

STRATEGIC PLAN 2016

HURST★TEXAS



CITY OF
HURST★TEXAS

TRANSFORMING HURST

POLICY STATEMENT

The City of Hurst will pursue policies, projects and programs that continue to revitalize and continue to transform Hurst into a relevant and sustainable community of the future.

GOALS

- Maximize the effectiveness of attracting new desirable retail and residential development in project areas
- Effectively market Transforming Hurst initiatives
- Fund Transforming Hurst through alternative revenue sources that will not adversely impact ad valorem taxes and current service levels
- Facilitate private development around city facilities and infrastructure improvements
- Be more proactive in meeting cultural needs in project areas
- Implement programs to revitalize existing residential and business corridors and public infrastructure within these areas
- Develop/implement a comprehensive approach to improve the total living environment for our apartment residents

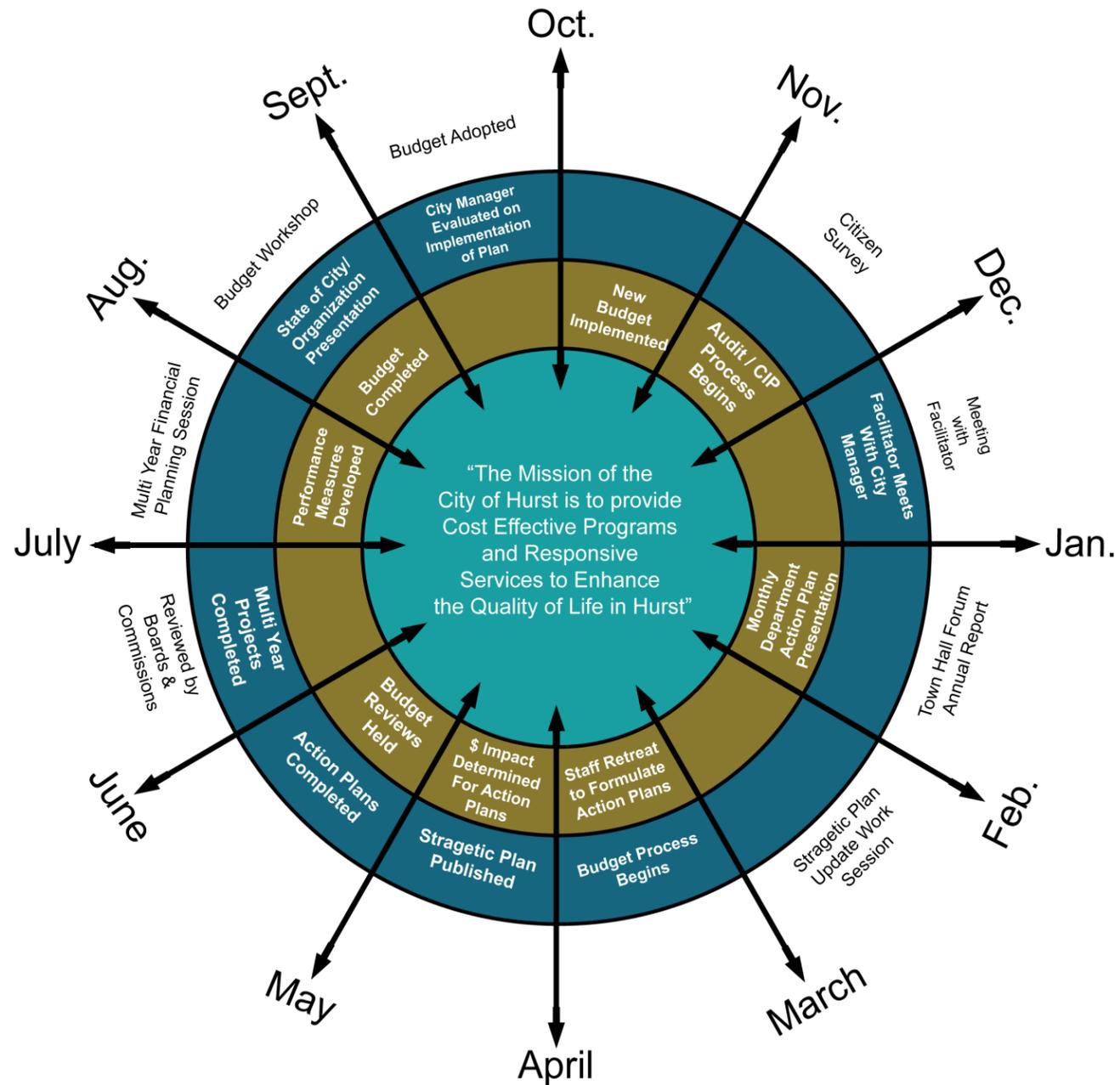


HURST CITY COUNCIL



FRONT ROW: Nancy Welton - Council Member, Richard Ward - Mayor, Trasa Cobern - Council Member; SECOND ROW: David Booe - Council Member, Bill McLendon - Council Member, Henry Wilson - Council Member, Larry Kitchens - Mayor Pro Tem

THE PROCESS



White: Policy

Blue: Management

Tan: Departmental

CITY COUNCIL RELATIONS

POLICY STATEMENT

The City Council of Hurst practices mutual respect, trust and professionalism in order to work as a team for the betterment of our community.

GOALS

- Explain why City Council denies recommendations
- Attend workshop(s) on developing positive relationships with the media
- Create opportunities for citizens interested in seeking elected positions to become educated about their city government



COMMUNITY RELATIONS

POLICY STATEMENT

The City of Hurst implements programs that effectively communicate and increase the public's awareness of city services.

GOALS

- Continue a multifaceted approach to marketing the city's programs and services
- Continue to enhance programs to encourage citizen participation in government
- Market inter local cooperation with neighboring cities to address key area-wide issues
- Continue to identify innovative Internet approaches to improve delivery of services
- Maintain a website to be current and user friendly



FISCAL MANAGEMENT

POLICY STATEMENT

The City of Hurst implements plans that provide funds to maximize the quality of services while balancing revenue sources with cost of maintenance, operations and debt.

GOALS

- Continue to refine multi-year financial plans regarding the direction the city needs to go with the tax rate based on retail revenue
- Maintain updated financial policy document
- Maintain active research of current and future government regulations including unfunded mandates impacting the city's fiscal condition with emphasis on sales tax base erosion
- Be creative in identifying alternative funding sources to expand programs and services
- Focus on maintaining and improving city services and document and communicate achievements in the budget
- Continue to implement plans that will contain costs and improve employee benefits and welfare throughout the organization thereby reducing financial exposure
- Be proactive in risk detection and risk reduction
- Continue to monitor and trend economic conditions and their impact to the city's fiscal condition

COMMUNITY DEVELOPMENT

POLICY STATEMENT

The City of Hurst provides standards for development/redevelopment that meet the changing needs of the residential and commercial markets.

GOALS

- Review and update zoning districts to encourage a variety of uses while maintaining vitality of our commercial corridors in the City of Hurst
- Continue the “Good Neighbor” philosophy in the revitalization process
- Refine building and development standards to establish aggressive initiatives to enhance and enrich neighborhood value to promote a quality image and aesthetic excellence throughout Hurst



COMMUNITY TRANSPORTATION

POLICY STATEMENT

The City of Hurst develops and implements comprehensive transportation plans that are efficient, safe and environmentally friendly.

GOALS

- Create partnerships that better serve a full range of transportation needs addressing seniors, disabled and job access transportation alternatives
- Maintain active participation on the Council of Government’s transportation committees and clean air initiatives
- Assess state highway projects and their impact on traffic flow within and through Hurst



FIRE

POLICY STATEMENT

The City of Hurst develops and implements “forward looking” policies and practices to deliver public safety services.

GOALS

- Assess and update current inter local agreements to provide cost-effective and efficient services
- Meet or exceed national response time standards
- Evaluate and enhance “first responder” services
- Continue training programs focusing on coordinated police/fire response
- Participate in a Regional Emergency Management Plan, maintain a local Emergency Preparedness Program and annually report to the City Council
- Reduce risk of loss of life or property from fire



ECONOMIC DEVELOPMENT

POLICY STATEMENT

The City of Hurst uses promotional strategies and state of the art technology to attract, retain and promote existing and new commercial development within the city.

GOALS

- Target businesses that are underrepresented in the area but are growing in the Region
- Continue aggressive business retention and development programs
- Continue to utilize state-of-the-art technology for economic development
- Strengthen the relationship with North East Mall to remain vital and community friendly



ORGANIZATIONAL DEVELOPMENT (HUMAN CAPITAL)

POLICY STATEMENT

The City of Hurst empowers employees to serve the community in developing an exceptional quality of life through professional and ethical service delivery.

GOALS

- Continue to identify, attract, develop and retain great employees that are the “Right Fit”
- Develop and retain staff creating a qualified talent pool
- Foster positive culture by personalizing the Hurst Way through the “Good to Great” leadership framework based on the City’s core values
- Strengthen the relationship with North East Mall to remain vital and community friendly



POLICE

POLICY STATEMENT

The City of Hurst develops and implements “forward looking” policies and practices to deliver public safety services.

GOALS

- Continue to provide technologically advanced equipment
- Continue and expand crime prevention and community based policing initiatives
- Improve priority 1-2 response times
- Continue training programs focusing on coordinated police/fire response
- Be forward thinking on cooperating with surrounding cities to provide cost- effective and efficient services



INFORMATION TECHNOLOGY

POLICY STATEMENT

The City of Hurst develops and implements plans to invest in information technology that provides better services to internal and external customers.

GOALS

- Provide state of the art infrastructure to facilitate internal and external connectivity
- Utilize strategic information technology plans to promote employee productivity
- Periodically report on how technology is improving the efficiency and effectiveness throughout city operations



CUSTOMER SERVICE

POLICY STATEMENT

City of Hurst employees are committed to providing exceptional customer service that is responsive to the needs of the community.

GOALS

- Continue to enhance and evaluate public service delivery
- Continue communication and emphasis of the city's core values (Code of Ideals)
- Deliver Customer Service "The Hurst Way" to ensure exceptional public service delivery that enriches economic development and redevelopment



CUSTOMER INFRASTRUCTURE

POLICY STATEMENT

The City of Hurst designs and implements aggressive rehabilitation and maintenance programs providing residents and businesses with quality streets, water and sewer systems, drainage systems and city facilities and buildings.

GOALS

- Periodically report on progress of capital projects
- Continue to rate, prioritize and review capital improvements and facility projects
- Identify and implement funding to aggressively maintain and improve the city's infrastructure



COMMUNITY SERVICES

POLICY STATEMENT

The City of Hurst delivers and expands quality community services that meet citizens' educational, leisure, cultural and social needs.

GOALS

- Be proactive in meeting cultural, educational, recreational and historical needs
- Develop a systematic approach to completing capital projects in the 1/2-cent sales tax fund and shift focus to paying off debt and facility operation and maintenance
- Continue to develop programs and services to address the needs of Hurst senior citizens
- Provide programs to Hurst citizens that focus on healthy living

