

City of Colleyville Strategic Plan

(updated June 2018)

OUR VISION

A tranquil urban oasis characterized by its upscale neighborhoods, family-friendly atmosphere and unmatched community spirit.

OUR MISSION

Colleyville is a model neighborhood-focused city, sensitive to our history, stewards of our resources and dedicated to our residents. We are committed to providing continuously improving, citizen-valued services to assure their enjoyment of our small town quality of life with pride, honor and dignity.

OUR VALUES

*Integrity
Communication
Excellence
Transparency*

OUR GOALS

Operate
Transparently

Deliver High
Quality Core
Services

Assure
Adequate
Infrastructure

Enable
Responsible
Development

Safeguard
our Unique
Identity

Govern
Effectively

OUR STRATEGY

- 1.1 - Actively involve and engage stakeholders
- 1.2 - Develop future community leaders
- 1.3 - Assure convenient access to public information
- 1.4 - Communicate thoroughly and strategically
- 2.1 - Provide responsive, efficient city services
- 2.2 - Recruit and retain a highly-qualified workforce
- 2.3 - Effectively leverage information technology
- 2.4 - Demonstrate stewardship of public resources
- 3.1 - Upgrade the condition of major roads and neighborhood streets
- 3.2 - Ensure regular repair and replacement of water and wastewater facilities
- 3.3 - Mitigate storm water runoff and flooding risks
- 3.4 - Thoroughly plan for future capital investments and associated costs
- 4.1 - Protect our city's semi-rural residential character
- 4.2 - Encourage compatible commercial growth
- 4.3 - Adopt best-practice planning and development processes
- 5.1 - Create and sustain an identifiable municipal brand
- 5.2 - Support a variety of community events, concerts and celebrations
- 5.3 - Provide attractive facilities for leisure and recreation
- 5.4 - Actively seek public / private partnerships
- 6.1 - Articulate a compelling vision and direction for the community
- 6.2 - Ensure clarity of City Council and staff roles and responsibilities
- 6.3 - Foster our shared values

2018-2019 High Priority Objectives

1. SH26 corridor enhancements -- design and bid
2. City Plaza -- finalize design and construct
3. Multi-purpose Center study to determine scope (Senior/Rec/Community) → Go/No Go decision = intended outcome
4. 5-Year Capital Trail Master Plan – identifying multi-year design, construction, and funding
5. Communication Strategy & Enhancements
6. Develop TIF 5-Year Plan strategy
7. Set priorities and implement Parks Master Plan
8. Continue improving City events and opportunities for engagement
9. Explore, develop and expand community partnerships – Chamber, County road projects, other cities, Entrepreneur Center, etc.

Goal 1: Operate Transparently

Strategies

Objectives

1.1 – Actively involve and engage stakeholders

- Create a citizens Marketing and Communication Committee.
- Expand public engagement opportunities for citizen input on projects/initiatives both through in-person and virtual opportunities

1.2 – Develop future community leaders

- Work to develop a pipeline of community leaders while preserving institutional knowledge
- Create innovative programs to involve youth and create “ownership” in their community.

1.3 – Assure convenient access to public information

- Continue implementation and use of the reporting capabilities of the financial software.
- Enhance access to public information, public meetings, and documents via electronic media
- Integrate city information and data and create public “dashboards.”
- Publicize opportunities for philanthropic donations to the City.

1.4 – Communicate thoroughly and strategically

- Expand the radius of required zoning notifications.
 - Improve the quality and effectiveness of public communication.
 - Improve the current communication strategy to broaden the audience and measure results / impact.
 - Continuously update and improve website usability and keep online data current and up-to-date.
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Goal 2: Deliver High Quality Core Services

Strategies

Objectives

2.1 – Provide responsive, efficient city services

- Investigate new methods of service delivery.
- Strengthen the City’s project management skills and reporting capabilities.
- Evaluate opportunities to decrease public safety response time.
- Leverage skills of existing personnel to accomplish tasks in-house when possible to reduce costs

2.2 – Recruit and retain a highly qualified workforce

- Reward innovation and the development of new and improved processes.
- Adjust hiring process to match candidates with organizational culture.
- Develop a workplace environment that rewards positivity and results.
- Evaluate market conditions annually and adjust pay ranges to maintain competitiveness.

2.3 – Effectively leverage information technology

- Complete the development of a city-owned fiber network.
- Evaluate and adjust customer service software for improved customer experience

2.4 – Demonstrate stewardship of public resources

- Seek out regional partnerships to enhance service delivery and efficiency
 - Seek outside funding sources or grants for programs, services, or infrastructure
 - Utilize most restrictive funding sources first, to limit burden on property-tax supported revenue
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Goal 3: Assure Adequate Infrastructure

Strategies

Objectives

3.1 – Upgrade the condition of major roads and neighborhood streets

- Complete the design and set a target construction start date for Glade Road Phases I-B and II.
- Execute the road improvement plan on schedule and update annually.
- Raise the priority level assigned for the completion of improvements to John McCain Road between Bandit Trail and Westcoat Drive.

3.2 – Ensure regular replacement of water and wastewater facilities

- Continue to update the long-term infrastructure funding and replacement plan.
- Evaluate existing infrastructure annually to assess sufficiency of infrastructure to meet current need
- Evaluate removal options for infrastructure that is no longer utilized

3.3 – Mitigate storm water runoff and flooding risks

- Update the storm water drainage master plan.
- Prioritize needed storm water projects.
- Identify funding source(s) for storm water drainage capital projects.

3.4 – Thoroughly plan for future capital investments and associated costs

- Identify and plan for the long-term improvements to maintenance and support facilities (e.g. public works and parks service centers, public safety, etc.)
 - Annually update 5-Year capital plan to prioritize projects and ensure funding availability
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Goal 4: Enable Responsible Development

Strategies

Objectives

4.1 – Protect Colleyville’s semi-rural residential character

- Complete a review and update of the City’s Land Development Code.
- Plan and initiate strategic re-zoning of higher density area.
- Focus on the development of the North and South gateway areas.
- Review short-term rental regulations.

4.2 – Encourage compatible commercial growth

- Encourage the development of unique and inviting public spaces.
- Create public/private partnerships for economic development.
- Develop an action plan for commercial development.
- Identify economic development opportunities in commercial areas including redevelopment and parcel acquisition.
- Support and facilitate the success of the Colleyville Chamber of Commerce.
- Review revise alcohol sales rules for restaurants and determine if they should be revised.

4.3 – Adopt best-practice planning and development processes that maintain Colleyville standards

- Incorporate specific architectural and site development standards as a part of the Land Development Code review and update (know when to say “no”).
 - Ensure rigorous application of enhanced architecture and site standards as a part of the review process.
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Goal 5: Safeguard Colleyville’s Identity

Strategies

Objectives

5.1 – Create and sustain an identifiable Colleyville brand

- Enhance north and south gateway entry features on SH-26.
- Complete the design and installation of SH-26 median and ROW improvements.
- Enhance entryway signage outside of SH-26 corridor.
- Create Colleyville branded apparel and merchandize for personal purchase.
- Promote City events with signage, banners and graphics.

5.2 – Support a variety of events, concerts and celebrations

- Plan for new park development.
- Improve the effectiveness of public event publicity and promotion.
- Complete the park in front of City Hall and assure the success of the City Plaza project.
- Create a “Celebrate Colleyville” community recognition event.

5.3 – Provide attractive, facilities for leisure and recreation

- Evaluate the feasibility of building a new multi-purpose community center.
- Finalize and adopt the updated Parks Master Plan.
- Prioritize key elements of the Parks Master Plan and create 5-year implementation strategy.
- Update the sidewalk map and evaluate whether funding sources are sufficient.
- Develop a community gathering place with food, drink and activities for youth and adults.

5.4 – Actively seek public-private partnerships

- Work in conjunction with Tarrant County College to develop business opportunities through their entrepreneur program.
 - Work with the Colleyville Chamber of Commerce to develop business opportunities.
 - Partner with GCISD and the Chamber on entrepreneurship.
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Goal 6: Govern Effectively

Strategies

Objectives

6.1 – Articulate a compelling vision and direction for the community

- Annually update the City Council’s priorities and objectives.
- Communicate and update the public on the status of goals, priorities, and objectives.

6.2 – Ensure the clarity of City Council and staff roles and responsibilities

- Provide periodic governance orientation and training for Council, staff, boards and committees.
- Expect staff to provide professional, non-political advice and opinions to policy makers.
- Provide periodic City Council “policy 101” workshops and orientations to the City’s practices, processes and programs.

6.3 – Foster our shared values

- Demonstrate a culture of service and responsiveness in staff and elected officials.
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