

**PLANO CITY COUNCIL RETREAT
SPECIAL CALLED WORKSESSION
JULY 3, 2003**

COUNCIL MEMBERS

Pat Evans, Mayor
Steve Stovall, Mayor Pro Tem
Shep Stahel, Deputy Mayor Pro Tem
Scott Johnson
Phil Dyer
Sally Magnuson
Jean Callison
Ken Lambert

STAFF

Thomas H. Muehlenbeck, City Manager
Frank Turner, Executive Director
Bruce Glasscock, Executive Director
Rod Hogan, Executive Director
Diane C. Wetherbee, City Attorney
Elaine Bealke, City Secretary
Diane Zucco, Assistant City Secretary

Mayor Evans convened the worksession into open session at 12:40 p.m., Thursday, July 3, 2003 in Training Room B of the Fire Administration Building, 1901 Avenue K, Plano, Texas immediately following lunch. All Council Members were present.

City Emergency Management Plan

Fire Chief Peterson advised that the scheduled functional exercise scheduled for July 8-10, 2003 will test the City's and County's capabilities to deal with a major series of events designed to overpressure the emergency management system. He stated that the exercise will bring awareness to the potential challenges/issues that result when catastrophic events occur and spoke regarding the importance of communication. Chief Peterson advised the goals are to practice the emergency management plan, gain individual experience and have fun. He responded to Council Member Lambert that there is a succession plan in the document, but that there are no plans at this time to separate major decision makers.

Chief Peterson reviewed the following exercise objectives: 1) *Gain Control* which includes situational appraisal/awareness, establishment of the Incident Command System (ICS) structure, identification of weapons of mass destruction agent(s), taking immediate protective measures, and determining other immediate threats/vulnerabilities; 2) *Coordinate Response* covering communications interoperability, mutual aid agreements, response asset visibility/time frames and informing the public through media relations; 3) *Request Assistance* including a review of aid available through regional jurisdictions, mutual aid agreements, state resources available via the District Disaster Committee (DDC), federal support available via the DDC and the state, and aid available from private/charitable organizations and industry; 4) *Mass Care* which covers the ability to handle medical/health, evacuation, and sheltering needs; 5) *Mass Decontamination* including identifying the scope/type of decontamination, resources required and evacuation plans; 6) *Resolution/Restoration/Recovery* which would include identification of the desired end state along with mid-term and long-term resource requirements and actions.

Chief Peterson reviewed the organizational chart for the Emergency Operation Center (EOC) and responsibilities of the EOC Coordination group which include section coordination, section briefings, acting as a liaison with the City's policy group, acting as a liaison with state and federal agencies, security of the EOC and public information activities. He advised that the Operations Section of the EOC includes law enforcement operations, fire/rescue operations, emergency medical services, utility services restoration, street and traffic restoration, and communications. Chief Peterson stated that the Logistics Section would include supply/equipment procurement, personnel/staffing scheduling, specialized field equipment needs, vehicle/facility repairs and maintenance, and resource list development and maintenance. He further stated that the Planning Section would include incident progression forecasts, evaluation of future needs, technical resource management, damage/needs assessment, depository of EOC messages, and maintenance of the status/event board. Chief Peterson reviewed the Administration Section which would cover finances, documentation of costs, legal counsel, public evacuation/shelter, Red Cross liaison, and resource list maintenance.

Chief Peterson reviewed the composition of the Incident Command Post (ICP) and the schedule. He advised that the exercise will provide experience in the emergency management plan and that the *After Action Report* is intended to be used as justification for funding, identify improvements needed, and provide an accurate assessment of what happened. Chief Peterson stressed that the functional exercise is not a test of the emergency response system, all communications should clarify that they are related to the test, and that any incident reports should be confirmed. He advised that critical issues are event input, tracking and resolution and that status reports should be quick and direct.

Chief Peterson responded to Council Member Johnson that this would be the first such exercise in Collin County, and that representatives from neighboring cities will be observing. He recommended the Council spend at least 1-2 hours at both the EOC and ICP and stated that he would need at least one representative of the Council at all times to sign disaster declarations and request assistance. Chief Peterson advised that current status of the drill will be available via the internet, that the media will be present for briefings but would normally not be allowed in the EOC.

The Council recessed the worksession at 1:25 p.m. and reconvened at 1:40 p.m.

Mayor Evans spoke to upcoming Council events including visits from a Kazakhstan delegation, artists and representatives from the Persian art exhibition, delegates from Hsinchu, Taiwan and an upcoming visit to Sister City Brampton, Ontario, Canada.

Discussion, Direction, and Action Regarding Review of City of Plano Strategic Plan, Overarching Themes, Goals and Core Businesses

Executive Director Glasscock spoke to reviewing the City's goals and core businesses and to receiving input from the Council. He stated that the core businesses identified include protecting public safety and handling emergencies; protecting personal/environmental health; providing reliable utility services for daily living and businesses; providing a transportation system and traffic management; providing places/programs to play and learn; facilitating, stimulating and initiating future development and redevelopment, attaining compliance to property standards and governing and representing the City of Plano.

Overarching Themes

Mr. Glasscock presented the overarching themes of Sustainability, Transition, Livability, Connectivity, Regionalism, and Community.

Under the area of Sustainability, identified by the Council as a whole were Quality, Well-Maintained Infrastructure; Having a Diverse, Strong Local Economy; Revitalized Neighborhoods and Commercial Areas; Adequate Financial Resources to Support Defined Service Level; Maintaining Housing and Building Standards; Ability to Adapt to Changing World; and Growth and Redevelopment Sustaining Plano's Quality of Life.

Under the area of Transition, identified by the Council as a whole were Adaptive Reuse, Including Redeveloping Neighborhoods, Considering Increased Residential Density; Expanded Mass Transit Opportunities-Ability to Get to Work; Adapting Delivery of City Services; Infill Consistent with the Character of Plano, Our Neighborhoods; Preserving Low Density Integrity of Existing Neighborhoods; Mixed Use and Transit-Oriented Development in Appropriate Areas; and Being Responsive to Changing Needs.

Under the area of Livability, identified by the Council as a whole were Feeling Safe and Secure; Ease of Mobility; Cultural, Regional and Leisure Opportunities Readily Available with Choices; Employment Opportunities within the City; Reliable City Services; Educational Opportunities within the City; Convenience and Access to Shopping, Other Activities; and Environmentally Conscious Community.

Under the area of Connectivity, identified by the Council as a whole were Developing Effective DART Transportation System; Effective Street and Trail System that Facilitates the Movement of People and Goods; Effective Link Between Streets, Trails and Mass Transit; Connecting Government with Community-Businesses and Residents; Lead with Superior City Technology Infrastructure to Support E-Commerce, E-Government and Internet; and Enhanced Digital Access Capability to Services and Information.

Under the area of Regionalism, identified by the Council as a whole were Working Together with Other Entities on Issues that Affect All; Providing Aggressive Regional Leadership, Being an Active Participant at the Regional "Table" Affecting Outcomes and Direction; Cooperating for Regional Benefit and Strength; More Cost Effective City Government, More Efficient Service Delivery through Sharing Resources with Others; Joint Planning for the Future; and Having an Agenda that Produces Results for Plano, Collin County, the Metro Area, Texas and the United States.

Under the area of Community, identified by the Council as a whole were Celebrating Diverse Cultures in our Community; Celebrating Local History and Tradition; Working Together as a Community-Community Organizations, Schools, City, Businesses, Neighborhoods; Opportunities to Interact; Well Informed Citizenry-People Know What is Going On in the Community; and Reputation for City and Community Excellence.

Goals

Mr. Glasscock spoke to Goals for the next five years that will guide policy decisions/direction along with management decisions and actions and that include Premier City for Families; Major Business Center; Safe and Efficient Travel; Safe, Livable Neighborhoods; and Service Excellence.

Premier City for Families

Mr. Glasscock reaffirmed the objectives for a Premier City for Families which include maintaining and enhancing the Plano quality of life (place to live, things to do, safe living); encouraging quality schools and lifelong learning; providing quality leisure and cultural choices within Plano (community centers, libraries, parks and trails, cultural venues, arts); assuring quality desirable housing choices for all; maintaining vibrant/successful community; making diverse cultures welcome in Plano; and meeting the needs of our seniors.

The Council collectively identified gap challenges to this objective as funding, attitudes and biases, citizen involvement, public transportation (seniors and youth), aging housing stock and neighborhood standards, cost and availability of healthcare (seniors and families), school taxing and “Robin Hood,” and “NIMBY” (Not In My Backyard).

The Council spoke regarding issues of housing affordability and concurred to add to a “side board” of challenges and opportunities a review of the “Increase in Lower Income Rate of Citizens in Plano.”

The Council spoke to the timeline related to the Performing Arts Center, issues related to the decision of the City of McKinney, and Mayor Evans spoke regarding the designation of “Owner,” “Member” or “User” cities based on contribution. Executive Director Turner spoke regarding ramifications if only three cities are involved, issues related to site selection, and due diligent work being done and stated that all cities involved will have an opportunity for review of the organizational structure.

Under Premier City for Families, areas identified by the Council as a whole which require short-term actions were homeland security, Performing Arts Center, Oak Point Park (design/land acquisition), Westside Community Recreation Center, multicultural/international strategy and actions, public art policy/master plan, and independent/assisted living policy and actions. The Council identified Vines Recreation Center replacement and acquisition of new athletic sites as issues that would be “On the Horizon.”

The Council recessed the worksession at 3:08 p.m. and reconvened at 3:12 p.m.

Major Business Center

The Council identified as a whole the objectives for a Major Business Center which included continuation and expansion as a major business destination for retail, medical, professional services and corporate headquarters; plan for economic diversification including international commerce, high technology next generations; support economic expansion and business development including Legacy, Research Technology District, expansion and growth of existing businesses; revitalization and conversion of older centers and office buildings (reuse strip centers); and encouraging workforce development through training and educational opportunities offered by Collin County Community College (CCCC) and Plano Independent School District (PISD), housing and training.

The Council collectively identified gap challenges to this objective as the state of the economy, diversifying business, competition from other communities, telecommunication firms' recovery, creating a destination point, changing retail patterns, and workforce preparedness link to jobs available.

The Council concurred to add "What Does Community Affordability Mean to Plano" to the side board and requested Staff provide further information.

Under Major Business Center, areas identified by the Council as a whole which require short-term actions include Downtown development, Research Technology District development, Retail Study and action, marketing Plano to take advantage of the tech expansion at Texas Instruments/UTD, the Plano Economic Development Board (PEDB)/Chamber/City initiative to market Plano business resources to local corporations and businesses, and expanding the focus of PEDB.

Mayor Evans spoke to establishing an advisory board to provide feedback regarding the Convention and Visitor's Bureau (CVB). City Manager Muehlenbeck spoke regarding appointments and overhead that would be needed and further advised that he would bring forward information for the Council's consideration. City Attorney Wetherbee spoke to possibly appointing a short-term committee. The Council concurred to add "Options for CVB Review/Report" to the side board.

Safe and Efficient Travel

The Council identified as a whole the objectives for Safe and Efficient Travel which included improve traffic flow and access; plan for and support DART (service to DFW), service within Plano, support northern expansion); enhance traffic safety (reduce accidents, improve feeling of safety, reputation for "safe streets"); maintain quality of streets; and enhance capacity (manage traffic demand).

The Council collectively identified gap challenges to this objective as red light running, use of technology, funding, increasing traffic congestion, aging City streets, DART (future) and Business Center.

Under Safe and Efficient Travel, areas identified by the Council as a whole which require short-term actions include traffic signal total system synchronization, Pedestrian-Friendly Downtown Plano Plan, grade-level improvements at former overpass locations, Clean Air Campaign, and backfill for DART bus reductions. The Council identified new red light solutions and Westside (tollway) park and ride as items “On the Horizon.”

Mayor Pro Tem Stovall requested more detailed information regarding signal synchronization.

Safe, Livable Neighborhoods

The Council identified as a whole the objectives for Safe, Livable Neighborhoods which included support long-term neighborhood “sustainability” – mix of residential and complimentary services and businesses; maintain quality infrastructure in neighborhoods – water, drainage, wastewater, streets, facilities; maintain and enhance quality of homes and multi-family complexes – appearance, renovation, code compliance; plan for and protect the integrity of the neighborhood as infill occurs; encourage homeownership; and strengthen working relationship and communications between homeowner associations and the City.

The Council collectively identified gap challenges to this objective as needing accurate HOA lists, absentee owners, financial affordability (property and home maintenance), funding infrastructure maintenance, protecting security of infrastructure and facilities, screening walls (maintenance), coordinated code compliance (specific property), and code compliance (priorities).

Under Safe, Livable Neighborhoods, areas identified by the Council as a whole which require short-term actions include enhanced HOA communication with the Council - Mayor’s HOA presidents’ quarterly breakfast; providing Council members a HOA presidents’ list by district; Council “Ambassador” districts; code enforcement (continue focus); Transition and Revitalization Plan; and neighborhood lighting (evaluation, policy, action). The Council identified neighborhood revitalization (planning), neighborhood signage and identity (future direction); and a policy for funding screening wall maintenance as items that would be “On the Horizon.”

The Council discussed a possible change in the format of neighborhood roundtable meetings to include a “top ten” list on display at the beginning of the meeting. Mayor Pro Tem Stovall and Council Member Lambert spoke to being open for input.

Mayor Evans spoke to receiving newsletters from the homeowner associations and to implementing a “team response” when needed.

Service Excellence

The Council identified as a whole the objectives for Service Excellence which included continue to improve quality of all City services – explore ways to cost effectively serve our citizens and businesses; develop financial plans and policies (stewardship of the public dollar, responsible reserves and expenditures); have an informed citizenry with access to City facilities, services and programs; provide services responsive to the changing needs of our citizens and our businesses; and be recognized by professional and national organizations and our citizens as being simply the “BEST.”

The Council collectively identified gap challenges to this objective as revenues/funding, diversity (difficulty in communicating), and changing service needs.

Under Service Excellence, areas identified by the Council as a whole which require short-term actions include a peer (“lay”) review of the City’s web page, local homeland security communication plan for citizens regarding Plano’s efforts, and budget strategy 2004-2005 and beyond. The Council identified a social services program (policy framework), a business plan for core City businesses, and governmental partnering for services as items that would be “On the Horizon.”

Discussion and Direction on Employee Fringe Benefits

The Council concurred to direct the Finance Committee of Council Members Dyer and Johnson to review the employee fringe benefits and report back to the Council with recommendations.

Discussion and Direction on Providing Meals at Council Meetings

Mayor Evans spoke to alternating the menus of Council meetings, being more cost conscious, and ordering smaller quantities. The Council concurred that First Monday Worksessions would have beverages only with the exception being those meetings that include long executive sessions.

The Council concurred to schedule discussion of the travel policy and the format of worksessions at the July 30 meeting. The Council spoke to scheduling discussion of new ideas for the next fiscal year.

Nothing further was discussed. Mayor Evans closed the worksession at 4:39 p.m.

Pat Evans, **MAYOR**

Diane Zucco, **ASSISTANT CITY SECRETARY**