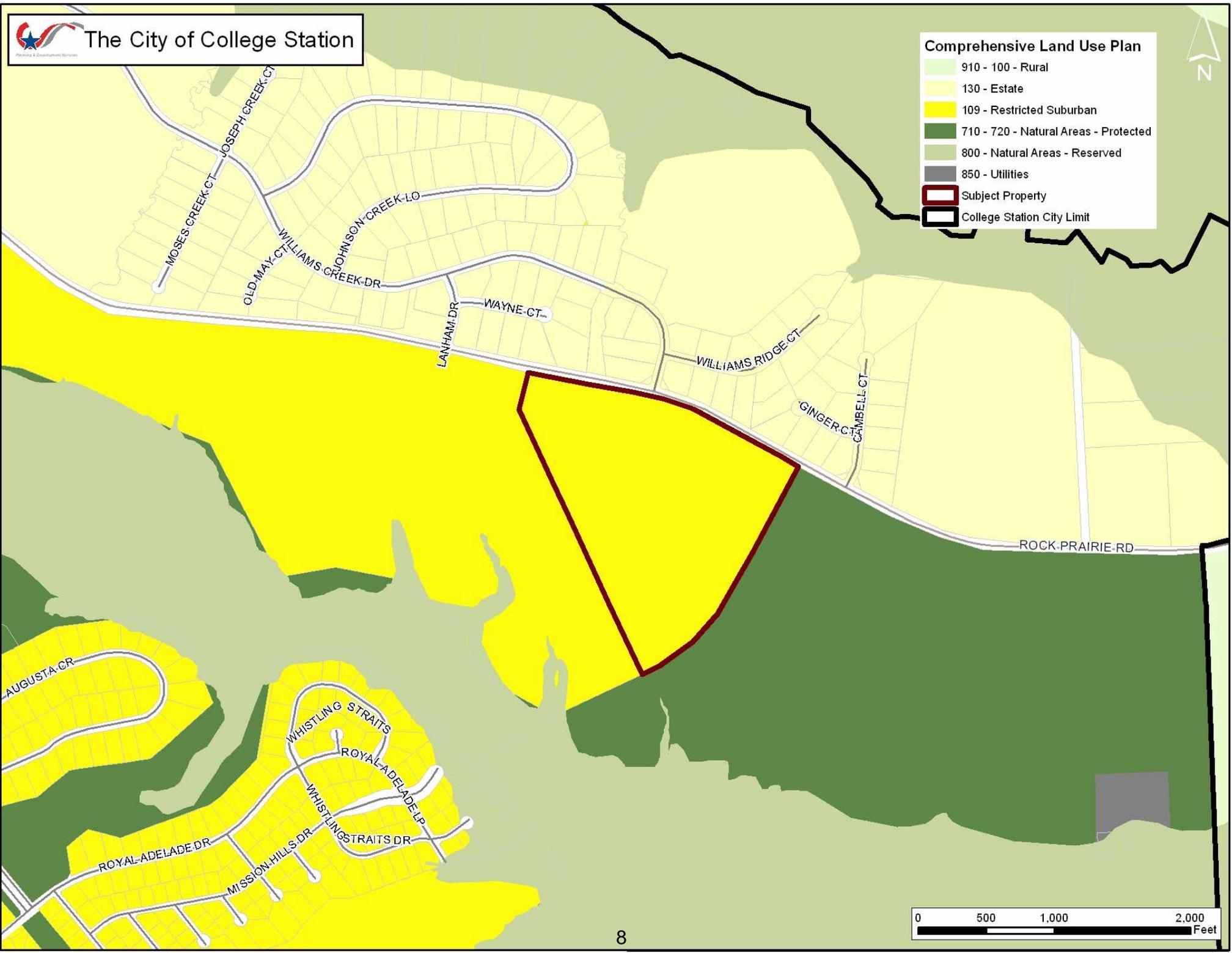
Attachment 3: Comprehensive Plan and Zoning Designations for the Subject Property and Surrounding Area





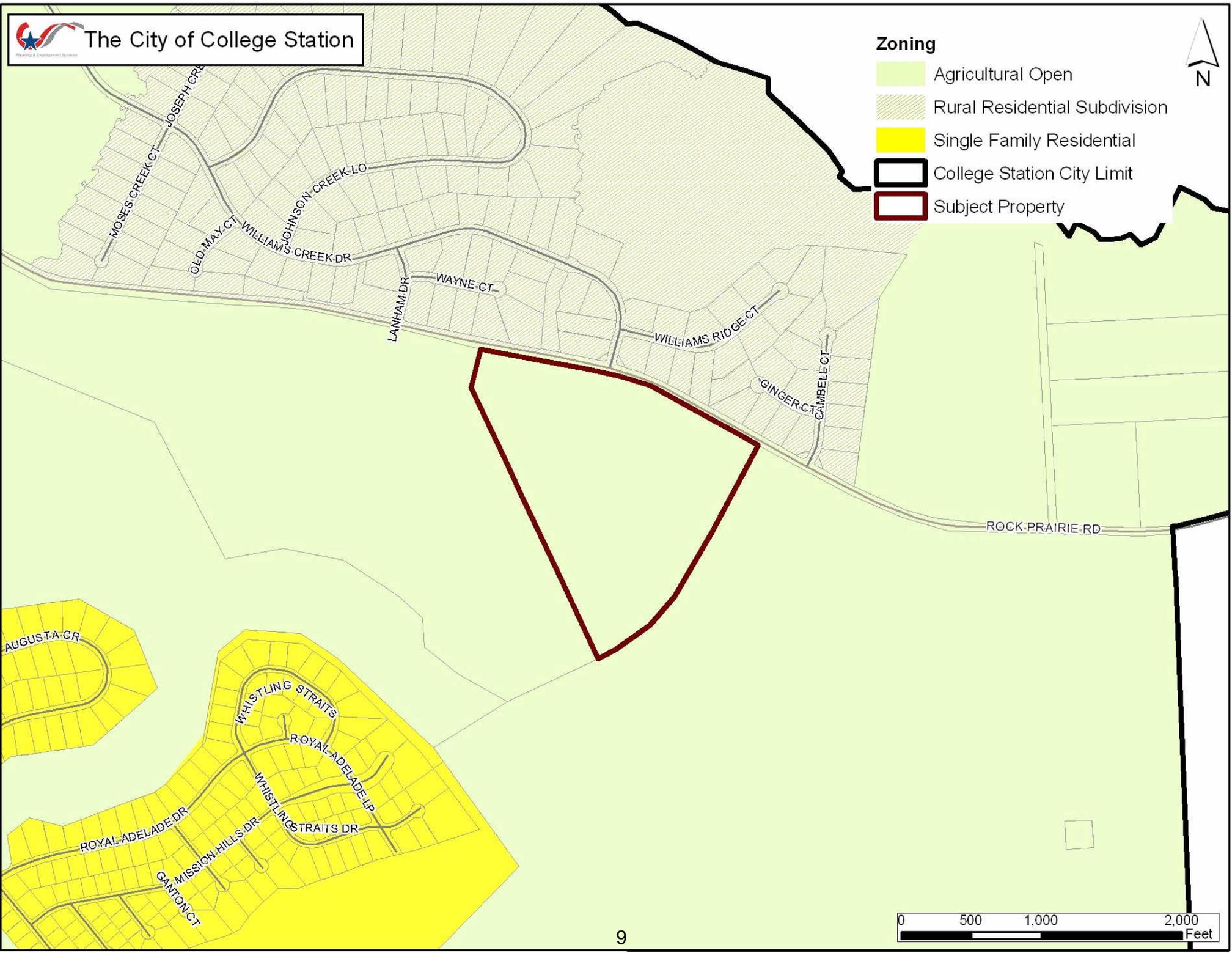
Comprehensive Land Use Plan

- 910 - 100 - Rural
- 130 - Estate
- 109 - Restricted Suburban
- 710 - 720 - Natural Areas - Protected
- 800 - Natural Areas - Reserved
- 850 - Utilities
- Subject Property
- College Station City Limit



Zoning

-  Agricultural Open
-  Rural Residential Subdivision
-  Single Family Residential
-  College Station City Limit
-  Subject Property



**October 27, 2011
Workshop Agenda Item No. 3
Christmas at the Creek**

To: David Neeley, City Manager

From: David Schmitz, Director, Parks and Recreation Department

Agenda Caption: Presentation, possible action, and discussion regarding the 2011 Christmas at the Creek event.

Recommendation(s): Staff recommends continuing with plans for the 2011 Christmas at the Creek event.

Summary: This presentation is an update to the City Council on the plans for the 2011 Christmas at the Creek event. This year's event is a transition from the event location and activities from seasons past. The Parks and Recreation Department has welcomed participation this year from many non-profit groups, several businesses, the Arts Center, and numerous churches.

As part of the transition of the location change, we will still be lighting a Holiday Village at Central Park for everyone to enjoy at their leisure. Wolf Pen Creek Park will be heavily decorated as well and will be a focal point for visitors throughout the season, beginning Thanksgiving weekend and continuing through New Years Day.

The major activity nights will be located at the Wolf Pen Creek Park Complex on December 3 & 4 and December 10 & 11. Festivities include Photos with Santa, Hayrides, two entertainment stages, hot chocolate and cookies, a Children's Area, a Baking Contest, a Pet Night, a Live Nativity, vendors selling arts and crafts, as well as food and drink.

Budget & Financial Summary: The primary costs associated with Christmas at the Creek are part of the Parks and Recreation General Fund operating budget. Sponsors are being solicited and secured to help offset costs.

Attachments:

- 1) None

**October 27, 2011
Workshop Agenda Item No. 4
Council Strategic Plan**

To: David Neeley, City Manager

From: Bob Cowell, AICP, CNU-A Executive Director - Planning & Development Services

Relationship to Strategic Plan: Applicable to all Strategic Initiatives

Agenda Caption: Presentation, possible action, and discussion regarding the Council's Strategic Plan 2012 Update.

Recommendation(s): Staff recommends adoption of the 2012 update of the City of College Station Council's Strategic Plan.

Summary: Council initiated work on updating their Strategic Plan at their annual workshop on July 12, 2011. At the workshop, the Council reviewed current and projected conditions affecting the operation of City government, affirmed their commitment to the adopted Vision Statement, Organizational Mission Statement, and Core Values. The Council refined their strategic initiatives and related goals and initiated development of strategies to achieve the stated goals. Since the workshop staff has incorporated the strategic initiatives and goals into the budget development and worked to finalize the update of the strategic plan. An additional update/progress report was provided to Council in September.

The purpose of this item is to provide the strategic plan update to the Council, provide an overview of the document, its purpose and use, and to discuss next steps in the process.

The Council's Strategic Plan is a multi-year strategy identifying the process that the Council and staff use for long-term direction to achieve the Citizen's Vision for the City. The Plan enables the Council and staff to "translate" the Citizen's Vision, the City Government Mission Statement, and the Organization's Core Values into concrete strategies and actions. The Plan concentrates on six strategic initiatives, providing a desired outcome (goal) for each. Strategies are identified for each of these initiatives, which are further refined into actions by each of the City's Department Business/Service Plans. Finally, the plan includes a series of performance measures that aid citizens, Council, and staff to measure success in achieving the desired outcomes.

The information that will be discussed at the meeting includes the original information provided to Council at their July workshop, expanded to include the full strategic plan update, a more concise, graphic version of this update – the Council overview (attached to this coversheet), and simplified citizen's guide to the strategic plan.

At an upcoming Council meeting, staff will request Council action on the Policy Action Plan of Work – which will identify the policy items requiring further discussion by Council. This plan of work will set much of the Council's workshop agenda for the next several months and will set the stage for the initiation of the FY13 budget development next spring. Further, the Council will, at that time, be provided an overview of the Department business/service plan update process and the related schedule. These Plans are instrumental in linking the Council Strategic Plan to the work of each City Department and each City employee.

Budget & Financial Summary: N/A

Attachments:

1. Strategic Plan 2012 Update – Council Overview Version



CITY OF COLLEGE STATION

College Station, Texas

City Council
Strategic Plan
2012 Update



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Vision

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

Promotion and advancement of the community's quality of life is what we, the Council view as our mission on behalf of the citizens of College Station.

Through the Strategic Planning process, City Council has identified six key initiatives or focus areas:

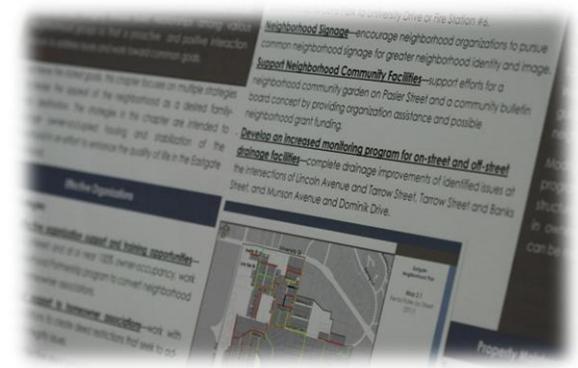
- Financially Sustainable City
- Core Services and Infrastructure
- Neighborhood Integrity
- Diverse Growing Economy
- Improving Mobility
- Sustainable City

By identifying and implementing strategies for each of these key initiatives, we stand committed to help the citizens of College Station realize their vision for the City.

We, the Council are committed to the success of your great City!

Mayor Nancy Berry
Blanche Brick
Karl Mooney
Julie Schultz

Mayor Pro-tem Dave Ruesink
Jess Fields
Katy-Marie Lyles



City

of

College

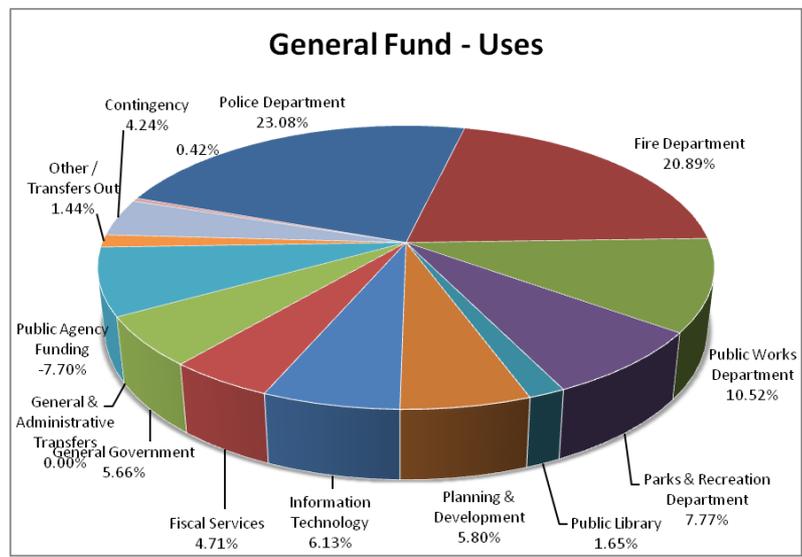
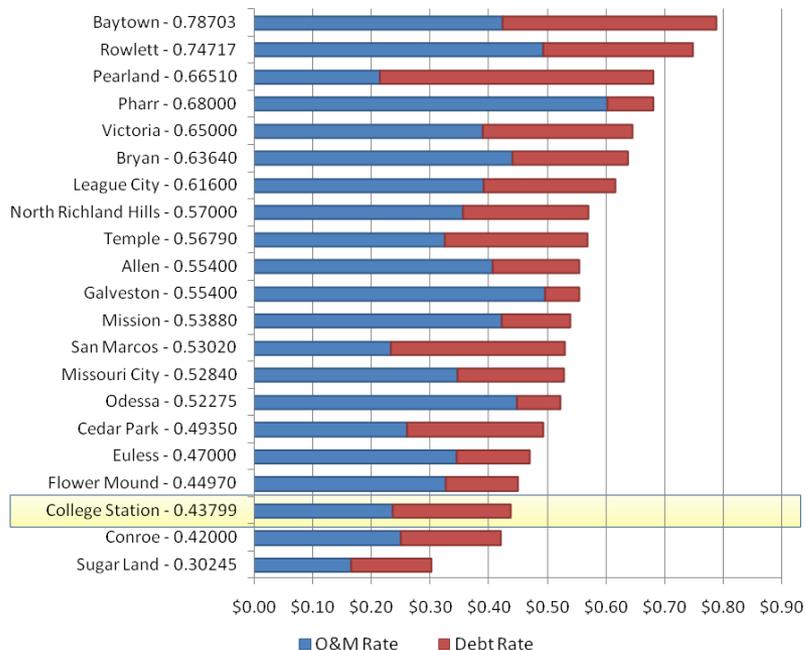
Station



Financially Sustainable City



FY2012 Ad Valorem Tax Rate Comparison of Texas Cities with a Population 50,000 - 100,000



What do we seek to accomplish?

Wise stewardship of the financial resources provided to the City resulting in its ability to meet current service demands and obligations without compromising the ability of future generations to the same

What does this mean for citizens?

- **Diverse source of revenue – low property taxes**
- **Adequate fiscal reserves – ease impacts of economic fluctuations**
- **Maintains competitiveness of local economy**
- **Citizens know where revenue comes from and how it is spent**
- **Citizen satisfaction with services and facilities**

How will a financially sustainable City be achieved?

- **Balanced budget**
- **Diversity in revenue sources**
- **Keep property tax rate one of the lowest in State for similar size cities**
- **Maintain current ratings from bond-rating services**
- **Enterprise operations rates set to meet service demands**
- **Phased lowering of reliance on Utility Return on Investment for General Fund use**
- **Seek grants and other outside funding**
- **Maintain and rehabilitate equipment, facilities, and infrastructure on a strategic schedule**
- **Establish reserve funds to enable strategic maintenance and replacement of infrastructure and equipment**
- **Seek efficiencies in delivery of services and facilities**
- **Maximize transparency of expenditures and fiscal policies and procedures**
- **Conduct routine audits to ensure accountability, to maximize efficiencies, and to eliminate waste, fraud, and abuse**
- **Set fees to recover costs of delivery of services at appropriate levels**
- **Share information and communicate with citizens about City fiscal issues through various media outlets**



The City of College Station has been honored with the “Distinguished Budget Presentation Award” by the Government Finance Officer’s Association for 24 years in row.

Private taxable property in College Station is valued at nearly \$6 Billion.

In the last four years, the City of College Station has removed more than \$7Million from its annual Operations & Maintenance budget, resulting in the elimination of more than 43 positions, while at the same time adding 35 public safety positions.



Core Services and Infrastructure



College Station Water Demand Data
May 1 - September 30, 2011



What do we seek to accomplish?

Efficiently, effectively, and strategically placed and delivered core services and infrastructure that maintains citizens health, safety, and general welfare and enables the City's economic growth and physical development

What does this mean for citizens?

- **Fewer failures and outages**
- **Reduced fear of crime and risk from injury or property damage**
- **Life and property protected in times of emergency**
- **Services and facilities adequate in size, location, and timing**
- **Safe and efficient services and utilities**
- **Assistance to at-risk and low-income residents**
- **Citizen satisfaction with services and facilities**

How will we provide core services and infrastructure?

- **Maintain program accreditations and certifications**
- **Employer of choice – Attracting and retaining an engaged and highly professional staff**
- **Meet or exceed all state/federal standards**
- **Guide private and public land use decisions**
- **Plan for and invest in infrastructure, facilities, services, personnel, and equipment necessary to meet projected needs and opportunities**
- **Maintain and rehabilitate equipment, facilities, and infrastructure on a strategic schedule**
- **Maintain an Fire ISO rating of 2 or better**
- **Provide opportunities for citizens to experience and learn about public safety programs (Citizens Police and Fire Academy)**
- **Provide opportunities for citizens to learn about City services and facilities (Citizens University)**
- **Share information and communicate with citizens about core services and infrastructure through various media outlets**
- **Continued use of technology to more effectively and efficiently deliver services to citizens**
- **Continued support of programs that support agencies engaged in social justice efforts – Twin City Mission, United Way, Project Unity, etc.**
- **Continued support of programs that promote fair and affordable housing**



The City employs 121 sworn Police and an additional 121 persons in the Fire Department to ensure the public's safety.

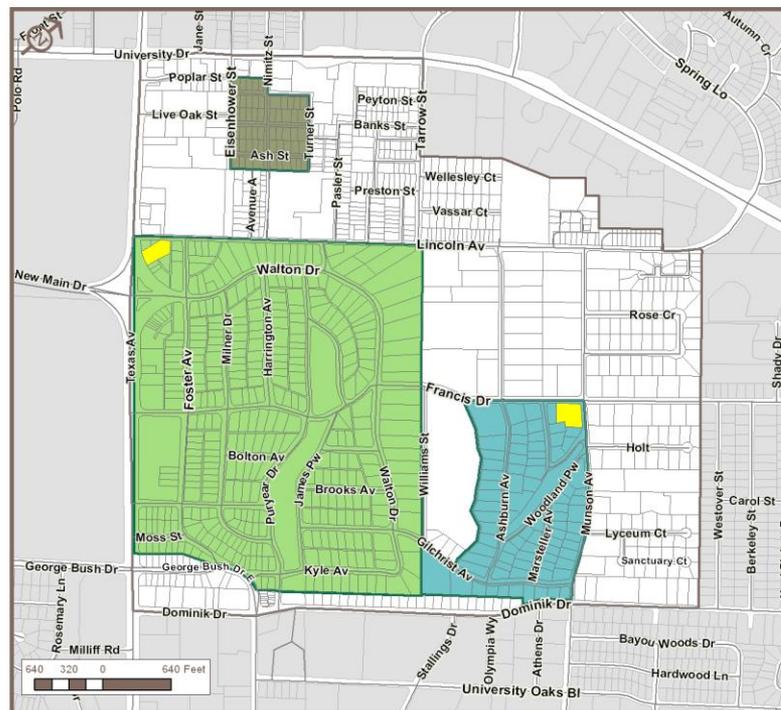
The College Station drinking water system is rated "Superior" by the Texas Commission on Environmental Quality



College Station is one of 60 out of the more than 2,000 public power providers to be recognized by the American Public Power Association as a Reliable Public Power designee



Neighborhood Integrity



Eastgate
Neighborhood Plan
Map 2.4
Potential Historic Districts
and Landmarks

□ Planning Area
■ Potential Historic Landmarks
Potential Historic Districts
■ College View
■ College Hills Woodlands
■ College Hills Estates

Eastgate Neighborhood Plan



What do we seek to accomplish?

Long-term viable and appealing neighborhoods

What does this mean for citizens?

- **Stable or increasing property values**
- **Citizen satisfaction with neighborhood quality of life**
- **Fewer negative impacts of rental properties in neighborhoods**
- **Numerous opportunities to actively engage in decisions affecting neighborhoods**
- **Diverse housing choices**



The City of College Station partners with various neighborhoods in planning for their future. Recent plans include plans for Central College Station, Eastgate, and Southside.

The Central College Station Neighborhood Plan received the Central Section of the Texas Chapter of the American Planning Association's award for Long-Range Planning in 2010.



The City actively partners with Texas A&M in addressing neighborhood integrity issues through the "Aggie-Up" program.

How will we address neighborhood integrity?

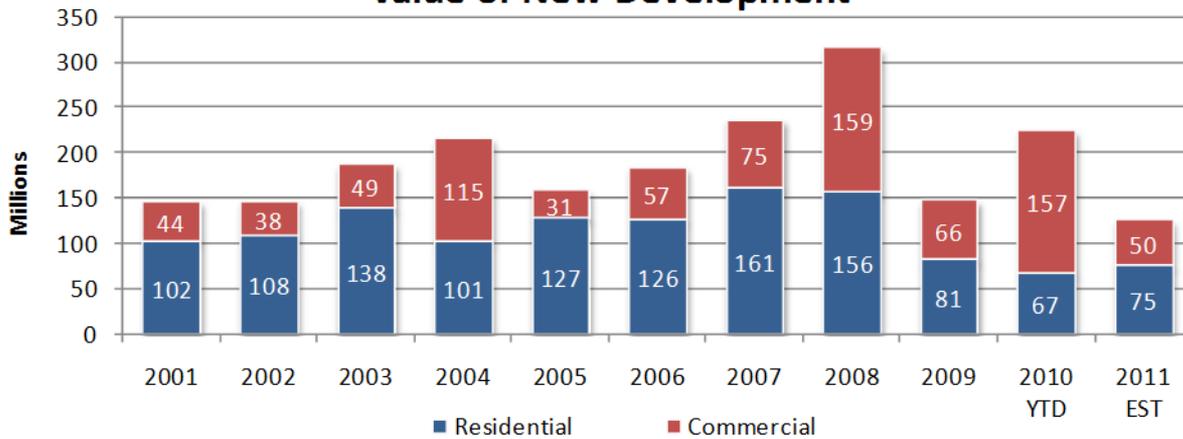
- **Proactive code enforcement in identified target areas**
- **Use of Federal and State funds to assist in providing affordable housing**
- **Use of Federal and State funds to assist in addressing community development needs and opportunities**
- **Geographic-based approach to delivering police services**
- **Continue investments in maintaining and rehabilitating infrastructure and facilities in neighborhoods**
- **Continued partnerships with TAMU and others in addressing off-campus student housing**
- **Expansion of electronic opportunities to remain informed and to alert City to issues and concerns**
- **Continued planning with neighborhood residents to address concerns and capitalize on opportunities**
- **Share information and communicate with neighborhood groups through multiple media outlets**



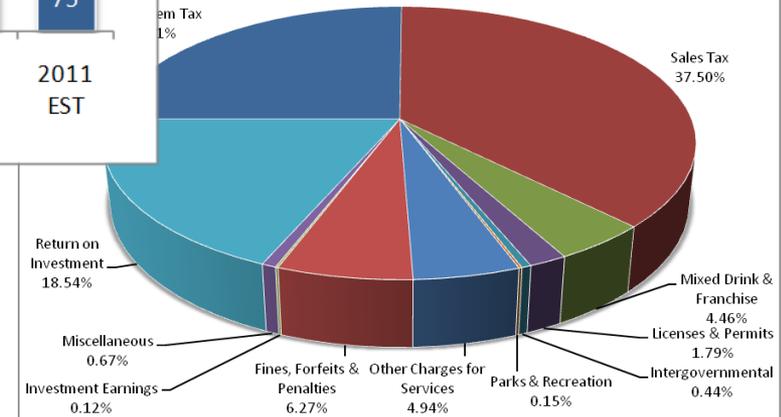
Diverse Growing Economy



Value of New Development



General Fund - Sources



What do we seek to accomplish?

Diversified economy generating quality, stable full-time jobs bolstering the sales and property tax base and contributing to a high-quality of life

What does this mean for citizens?

- **Increasing rate of increased taxable value**
- **Increasing rate of year-over-year sales tax receipts**
- **Increasing number of non-University high-paying full-time jobs**
- **Adequate land available and serviceable for basic employers**
- **Opportunities for starting and operating a place of business**



In 2010, College Station partnered with Research Valley Partnership, Texas A&M, and others to develop the Research Valley BioCorridor Master Plan.

The Plan envisions a 3,500+ acre development that will be an international destination for education, research, development, commercialization, and production of innovative technologies to improve global health.



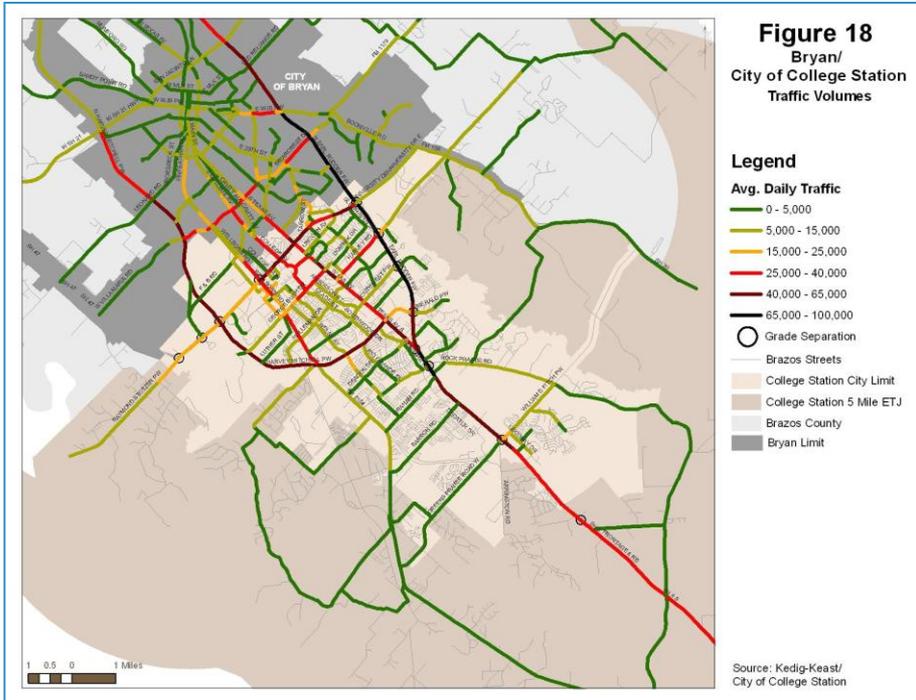
The BioCorridor Master Plan was recognized in 2011 by the Texas Chapter of the American Planning Association as the Long-Range Plan of the Year.

How will we support a diverse growing economy?

- **Support expansion of “consumer-oriented” economy – retail, restaurant, and services**
- **Protect major economic assets from incompatible encroachments – Easterwood airport, TAMU, BioCorridor**
- **Support diversification of “consumer-oriented” economy – tourism, regional athletic events, regional medical center, etc**
- **Expand diversification efforts into bio-technology**
- **Plan for and invest in infrastructure, facilities, services, personnel, and equipment necessary to meet projected needs and opportunities**
- **Keep property tax rates as one of the lowest in State for comparable size cities**
- **Maintain competitive utility rates**
- **Ensure regulations and standards consider impacts on businesses**
- **Protect properties from crime and property damage**
- **Ensure adequate land is available and serviceable for economic needs and opportunities**
- **Maintain relationship with local and regional economic partners**
- **Share information and communicate with citizens and businesses about economic conditions through various media outlets**



Improving Mobility



What do we seek to accomplish?

Safe, efficient and well-connected multi-modal transportation system designed to contribute to a high-quality of life and be sensitive to surrounding uses

What does this mean for citizens?

- **Increasing number of safe and complete ways to move to and between major destinations**
- **Continued reduction in the rate of major crashes**
- **Streets that are not heavily congested for extended periods of time**
- **Streets, sidewalks, bike lanes, and multi-modal paths that are well maintained and free of hazards**



How will we improve mobility?

- Provide complete streets that accommodate vehicles, bicyclists, and pedestrians
- Ensure streets have features that promote walkability - sidewalks, short block length, landscaping
- Enhance transit opportunities through partnerships
- Provide for land uses that support multi-modal opportunities
- Plan for infrastructure necessary to meet projected growth and physical development
- Seek federal and state funding to construct facilities
- Make investments to avoid traffic congestion for long periods of time
- Promote a well-connected system of residential streets and collector avenues to lessen strain on expensive arterial boulevards
- Identify and fund a multi-year capital improvements program
- Maintain and rehabilitate system to avoid costly replacement
- Maximize efficiency of system – intersection improvements, traffic signal timing, signage
- Participate in BCS mobility initiative with regional partners
- Share information and communicate with Citizens about mobility issues through various media outlets

In 2008, voters approved more than \$48 Million for mobility improvements throughout College Station.

Recent mobility improvements include:

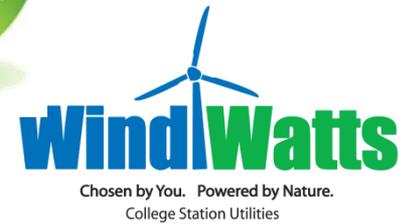
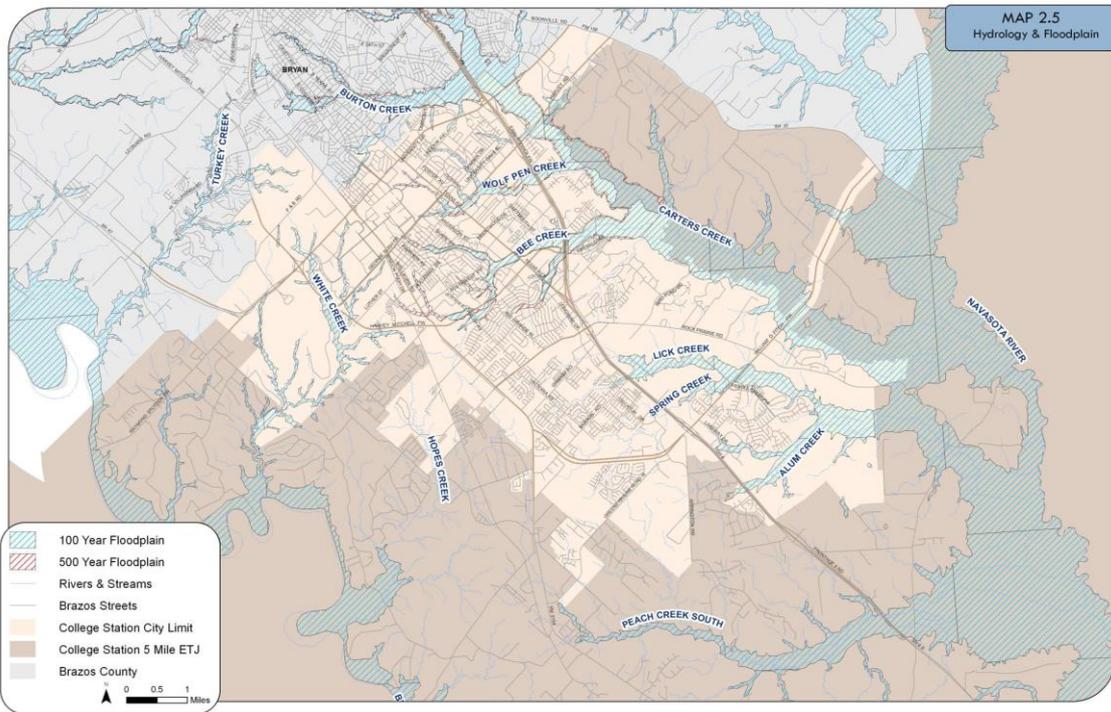
- Barron Road
- Holleman Drive South
- Greens Prairie Trail
- FM2818 Multi-Use Path
- Bee Creek Bike Loop



College Station taxpayers have invested hundreds of millions of dollars in mobility infrastructure since 1938



Sustainable City



What do we seek to accomplish?

Wise stewardship of the natural resources and features needed to meet current demands without compromising the ability of future generations to do the same

What does this mean for citizens?

- **Expanded purchase of power from renewable energy sources**
- **Reduced energy and water consumption**
- **Reduced volumes of waste generated**
- **Efficient use of land**
- **Protection of vulnerable environmental features**
- **Reduced risk associated with flooding and other natural hazards**

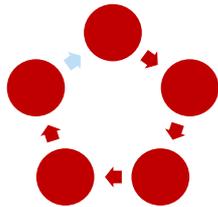


How will we support a sustainable City?

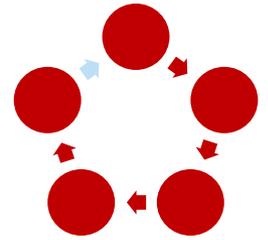
- **Enhance conservation efforts – electric, water, recycling**
- **Purchase of energy from renewable resources**
- **Protect potable water supply and ability expand to meet projected demands**
- **Support and implement green building practices**
- **Conduct sound land use planning guided by the Comprehensive Plan**
- **Maintain and enhance participation in FEMA CSR program**
- **Acquire flood-prone areas and their associated riparian areas through the Greenway acquisition program**
- **Support alternative energy production activities – solar, methane to energy, etc.**
- **Enhanced use of hybrid vehicles in fleet**
- **Continue to seek grants and other sources of outside funding to support efforts**
- **Community education and information about conservation efforts and City programs**

Beginning in 2009 the City of College Station began purchasing a portion of its energy from wind farms located in West Texas. This program, Wind Watts, is supported by a voluntary surcharge on customer's monthly utility bills.

In 2011, the City of College Station initiated the construction of a reclaimed water project. When completed, treated wastewater effluent will be used to irrigate athletic fields at Veteran's Park, saving an estimated 3 Million Gallons of potable water annually.



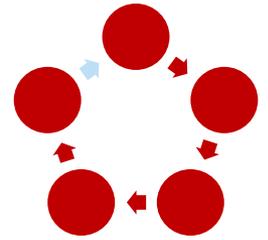
Performance Measures



How will we measure progress?

Progress in implementing this strategic plan will be monitored by regular reports, reviews, and updates. Each of these will be informed by an appropriate set of performance measures. The following is a list of the regular reports, reviews, and updates:

- **Annual Update** (Conducted at the beginning of each year in preparation for the development of the following year's budget)
- **Mid-Year Review and Update** (Conducted in the summer of each year concurrent with Council review of the City Manager's proposed budget)
- **Quarterly Report** (Presented by the City Manager every quarter)
- **Annual Budget** (Incorporates Strategic Plan and related Performance Measures)
- **Department Business/Service Plans** (Prepared annually following Council adoption of the Strategic Plan/incorporate Management Performance Measures)



Strategic Plan Performance Measures

The following are intended to provide a “high-level” set of measures that the City Council can use to measure progress in implementation of this Strategic Plan and the successful achievement of its desired outcomes. These measures compliment the Management Performance Measures which are included in each Department Business/Service Plan and aid the City Manager and Department Directors in the management and operation of each of the City’s Departments.

- Property tax rate in comparison to similar size cities in Texas (Current and Trend)
- Taxable value of private development (Current and Trend)
- Sales tax receipts (Current and Trend)
- Fund balances (Current and Trend)
- Potable water demand (Current and Trend)
- Wastewater treatment excess plant capacity (Current)
- Major crime data (Current and Trend)
- Public Safety service calls (Current and Trend)
- Utility rates in comparison to similar size cities in Texas (Current and Trend)
- Average sales price of homes (Current and Trend)
- Code Enforcement service calls and compliance rate (Current and Trend)
- CDBG and HOME funds received and spent (Current and Trend)
- Unemployment rate (Current and Trend)
- Development activities (Current and Trend)
- Major crash data (Current and Trend)
- Traffic counts and level of service (Current and Trend)
- Participation rates in various City-sponsored events and activities (Current and Trend)

Ways to Stay Informed:

City Web Page

www.cstx.gov

City Phone Number

979/764-3509 (City Manager's Office)

Facebook

<http://www.facebook.com/cityofcollegestation>

Twitter

<http://twitter.com/#!/cityofcs>

You Tube

<http://www.youtube.com/cityofcollegestation>

City Blogs

<http://cityofcs.wordpress.com/>

<http://cityofcscouncil.wordpress.com/>

Channel 19 (government access)

<http://www.cstx.gov/index.aspx?page=226>

City Photos

<http://www.flickr.com/photos/collegestation>

SeeClickFix

<http://seeclickfix.com/college-station>

Other Valuable Resources:

- **College Station Comprehensive Plan**
<http://www.cstx.gov/Index.aspx?page=2920>
- **Annual Budget**
<http://www.cstx.gov/index.aspx?page=16>
- **Capital Improvements Program**
<http://www.cstx.gov/index.aspx?page=17>
- **Water Master Plan**
<http://www.cstx.gov/Modules/ShowDocument.aspx?documentid=11975>
- **Wastewater Master Plan**
<http://www.cstx.gov/Modules/ShowDocument.aspx?documentid=11977>
- **Bicycle, Pedestrian, Greenways Master Plan**
<http://cstx.gov/Index.aspx?page=2957>
- **Parks and Recreation Master Plan**
<http://www.cstx.gov/index.aspx?page=1722>
- **Central College Station Neighborhood Plan**
<http://www.cstx.gov/index.aspx?page=3198>
- **Eastgate Neighborhood Plan**
<http://cstx.gov/index.aspx?page=3604>

City Leadership Team 2012



Mayor
Nancy Berry



Mayor Pro-
Tem Dave
Ruesink



Blanche Brick



Jess Fields



Katy-Marie
Lyles



Karl Mooney



Julie Schultz



City Manager
David Neeley



Deputy City Manager
Kathy Merrill



Deputy City Manager
Frank Simpson

Council Appointees

Ty Elliott, City Internal Auditor
Sherry Mashburn, City Secretary
Carla Robinson, City Attorney
Judge Edward Spillane III, Municipal Judge

Management Team

Bob Cowell, Jr., Executive Director Planning & Development Services
Jeff Kersten, Executive Director Business Services
Chief Robert Alley, Fire Department
Chief Jeff Capps, Police Department
David Coleman, Director Water Services
Chuck Gilman, Director Public Works
David Massey, Director Electric Utilities
Alison Pond, Director Human Resources
Ben Roper, Director Information Technology
David Schmitz, Director Parks and Recreation
Jay Socol, Director Public Communications
Jason Stuebe, Assistant to the City Manager

City's Recognition of Excellence - 2011

Accredited Police Department – Commission for Accreditation for Law Enforcement Agencies

Accredited Parks and Recreation Department – Commission for Accreditation of Parks and Recreation Agencies

Planning & Development Services – **Certificate of Achievement for Planning Excellence** – Texas Chapter American Planning Association]

College Station Bicycle, Pedestrian, and Greenways Master Plan – **Planning Project of the Year** – Texas Chapter American Planning Association

Honorable Mention Bicycle Friendly City – League of American Bicyclists

Reliable Public Power Provider – American Public Power Association

Traffic Safety Award – Texas Municipal Courts Education Center

Top 10 Cities for Raising Families – Kiplingers

Top 10 Cities for Business – Forbes

Top 10 Cities for Jobs/Career – Forbes

Top 5 Best Small Metros in US – Miliken Institute

Top 20 Cities for Education – Forbes

Top 5 Cities for Military Retirement - USAA

Marshall Wallace/Public Works Department - Employee of the Year



