

Memorandum



DATE September 14, 2012

TO Honorable Members of the Budget, Finance & Audit Committee:
Jerry R. Allen (Chair), Tennell Atkins (Vice Chair), Monica R. Alonzo, Scott
Griggs, Ann Margolin

SUBJECT Strategic Plan Update FY 2011-12 Presentation

On Monday, September 17, 2012, the Budget, Finance & Audit Committee will be briefed on the City of Dallas' Strategic Plan Update FY 2011-12 performance. The material is attached for your review.

If you have additional questions, please feel free to contact me.



Jill A. Jordan, P.E.
Assistant City Manager

Attachment

- c: The Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, Jr., City Attorney
Rosa A. Rios, City Secretary
Craig D. Kinton, City Auditor
Daniel Solis, Administrative Judge
A.C. Gonzalez, First Assistant City Manager
Ryan S. Evans, Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Edward Scott, Director, Controller's Office
Frank Libro, Public Information Office
Stephanie Cooper, Assistant to the City Manager

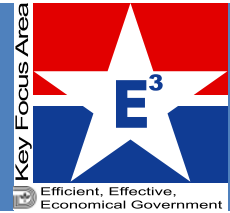
STRATEGIC PLAN UPDATE FY 2011-12



BUDGET, FINANCE AND AUDIT
COUNCIL COMMITTEE BRIEFING

September 17, 2012

Briefing Outline

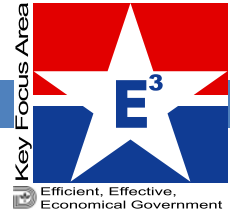


Strategic Planning Overview

Review of FY 2011-12 Objectives

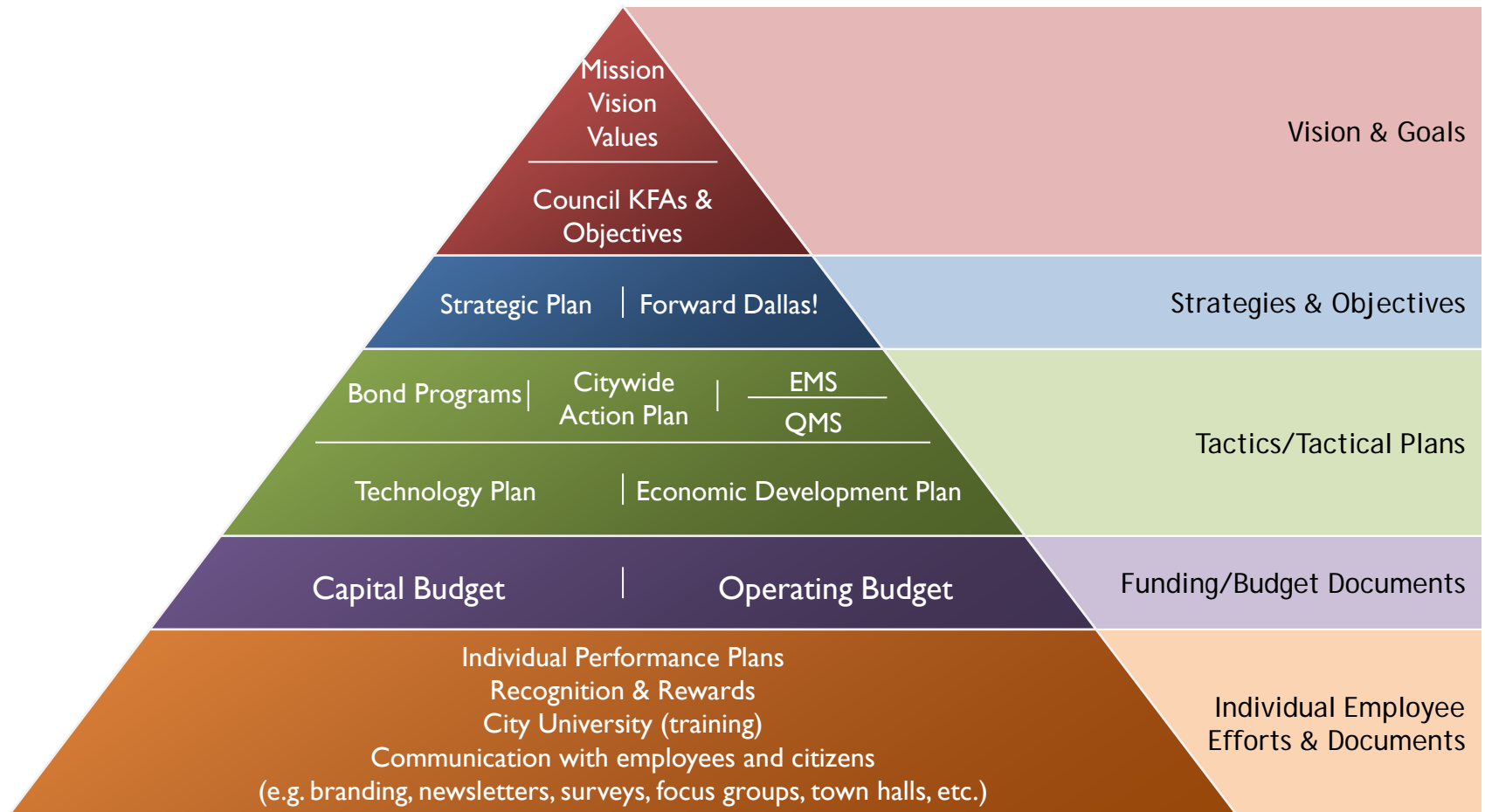
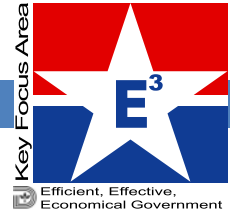
Recommendations for FY 2012-13

Strategic Planning Overview

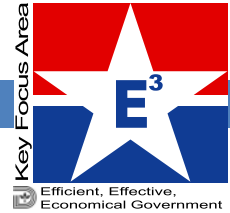


- Active Management Tool
 - ▣ Mechanism for stimulating disciplined thought
 - ▣ Provides focus for an organization
- Continuous (Improvement) Process
 - ▣ Does not end with a document called a strategic plan, but
 - ▣ Challenges organizations to define performance by how well they anticipate, rather than react to changing conditions

Strategic Planning Overview



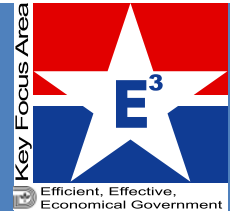
Strategic Planning Overview



How do we strategically align the City's work activities to achieve the desired objectives?

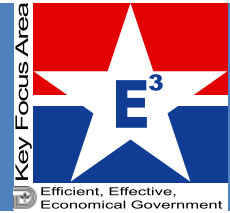


FY 2011-12 Committee Goal



- ❖ Never compromise the minority purchasing program;
- ❖ Easily and fairly get goods and services donated to the City by companies that want to help; and
- ❖ No Lobbyist has an advantage at City Hall

Review of FY 2011-12 Objectives



- E³ Objective 1:** Maintain Business Inclusion and Development program while never compromising its integrity
- E³ Objective 2:** Easily and fairly get goods & services donated
- E³ Objective 3:** Enhance the culture of ethics at City Hall
- E³ Objective 4:** Schedule presentations to broaden perspectives, enable the exchange of ideas, and increase knowledge of City's issues
- E³ Objective 5:** Examine planning for the budget on a longer time frame

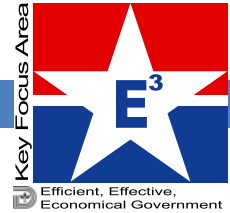
★ - Completed ● - On Track ▲ - Behind ◻ - Not Started/On hold

FY 2011-12 KFA Objectives	FY 2011-12 Planned Activities	FY 11-12 Status	FY 2011-12 Interim Report	FY 2012-13 Recommendations
(E³) Objective 1: Maintain Business Inclusion and Development program while never compromising its integrity	Revise Business Inclusion and Development (BID) Policy to ensure transparency	●	<ul style="list-style-type: none"> • BID program continues to be successful which is demonstrated by the annual overall M/WBE participation increase of 2.4% compared to the prior fiscal year • Total overall M/WBE participation for FY 2010-11 was 23.7% • BID program and documents are being reviewed to ensure the process and results provide maximum transparency within the public procurement process 	Continue BID program and report effectiveness
(E³) Objective 2: Easily and fairly get goods & services donated	Create donation policy	◻	Not started	Tied closely to ethics program – will be discussed at November retreat
(E³) Objective 3: Enhance the culture of ethics at City Hall	Complete an analysis of the design of the current Ethics Program. Engage a consultant to assess the effectiveness; provide additional training to employees and gauge the effectiveness of the revised program	●	<ul style="list-style-type: none"> • Contract approved by Council August 22, 2012 	Implement ethics training program; monitor effectiveness

★ - Completed ● - On Track ▲ - Behind ◻ - Not Started/On hold

FY 2011-12 KFA Objectives	FY 2011-12 Planned Activities	FY 11-12 Status	FY 2011-12 Interim Report	FY 2012-13 Recommendation
(E3) Objective 4: Schedule presentations to broaden perspectives, enable the exchange of ideas, and increase knowledge of City's issues	Schedule 4 or 5 speakers per year	●	To date 3 speakers have addressed the Budget, Finance, and Audit Committee; 2 additional scheduled	Schedule 4 to 5 speakers to address Budget, Finance, and Audit Committee
(E3) Objective 5: Examine planning for the budget on a longer timeframe	Maintain Aa1 rating with a Stable outlook	●	On track	Continue

Summary of FY 2011-12 Strategic Plan



- Employee ethics program development underway
- Bond rating maintained
- Provided speakers to present to Budget, Finance, and Audit Committee

Summary of Recommendations for FY 2012-13



- Continue BID program and report effectiveness
- Implement ethics training for City employees
- Schedule 4 to 5 speakers for Committee
- Maintain Bond rating