

MINUTES
RICHARDSON CITY COUNCIL
WORK SESSION MEETING
JANUARY 6, 2020

• **Call to Order**

Mayor Voelker called the meeting to order at 6:00 p.m. with the following Council members present:

Paul Voelker	Mayor
Janet DePuy	Mayor Pro Tem
Bob Dubey	Councilmember
Mark Solomon	Councilmember
Kyle Kepner	Councilmember
Ken Hutchenrider	Councilmember
Steve Mitchell	Councilmember (<i>arrived at 6:03 p.m.</i>)

The following staff members were also present:

Dan Johnson	City Manager
Don Magner	Deputy City Manager
Kent Pfeil	Chief Financial Officer
Shanna Sims-Bradish	Assistant City Manager Admin/Leisure Services
Aimee Nemer	City Secretary
Jessica Almendarez	Management Analyst
Jose Moreno	Director of Human Resources
Chief Poovey	Fire Chief
Gene Senter	Assistant Fire Chief
Robert Younger	Assistant Fire Chief

WORK SESSION – 6:00 PM, RICHARDSON ROOM

A. VISITORS

Jack Washington, 615 Alexandra, addressed Council regarding potential humanitarian concerns and observations.

B. REVIEW AND DISCUSS THE TEXAS COMMUNITY CHALLENGE: FITNESS

Don Magner, Deputy City Manager, reviewed *It's Time Texas Community Challenge*, which is a statewide community competition that inspires individuals, organizations, and cities across Texas to engage in healthy activities January 6 – March 1.

C. REVIEW AND DISCUSS THE CITY COUNCIL GOALS: 2019-2021 TACTICS

Don Magner, Deputy City Manager, reviewed the tactics developed for each of the 11 strategies in the 2019-2021 Council goals.

1. Enhance the quality of life of our stakeholders

- Promote participation in the 2020 Census
- Facilitate review and consideration of possible future bond program
- Enhance the traffic management system infrastructure and continue to evaluate the timing and implementation schedule for the central traffic system software
- Progress the Duck Creek, Breckinridge and Spring Creek Nature Area trail projects

- Transition Library software to the “cloud” to enhance customer service
- Attain Heart Safe Community designation from American Heart Association
- Explore alternatives for emergency housing repair assistance programs
- Conduct biannual review of Code of Ethics

2. Protect and strengthen stakeholder investments in the City

- Adopt 2018 International Family of Codes
- Review food truck regulations to ensure an informed approach
- Explore opportunities to restructure the Apartment Inspection Program
- Continue to provide support and resources to Richardson neighborhoods
- Identify infill areas and explore regulations to ensure desirable redevelopment
- Sustain efforts to complete the 2015 bond program in a manner that is financially responsible, maximizes project opportunities and is clearly communicated with citizens and key stakeholders
- Collaborate with institutional partners, property owners and citizens during construction of Northside Water Tower
- Explore options for expanding the street median maintenance program

3. Increase the sense of community and citizen engagement

- Implement the Veterans Partnership Initiatives Program
- Conduct Richardson CARES Class III
- Seek new opportunities to enhance the City’s promotion of multicultural offerings in the community
- Enhance community outreach efforts with Eisemann Center Presents performers
- Enhance information and resources regarding the Environmental Partnership Initiatives Program and Richardson Re-Plants
- Examine the City’s social media presence and opportunities
- Further public awareness about emergency management notifications and initial response

4. Enhance the customer experience in interactions with the City

- Expand utilization of customer service evaluation tools and feedback methods on specific City services and events
- Develop a plan and begin to implement betterments for improved accessibility for customers
- Continue to offer periodic Richardson-specific customer service training for all staff; provide Richardson-specific customer service training for new employees
- Explore creation of online resources to improve customer engagement
- Continue to implement the Library’s 2018-2023 Strategic Plan

5. Manage city finances effectively and efficiently

- Develop budget strategies that prepare the City for the impact of Senate Bill 2 requirements
- Continually refine budgetary precision strategies to enhance the community’s understanding of key service delivery considerations
- Evaluate property tax exemptions in conjunction with financial policies
- Review outstanding debt for future refunding opportunities
- Benchmark fees/revenues and consider strategic fee recommendations
- Review utility billing practices for operational efficiencies

6. Pursue public/private partnerships and contributions

- Further public/private partnerships explorations in the Collins/Arapaho and Main Street areas
- Explore opportunities to enrich citywide strategy to cultivate philanthropy and sponsorships of city services and events
- Continue to identify opportunities for private participation/contributions and update information on the philanthropy pages on the City's website
- Initiate and refine the Eisemann Edge Endowment Fund annual offering in partnership with UT Dallas

7. Integrate innovative business processes

- Continue to evaluate smart city initiatives for appropriateness
- Begin implementation of key software components of the city's legacy enterprise resource planning systems
- Enhance cybersecurity preparedness
- Expand Cityworks to the Traffic and Parks Departments
- Implement the hand-held ticket writing system for the Police Department
- Migrate communication devices to FirstNet for public safety and emergency communication purposes
- Continue implementation of the water meter replacement program and automated meter reading technology
- Achieve designation from the Texas Fire Chiefs Best Practices Program

8. Attract, develop, and retain quality City employees

- Evaluate and develop recommendations regarding the City's compensation and benefits package for consideration in the development of the annual budget to ensure that both elements remain financially sustainable and market competitive
- Analyze and consider public safety compensation and benefit needs in the context of Senate Bill 2 funding constraints
- Further implement security improvements at City facilities to enhance safety and security for customers and employees
- Continue to offer and enhance a training programs focused on supporting supervisors
- Offer inaugural COR Leadership Academy II
- Develop customized departmental recruitment/retention strategies for competitive recruitment scenarios

9. Attract and retain targeted businesses; Increase the number, quality, and variety of job opportunities throughout the City

- Conduct outreach campaign to targeted businesses in the Innovation District thru on-site visitations, Mayor's luncheons, surveys and other means
- Launch entrepreneurial support initiatives in collaboration with local, regional and national partners for start-ups and emerging growth companies in the Innovation District and other key commercial areas of Richardson
- Develop strategies to motivate landlords of older Class A & B office buildings in Richardson to renovate their properties to make them more enticing to prospective tenants
- Undertake a study and execute a plan to attract a destination entertainment venue(s) to Richardson

- Explore alternatives to further support small, locally owned businesses

10. Leverage our regional leadership position to positively impact County, State and Federal issues

- Enhance legislative advocacy on key issues by enriching engagement with elected officials at the county, state and federal level
- Closely monitor the result of legislation and share unintended consequences with elected officials and citizens
- Actively support, promote, and partner with Collin County and Dallas County to advance coordinated development and redevelopment of infrastructure and transportation network for the benefit of the North Texas region
- Continue encourage and support service on regional boards and committees
- Further development of regional mutual operations agreements

11. Leverage media to effectively tell the Richardson story

- Evaluate current messaging and identify opportunities for targeted regional outreach with measurable results
- Evaluate social/digital media tools, channels, messages, and benchmark with peer cities/others
- Explore options for theme and/or tagline development that would reinforce the Council's vision and goals

Ongoing strategies

- Continue to build on multi-year infrastructure maintenance strategies
- Continue to advance DART Work Plan
 - Ongoing work to finalize design and constructions of Silver Line rail, stations and art, and trail
 - Further explore Arapaho Station redevelopment opportunities
 - Study options for rail station TOD "last mile"
 - Station / Corridor maintenance
- Continue to advance NTMWD Work Plan
 - Continue to work on resolution for alternative rate methodology
 - CMOM coordination
- Continue to advance UT Dallas Work Plan
 - Complete assessment of perimeter street traffic
- Continue discussions with educational institutions on partnership opportunities

D. REPORT ON ITEMS OF COMMUNITY INTEREST

Council reported on items of community interest.

RECESS AND RECONVENE

The City Council will recess the meeting and depart the Civic Center/City Hall and travel to the Fire Training Center, 1621 E. Lookout Dr., Richardson, TX 75082. The City Council will reconvene into Work Session at 1621 E. Lookout Dr., Richardson, TX 75082 and discuss the following topic.

Mayor Voelker recessed the Work Session at 7:00 p.m. and reconvened at 7:25 p.m. at the Fire Training Center.

E. REVIEW AND DISCUSS THE RICHARDSON FIRE DEPARTMENT

Chief Poovey and Jose Moreno, Human Resources Director; presented the following:

Fire Department Overview

- ISO/American Heart Association Recognitions
- Staffing
- Training

FD Compensation/Benefits Overview

- Compensation
- Benefits

Fire Department Overview

- Facilities/Apparatus
- Statistics
- Future Outlook

Prevention and Health and Wellness under this item will be scheduled for a future work session.

ADJOURNMENT

With no further business, the meeting was adjourned at 10:27 p.m.


MAYOR

ATTEST:


CITY SECRETARY