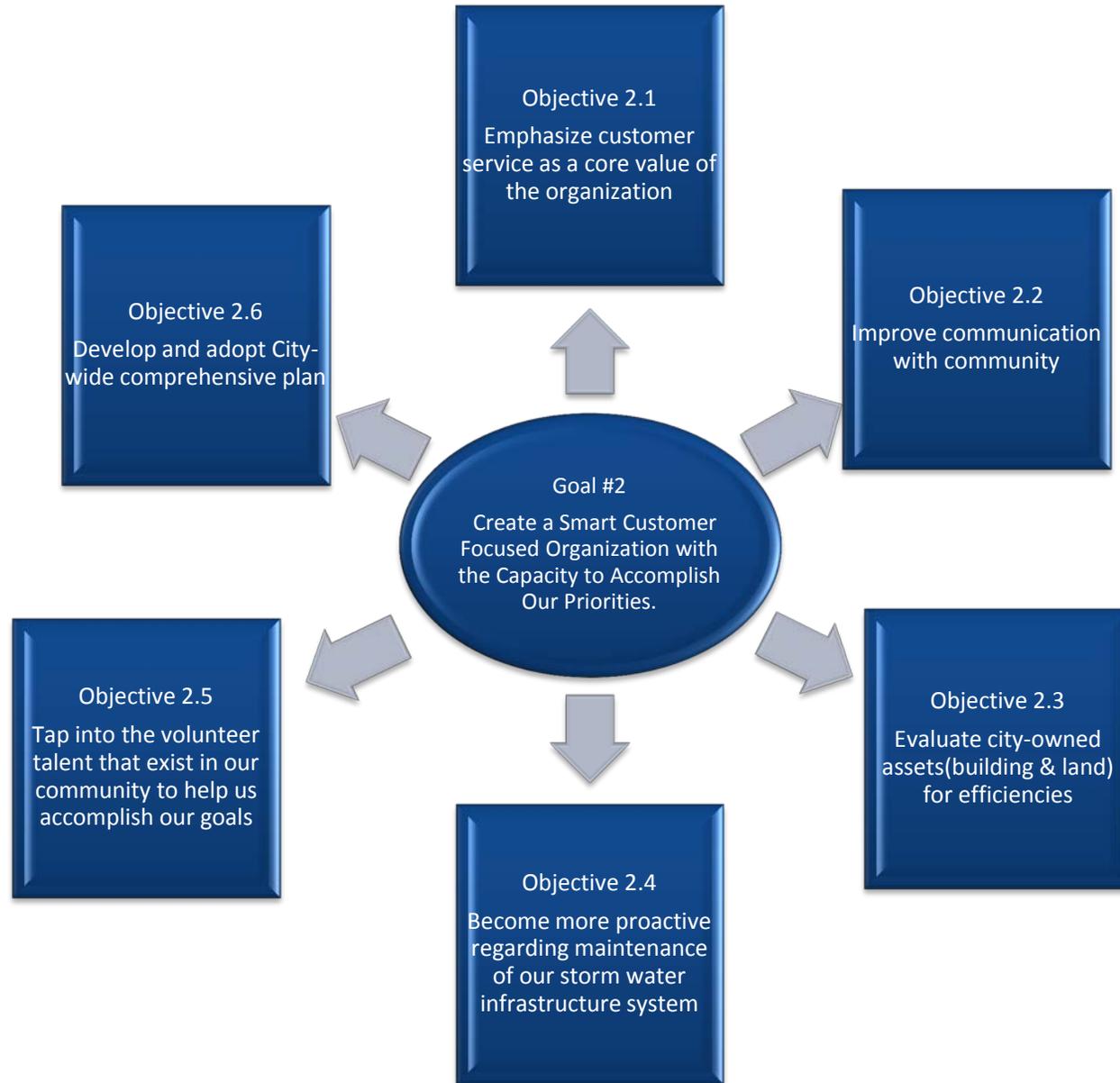


**Goal #2: Create a smart customer-focused organization with the capacity to accomplish our priorities (Adopted March 27, 2012)**



## Objective 2.1 –

Emphasize Customer Service as a Core Value of the Organization



### Desired Outcome:

Develop a customer service philosophy statement. Provide training for all City employees and integrate customer service into annual performance evaluation.

<b>Key Staff Assigned</b>	<b>Timeline for Accomplishment</b>	<b>Community Volunteer Representative</b>
<ul style="list-style-type: none"><li>- Director of Human Resources</li><li>- All Department Directors</li><li>- City Manager</li></ul>	Short Term – Within 12 months	

### Progress Update: November 2012

- Have made significant progress in Development Services Department, which was an area of concern; they have begun customer service satisfaction surveys with positive results
- We will be adopting a customer service philosophy statement and integrating customer service into every employee's performance evaluation
- The AMI/DSM system request for proposals was received on October 24, 2012; this system will greatly improve the effectiveness of load management and our ability to serve our electric and water customers

### Progress Update: March 2013

- Development Services has organized a department wide customer service training seminar scheduled for July, 2013. The department also has a formalized plan for citizen inquiry turnaround as well as other internal processes to ensure the appropriate handling of citizen concerns via telephone, etc.
- The AMI/DSM pilot project is underway. Cooper Power Systems was chosen as the vendor for providing the system. The City's team is working with Cooper Power Systems to deploy the first servers, Gateways, water meters, electric meters, and 2-way load management switches. The pilot system is projected to be operational by the end of fiscal year 2014.
- The Police Department's Operations Division implemented customer satisfaction surveys.

- The Criminal Investigation Section Lieutenants of the Police Department are conducting random checks of the experiences of citizens that receive services from the Police Department employees.
- The Police Department has also reestablished the QUASI (Quality control) reviews in communications to ensure policies and procedures are followed on radios and telephones and professionalism is in place.
- The Police Department also deployed LEADS and RAISD and is preparing to deploy CopLogic.

#### **Progress Update: June 2013**

- The AMI/DSM system has been awarded and the implementation of the pilot project is underway. The pilot areas will be complete by January 1st of 2014. This system will greatly improve the effectiveness of load management and our ability to serve our electric and water customers

#### **Progress Update: February 2014**

- The electronic permitting system is currently operational and being used daily. Next stages of the program will include the ability for clients to submit permits and applications online, monitor review progress online, request inspections online, and pay for permits online.
- The Public Works Department will begin implementing the work order and asset management this spring as all purchase orders have been processed and meetings with software technicians are being arranged. Desired roll-out date is 07/01/14.

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**Objective 2.2 –  
Improve Communication with Community**



**Desired Outcome:**

Redesign City’s website into a more user-friendly communication conduit

<b>Key Staff Assigned</b>	<b>Timeline for Accomplishment</b>	<b>Community Volunteer Representative</b>
<ul style="list-style-type: none"> <li>- All Department Directors</li> <li>- Public Information Officer</li> <li>- City Manager</li> </ul>	<p>Short Term – Within 12 months</p> <p>Ongoing</p>	

**Progress Update: November 2012**

- We have selected a vendor, and we are coordinating the web site re-design with our branding campaign; expect to make significant progress by Spring of 2013
- The internal website re-design committee will begin convening in December

**Progress Update: March 2013**

- Development Services has placed agenda’s and backup items for the Planning and Zoning Board, the Board of Appeals, and the Historic Preservation Commission on the City’s website for all citizens to access. Additionally, a new single link was created on the Department’s website to upcoming meeting schedules. Staff has also re-written and combined several sections of the City’s Development Ordinance dealing with public notice. The new language combines all notice requirements into one centralized location in the code and unifies many notice processes providing a clearer and more consistent notification process.
- Evolve, Inc. helped the City create a form that the Website Committee used to work with their respective Department Heads to identify which items on the City website the department wanted to keep, what they wanted to get rid of, and what they’d like to have in a new website. Once those forms were returned to the Website Committee Chair, the departments met one-on-one with the Chair to ask any questions, review the material, and make suggestions on new website material and look.

**Progress Update: June 2013**

- No update at this time.

**Progress Update: February 2014**

- As part of the branding initiative, our consultants produced a concept design for the new webpage design. This information was submitted to the vendor (it was one of our deliverables from the branding initiative)
- Website committee meets 2/10/2014, expected website completion May/June 2014.
- As part of the redesign of the website, our consultants will be focusing on rewriting some of the most heavily trafficked pages of the current site.

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## Objective 2.3 –

Evaluate City-Owned Assets (Buildings & Land) for Efficiencies



### Desired Outcome:

Board of Aldermen adoption of report with recommendations regarding the most efficient use of City-owned assets (building & land)

<b>Key Staff Assigned</b>	<b>Timeline for Accomplishment</b>	<b>Community Volunteer Representative</b>
<ul style="list-style-type: none"><li>- Director of Public Works</li><li>- Director of Development Services</li><li>- City Manager</li></ul>	Short Term – Within 12 months	

### Progress Update: November 2012

- We have begun the initial work on this objective and expect to have a report with recommendations within the next 6 months

### Progress Update: March 2013

- Development Service's staff in coordination with Public Works created a request for proposals for the sale of the Dunn Building and the development of the South Front Street lot.
- Additionally staff has teamed with the Economic Development arm of ElectriCities to market the Kale Road property to strategic users.

### Progress Update: June 2013

- Public Works staff along with Development Services staff have been working towards marketing City-owned assets such as the vacant lot at the corner of South Front St. and Craven St., and we have been actively showing the Kale Road property to potential leasees/purchasers for potential liquidation of this property
- Public Works has budgeted for an asset management software system to be implemented in FY 13-14 to assist in records maintenance, scheduling of service, and other related property and building data management.

### **Progress Update: February 2014**

- Staff has completed the RFQ/RFP for the South Front/Craven Street property and is awaiting authorization to move forward to solicit responses. Staff has been in contact with a development group interested in negotiating a purchase for the Dunn building. The group desires to use the building for mixed use commercial/residential uses.
- The use of the Kale Road facility will be a point of discussion at the February 8, 2014 Board of Aldermen retreat.

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## Objective 2.4 –

### Become More Proactive Regarding Maintenance of Our Storm Water Infrastructure System



#### Desired Outcome:

Implement Storm Water Utility with staffing to provide ongoing maintenance and improvements to our storm water infrastructure system

<b>Key Staff Assigned</b>	<b>Timeline for Accomplishment</b>	<b>Community Volunteer Representative</b>
<ul style="list-style-type: none"><li>- Director of Finance</li><li>- Public Works (Storm Water)</li><li>- City Manager</li></ul>	Short Term – Within 12 months	

#### Progress Update: November 2012

- We have established the storm water utility
- As of November 1st, the Storm Water Division is fully staffed and has completed maintenance activities in 3 of 4 zones. After completion of the first two zones (#2 & #3), the Storm Water Maintenance crews have performed maintenance on 6.06 miles of major drainage outlets, 1.87 miles of minor drainage outlets, 2.27 miles of drainage pipes, and cleaned out 1,253 drainage structures. Totals for Zone 4 have not been completed to date, but should be available soon. Additionally, several key improvement projects have been completed; Trent Village infrastructure improvement project and the rerouting of the ditch near Cardinal/McCarthy. Other minor infrastructure improvements have been completed that were identified while performing routine maintenance in zones 2 & 3.
- A full progress report is scheduled to be presented at the Board of Aldermen meeting in December. We will have completed maintenance in all four zones at that point and should be able to give a very detailed assessment of our current progress.

#### Progress Update: March 2013

- No update at this time.

### **Progress Update: June 2013**

- Significant strides have been made towards the improvement of the City's drainage infrastructure with many enhancement projects and maintenance activities. Thus far, the City has performed maintenance activities as follows:

	<u><b>YEAR TO DATE</b></u>
▪ Major Drainage Outlets	23.38 miles
▪ Minor Drainage Outlets	7.53 miles
▪ City Drainage Pipes	10.98 miles
▪ City Drainage Structures	31,686 structures

- Additionally, many improvement projects have been completed including the increase in capacity at the Biddle Street storm water pond, Trent Village, Middle Street, and Cypress Street drainage improvements.

### **Progress Update: February 2014**

- Multiple infrastructure repair and improvement projects completed. Extensive trapping operation of beaver, muskrat, and nutria that were causing flooding due to damming of streams and drainage ditches.
- Calls for service and drainage complaints have reduced significantly over the past year (45 calls through 7 months of FY13-14) as compared to the prior year (450 calls through 12 months of FY12-13).
- This reduction of reactive calls has allowed us to focus more proactively on improvements to infrastructure, and maintaining flow in channels to discharge stormwater.

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Objective 2.5 –

Tap Into the Volunteer Talent That Exists in Our Community to Help Us Accomplish Our Goals



**Desired Outcome:**

Where possible identify a community member or team to serve on Goals and Objectives Advisory Board

<b>Key Staff Assigned</b>	<b>Timeline for Accomplishment</b>	<b>Community Volunteer Representative</b>
<ul style="list-style-type: none"><li>- Senior Management Assistant</li><li>- All Department Directors</li></ul>	Short Term – Within 12 months	

**Progress Update: November 2012**

- We are currently working on trying to identify a volunteer / citizen liaison for some of our key strategic goals

**Progress Update: March 2013**

- The Police Department held Citizens Police Academy #14 from February 21 through April 11, 2013. Fourteen students participated in the Academy. This was the first academy to be held in approximately two years. It is anticipated that the next Citizens Police Academy will began accepting applications in September 2013.
- The Police Department currently has 47 volunteers that support officers and civilian personnel.

**Progress Update: June 2013**

- No update at this time.

**Progress Update: February 2014**

- No update at this time.

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**Objective 2.6 –**  
 Develop and Adopt City-Wide Comprehensive Plan



**Desired Outcome:**  
 Board of Aldermen adoption of City’s first comprehensive plan

<b>Key Staff Assigned</b>	<b>Timeline for Accomplishment</b>	<b>Community Volunteer Representative</b>
<ul style="list-style-type: none"> <li>- City Planner</li> <li>- Director of Development Services</li> <li>- City Manager</li> </ul>	Long Term – Beyond 2 years	

**Progress Update: November 2012**

- Hired our City Planner in November; this will become a major objective over the next 1–2 years
- Anticipate completion in FY 2013/2014 pending funding

**Progress Update: March 2013**

- Development Service’s staff is focusing on the implementation of the Gateway Renaissance Redevelopment Plan as well as the City’s Strategic Economic Development Project Plan.
- Staff will also begin investigating the creation of a citywide comprehensive plan in 1/14.

**Progress Update: June 2013**

- No update at this time.

**Progress Update: February 2014**

- Over the next two months, Staff will be meeting with various planning consultants to discuss creating the City’s future land use plan.

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