



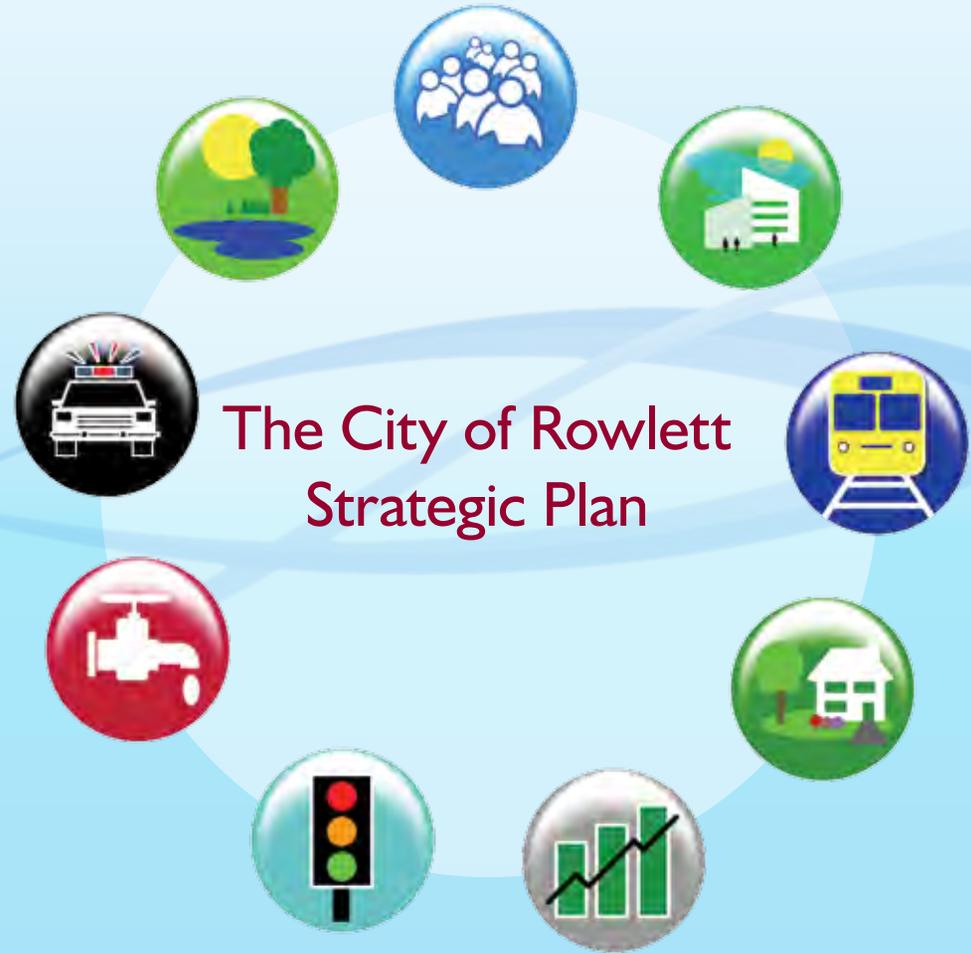
Policy Statement

The City of Rowlett encourages a hometown feel by creating recreational, cultural and social opportunities, supporting neighborhood and community gatherings, and promoting a positive, balanced business environment in a beautiful lakeside setting.

Strategies

- Develop a master-planned park system of unique settings accessible to all citizens within walking distance from every home in Rowlett.
- Host community gatherings and festivals that are unique to the City's heritage and nurture a sense of home.
- Maximize all opportunities for commercial and recreational use and enjoyment of Lake Ray Hubbard.
- Foster the arts and humanities community and encourage community programs and multi-use facilities.
- Become recognized as an "All-America City".
- Provide community-wide opportunities for recreation, health, and wellness.

Achievements



The vision of Rowlett is to be a unique community where families enjoy life and feel at home.



3. Introduction



4. Organization Development



5. Economic Development



6. Transportation



7. Community Development



8. Financial Management



9. Infrastructure



10. Delivery of Services



11. Public Safety



12. Quality of Life

The City of Rowlett provides highly-trained personnel with the appropriate resources to continually improve safety and security throughout the community.

Strategies

- Educate and involve the public with all facets of public safety.
- Maintain a high quality emergency response system that uses best practices and engages citizen volunteers.
- Foster a community environment where citizens are safe and feel safe.



Achievements

- Established the Annual Public Safety Expo with over 3,000 citizens in attendance the first year.
- Opened a state-of-the-art Emergency Operations Center with the Urban Area Security Initiative grant.
- Established a definitive Fire Corps under the Community Emergency Response Team to respond to fire and police incidents in a support role.
- Launched the “Volunteers In Police Service” (VIPS) program to use volunteers for various enforcement duties.





Policy Statement

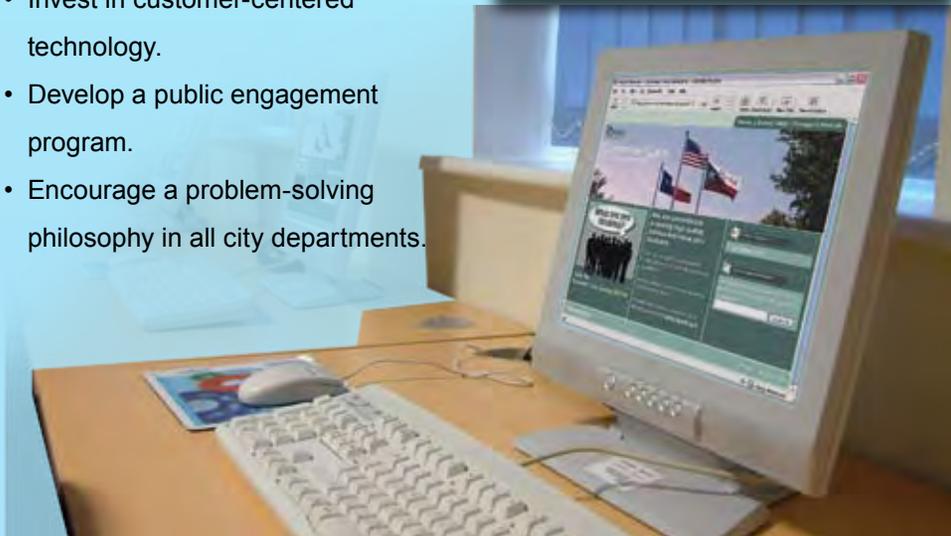
Promote effective and timely delivery of high quality services and allocate City resources to meet the current and future needs of the community.

Strategies

- Maintain staffing levels to effectively and efficiently provide necessary core services.
- Incorporate the econometric model and philosophy.
- Examine and develop opportunities to shift funding costs of special services away from the residential community.
- Create a customer-centered organizational culture.
- Invest in customer-centered technology.
- Develop a public engagement program.
- Encourage a problem-solving philosophy in all city departments.

Achievements

- Identified performance indicators for core services and enhanced services.
- Increased citizen access to service through online tools.
- Developed a Customer Care program to increase the focus on customer service and the opportunity for citizens to share their thoughts, concerns and ideas.



The Mission of Rowlett is to provide high quality services, utilize best practices, and promote well-planned growth while enhancing our community’s sense of home.

Introduction

In 2005, the Rowlett City Council adopted the City of Rowlett Strategic Plan, a visionary long-range planning tool covering every aspect of the City from economic development to street infrastructure.

Based upon citizen input and shaped by the City’s vision and mission statements, the City of Rowlett Strategic Plan is the result of elected officials and professional City staff working together to identify and analyze more than 100 different goals and objectives.

The specific areas addressed in the long-term strategic plan include: Organizational Development; Economic Development; Transportation; Community Development; Financial Management; Infrastructure; Delivery of Services; Public Safety; and Quality of Life. Every objective in the plan was assigned a timeline for completion ranging from 1 to 5 years; 6 to 10 years; or 11 to 20 years.

A complete copy of the City of Rowlett Strategic Plan can be viewed online at www.rowlett.com.



Policy Statement

The City of Rowlett provides resources to recruit and maintain staff who continually seek higher standards of professionalism, expertise and customer care to the citizens of Rowlett, while remaining flexible to act upon policies written to serve the citizenry.

Strategies

- Demonstrate a commitment to employee development and growth.
- Create a team culture where the synergy of team decision making enhances service to the community.
- Provide market competitive pay and benefits to attract and retain the most qualified employees.



City employees are recognized for excellence in customer care.

Achievements

- Implemented city-wide training program to focus on team culture, customer care, and communications.
- Developed a Culture of Health initiative to target healthy lifestyles.
- Significantly reduced the City's worker's compensation loss ratio.



Policy Statement

The City of Rowlett allocates resources to properly and efficiently maintain existing infrastructure while forecasting needs and providing standards that ensure a high quality of infrastructure necessary for future growth.



Strategies

- Maintain high aesthetic standards and create a hometown image through the implementation of a well-planned Capital Improvements Program.
- Build and maintain infrastructure to high quality structural and aesthetic standards.
- Construct municipal facilities to accommodate needs and services.
- Beautify Lake Ray Hubbard.
- Update the capacity of the communication infrastructure.
- Coordinate the placement of utility lines underground.

Achievements

- Developed online mapping tools to provide citizens and City staff with the ability to identify legal descriptions of properties, zoning, crime patterns and properties for sale or lease.
- Completed the Rowlett Downtown Main Street Renovation Project within estimated time frame and under budget.
- Installed 740, 15-gallon trees throughout the City. The trees were funded in majority through a grant from Texas Department of Transportation.





Policy Statement

The City of Rowlett responsibly manages public funds and debt, maintains and improves services, and provides timely, accurate reporting.

Strategies

- Maintain equitable fees and rate structures.
- Utilize technology to create more efficient financial processes.
- Analyze the impact of financial practices and decisions.
- Protect the City's policy-making ability by ensuring policy decisions are not controlled by financial challenges or emergencies.
- Protect and enhance the City's credit rating.



Achievements

- Received an unqualified opinion on the 2005 Comprehensive Annual Financial Report (CAFR), which is the best rating that a municipal entity can obtain.
- Received the Government Finance Officers Association (GFOA) Distinguished Budget Presentation Award for the third year in a row.
- Maintained an A1 rating on general obligation bonds and A2 rating on revenue bonds.



Policy Statement

The City creates an environment and opportunities that promote diversification of the tax base and strong, well-balanced, sustainable economic growth.

Strategies

- Promote well-planned development of the President George Bush Turnpike, Northshore Development District, the Tax Increment Financing District, the Waterfront Entertainment District, Elgin B. Robertson Park, and a revitalized Historic Downtown District.
- Improve the development process to be efficient and customer-friendly while maintaining high standards of quality in the community.
- Attract and retain a diverse mix of businesses in the community.
- Establish a tax revenue ratio of a 60% residential tax base to a 40% commercial tax revenue base.



Achievements

- In 2006, attracted new retail development along commercial corridors including Starbuck's, Chick-fil-A, LA Fitness and Super Target.
- Received 2006 Merit Award for Outstanding Community Economic Development from the Texas Economic Development Council.
- Started a small business section in the Rowlett Public Library to assist entrepreneurs in start-up and expansion activities.





Policy Statement

The City of Rowlett supports and encourages the local and regional planning, development, and maintenance of a comprehensive transportation network.



Strategies

- Provide citizens with the optimum type, mode, and expediency of transportation.
- Maximize opportunities for quality design, construction and use of one or more Dallas Area Rapid Transport light rail stations.
- Work with the North Texas Tollway Authority and the Texas Department of Transportation to protect the City's best interests during the right-of-way acquisition and development process of the President George Bush Turnpike (PGBT) and develop standards to ensure quality, timely and efficient development of the PGBT.
- Achieve the lowest cost of ownership for all transportation systems.

Achievements

- Approved the Inter-local Agreement (ILA) along with the North Texas Tollway Authority (NTTA) for the construction of the Eastern Extension of the PGBT, officially marking the end of planning and the beginning of implementation of the turnpike extension. The agreement reduces the City's financial obligations from an original estimate of \$68 million to an estimated \$5 million.



Policy Statement

The City of Rowlett encourages and invites commercial growth that will complement well-planned neighborhoods that have an emphasis on green space, common areas and lower density.



Strategies

- Make the development process more efficient while ensuring all development complements our neighborhoods.
- Promote the community's heritage through a vital and vibrant Downtown District.
- Be a "self-sustaining" community.

Achievements

- Consolidated all development codes and streamlined the development process through implementation of the Unified Development Code.
- Developed strategies to protect and promote green space in neighborhoods and updated the Master Thoroughfare Plan to include the trail system, which will result in an addition 5.25 miles of trails within three projects.
- Received two grants from the North Central Texas Council of Governments for the newly-renovated Downtown. The funds will be used for upcoming development projects and to create Freedom Drive, an entryway to the downtown area from Lakeview Parkway.