

## Memorandum

**Memorandum No: 23-151**

**Date:** August 11, 2023

**To:** Honorable Mayor and City Council

**From:** Ryan Henderson, Interim City Manager

**Re:** 2023-2024 Strategic Work Plan Update

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On January 24, 2023, the City Council approved Resolution #2023-01-1365 adopting the City of Anna Success Statements. This action followed a workshop held on December 9 and 10, 2022, in which members of the City Council drafted seven Strategic Outcome Areas that help define Anna's future identity. Using the adopted City of Anna Success Statements as a framework, city staff presented an operational work plan during the February 14, 2023 City Council Meeting. The following is intended provide a status update of the work plan, organized by success statement:

### Neighborly Work Plan Update:

- Complete website redesign, modernizing pages and information (Summer 2023)
  - Final Design concepts were approved May 30, 2023. Department Header packages for Police and Parks were submitted May 30 and CivicPlus is finalizing the designs. Next Design Configuration Preview meeting is scheduled for August 10, 2023. Projected completion: September 30, 2023.
- Implement SeeClickFix for neighbors to efficiently report issues and ask questions (Summer 2023)
  - SeeClickFix Anna will replace existing “contact us” links on the City’s website the last week of August. The SeeClickFix Anna App will also be available from the app store for download. More information on how to submit a request and use the SeeClickFix platform will be sent through a Memorandum within the next few weeks.
- Create and implement program to welcome new neighbors (Fall 2023)
  - Held new neighbor social July 20, 2023 at Fuzzy's Tacos with 20 neighbors in attendance.
- Evaluate, create and implement annual opportunity to engage and educate youth on local government (Winter 2023)
  - Coordinating event date with Anna High School for late fall / early spring.
- Evaluate and plan an event or program with a multicultural and/or historical components, including international day (Summer 2024)
  - Preparing a survey for community interest.
- Enhance Boards and Commission experience by refining orientation, communication, recruitment, and recognition (Fall 2024)

- Recruitment and orientation refined and completed in June 2023. Planning a recognition event for board members' service.
- Evaluate, prepare and hold 2024 community survey (Fall 2024)
  - In contract discussions with National Community Survey for next year's survey.

#### Unique Work Plan Update:

- Finalize and adopt new subdivision and zoning ordinances (Summer 2023)
  - Zoning Ordinance is scheduled for adoption in August. Subdivision Ordinance is tentatively scheduled for September.
- Develop and implement downtown development guidelines (Winter 2023)
  - New development standards and guidelines are included within the new Downtown Zoning District regulations. Building setbacks, parking, site design, and land use allowances addressed within the new Zoning Ordinance.
- Develop and implement planned development requirements (Spring 2024)
  - New zoning ordinances require a Planned Development to have a minimum of 5 acres of land. The purpose of rewriting the zoning ordinance was to adopt development and design standards that would limit the request of Planned Development requests.
- Submit application for Scenic City Texas certification program (Spring 2024)
  - Review has begun. Applications will open in November 2023 and are due in April 2024.
- In addition to these items Memorandum No 23-146 Residential and Lot Types in Anna was provided to City Council on June 23, 2023.

#### Vibrant Work Plan Update:

- Complete wayfinding and gateway entrance schematic design (Summer 2023)
  - Schematic design and gateway entrance plans were completed in April. Design and planning for US-75 will begin in the fiscal year 2024.
- Host medical attraction event (Fall 2023)
  - Coordinating with Anna Surgery Center.
- Develop local/public art program (Fall 2023)
  - First Art Night was held on February 23, 2023. The first juried art show was the community project of the Anna Neighbor Academy 2022 Fall cohort alumni. Twenty-four students participated in the competition. The three winner's pieces are hanging in the lobby of the Municipal Complex. Staff is coordinating the next show for the spring.
  - In July, mural panels were hung on the future 3 Nations Brewing building along 4<sup>th</sup> Street.
- Reconstruct 5th, 7th, and Riggins with on-street parking (Winter 2023)
  - Project is being bid. Construction is planned to begin this fall.
- Implement 2023 Business Retention and Workforce Plan (Winter 2023)
  - Job Fair was held in conjunction with Grayson College on June 15, 2023.
- Create and implement downtown marketing plan (Summer 2024)
  - New software will allow the creation of an online directory to promote downtown businesses.
- Reconstruct water and wastewater lines downtown (Summer 2024)
  - Phase one of three was completed the end of July. Phase two is being bid.
- Design Interurban pedestrian corridor (Fall 2024)
  - A design firm will be selected in fiscal year 2024 to initiate this work.

#### Safe Work Plan Update:

- Complete Criminal Justice Information Systems (CJIS) compliancy and prepare for State audit (Summer 2023)
  - City of Anna is CJIS compliant. Staff has requested an audit by the State of Texas.
- Hold full scale Advance Law Enforcement Rapid Response and Training (ALERT) exercise with AISD (Summer 2023)
  - ALERT training was completed on June 1, 2023 and June 2, 2023.
- Implement Civilian Response to Active Shooter (CRASE) training (Fall 2023)
  - CRASE training was first held at the Municipal Complex on July 20, 2023. The training is available to the public. An online request form is being developed.
- Complete phase I City of Anna emergency management plan (Spring 2024)
  - Federal Emergency Management Agency, Texas Department of Emergency Management, Collin County, and the North Texas Council of Governments have reviewed the City's ordinance and HAZ-MAP plan.
- Open Fire Station #2 (Spring 2024)
  - Project is under construction.

#### Resilient Work Plan Update:

- Conduct railroad crossing study (Spring 2024)
  - Staff is currently identifying all crossings and determining ownership of each. Staff will evaluate hiring an engineering consultant for further analysis in the fiscal year 2024.
- Implement Risk and Resiliency Plan for public utilities (Winter 2023)
  - Quotes have been requested for the hardware components for the first phase of implementation. Specifically, this includes improvements to our SCADA system, additional monitoring equipment, and additional safety equipment to ensure our facilities meet the TCEQ requirements for safety and monitoring of public water facilities which will be rolling out in multiple phases over the next several years. Staff plans to begin making purchases in October, with installation being complete over the following months as the equipment arrives.
- Develop priority plan for management of stormwater utilities (Summer 2024)
  - Currently the focus of the stormwater utility is to complete various small to medium sized maintenance projects across the City in areas with known problems. This initial effort is planned to conclude in Spring 2024. As this work nears completion, mid and long-range priorities will be identified. This plan will be presented during the annual budget process.
- Develop implementation plan for key trail and hike/bike improvements (Summer 2024)
  - Pecan Grove Trail is in design, and 50% construction plans are expected to be submitted for City review in September. Proposals have been received for three other trail segments. Funding for future trails is being evaluated.
- Develop utility system isolation plan (Winter 2024)
  - Utility maintenance crews were restructured in July to better assist with exploratory excavation and serve as a valve maintenance crew. GIS is creating a functional interface to visually show which valves are closed or open. This interface is planned to be completed in Summer 2024.
- In addition, the stormwater maintenance crew began work in July 2023. A large project was completed in the Northpointe Subdivision's stormwater detention area, which is within a City easement. The drainage crew is now moving towards stormwater improvements in bar ditches and culvert replacement & replacement work where drainage conveyance is poor.

#### Active Work Plan Update:

- Complete construction and open fitness court phase 1 (Spring 2023)
  - Ribbon cutting was held on July 1, 2023.
- Complete sports lighting at Johnson Park (Spring 2023)
  - Project was completed and is in-use.
- Complete construction and open renovated splash pad at Slayter Creek Park (Summer 2023)
  - Ribbon cutting was held on July 1, 2023.
- Complete and open half basketball court and trail at Yank Park (Summer 2023)
  - Construction has begun on phase two improvements. Work is expected to be complete Fall 2023.
- Implement public safety observation program with AISD (Summer 2023)
  - Coordination continues with Anna Independent School District for their approval of a memorandum of understanding.
- Complete construction and open skate park, basketball and pickleball courts, and parking lot expansion at Slayter Creek Park (Fall 2023)
  - Construction has begun and is ongoing. The parking lot expansion will be completed in late August. The Skate Park project will be completed by the end of the calendar year. Staff is working with the contractor to determine the final opening date for the pickleball and basketball courts.
- Construct additional parking at Natural Springs Park (Fall 2023)
  - Construction has begun and is expected to be complete this fall.
- Begin construction of Community Library (Fall 2024)
  - Construction documents are currently 50% complete. Staff is completed a review of the cost plan and the documents. The design team has received feedback from staff and is moving toward a set of 100% construction documents for bidding this fall.
- Develop and implement digital library services (Winter 2024)
  - Staff is reviewing different vendor options and establishing a budget for the purchase contract. The digital program will be initiated when the library construction begins next Winter. The budget for the first year of digital services is included in the library budget.

#### Excellent Update

- Achieve Excellence in Financial Reporting Award (Spring 2023)
  - Received award for 2021 Annual Comprehensive Financial Report (ACFR) and submitted for 2022 ACFR.
- Implement Brightly Asset Essentials management software (Summer 2023)
  - Competed and operational March 2023.
- Implement and transition software for Municipal Court (Winter 2023)
  - Kick off meeting was held. Preparing data for download to the new system.
- Attain Public Works accreditation (Winter 2024)
  - Self-assessment is underway as staff prepares the application for submission.
- National Association of Clean Water performance evaluation (Winter 2024)
  - Received National Association of Clean Water Agencies Peak Performance Award in July 2023.
- Attain Texas Police Chiefs Association accreditation (Winter 2024)
  - Self-assessment is underway.

The City Manager's Office will continue to provide updates on this and other projects, programs, and events.

Attachments:

**Exhibit 1- Adopted Success Statements**

**Exhibit 2- February 14, 2023 Report Presentation**

- c. Taylor Lough, Assistant City Manager  
Greg Peters, Interim Assistant City Manager  
Clark McCoy, City Attorney  
Carrie Land, City Secretary  
Management Team

# Success Statements



## Neighborhoodly

**Anna's community of neighbors has a sense of hometown pride and is:**

- Caring and giving
- Engaged in the community
- Active in civic life



## Unique

**Anna is designed to be unique as it transforms from a bedroom community to a thriving city, with:**

- Deliberate planning for the future
- A vision for innovative development and positive growth
- A variety of housing, jobs, and educational opportunities



## Vibrant

**Anna has a quality workforce that contributes to a prosperous economy that includes:**

- Diverse businesses with outstanding employment opportunities
- Easy access to a variety of events and entertainment venues
- A one-of-a-kind downtown



## Safe

**Anna is a community where neighbors feel safe due to the City's commitment to:**

- Staffing public safety operations to meet the needs of a growing community
- Preparing for emergencies and ensuring excellent response times



## Resilient

**Anna's mobility and utility infrastructure consistently meets community needs by:**

- Focusing on resiliency and the City's ability to recover from upsets
- Having a robust multi-modal transportation network
- Dependably delivering utility services to the City's neighbors and businesses



## Active

**The City of Anna promotes an active community through:**

- A variety of social opportunities for neighbors and visitors
- Diverse recreational venues
- Well-maintained trails and natural areas
- Opportunities for lifelong learning



## Excellent

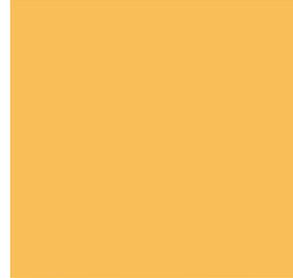
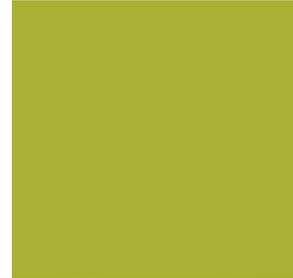
**Anna is a high-performing City that implements best practices and pursues accreditation, demonstrating its commitment to:**

- Ethical and collaborative decision-making
- Continuous improvement and achieving measurable outcomes
- Ensuring a positive work environment for Council, staff, and neighbors

# THE CITY OF **Anna**

## 2023-2024 Strategic Work Plan

Tuesday, February 14, 2023  
City Council Meeting



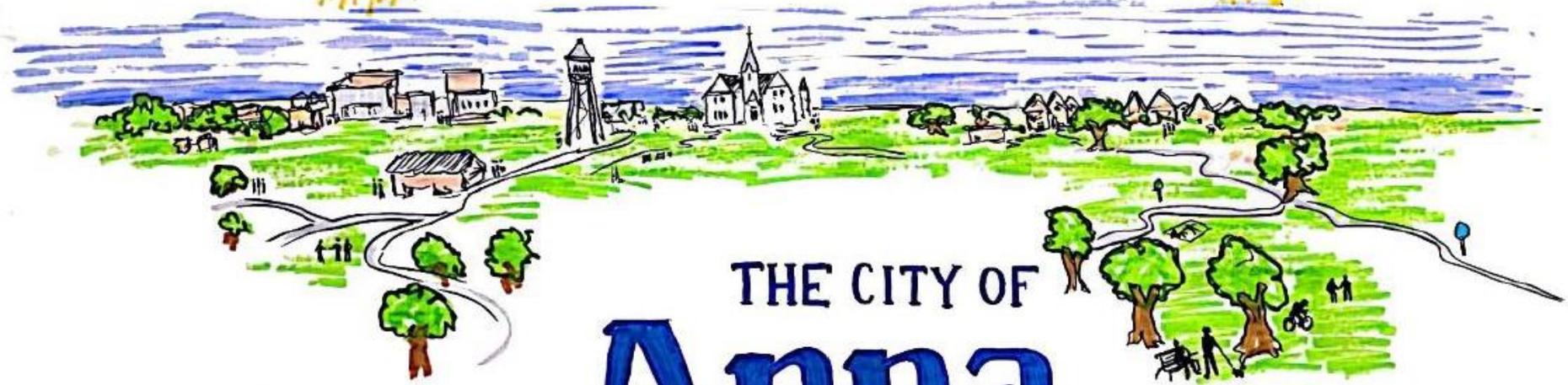
# BACKGROUND

- December 9 and 10, 2022 members of City Council met with facilitator to set direction for the future of Anna.
  - Key component of successful implementation is knowing roles and responsibilities between City Council and City Manager's Office, which were discussed at length in conversation led by the facilitator.
- City Council adopted Success Statements at their meeting on January 24, 2023.
- Strategic plan provides budgetary and operational guidance: *Where we are going.*

# WORK PLAN

- Work plan is *how we are going to get there*.
- Members of staff leadership met in cross-departmental teams to develop work plans for each strategic outcome area.
- The following is only a sample of overall work, not exhaustive.
- Existing programs, events, and activities will continue.

EXCELLENT  
RESILIENT  
UNIQUE  
SAFE  
NEIGHBORLY  
VIBRANT  
ACTIVE



THE CITY OF  
**Anna**

DECEMBER  
2022



# NEIGHBORLY

## **SUCCESS STATEMENT**

- Anna's community of neighbors has a sense of hometown pride and is:
  - Caring and giving
  - Engaged in the community
  - Active in civic life

## **CURRENT ACTIVITIES**

- Food, clothing, toy drives, days of service
- Neighborhood Leadership programs and events
- Neighbor recognition like the 'We Notice' and 'A Veteran Lives Here' Campaigns
- Block party and Community Built Here trailers
- Community partnerships

# NEIGHBORLY WORK PLAN

- Complete website redesign, modernizing pages and information (Summer 2023)
- Implement SeeClickFix for neighbors to efficiently report issues and ask questions (Summer 2023)
- Create and implement program to welcome new neighbors (Fall 2023)
- Evaluate, create and implement annual opportunity to engage and educate youth on local government (Winter 2023)
- Evaluate and plan an event or program with a multicultural and/or historical components, including international day (Summer 2024)
- Enhance Boards and Commission experience by refining orientation, communication, recruitment, and recognition (Fall 2024)
- Evaluate, prepare and hold 2024 community survey (Fall 2024)

# UNIQUE

## **SUCCESS STATEMENT**

- Anna is designed to be unique as it transforms from a bedroom community to a thriving city, with:
  - Deliberate planning for the future
  - A vision for innovative development and positive growth
  - A variety of housing, jobs, and educational opportunities

## **CURRENT ACTIVITIES**

- Anna 2050 Comprehensive Plan
- Economic Development Strategic Plan
- Professional development and education on latest trends in local government

# UNIQUE WORK PLAN

- Finalize and adopt new subdivision and zoning ordinances (Summer 2023)
- Develop and implement downtown development guidelines (Winter 2023)
- Develop and implement planned development requirements (Spring 2024)
- Submit application for Scenic City Texas certification program (Spring 2024)

# VIBRANT

## **SUCCESS STATEMENT**

- Anna has a quality workforce that contributes to a prosperous economy that includes:
  - Diverse businesses with outstanding employment opportunities
  - Easy access to a variety of events and entertainment venues
  - A one-of-a-kind downtown

## **CURRENT ACTIVITIES**

- Downtown Master Plan
- Business attraction program
- Business appreciation event

# VIBRANT WORK PLAN

- Complete wayfinding and gateway entrance schematic design (Summer 2023)
- Host medical attraction event (Fall 2023)
- Develop local/public art program (Fall 2023)
- Reconstruct 5<sup>th</sup>, 7<sup>th</sup>, and Riggins with on-street parking (Winter 2023)
- Implement 2023 Business Retention and Workforce Plan (Winter 2023)
- Create and implement downtown marketing plan (Summer 2024)
- Reconstruct water and wastewater lines downtown (Summer 2024)
- Design Interurban pedestrian corridor (Fall 2024)

# SAFE

## **SUCCESS STATEMENT**

- Anna is a community where neighbors feel safe due to the City's commitment to:
  - Staffing public safety operations to meet the needs of a growing community
  - Preparing for emergencies and ensuring excellent response times

## **CURRENT ACTIVITIES**

- Strategic and staffing plans in both Police and Fire departments
- Employee recruitment, retention, and training efforts

# SAFE WORK PLAN

- Complete Criminal Justice Information Systems (CJIS) compliancy and prepare for State audit (Summer 2023)
- Hold full scale Advance Law Enforcement Rapid Response and Training (ALERRT) exercise with AISD (Summer 2023)
- Implement Civilian Response to Active Shooter (CRASE) training (Fall 2023)
- Complete phase I City of Anna emergency management plan (Spring 2024)
- Open Fire Station #2 (Spring 2024)

# RESILIENT

## **SUCCESS STATEMENT**

- Anna's mobility and utility infrastructure consistently meets community needs by:
  - Focusing on resiliency and the City's ability to recover from upsets
  - Having a robust multi-modal transportation network
  - Dependably delivering utility services to the City's neighbors and businesses

## **CURRENT ACTIVITIES**

- Community Investment Program
- Transportation Thoroughfare Plan
- Risk and Resiliency Plan

# RESILIENT WORK PLAN

- Conduct railroad crossing study (Spring 2024)
- Implement Risk and Resiliency Plan for public utilities (Winter 2023)
- Develop priority plan for management of stormwater utilities (Summer 2024)
- Develop implementation plan for key trail and hike/bike improvements (Summer 2024)
- Develop utility system isolation plan (Winter 2024)

# ACTIVE

## **SUCCESS STATEMENT**

- The City of Anna promotes an active community through:
  - A variety of social opportunities for neighbors and visitors
  - Diverse recreational venues
  - Well-maintained trails and natural areas
  - Opportunities for lifelong learning

## **CURRENT ACTIVITIES**

- Parks, Trail, and Open Space Master Plan and Parks Capital Improvement Plan
- Festivals, classes, events
- Community and employee wellness events
- Police Explorer program and Public Works AISD student program
- Volunteer program

# ACTIVE WORK PLAN

- Complete construction and open fitness court phase 1 (Spring 2023)
- Complete sports lighting at Johnson Park (Spring 2023)
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- Construct additional parking at Natural Springs Park (Fall 2023)
- Begin construction of Community Library (Fall 2024)
- Develop and implement digital library services (Winter 2024)

# EXCELLENT

## EXCELLENT

- Anna is a high-performing City that implements best practices and pursues accreditation, demonstrating its commitment to:
  - Ethical and collaborative decision-making
  - Continuous improvement and achieving measurable outcomes
  - Ensuring a positive work environment for Council, staff, and neighbors

## CURRENT ACTIVITIES

- Transparency Stars
- Employee training and wellness opportunities
- Internal standard operating procedures
- Routine management training and team building
- Ongoing awards and recognition programs

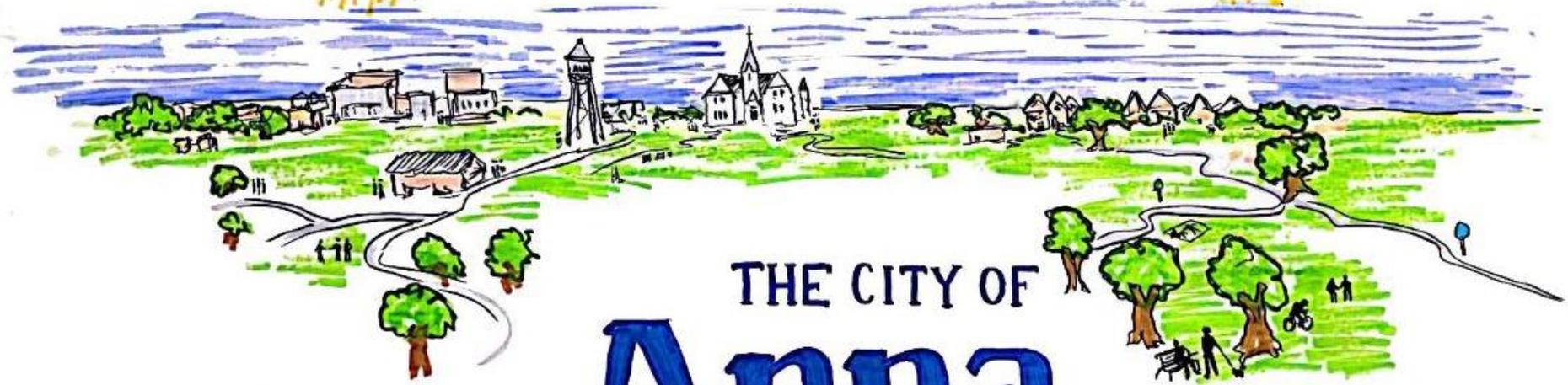
# EXCELLENT WORK PLAN

- Achieve Excellence in Financial Reporting Award (Spring 2023)
- Implement Brightly Asset Essentials management software (Summer 2023)
- Implement and transition software for Municipal Court (Winter 2023)
- Attain Public Works accreditation (Winter 2024)
- National Association of Clean Water performance evaluation (Winter 2024)
- Attain Texas Police Chiefs Association accreditation (Winter 2024)

# NEXT STEPS

- Questions? Comments? Feedback?
- Future presentations with updates on individual items throughout the year.
- Annual Strategic Work Plan Update.

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THE CITY OF  
**Anna**

DECEMBER  
2022



# THE CITY OF **Anna**

## 2023-2024 Strategic Work Plan

Tuesday, February 14, 2023  
City Council Meeting

