



the proof is in the plan.



2007

City of Hurst Strategic Plan

proof in personnel



City Council Members

Richard Ward, Mayor
Anna Holzer, Mayor Pro Tem
Larry Kitchens
Bill McLendon
Charles Swearngen
Nancy Welton
Henry Wilson



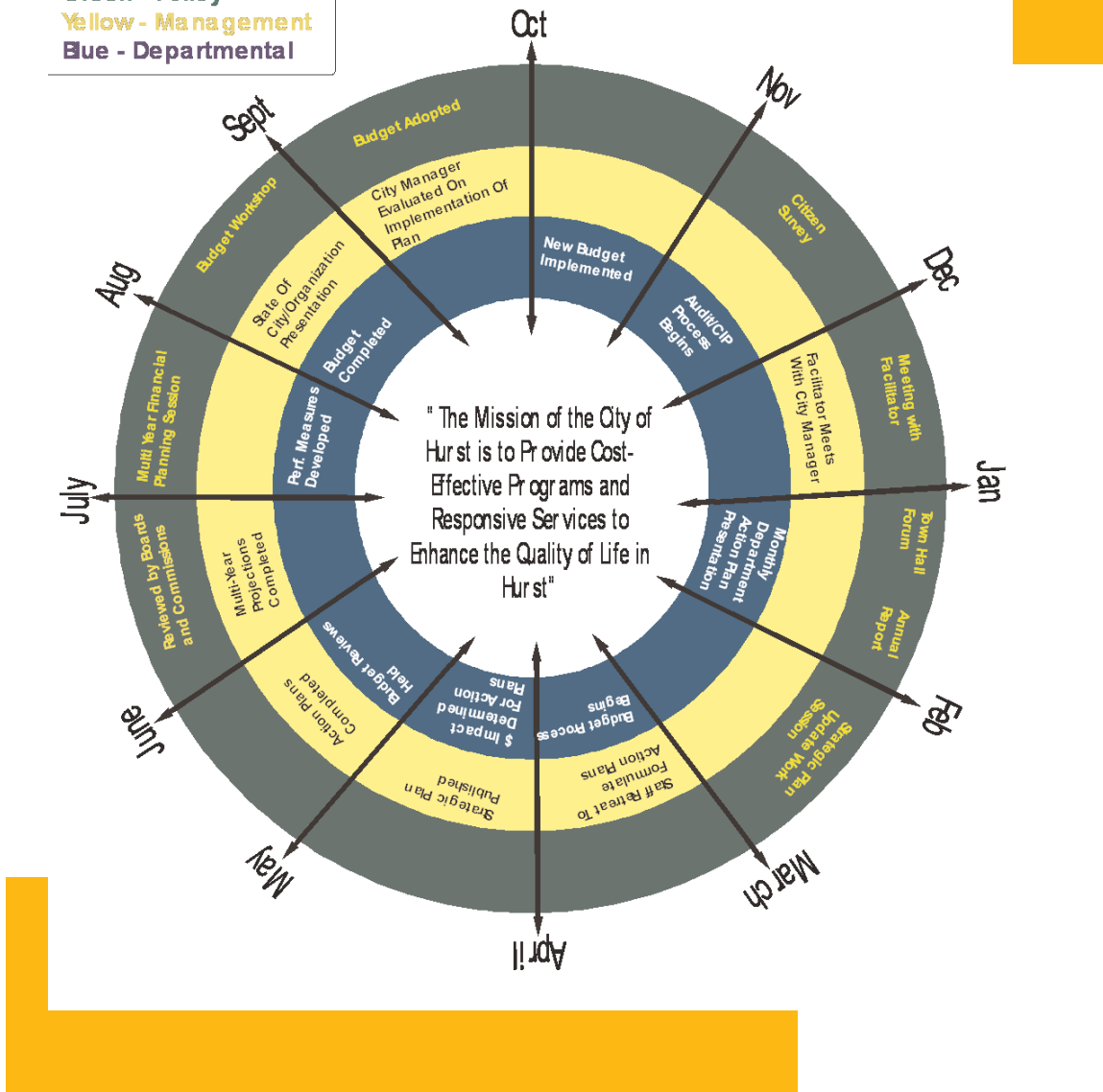
City Staff

Allan Weegar
City Manager
Allan Heindel
Deputy City Manager
Jeff Jones
Assistant City Manager
John Brown
Fire Chief
Rita Frick
City Secretary
Dale Harwell
Manager of Information
Services
Ron Haynes
Director of Public Works
Mike Morgan
Development Manager
Anita Thetford
Director of Finance
Tim Wallace
Police Chief
Ashleigh Whiteman
Communications Manager

... and proof in the process.

Strategic Planning Process

Green - Policy
 Yellow - Management
 Blue - Departmental



proof in performance

Fiscal Management

Policy Statement:

The City of Hurst implements plans that provide funds to maximize the quality of services while balancing revenue sources with cost of maintenance, operations, and debt.

Strategies:

- Develop alternative multi-year financial plans (5 and 10 year) regarding the direction the City needs to go with the tax rate based on retail revenue.
- Develop a comprehensive plan addressing best/worst-case financial scenarios over 5-10 years.
- Continue to seek opportunities to reduce the financial commitment to North East Mall more quickly than the current agreement, based on sales tax projections.
- Analyze and plan for a responsible ratio between sales taxes and property taxes.
- Maintain active research of current and future government regulations impacting sales tax base erosion.
- Be creative in identifying alternative funding sources to expand programs and services.
- Identify objectives that maintain and improve city services and document achievement in the budget process.
- Develop a Health Care Plan that will contain costs and improve wellness throughout the organization thereby reducing financial exposure.
- Be proactive in risk detection and risk reduction.





Policy Statement:

The City of Hurst provides mechanisms for development/ redevelopment standards that meet the changing needs of the residential and commercial markets.

Strategies:

- Review and expand zoning districts to encourage varied mixed-use residential development.
- Accelerate the redevelopment of Bedford-Euless Road, Pipeline Road, Hwy.10, and the development of Hurst Town Center.
- Continue the 'Good Neighbor' philosophy in the redevelopment process.
- All remaining vacant property should go through the Planned Development Process.
- Provide a blueprint addressing housing needs for senior citizens.
- Apply traffic survey data to study the impact on neighborhoods.
- Refine building and development standards to promote a quality image and aesthetic excellence throughout Hurst.
- The City of Hurst is to partner with real estate professionals to conduct periodic housing-stock surveys.
- Establish aggressive initiatives to enhance and enrich neighborhood value.
- Provide cost-benefit analysis for the redevelopment of each commercial corridor as the City approaches buildout.

proof in our programs
for the public

Community Development

proof in
progress



Economic Development

Policy Statement:

The City of Hurst uses promotional strategies and state of the art technology to attract, retain, and promote existing and new commercial development within the City.

Strategies:

- Provide a priority list of desired businesses this community wants to attract.
- Conduct a comprehensive 'North East Mall Impact' study focusing on the next 5 to 10 years.
- Continue aggressive business retention and development programs.
- Create web-based tools for economic development.
- Report on new development contacts and new business locations within the city.
- Apply traffic survey data to study impacts on economic development.
- Continue to maximize the effectiveness of attracting desirable retail and residential development and marketing our community.



proof in providing quality

Community Infrastructure

Policy Statement:

The City of Hurst designs and implements aggressive rehabilitation and maintenance programs providing residents and businesses with quality streets, water and sewer systems, drainage systems, and City facilities and buildings.

Strategies:

- Periodically report on progress of capital projects.
- Conduct traffic surveys on selected major arterial roads and report impact to City Council.
- Apply traffic survey data to study the impact of traffic flows, quality of streets, capacity of streets, adequate and proper signalization, and overall safety.
- Continue to rate, prioritize, and review capital improvements and facilities projects.
- Conduct a feasibility study of building and operating a Community Meeting Facility in the Hurst Town Center.
- Identify and implement funding to aggressively maintain and improve the City's infrastructure.
- Conduct a 10 year planning study to identify roadway improvements to minimize impact on the community.



proof in our programs

Community Services

Policy Statement:

The City of Hurst delivers and expands quality community services that meet citizens' educational, leisure, cultural, and social needs.

Strategies:

- Be more proactive in meeting cultural and historical needs.
- Be proactive in meeting recreational needs
- Develop a systematic approach to completing capital projects in the 1/2-cent sales tax program and shift focus to paying off debt and facility operation and maintenance.



... and proof in our people skills.

Customer Service

Policy Statement:

The City of Hurst develops staff committed to serve in a professional, friendly, responsive, and customer- focused manner.

Strategies:

- Enhance our 'Customer Oriented' Philosophy.
- Continue to attract, retain, and develop staff throughout the organization.

not to mention proof in our public safety.

Public Safety: Police and Fire

Policy Statement:

The City of Hurst develops and implements 'forward looking' policies and practices to deliver Public Safety Services.

Strategies - Police:

- Provide technologically advanced equipment.
- Continue and expand crime prevention programs.
- Continue and expand community based policing initiatives.
- Increase visibility of police officers within the community.
- Strive to improve priority 1-2 response times.
- Continue EMS training programs focusing on coordinated Police/Fire response.
- Provide resources to continue to upgrade jail facilities and staffing.
- Be forward thinking on cooperating with surrounding cities to provide cost-effective and efficient services.

Strategies - Fire:

- Assess and update current interlocal agreements for providing fire and EMS services.
- Strive to improve response times to meet or exceed national standards.
- Evaluate and enhance 'first responder' services.
- Be proactive in providing EMS services.
- Continue EMS training programs focusing on coordinated Police/Fire response.
- Implement and maintain a local Homeland Security and Emergency Preparedness Program awareness.
- Be forward thinking on cooperating with surrounding cities to provide cost-effective and efficient services.

proof in public transportation

Community Transportation

Policy Statement:

The City of Hurst develops and implements comprehensive transportation plans that are efficient, safe, and environmentally friendly.

Strategies:

- Monitor Public Transportation needs addressing seniors, disabled, and job access transportation alternatives.
- Create public/private partnerships that better serve a full range of transportation needs.
- Monitor effects of 'clean air legislation' on transportation projects within Hurst.
- Maintain active participation on the Council of Government's technological transportation committees.
- Assess state highway projects and their impact on traffic flow within and through Hurst.
- Apply traffic survey data to study the impact of traffic flows, quality of streets, capacity of streets, adequate and proper signalization, and air quality.

proof in publicity

Community Relations

Policy Statement:

The City of Hurst implements programs that effectively communicate and increase the public's awareness of City services.

Strategies:

- Use a multifaceted approach to marketing the City's programs and services.
- Initiate discussions with private sector for marketing the City regarding kiosks and Internet access.
- Develop programs to encourage citizen participation in government.
- Facilitate and enhance interlocal cooperation with neighboring cities to address key area-wide issues.
- Maximize E-mail use to communicate to the public City Council meetings and City events.



Policy Statement:

The City of Hurst develops and implements plans to invest in Information Technology that provides better services to internal and external customers.

Strategies:

- Provide standardized software to meet organizational needs.
- Study and identify innovative Internet approaches to improve delivery of services.
- Provide state of the art infrastructure to facilitate internal and external connectivity.
- Implement and maintain a web-based system that is both current and interactive.
- Provide easier access to the City's website and to encourage website utilization.
- Market the City's web address.
- Implement methods to disseminate information to the City Council in an efficient, effective, and user-friendly manner.
- Utilize the Strategic Information Resource Plan to promote employee productivity.
- Periodically report on how technology is improving the efficiency and effectiveness throughout City operations.

proof in our pc's
and programming

Information Technology

proof in our partnerships

City Council Relations

Policy Statement:

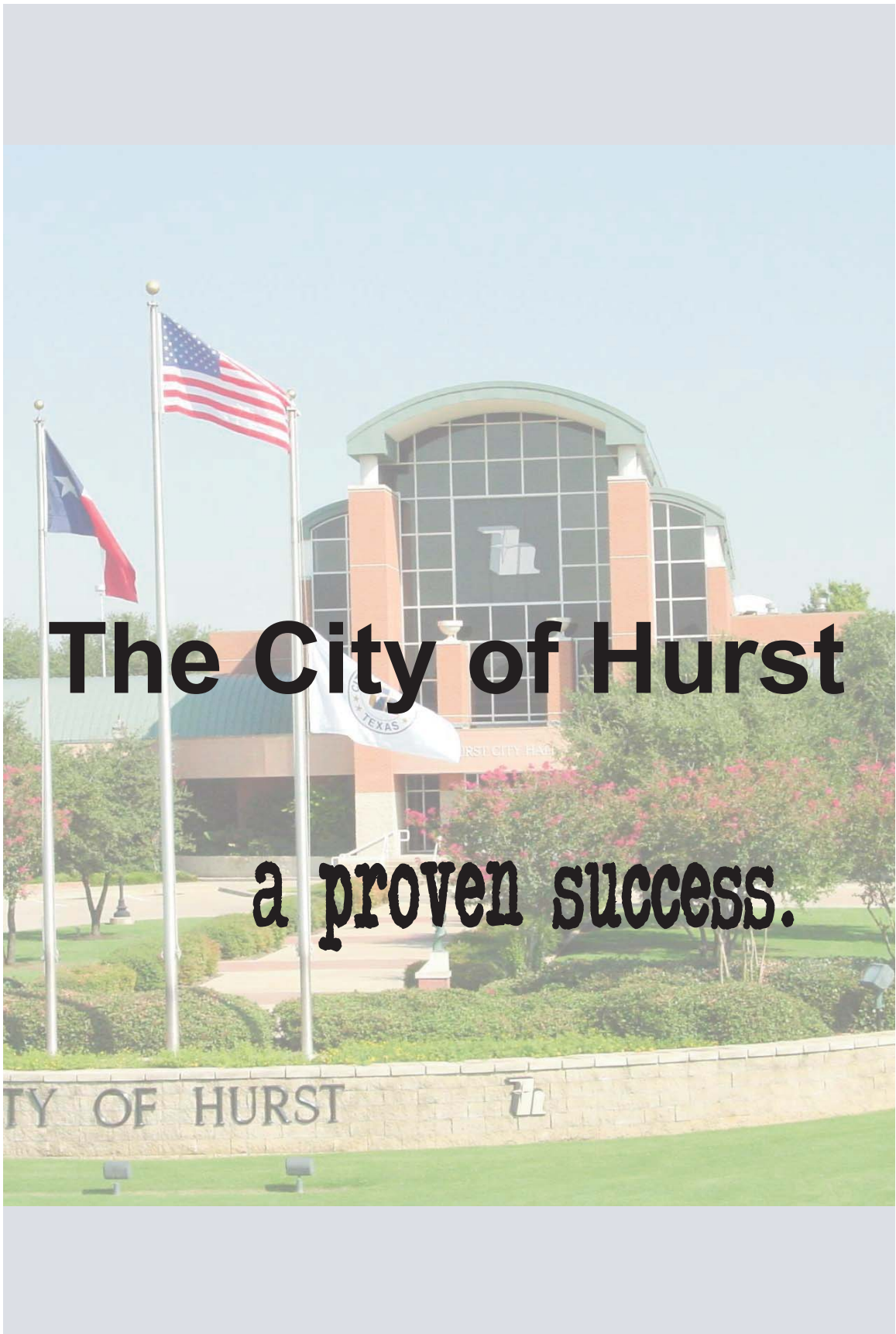
The City Council of Hurst practices mutual respect, trust, and professionalism in order to work as a team for the betterment of our community.

Strategies:

- Create opportunities to discuss positions.
- Explain why City Council denies recommendations.
- Invite board members to rotate and attend City Council meetings when they have major agenda items.
- Attend workshop(s) on developing positive relationships with the media.
- Create opportunities for citizens interested in seeking elected positions to become educated about their City government.







The City of Hurst

a proven success.

CITY OF HURST