



2022



Action Agenda

2036 CITY OF ALLEN STRATEGIC PLAN





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ACTION AGENDA

Action agendas are updated annually by Allen City Council to reflect the overall goals and priorities established in the City's Strategic Plan.

- **READ THE FULL PLAN:** CityofAllen.org/StrategicPlan

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Financially sound and transparent City government

Objectives:

- *Have adequate resources to support the services and service levels as defined in the Annual Budget*
- *Invest regularly in the maintenance and upgrade on City infrastructure and facilities*
- *Have diversified revenue sources for the city*
- *Have proactive communications strategy and processes for informing the residents and Allen community*
- *Deliver City services in the most cost-effective and efficient manner*

Priority Actions – 2022

- ❑ Comprehensive Compensation: Compensation and Classification Study in 2022 **{TOP PRIORITY}**
- ❑ Financial Annual and Quarterly Reporting Update/Automate
- ❑ Crisis Communications Plan: Update
- ❑ Next G.O. Bond Issue: Direction and Preparation **{COUNCIL DISCUSSION AND DECISION}**
- ❑ TCWC Future: Business evaluation report, Best Practices, Rate Structure Review, Direction and Action **{HIGH PRIORITY}**
- ❑ Financial Policies: Refinement and Review: Debt Policy and Next Bond Issue **{COUNCIL DISCUSSION AND DECISION}**
- ❑ Park Ordinance and Fee: Review **{COUNCIL DECISION}**
- ❑ Pursue NRPA Re-accreditation by 2024
- ❑ Grants Report
- ❑ Media Policies and Procedures: Update
- ❑ Communication Plan: Update
- ❑ City Procurement Policy: Review and Refinement

Objectives:

- *Maintain and expand the connectivity of the Allen trail system*
- *Maintain and enhance Allen as one of the safest cities in Texas*
- *Maintain the reputation as a family-friendly community and a preferred place to live in the DFW Metroplex*
- *Invest in maintaining and upgrading the City's Infrastructure and facilities*
- *Maintain and enhance Allen community/recreation centers*

Priority Actions – 2022 (Continued on next page)

- Neighborhood Stabilization / Enhancement: Strategy, Assessment, Tools and Action Plan **{HIGH PRIORITY}**
- Safest City Strategy: Services, Best Practices, and Staffing **{HIGH PRIORITY}**
- Mental Health / Brain Health Strategy and Action Plan: Problem Analysis, Community Needs, Policy Direction, and Implementation Plan
- Parks, Open Space and Maintenance Master Plan: Adoption **{COUNCIL DECISION}**
- Trail Erosion Management Plan
- Recreation Facility FF&E Replacement Plan
- Recreation Strategic Plan Refresh
- Ford Pool Heater Project
- Rolling Hills Park Expansion: Funding **{COUNCIL DECISION}**
- Trail Marker Program: Phase 3
- Molsen Farm Trailhead and Master Plan Refresh
- Library Expansion Project: Design, Drawings and Construction **{HIGH PRIORITY}**
- Screening Walls (HOA / Non-HOA / City) Strategy: Implementation **{HIGH PRIORITY}**
- Boundary Trail
- Pollinator Signage at Reed Park
- Ford Park East: Redesign
- Homeless Prevention and Response Strategy: Problem Analysis, Community Needs, Report, Direction, and Implementation Plan **{HIGH PRIORITY}**
- Community Enhancement Process Improvements
- Stephen G. Terrell Recreation Center Project: Construction
- Allen Heritage Village

Priority Actions – 2022 *(Goal #2 Continued)*

- ❑ Allen Station Park Playground Improvements
- ❑ Food Regulations Ordinance **{COUNCIL DECISION}**
- ❑ Private Property Trail Accommodations: Resolution – Montgomery Farm
- ❑ Aquatic Improvements: DRN Slide
- ❑ Steam Locomotive: Painting
- ❑ Stream Bank Erosion Control Project: Phase I
- ❑ Short-Term Rental Program **{HIGH PRIORITY}**

Vibrant community with lively destinations and successful commercial centers

Objectives:

- *Develop Highway 121 as a major community and regional destination*
- *Develop Allen Downtown as a major community and regional destination that has a “unique” draw that is distinctive from other regional downtowns*
- *Have an “Allen” sense of place and its own identity known by residents*
- *Maintain and enhance CUTX Event Center as a successful asset contributing to our Allen community*
- *Develop older commercial centers*

Priority Actions – 2022

- ❑ Allen Downtown Plan / Strategy: Phase 2 and Citizen Task Force **{TOP PRIORITY}**
- ❑ Mixed-Use Development: Review, Direction and Community Understanding **{HIGH PRIORITY}**
- ❑ City Economic Development Policy and Strategy: Review and Direction **{HIGH PRIORITY}**
- ❑ Major Business Office Space / Campus Development: Market Research and Direction **{HIGH PRIORITY}**
- ❑ CUTX Event Center: Evaluation Report and Future Direction
- ❑ Manufacturing / Office Tenant Recruitment – 915 Enterprise
- ❑ SH 121 Entertainment Projects: Recruitment
- ❑ Two Client Events at CUTX Event Center / Marriott
- ❑ Host 5 Mini Familiarization Tours

High-performing City team providing resident-focused services

Objectives:

- *Develop and maintain proactive City communications policies, strategies, and tools to inform the community*
- *Maintain and enhance a city organization culture that emphasizes professionalism, results, and performance accountability*
- *Hire, develop and retain a top-quality City workforce*
- *Hire and retain a professional, talented City workforce dedicated to serving our community*
- *Develop effective and usable performance metrics for evaluating the service performance and the value to the Allen community*
- *Have the City working as a team: Mayor-City Council, City managers, directors, supervisors, and staff working together and respecting the respective roles*
- *Have stable and visible leadership in City government*

Priority Actions – 2022

- Comprehensive Street Assessment and Master Plan: Scope, Process and Plan Development **{TOP PRIORITY}**
- Fire Station #6: Staffing and Construction **{HIGH PRIORITY}**
- State Legislative Agenda and Advocacy for 2023 Legislative Session: Key Issues, City Positions and City Actions / Advocacy Approach **{HIGH PRIORITY}**
- Comprehensive City Building and Facilities Plan Development: Condition Assessment, Security Needs and Implementation
- Personnel Policy Manual: Update
- Layer 3 Network Conversion: Completion
- Police Records Management System: Migration
- Workforce Safety Program
- 21st Century Policing: Report
- Windridge Water/Sewer Replacement Phase II – Contract Award
- FM 2551 Project with TxDOT
- Sloan Creek Regional Lift Station Project Phase II
- US75 Ridgeview Interchange Project with TxDOT

Priority Actions – 2022 (Goal #4 Continued)

- Record Center Barcode System: Evaluation
- Digital Records Laserfiche: Expansion
- Electronic Submittals for Building Permits and Planning: Migration
- eReview Platform (EnerGov): Implementation
- Board Management Tool: Evaluation
- Develop a City Council Dashboard **{HIGH PRIORITY}**
- Paid Leave Policy Review
- US75 Technology Lane Project with TxDOT
- Allen Gateway Decorative Fence / Landscape Project
- AMI Project: Operational
- Implement Year 2 of IT Master Plan **{HIGH PRIORITY}**
- Police Parking Area Fence Plan: Direction, Funding and City Actions **{TOP PRIORITY}**

GOAL 5

Engaged and connected Allen community

Objectives:

- *Varied opportunities for community involvement*
- *Celebrate the cultural growth of Allen by supporting community events and festivals*
- *Provide city programming responsive to the needs of the diverse Allen community*
- *Foster and advance collaboration and partnerships with existing institutions and businesses*
- *Promote community cohesion through engagement activities*

Priority Actions – 2022

- ❑ Establish a Community Engagement Advisory Board
- ❑ Community Engagement Strategy: Report, Direction and City Actions
- ❑ Elevate Council participation and representation in regional and statewide organizations
- ❑ Evaluate 3rd party citizen survey and focus groups for implementation every other year
- ❑ Establish quarterly city staff meetings to synergize outreach / education / programming

