



OUR MISSION

The City of Plano is a regional and national leader, providing outstanding services and facilities through cooperative efforts that engage our citizens and that contribute to the quality of life in our community.

PLANO BELIEFS

Working as a team, we pledge to be:

- > Respectful of individual dignity and rights,
- > Financially responsible,
- > Innovative in addressing community needs and
- > An organization in which we can serve with pride.

PILLARS OF SERVICE

- > Provide outstanding services and facilities
- > Through cooperative efforts with citizens
- > That contribute to the overall quality of life

OUR VISION

Plano is a vibrant, safe and sustainable city with attractive neighborhoods and urban centers, a vital economy, a high degree of mobility and an abundance of educational, recreational and cultural opportunities



PILLARS FOR PLANO'S VISION

- > A diverse, international metropolitan center
- > A multifaceted city meeting the needs of its citizens to work, live and play
- > A city known for very high quality city services
- > A city of vibrant and renewing neighborhoods
- > A city of business and enterprise of national and international importance
- > A city that partners with a variety of educational institutions to support and encourage exceptional quality of education at all levels

Strategic Vision for Excellence

Fiscal Year 2015-16



REPUTATIONAL DRIVERS

- > THE place to live
- > A place that values and expects excellence
- > High quality of life
- > An innovative city
- > Excellent schools
- > Home to major corporations
- > Broad variety of desirable housing
- > Easy access to the entire region and to jobs
- > Employment center
- > Family oriented
- > A destination location

OPERATIONAL DRIVERS

- > Exceptional quality city services
- > Well maintained community
- > Safe city
- > Highly professional staff
- > High quality customer service orientation
- > High quality and ample parks and green space
- > Innovative programs and solutions

MAYOR, COUNCIL & CITY MANAGER

Harry LaRosiliere, Mayor

Lissa Smith, Mayor Pro Tem

Ben Harris, Deputy Mayor Pro Tem

Angela Miner, Council Member

Rick Grady, Council Member

Ron Kelley, Council Member

Tom Harrison, Council Member

David Downs, Council Member

Bruce D. Glasscock, City Manager

Strategic Goals for Excellence

Fiscal Year 2015-16

The City Council developed the strategic goals for excellence from the strategic vision adopted in 2012. Many of the initiatives are a continuation of those goals reflecting the next steps towards achievement.



1. PROTECT AND SUSTAIN QUALITY OF GOVERNANCE

- > Maintain the current atmosphere of civility, respect, decisiveness and courage
- > Ensure all Council members are properly prepared to make decisions based on thoughtful and thorough analysis and deliberation



2. DELIVER OUTSTANDING OPERATIONAL ANALYSIS AND EFFECTIVENESS

- > Define why action is needed and what the key issues are
- > Present fact-based information
- > Provide options that can be compared in a consistent manner and without bias
- > Provide costs (O&M and Capital) and proposed funding sources
- > Provide long term implications (benefits or costs) of delaying decisions
- > Anticipate and answer likely questions
- > Articulate clear expectations of results
- > Provide adequate lead time to make an informed decision
- > Provide professionally based recommendations without bias



3. AFFIRM AND REINFORCE PLANO'S COMMITMENT TO EXCEPTIONAL CITY SERVICES

- > Excellent service is expected as the benchmark. Service delivery must be evaluated within the context of both cost and impact on citizen services. It is recognized that efficiency and effectiveness can be counter balances to each other and the underlying goal is not merely low cost, nor merely high quality, but a high value proposition.
- > Ensure that city policies are designed to recruit and retain the best possible employee in every position
- > Position the city to attract the very best employees



Strategic Goals for Excellence

Fiscal Year 2015-16



4. EXPAND AND IMPROVE COMMUNICATIONS

- > Develop a comprehensive marketing strategy and plan that reaches the citizens of Plano as well as a state and national audience with a consistent message
- > Enhance initiatives to help the city be more engaged with and attuned to the desires and priorities of the community as a whole

5. SUCCESSFULLY ADDRESSING REVITALIZATION NEEDS IN THE CITY OF PLANO

- > Develop options for impacting the four corners retail centers in neighborhoods
- > Evaluate criteria to qualify for revitalization incentives
- > Promote neighborhood revitalization programs with measurable, results-oriented criteria

6. ENHANCE PLANO'S ROLE AS A REGIONAL LEADER, PARTICULARLY IN THE FOLLOWING AREAS:

- > Transportation
- > Water
- > Mass Transit

7. STRENGTHEN THE WORKING RELATIONSHIP WITH OUR STRATEGIC PARTNERS IN THE AREAS OF EDUCATION, BUSINESS, NON-PROFITS AND FAITH-BASED

- > City Manager should continue formal and informal meetings and discussions with strategic partners to further strengthen the relationships and reinforce the city's commitment to an exceptional environment

