



# City of Denton

City Hall  
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[www.cityofdenton.com](http://www.cityofdenton.com)

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## AGENDA INFORMATION SHEET

**DEPARTMENT:** City Manager's Office

**CM/ DCM/ ACM:** Bryan Langley

**DATE:** September 19, 2017

### **SUBJECT**

Consider approval of a resolution approving the City of Denton's Strategic Plan for FY 2017-18; and providing for an effective date.

### **BACKGROUND**

In April 2011, the City Council approved the first city-wide strategic plan for the City of Denton with the first report published in March 2012. The first strategic plan was a product of the input generated from the 2008/2009 Citizen Survey, two City Council Planning Sessions, two Leadership Retreats, and a special appointed Strategic Planning Steering Committee. The strategic plan has since been updated annually in concurrence with the annual budget process.

The City's strategic plan is an action-oriented road map designed to guide the organization toward achieving its mission and vision. The plan defines who we are, where we want to go, and how we plan to get there. As the City's annual strategic guide, the strategic plan provides a high-level overview of policy goals, planned actions for the upcoming fiscal year, and evidence-based measures of performance across all categories of City service. The updated FY 2017-18 plan includes project plans and goals based upon feedback received from City Council members during their retreat, priorities identified in the recent 2017 Citizen Survey, and feedback from departmental staff.

The 2017-18 Strategic Plan retains the City's previously identified Key Focus Areas (KFAs) of Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, & Family-Friendly Community; and Sustainable & Environmental Stewardship. When compiling this year's plan, staff sought to incorporate current policy direction and citizen feedback wherever possible, and worked to simplify language and presentation to make the document easier to navigate for the general public. Additionally, staff plans to update the City's online dashboard to be consistent with revisions to the plan. This online portal will provide an additional method of public engagement and accountability as the City works through the various components of the plan.

### **RECOMMENDATION**

Staff recommends adoption of the City of Denton Strategic Plan for FY 2017-18 as described in the attached resolution.

### **PRIOR ACTION/REVIEW (Council, Boards, Commissions)**

A draft strategic plan was included in a staff report to City Council on Friday, September 8, 2017.

## **STRATEGIC PLAN RELATIONSHIP**

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

**Related Key Focus Area: Organizational Excellence**

## **EXHIBITS**

Exhibit 1- AIS

Exhibit 2- Resolution

Respectfully submitted:  
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