

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