

STRATEGY MAP



Colleyville is a model city with attention to being an efficient and attractive neighborhood-oriented community sensitive to our history, resources and residents. We do this by providing citizen valued services that result in a continuously improving quality of life.

DELIVER ON OUR FOCUS AREAS

Protect and Preserve Colleyville's Neighborhoods • Sustainable Government • Economic Development • Core Services

SERVE OUR CUSTOMERS

C1- Provide attractive and unique spaces for enjoyment of personal interests and community interaction

C2- Deliver high quality and unique customer service

C3- Attract and retain high quality businesses to provide a thriving, diversified tax base that attracts visitors

C4- Provide mobility enhancements that complement neighborhoods

C5- Achieve the highest standards of safety & security

MANAGE THE BUSINESS

B1- Seek innovative technology solutions where appropriate

B2- Proactively seek process improvements and sustainable solutions

B3- Utilize partnerships to implement cost-effective service solutions

B4- Cultivate a culture of transparency and consistent communication

B5- Use the Strategy Map to ensure that the focus stays on those programs and services identified as priorities by the community

PROVIDE FINANCIAL STEWARDSHIP

F1- Protect and preserve the City's top financial ratings

F2- Invest to provide and maintain high quality public assets

F3- Forecast needs and plan for the future, balancing priorities with resources

F4- Adhere to the City's financial and budgetary policies

PROMOTE LEARNING & GROWTH

L1- Attract, develop, and retain skilled employees who embrace our values

L2- Foster positive employee engagement

L3- Ensure our people understand the strategy and how they contribute to it

L4- Enhance leadership capabilities to deliver results and develop bench strength

L5- Empower informed decision-making and appropriate risk taking at all levels in the organization

CRITICAL BUSINESS OUTCOMES

2014

CB01- Maximize the highest and best use of the City's business corridors

CB02- Implement the Comprehensive Plan

CB03- Address the most critical infrastructure needs

CB04- Keep citizens informed through their preferred methods

CB05- Address traffic issues on Glade Rd.

CB06- Look for ways to finish SH26

Integrity

Service

Innovation