

City of Corinth

2014-2018 Strategic Plan

The 2014-2018 City Strategic Plan is shaped by the City's vision and mission statements, and is the result of the elected officials and professional City staff working together to identify, analyze, and prioritize the goals and objectives for City services. The five-year Strategic Plan was developed in 2014 and is updated annually.

The specific areas identified in the long-term strategic plan include: Governance & Management, Places & Spaces, Safety & Security, and Economic Development. Every objective in the plan was assigned a timeline for completion ranging from ongoing, short term (1 year), intermediate term (2 to 5 years), and long term (6 to 10 years).

2015 Update



City Council

Paul Ruggiere
Mayor

Joe Harrison
Mayor Pro Tem
Council Place IV

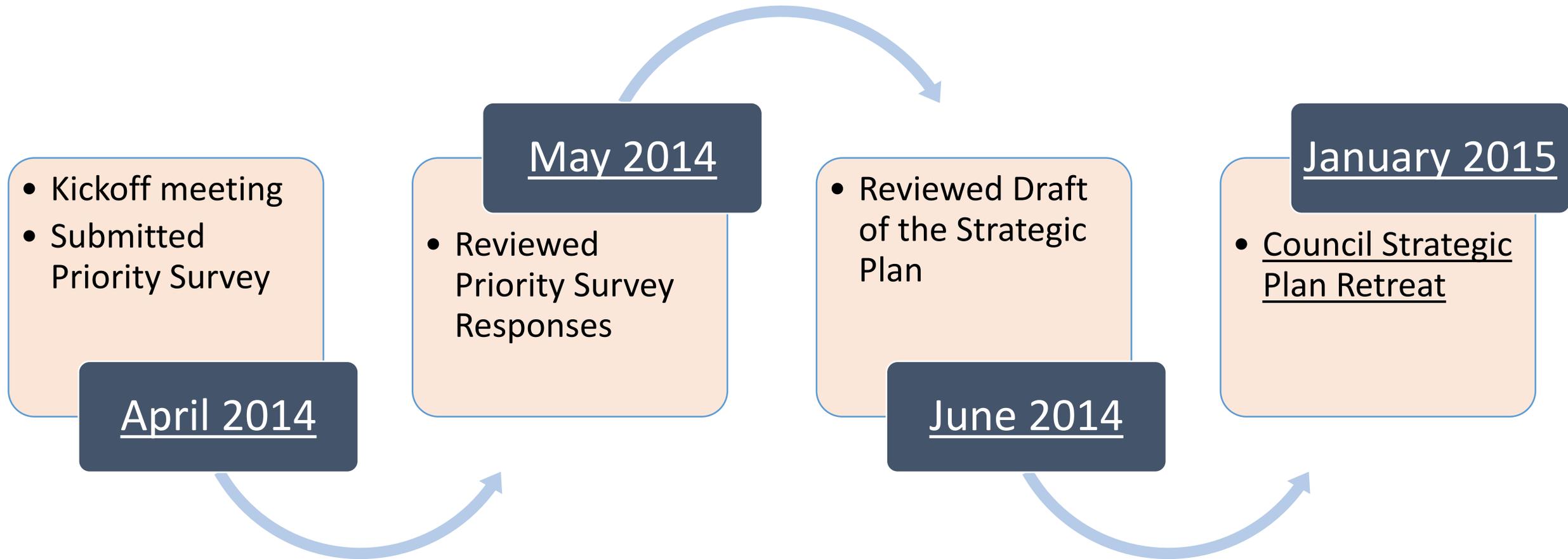
Randy Gibbons
Council Place I

Bill Heidemann
Council Place II

Lowell Johnson
Council Place III

Mike Amason
Council Place V

Strategic Plan Process



Vision & Mission Statement

Vision

Corinth will be known for its quality of life achieved by providing a safe community, preserving our neighborhoods, and recognizing the importance of quality development along our corridors.

Mission

To provide services that meet or exceed the needs of our community and enhance their quality of life.

Core Values



Integrity

We believe in honest and transparent government. We are dedicated to the highest ideals of integrity, fairness and openness in partnering with our citizens and employees.



Customer Focus

We believe in ensuring the timely, cost effective, professional, and courteous delivery of services and striving for continuous improvement.



Teamwork

We believe in working together to accomplish common goals by actively seeking feedback from citizens and employees in order to identify and implement change. We also believe in maintaining on-going communication with City Council, Boards, and Commissions.



Leadership

We believe in visionary, inspiring, passionate, focused, decisive, courageous, & supportive leadership. We believe leaders have impeccable integrity, determination, trust, they collaborative effectively to create an environment where commitment to excellence can thrive.



Commitment to Excellence & Quality

We believe for an organization and city to be great it must be committed to excellence and quality regarding organizational development and quality community, residential & commercial development.

Strategic Themes



Governance & Management

Promote a high performance organization through open government by maximizing resources through technology, people, fiscal responsibility and teamwork in partnership with our residents.



Places & Spaces

Build our community by promoting quality residential and commercial development, well maintained parks, trails, and open spaces, and safe and efficient transportation that provide quality and value for current and future growth.



Safety & Security

Provide for the safety and security of all citizens, visitors, businesses, and employees through innovative and progressive initiatives and partnerships to ensure the quality of life in our community.



Economic Development

Advance a cooperative effort by the CEDC, the City of Corinth and citizens to support retention and expansion of existing businesses and attract new businesses in targeted economic sectors.

Focus Area 1: Governance & Management



Goal 1: Govern the City in a transparent, efficient, accountable and responsible manner while maintaining a flat or reduced tax rate.

Goal 2: Create a customer centered organizational culture whose focus is on customer service and engaging the community.

Goal 3: Demonstrate a commitment to employee development and growth.

Goal 4: Stay abreast of technology to efficiently deliver services.

Focus Area 2: Places & Spaces



Goal 1: Maintain a high level of aesthetic standards through an efficient development process while ensuring compliance to the Unified Development Code (UDC).

Goal 2: Identify and review projects that enhance the safety, property, and way of life of all citizens.

Goal 3: Enhance efforts throughout all city services and programs to promote beautification.

Goal 4: Develop a community park system that provides exceptional service and is accessible to all citizens within walking distance.

Focus Area 3: Safety & Security



Goal 1: Conduct regular reviews of facilities, services, programs, and staffing to ensure sufficient levels to adequately serve our citizens.

Goal 2: Maintain a high quality emergency response system that uses best practices to efficiently deliver services.

Goal 3: Foster a community environment where citizens are safe and feel safe by educating and involving the public in all facets of public safety.

Goal 4: Demonstrate a commitment to public safety employee development and growth.

Focus Area 4: Economic Development



Goal 1: Promote high quality, well planned development while ensuring all development adheres to the Unified Development Code.

Goal 2: Attract and retain a diverse mix of businesses in the community.

Goal 3: Promote an open and accessible community organization.

Goal 4: Initiate and build a Central Business District.

Governance & Management

Goal 1:

Govern the city in a transparent, efficient, accountable and responsible manner while maintaining a flat or reduced tax rate.

Action Item: Maintain adequate reserves to ease the impact of economic fluctuations

Action Item: Maintain one of the lower tax rates among cities our size in Denton County

Action Item: Develop and maintain equipment on a strategic schedule and establish reserve funds to enable replacement.

Action Item: Conduct regular audits of city services, practices, staffing and programs to maximize efficiencies and ensure sufficient staffing levels to adequately serve the citizens.

Action Item: Increase citizen involvement in long-term projects and budget planning.

Goal 2:

Create a customer centered organizational culture whose focus is on customer service and engaging our community.

Action Item: Provide training and increase accountability of all employees in good management and customer service.

Action Item: Provide training in good leadership and governance to city council and city boards.

Action Item: Develop a Customer Care program to increase the focus on customer service and the opportunity for citizens to share their thoughts, concerns, and ideas.

Goal 3:

Demonstrate a commitment to employee development and growth.

Action Item: Take care of employees by maintaining employee benefits within budget limitations.

Action Item: Examine salary and benefits to ensure competitiveness to attract and retain a highly professional staff.

Action Item: Develop career development program for personnel in key positions who influence growth and development within the City to provide a better quality of customer service internally and externally.

Goal 4:

Stay abreast of technology to efficiently deliver services.

Action Item: Have critical governance information available on the City's website.

Action Item: Expand mobile-ready technologies to inform citizens and engage them on city issues and concerns.

Action Item: Continually review technology systems, infrastructure, and fiber optics to increase internal and external productivity and efficiencies.

2014 Accomplishments



Govern the city in a transparent, accountable & responsible manner while maintaining a flat or reduced tax rate.

Received State Comptroller Leadership Circle award for high standards of financial transparency

Received bond rating upgrade from S&P to AA-, with a stable outlook

Received GFOA Certificate of Achievement for Excellence in Financial Reporting

Received GFOA Distinguished Budget Presentation Award

Created a Technology replacement fund



Create a customer centered organizational culture whose focus is on customer service & engaging our community

Invested in Customer Centered Technology

Implemented a Service Excellence Program training for Executive Management Team

Developed Report a Concern platform to allow citizens to connect to city staff.

Updated and redesigned City Website. Launched Notify Me.



Demonstrate a commitment to employee development and growth.

All employees received performance feedback

Awarded merit increases for the first time

Medical Insurance increases stabilized at 8%

Made no changes to employee benefit structure

Implemented Health Benefit advocate provider (COMPASS)

Hosted Supervisor Academy and held departmental related training



Stay abreast of technology to efficiently deliver services.

Developed a paperless agenda process

Implemented Cloud email/Microsoft 365

Installed Wi-Fi at City Hall

Upgraded Voting system in Council Chambers

Integrated new GIS Website Interface/ GIS Department

Places & Spaces

Goal 1:

Maintain a high level of aesthetic standards through an efficient development process while ensuring compliance to the UDC.

Action Item: Conduct land use planning guided by the City's Comprehensive Plan.

Action Item: Conduct a review of all development codes to streamline the development process.

Goal 2:

Identify and review projects that enhance the safety, property, and way of life to our citizens.

Action Item: Develop Drainage design for Lynchburg Creek

Action Item: Construct IH-35 Lake Sharon Drive Extension

Action Item: Review Garrison Road options

Action Item: Identify need and location for a Center City.

Action Item: Review long-term community library program needs.

Goal 3:

Enhance efforts throughout all city services and programs to promote beautification.

Action Item: Provide proactive code enforcement.

Action Item: Identify and fund a right-of-way maintenance program.

Action Item: Adopt a high standard of maintenance for all city facilities, parks, and right-of-ways.

Action Item: Actively engage the community in Keep Corinth Beautiful and beautification events that affect their neighborhoods.

Action Item: Implement I-35 aesthetics improvements.

Goal 4:

Develop a community park system that provides exceptional service and is accessible to all citizens within walking distance.

Action Item: Develop a parks master plan.

Action Item: Plan Community Park phase II improvements.

Action Item: Identify need and location for a Community Center.

Action Item: Identify need and location of additional park space on the west side of town.

Action Item: Evaluate Park Department staffing needs.

2014 Accomplishments



Maintain a high level of aesthetic standards through an efficient development process while ensuring compliance to the UDC.

Initiated a review of all development codes to streamline the development process.

Implemented Unified Development Code.

Implemented and amended the Comprehensive Plan

Began weekly DRC meetings for new and current development



Identify and review projects that enhance the safety, property, and way of life for our citizens.

Designed and began construction of Tower Ridge Drive

Designed and acquired ROW on Shady Rest Drive

Funded and designed Lake Sharon Drive extension.

Designed and constructed new 1.5 MG water storage tank.

Sanitary sewer rehabilitation Corinth Shores.



Enhance efforts throughout all city services and programs to promote beautification.

Earned Bronze Scenic City Certification by the Scenic City Certification Program.

Amended the Sign ordinance for no pole signs.

Completed the storm water Best Management Practices Program.

Implemented no smoking ordinance.



Develop a community park system that provides exceptional service and is accessible to all citizens within walking distance.

Completed Community Park Improvements.

Initiated a park master plan.

Funded a right-of-way contract maintenance program.

Safety & Security

Goal 1:

Conduct regular reviews of facilities, services, programs, and staffing to ensure sufficient levels to adequately serve our citizens.

Action Item: Identify needs and location for a Public Safety facility.

Action Item: Determine the feasibility of a 911 call center and holding facility in the Public Safety facility.

Action Item: Acquire land, design, and build a Public Safety facility.

Action Item: Begin cooperative agreement with Town of Little Elm for a training facility.

Goal 2:

Maintain a high quality emergency response system that uses best practices to efficiently deliver services.

Action Item: Maintain equipment on a strategic schedule and establish reserve funds to enable replacement.

Action Item: Continue to stay abreast of technology to efficiently deliver services.

Action Item: Complete the required P-25 compliance upgrade for the public safety communications systems.

Goal 3:

Foster a community environment where citizens are safe and feel safe by educating and involving the public in all facets of public safety .

Action Item: Secure long term contract for Fire Services with area communities.

Action Item: Support the Citizens Police Academy and the re-implementation of the Citizens Fire Academy.

Action Item: Support police department community policing initiatives.

Goal 4:

Demonstrate a commitment to public safety employee development and growth.

Action Item: Examine salary and benefits to ensure competitiveness to attract and retain a highly professional public safety staff.

Action Item: Develop career development program for personnel in key positions who influence growth and development within the City to provide a better quality of customer service internally and externally.

2014 Accomplishments



Conduct regular reviews of facilities, services, programs, & staffing to ensure efficient levels to adequately serve our citizens.

Selected consultant to conduct the Public Safety Facility Needs Assessment

Upgraded patient cots on medic fleet

Placed in service a new '75 Quint apparatus at Fire House #2

Constructed and placed in service maintenance and storage facility at Fire House #2



Maintain a high quality emergency response system that uses best practices to efficiently deliver services.

Negotiated Warrant / Jail contract with Town of Flower Mound

Continued with P-25 compliance initiatives on radio replacements

Police department completed the 2014-2019 Strategic Plan document

Worked with Denton County in the research and implementation of new radio system.



Foster a community environment where citizens are safe and feel safe by educating & involving the public with all facets of public safety

Recognized as the 6th Safest City in Texas by Safewise

Corinth 5K Foot Pursuit – 200 participants with proceeds net \$9,000 for our volunteers

Graduated Advanced CPA class with (10) graduates expanding Citizens on Patrol

Conducted CSI Camp (13 graduates)

Conducted yearly Fire Prevention Program to elementary schools

Managed increased calls despite of short staffing in operations and headquarters



Demonstrate a commitment to public safety employee development and growth.

Continued the Public Safety Step Program

Police department conducted 3387 hours of training of our personnel (Current TCOLE training cycle)

Fire Department (training division), in partnership with Town of Little Elm, held state certifying classes for members and outside departments

Economic Development

Goal 1:

Promote high quality, well planned development while ensuring all development adheres to the Unified Development Code.

Action Item: Improve residential/commercial tax base ratios.

Action Item: Advance the Marketing Plan by continually expanding marketing efforts.

Action Item: Identify and initiate redevelopment areas.

Action Item: Attract retail, restaurants, office buildings, and hotels that contribute to quality of life.

Goal 2:

Attract and retain a diverse mix of businesses in the community.

Action Item: Aggressively market the location advantages of the City of Corinth for business through a specific Marketing Plan.

Action Item: Utilize incentives to attract desirable industries.

Action Item: Financially support expansion of existing local businesses.

Goal 3:

Promote an open and accessible community organization.

Action Item: Coordinate with adjacent cities for regional cooperation for mutual benefits.

Goal 4:

Initiate and build a Central Business District.

Action Item: Identify, initiate, and establish a Center City or Mixed Use District.

Action Item: Identify and attract businesses and industries that have both sales and property taxes.

2014 Accomplishments



Promote high quality, well planned development while ensuring all development adheres to the UDC.

Developed a Retail Merchandising Plan

Worked with property owners at FM 2499 & FM 2181 to discuss development plans

Developed a comprehensive marketing plan



Attract and retain a diverse mix of businesses in the community.

Implemented grant program for beautification, signage, and landscaping

Approved commercial incentives to attract DATCU

Implemented a business retention and expansion plan



Promote an open and accessible community organization.

Attended commercial real estate trade shows

Actively involved with Lake Cities Chamber of Commerce

Continue to work with brokers and developers to promote quality retail & commercial development



Initiate and build a Central Business District.

Initiated Market Study for the I-35 Corridor.

Focus Area 1:

Governance & Management



Have critical governance information available on the City's website.

Expand mobile-ready technologies to inform citizens and engage them on city issues and concerns.

Provide training in good management and customer service to employees.

Develop a Customer Care program to increase the focus on customer service.

Develop and maintain equipment on a strategic schedule and establish reserve funds to enable replacement.

Focus Area 2 :

Places & Spaces



Identify need and location for a Center City.

Develop I-35 sign ordinance.

Finalize the Parks Master Plan.

Finalize the review of all development codes to streamline the development process.

Implement I-35 Aesthetics Improvements

Lake Sharon Drive extension construction

Focus Area 3:

Safety & Security



Identify needs and location for a Public Safety Facility.

Determine the feasibility of a 911 call center & jail

Acquire funding for the purchase of land and design for the Public Safety Facility.

Secure long term contract for Fire services with area communities.

Support the Citizens Police Academy and re-implementation of the Citizens Fire Academy.

Complete the P-25 compliance upgrade for the Public Safety communications system.

Focus Area 4:

Economic Development



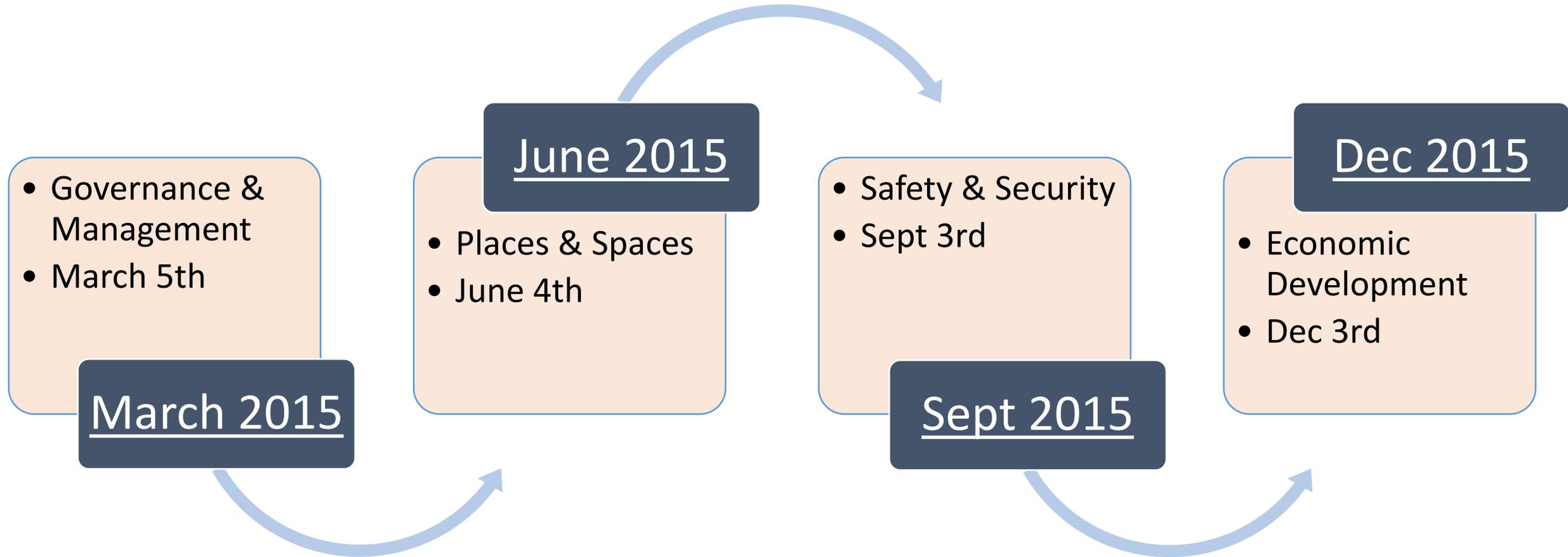
Advance the Marketing Plan by continually expanding marketing efforts.

Coordinate with adjacent cities for regional cooperation for mutual benefits.

Financially support expansion of existing local businesses.

Aggressively market the location advantages of the City of Corinth for business through a specific Marketing Plan.

2015 Strategic Updates



Annual Strategic Plan Review – January 2016