

Table of Contents

Agenda	2
Special No. 2 - Citizen Survey	
Coversheet revised	4
Special No. 3 - Council Strategic Plan – Mid-Year Review	
Coversheet revised	5
Adopted Strategic Plan	7



CITY OF COLLEGE STATION
*Home of Texas A&M University**

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

Special Workshop Meeting

Wednesday, July 25, 2012, 3:00 p.m.

City Hall Council Chambers, 1101 Texas Avenue

College Station, Texas

1. Call meeting to order.
2. Presentation and discussion of results of a formal College Station Citizen Survey recently commissioned by the City Manager's Office.
3. Presentation, possible action, and discussion regarding the Council's Strategic Plan (2012).
4. Executive Session will be held in the Administrative Conference Room.
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
5. Adjourn.

APPROVED:

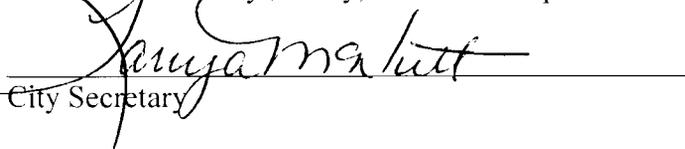


City Manager



Notice is hereby given that a Special Workshop Meeting of the City Council of the City of College Station, Texas will be held on the 25th day of July, 2012 at 3:00 p.m. respectively in the City Hall Council Chambers, 1101 Texas Avenue, College Station, Texas. The following subjects will be discussed, to wit:
See Agenda

Posted this 20th day of July, 2012 at 5:00 pm



City Secretary

City Council Workshop Meeting
Wednesday, July 25, 2012

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 20, 2012 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 _____, 2012.

CITY OF COLLEGE STATION, TEXAS

By _____

Subscribed and sworn to before me on this the _____ day of _____, 2012.

_____ 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 25, 2012
Special Workshop Agenda Item No. 2
2012 Citizen Survey

To: David Neeley, City Manager

From: Jay Socol, Public Communications Director

Agenda Caption: Presentation and discussion of results of a formal College Station Citizen Survey recently commissioned by the City Manager's Office.

Relationship to Strategic Goals: Core Services and Infrastructure.

Recommendation(s): Staff recommends the City Council receive the report.

Summary: From April 30 to May 21, National Service Research (NSR) of Fort Worth conducted a survey of College Station residents to help the city assess and prioritize a wide range of services and needs. The surveys were mailed to 8,000 randomly-selected households, which were also given the option of completing the survey online. Any College Station resident who was not a city employee could complete the online survey. Participants were asked to rate various city services, quality of life issues and community characteristics, and to rank their priorities.

The survey was publicized through local media outlets along with the city's website, cable TV channel and social media. A total of 853 responses were received, including 511 online and 342 by mail. The margin of error for this sample size at a 95 percent confidence level is plus or minus 3.4 percent.

A representative sample was received from four geographic areas within the city. In addition, the survey includes a benchmark comparison with other Texas cities that conducted surveys within the last two years. Detailed survey tables are available for viewing in the Public Communications Office.

NSR performed several surveys for the City of College Station in the late 1990s and early 2000s, including the city's last survey in 2005.

Budget & Financial Summary: The city paid NSR \$9,250 to administer the survey. Other firms were considered, but NSR was selected because of its experience in conducting city surveys and its low bid.

Attachments: N/A

July 25, 2012
Special Workshop Agenda Item No. 3
Council Strategic Plan – Mid-Year Review

To: David Neeley, City Manager

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

Relationship to Strategic Plan: All Initiatives Applicable

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

Recommendation(s): Staff recommends that the Council concur that the current Council Strategic Plan continues to represent the desired strategic direction of the Council and that no further adjustments are necessary until the next Council Strategic Plan retreat in January/February 2013.

Summary: At the October 27th, 2011 meeting, Council accepted the 2012 Strategic Plan Update and subsequently amended it at later workshops. These approvals were subject to further discussion of a number of identified policy items (Sustainability, use of HOT funds, street maintenance, etc). The intent was to have a series of "workshops" to deliberate on the identified items as well as hear reports from the various funding partners the City supports prior to the FY13 budget development. All of these discussions have been completed and adjustments to the Strategic Plan have been made accordingly.

As Council will recall, the Council now operates under the following calendar for the strategic plan:

January/February – Council retreat on the Strategic Plan (this is used to revisit the Strategic Plan annually, which is then used to aid the staff in the development of individual Department Business/Service Plans and to aid the CMO in the development of the annual budget).

July/August – Mid-Year update on the Strategic Plan (this is used as a mid-year "check" on the Strategic Plan which is then used to help prepare the Council for its budget workshops).

Quarterly Reports – Beginning in FY13, it is the intent that quarterly reports will be developed for the Council that will aid in their regular monitoring of the implementation of the Council's Strategic Plan.

Budget & Financial Summary: N/A

Attachments:

- 1) Strategic Initiatives and Goals from Council Strategic Plan (2012, as revised)
- 2) Council Strategic Plan (adopted October 2012, as revised)

Strategic Initiatives and Goals – Council Strategic Plan (2012)



Financially Sustainable City

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

Core Services and Infrastructure



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



Neighborhood Integrity

Long-term viable and appealing neighborhoods



Diverse Growing Economy

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



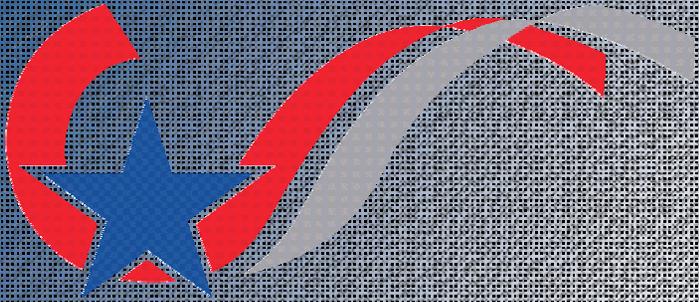
Improving Mobility

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



Sustainable City

Conservation and environmental awareness that is fiscally responsible and results in a real and tangible return on investment to the City



CITY OF COLLEGE STATION

College Station, Texas

City Council
Strategic Plan
2012 Update



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





Financially Sustainable City

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

Strategies

- § **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**



Core Services and Infrastructure

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

Strategies

- § **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**



Neighborhood Integrity

Long-term viable and appealing neighborhoods

Strategies

- § **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

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

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

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

Strategies

- § **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**



Sustainable City

Conservation and environmental awareness that is fiscally responsible and results in a real and tangible return on investment to the City

Strategies

- § **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 for City facilities when a clear fiscal benefit is demonstrated**
- § **Conduct sound land use planning guided by the Comprehensive Plan**
- § **Maintain and enhance participation in FEMA CRS 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.**
- § **Implement an energy efficient City fleet**
- § **Continue to seek grants and other sources of outside funding to support efforts**
- § **Community education and information about conservation efforts and City programs**

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

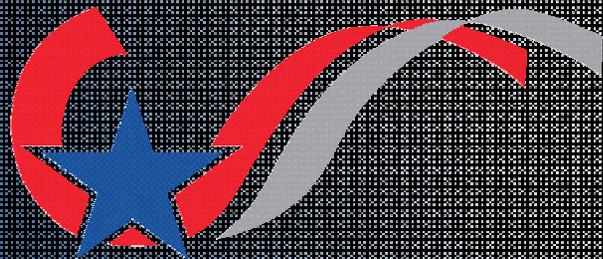
Top 5 Best Small Metros in US - Milliken Institute

Top 20 Cities for Education - Forbes

Top 5 Cities for Military Retirement - USAA

Marshall Wallace/Public Works Department - Employee of the Year





CITY OF COLLEGE STATION