

# Memorandum



DATE October 12, 2007  
TO The Honorable Mayor and City Council Members  
SUBJECT The continuation of the City of Dallas' Strategic Planning Discussions

On Wednesday, October 17, 2007 the Council's Briefing Agenda includes an item on Strategic Planning. The majority of the briefing day will be devoted to continuing work on elements of the City's strategic plan. Specifically, the session on Wednesday is designed to build on our July retreat, continuing to create a shared strategic vision and direction for the City, evaluate our progress to date and further identify objectives, plans and actions that will address the major issues facing Dallas. This will be a continuing effort.

The planning session will begin with a review of the City's current Mission and Vision Statement to determine if the Council as a whole is satisfied with those statements. Next, we will review progress to date on the objectives identified in July, identifying shortfalls and needs to address those. Finally, we will consider additional objectives and definable measures for each of our six Key Focus Areas.

- Public Safety
- Economic Vibrancy
- Culture, Arts & Recreation
- Clean, Healthy Environment
- Educational Enhancement
- E3 Government

To accomplish this, the Council will be divided into small teams, each focusing on a single KFA. The small groups will be tasked with developing measurable objectives that will then be presented to the entire Council to refine further and gain consensus as part of the final element of Wednesday's session. Staff will use these objectives set by Council to prepare recommended strategies and actions that will be presented to Council in January for refinement. The agreed upon strategies then become the elements used in the Budgeting for Outcomes process and together with the City's Mission, Vision, and Objectives form the City's Strategic Plan.

To effectively facilitate the discussion, the City has contracted with Skot Welch, a partner of Building Bridges LLC. He has been a proven leader in the areas of Strategic Planning and Diversity Management for nearly 20 years. Recently, Skot served as Vice President of Business Development and Benchmarking Services for the publishing/media company, Diversity Inc, where he was responsible for new industry development and diversity best practices benchmarking analysis of Fortune 100 and 500 companies. He has been working with the City on a number of efforts.

We look forward to working together to implement our plan and approach our vision to make Dallas a Vibrant Growing City.



Tom Leppert  
Mayor



Mary K. Suhm  
City Manager

c: Tom Perkins, City Attorney  
Deborah Watkins, City Secretary  
Craig Kinton, City Auditor  
Judge Ray Robinson  
Ryan S. Evans, First Assistant City Manager  
Ramon F. Miguez, P.E., Assistant City Manager  
Charles W. Daniels, Assistant City Manager  
Jill A. Jordan, P.E., Assistant City Manager  
A.C. Gonzalez, Assistant City Manager  
Chandra Marshall-Henson, Assistant to City Manager – Council Office  
Department Directors