

AGENDA – WORKSHOP OF THE CITY COUNCIL OF THE CITY OF PEARLAND, TEXAS, TO BE HELD ON MONDAY, MARCH 10, 2014, AT 6:00 P.M., IN THE COUNCIL CHAMBERS, CITY HALL, 3519 LIBERTY DRIVE, PEARLAND, TEXAS.

I. CALL TO ORDER

II. PURPOSE OF THE WORKSHOP:

- 1. COUNCIL INPUT AND DISCUSSION:** REGARDING THE CITY COUNCIL GOALS FOR 2014. *Mr. Jon R. Branson, Interim City Manager.*

III. ADJOURNMENT

This site is accessible to disabled individuals. For special assistance, please call Young Lorfing at 281-652-1840 prior to the meeting so that appropriate arrangements can be made.

Workshop Item No. 1

1. **INPUT AND DISCUSSION:** REGARDING THE COUNCIL CITY COUNCIL GOALS FOR 2014. *Mr. Jon Branson, Interim City Manager.*

**AGENDA REQUEST
BUSINESS OF THE CITY COUNCIL
CITY OF PEARLAND, TEXAS**

AGENDA OF:	March 10, 2014	ITEM NO.:	Workshop
DATE SUBMITTED:	March 5, 2014	DEPT. OF ORIGIN:	Administration
PREPARED BY:	Jon R. Branson	PRESENTOR:	Jon R. Branson
REVIEWED BY:		REVIEW:	
SUBJECT: Council Goals Update			
EXHIBITS: RACI Form – Council Goals			
FUNDING:			
<input type="checkbox"/> Bonds To Be Sold	<input type="checkbox"/> Bonds- Sold	<input type="checkbox"/> Grant	<input type="checkbox"/> Developer/Other
		<input type="checkbox"/> L/P – Sold	<input type="checkbox"/> Cash
			<input type="checkbox"/> L/P – To Be Sold
EXPENDITURE REQUIRED: \$		AMOUNT BUDGETED: \$	
AMOUNT AVAILABLE: \$		PROJECT NO.: NA	
ACCOUNT NO.: NA			
ADDITIONAL APPROPRIATION REQUIRED: NA			
ACCOUNT NO.:			
PROJECT NO.:			
To be completed by Department:			
Finance	Legal	Ordinance	Resolution

EXECUTIVE SUMMARY

BACKGROUND

On March 2, 2013, the City Council held its annual planning retreat to set goals for the next twelve (12) month time period. Progress has been made on most of the goals and Staff would like to update Council on the progress of those goals. As in the previous three (3) preceding years, the RACI Form (Responsible, Accountable, Consulted, and Involved) was utilized to track and monitor the goals. The responsible staff person and/or his/her designee will provide a brief report on each goal in order to update Council on the progress of those goals. This review will update Council on the status of each goal as well as, minimize the amount of time needed to review the 2013/2014 goals at the upcoming Council Retreat thus allowing Council more time to spend on the development of the 2014/2015 goals.

RECOMMENDED ACTION

Conduct the Workshop.

**City of Pearland
Council 2014 Strategic Direction
Public Safety**

Advocacy Groups	Internal Stakeholders										External Stakeholders					Completion Date	Comments	
	Chief Doyle	Lopez	Beavers	Hammings	Davis-Woods							Home/Business Owners	HDA's	Pearland ISD	Area Daycares			Citizens
Project Planning																		
I. Public Safety																		
A. Focus on Crime Prevention initiatives																		
1. Citizen's Police Academy	R	RA	C	A	A												Ongoing	CPA Class 37 graduated 24 students.
2. Neighborhood Crime Watch	R	RA	C	A	A												Ongoing	1 new crime watches
a. Proactively publicize the City's encouragement of neighborhood watch programs	R	RA	C	A	A												Ongoing	
3. Release of Crime Statistics	R	RA	C	A	A												Ongoing	13 releases/weekly crime bulletins to local media (1st Quarter)
4. Busines/Home Security Surveys	R	RA	C	A	A												Ongoing	29 completed (1st Quarter)
5. School Safety Presentations	R	RA	C	A	A												Ongoing	15 completed (1st Quarter)
6. Senior Safe Presentations	R	RA	C	A	A												Ongoing	6 completed (1st Quarter)
B. Focus on Proactive Public Communication - Crime Data																		
1. Facebook	R	RA	C	C	C												Ongoing	15 Facebook posts (1st Quarter)
2. Everbridge	R	RA	C	C	C												Ongoing	0 posts; transitioning to "Everbridge" communication service
3. Crime Reports.com	R	RA	C	C	C												Ongoing	Access to information online not tracked; information updates automatically daily
4. Police-2-Citizen	R	RA	C	C	C												Ongoing	Access to information online not tracked; information updates automatically daily
5. Press Releases	R	RA	C	C	C												Ongoing	2 formal press releases (1st Quarter)

City of Pearland
 Council 2010-2011 Strategic Direction
 (Established at Council Retreat on March 19, 2011)

Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)	Internal Stakeholders														External Stakeholders					Completion Date	Comments					
	Claire Bogard	Rick Overgaard	Bobby Pennington	June Ellis	Joel Hardy	Bob Pearce	Pam Thompson	Sparkle Anderson	Other Departments	Trish Erndt	ACM	Hodge/Branson	Bill Eisen					Bond Counsel	Financial Advisor			Auditor				
II. Finance																										
A. Maintain sound financial policies																										
1. Assign segments of Financial Management Policies to Staff	R/A																								Mar-14	Reset timeline
2. Staff research best practices, research what we are doing against policies, should we be doing something different, etc.	R/A	I	I	I	I																				Jul-14	
3. Team to meet back to discuss findings and members to make recommendations	R/A	I	I	I	I																				Aug-14	
4. Draft Revisions, review with department heads and consultants, as necessary	R/A																	C	C	C					Aug-14	
5. Review revisions with management	R/A	I	I	I	I						C	C													Sep-14	
6. Review with Audit Committee	R/A																								Sep-14	
7. Workshop with City Council and Adopt	R/A																								Sep-14	
B. Continue to implement proactive ways to share information with citizens																										
1. Meet with team and prepare annual communications Calendar	R/A	I	I		I	I	I	C																	May-13	Meet every September prior to start of fiscal year
2. Review Finance agenda items weekly, identify those items we want to share; write newspaper article	R/A	I	I		I	I	I	C																	Ongoing	
3. Use UB mailers for city-wide issues under finance such as change in rates, changes in solid waste/recycling, etc. Other departments can also submit inserts	R																	A	C	I					Ongoing	Examples include storm sewer dumping violations and education, meter reading
4. Deal with solid waste issues with mass mailing (i.e. bundling of brush, HHW, recycling)	R	A																I	C						May-13	"Bin there, done that" brochure direct mailings on cart recycling
5. New feature on website - lists of contracts awarded to be updated quarterly	R					A																			Complete	Link on website to bid awards
6. Submit Pearland Connect stories - run every 2nd Tuesday of month	R/A	I	I		I	I	I	C																	Ongoing	Citizen Survey, GFOA Award, Court Program

City of Pearland
 Council 2010-2011 Strategic Direction
 (Established at Council Retreat on March 19, 2011)

Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)	Internal Stakeholders													External Stakeholders					Completion Date	Comments							
	Claire Bogard	Rick Overgaard	Bobby Pennington	June Ellis	Joel Hardy	Bob Pearce	Pam Thompson	Sparkle Anderson	Other Departments	Trish Erndt	ACM Hodge/Branson	Bill Eisen						Bond Counsel			Financial Advisor	Auditor					
7. Use of social media - Sparkle to determine when social media will work	R							A																	Ongoing	GFOA Award, budget, garbage services	
8. Explore video news update as opportunity	R	I	I		I	I	I	C																	Ongoing	Connect 2 PL App Video	
9. Build on Financial Information in Annual Calendar	R	A						C																	Sep-13	Distributed Fall 2013	
10. Submit articles for bi-annual Pearland in Motion	R	I	I		I	I	I	C																	Jun-13 and Dec-13	Examples include C2P, Grant Activity, Reorder Replacement, UB Payment Options, Cart Pilot, Survey Results, HHW Program, P2 Budget	
C. Continue to explore opportunities to contract services																											
1. Review list of department services and identify 10-20 possible services for contracting	R							A																		Apr-13	
2. Meet with affected departments to narrow FY13-14 contracted opportunities to 2 or 3 and get buy-in from departments	R							A																		Jun-13	
3. Reviewed list of possibilities and the 2 to 3 selected with management.	R							A																		Jul-13	
4. Spec, bid, and award if in best interest of City	R							A																		TBD Based on services selected	Previous outsourcing includes contract mowing, janitorial services & Independence pool operations.

City of Pearland
Council 2013 Strategic Direction
(Established at Council Retreat on March 2, 2013)

Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)	Internal Stakeholders							External Stakeholders					Completion Date	Comments
	Mike Hodge	Trent Epperson	Andrea Broughton	Jon Branson	Bill Eisen	Mayor Reid	City Council	HGAC	Animal Shelter Advisory Committee	Subcommittee of the Animal Control Advisory Committee	HCTRA	BCTRA		
III. Transportation														
A. Continue to build relationships with all stakeholders and actively lobby elected officials/TxDOT to ensure Pearland's priority transportation interests/needs are met														
1. Monitor activities of agencies and develop correspondence in support or opposition to activities align or are counter to Pearland's interests	R	I		R		I	C		I					Ongoing
2. Continue to monitor activities of regional players by having City representatives on boards or attend regular meetings of:	R			R										Ongoing
A. TPC - Mayor Reid	C					A	C		I					Ongoing
B. TAC - Mike Hodge/Trent Epperson	R	A					C		I					Ongoing
C. BayTran - Jon Branson				R			C							Ongoing
D. Region Transit Coord - Jon Branson				R					I					Ongoing
E. TIP Subcommittee - Trent Epperson		A					C		I					Ongoing
F. HCTRA - Trent Epperson	R	A					C			I				Ongoing
G. BCTRA - Mike Hodge	R						C					I		Ongoing
H. Operations Task Force - Andrea Broughton			A				C							Ongoing
I. Greater 288 Partnership - Bill Eisen					A		c							Ongoing
3. Lobby TIP process for funding for slate of roadway projects submitted for 2013-16 TIP	R	A	C						C				1-Apr-13	80/20 funds secured for McHard, Bailey, Smith Ranch, SCR Trail, Green Tee Trail
B. Continue the discussion on Max Rd.														
1. Conduct workshop with City Council members	R	A											15-Apr-13	Completed
2. Amend Pearland Thoroughfare Plan to add new Max Road alignment	R		A										24-Mar-14	Scheduled for 3/24/14 Meeting
3. Add Max Road to Regional Transportation Plan	R	A											1-Jan-15	The 2040 RTP is scheduled to be completed in Jan. 2015. How to add projects to the RTP has not yet been addressed by H-GAC

City of Pearland
 Council 2013 Strategic Direction
 (Established at Council Retreat on March 2, 2013)

Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)	Internal Stakeholders							External Stakeholders					Completion Date	Comments
	Mike Hodge	Trent Epperson	Andrea Broughton	Jon Branson	Bill Eisen	Mayor Reid	City Council	HGAC	Animal Shelter Advisory Committee	Subcommittee of the Animal Control Advisory Committee	HCTRA	BCTRA		
C. Staff will continue to take a proactive role in subregional plan														
1. Complete Plan				R			C		A				17-Jun-13	Complete Plan
2. Present plan to Council				R			C		A				3-Jun-13	Present to Council in Workshop
3. Finalize plan				R			C		A				29-Aug-13	Council comments submitted to H-GAC
C. Conduct workshop on 2013-2016 TIP projects to include CR 94, McHard Road, Mykawa Rd., and Bailey Rd.														
1. Conduct Workshop	C, I	R							C				8-Apr-13	Completed

City of Pearland
Council 2013 Strategic Direction
(Established at Council Retreat on March 2, 2013)

Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)	Internal Stakeholders										External Stakeholders				Completion Date	Comments
	Mike Hodge	Lata Krishnarao	Harold Ellis	Ian Clowes	Legal	Engineering	Projects	Public Works	Others	Parks and Recreation	County	PISD/AISD	BDD4			
IV. Land Use/Annexation Plans																
A. Develop a 3-5 year plan to include comprehensive ongoing costs/funding sources and possible alternate uses																
1. Include annexation within the scope of the Comprehensive Plan update and follow these steps with the assistance of the consultant.	C	R	I	I	C										31-May-14	Comprehensive Plan Update will include a section on Annexation and will formulate a strategy for future annexations in compliance with state laws.
a. Identify possible annexation areas	C	R	A	C		I	I	I		I					Sept-14	Corridor have been identified for near term annexation. A workshop was held with CC in July, 2013 and the directive was to start the annexation process after completion of environmental process for the areas. The environmental process is scheduled to be completed in June 2014 or December 2014.
b. Conduct land use survey	C	R	A	C					I	I		I	I		Jun-14	Surveys were conducted in October 2013 for Areas 1 and 2. will be updated in May-June 2014 or November-December 2014.
c. Examine the existing and future land uses and zoning	C	R	A			C	C	C	C	C		C			2014	At July 2013 Workshop discussed timing of annexation relative to Bailey Road. Areas 1 and 2 May/June 2014 or November/December 2014.
d. Identify future and existing infrastructure improvements	I	R	A	C	C	C	C	C	C	C					2014	At July 2013 Workshop discussed timing of annexation relative to Bailey Road. Areas 1 and 2 May/June 2014 or November/December 2014.
e. Prepare a feasibility report, service plan, and cost benefit analysis and present for City Council's review. Proceed with the following steps for one area at a time if more than one area is identified	I	R	A	C	I	I	I	I		I	I	I			2014	At July 2013 Workshop discussed timing of annexation relative to Bailey Road. Areas 1 and 2 May/June 2014 or November/December 2014.
1. Community outreach and input for the first area identified	C	R	A	I	I	I	I	I	I						2015	At July 2013 Workshop discussed timing of annexation relative to Bailey Road. Areas 1 and 2 July/August 2014 or January/February 2015.
2. Conduct workshop with CC and P&Z for the first area identified	I	R	A	I	C				I						2015	At July 2013 Workshop discussed timing of annexation relative to Bailey road. Areas 1 and 2 December 2014 or June 2015.
3. Adoption of the plan for the first area identified	C	R	I	I	C	I	I	I	I	I	I	I			2015	At July 2013 Workshop discussed timing of annexation relative to Bailey road. Areas 1 and 2 December 2014 or June 2015.

City of Pearland
 Council 2013 Strategic Direction
 (Established at Council Retreat on March 2, 2013)

	Internal Stakeholders										External Stakeholders				Completion Date	Comments	
	Mike Hodge	Lata Krishnarao	Harold Ellis	Ian Clowes	Legal	Engineering	Projects	Public Works	Others	Parks and Recreation	County	PISD/AISD	BDD4				
Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)																	
4. Follow with other areas																Jun-15	Other areas will be identified in the Comprehensive Plan Update by May 2014. Staff will proceed on those areas after annexation of Areas 1 and 2 is completed.

City of Pearland
Council 2013 Strategic Direction
(Established at Council Retreat on March 2, 2013)

Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)	Internal Stakeholders										External Stakeholders				Completion Date	Comments
	Mike Hodge	Lata Krishnarao	Harold Ellis	Ian Clowes	Legal	Engineering	Projects	Public Works	Others	Parks and Recreation	County	PISD/AISD	BDD4			
B. Workshop on cluster development process to include review of UDC requirements																
1. Preliminary training to P & Z Commission on the concept of cluster plan, applicability, and discussion of guidelines and regulations pertaining to Cluster Plan in the City of Pearland's Comprehensive Plan and Unified Development Code.	I	R	A	I											May-14 Originally completed in February 2013, however this was pulled out of the T-16 for further research and review.	
2. Workshops with P & Z Commission to discuss amendments deemed necessary to the Cluster Plan regulations as written in the Unified Development Code. Discuss specifics such as approval process, required amenities, areas of flexibility, densities, and other lot and bulk requirements.	I	R	A	I											May-14 Since this was pulled out of the T-16 amendments and staff was directed to continue to work on finalizing this, another Workshop will be scheduled in May 2014.	
3. Prepare a draft of the proposed changes to the UDC (red-lined version), incorporating P & Z Commission's input, and discuss with P & Z. Finalize the proposed amendments.	I	A	R	I						C					Jun-14	
4. Conduct a joint workshop with City Council and P & Z to discuss proposed changes. (If the Council desires to see an earlier adoption date, this date and the subsequent dates can be moved up to June 2013, with the second reading in August/September.)	I	R	A	I	C	C	C	C		C					Oct-14 Include in the annual T-17 UDC update or earlier.	
5. Joint workshop to amend the UDC to incorporate the proposed changes (with other changes as part of annual update).	I	R	A	I	I	I	I	I		I					Dec-14 First reading only or earlier.	
6. First reading of the ordinance.	I	R	A	I	I	I	I	I		I					Jan-15 Second reading in January, since second Council meeting in December is the week of Christmas and may be cancelled or combined with an earlier meeting.	
7. Second reading of the ordinance.	I	R	A	I	I	I	I	I		I					Jan-15 (If the Council desires to see an earlier adoption date, this date and the subsequent dates can be moved up to June 2014, with the second reading in August/September.)	

City of Pearland
 Council 2013 Strategic Direction
 (Established at Council Retreat on March 2, 2013)

	Internal Stakeholders							External Stakeholders					Completion Date	Comments
	PEDC Staff	Board of Directors												
Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)														
V. Economic Development														
A. Adopt and assist in implementation of EDC Strategic Plan														
1. Strategic plan process	R	A											Ongoing	Pearland 20/20 Strategic Plan was completed in April. Board of Directors and City Council approved. Implementation committee has been formed and has met. First progress update was completed in December 2013.

City of Pearland
Council 2013 Strategic Direction
(Established at Council Retreat on March 2, 2013)

Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)	Internal Stakeholders										External Stakeholders						Completion Date	Comments	
	Trent Epperson	Andrea Broughton	Mike Hodge	Cuong Le	Darrin Coker						BDD#4	Property Owners	GC Engineering	Harris County	TxDOT	LJA Engineering			PEDC
VI. Regional Detention																			
A. Continue to work towards implementation of Cullen/FM 518 Regional Pond																			
1. Meeting with Cullen Regional Pond stake holders																		Jul-13	Completed
2. Review options for pond location																		Aug-13	Completed
3. Finalize PER	R	A	I								C, I	I	A					Jan-14	Completed
4. Evaluate phase implementation plan	R	A	I								C		C					Feb-14	Completed
5. Stakeholder meeting to present phased plan	R	A	I								I	I	I					Jun-14	PISD
6. Workshop with City Council	R	A	I										I					Jul-14	
7. Adopt ordinance establishing the service area	R	A	I		C													Aug-14	Reviewing Options: 1. Service Area with specific drainage criteria; 2. Impact fee; 3. Voluntary participation
8. Move forward with final design	R	A	I	I							C		A					Sep-14	Requested proposal from engineer
B. Coordinate with TxDOT and implement lower Kirby Regional Detention plan																			
1. Completed Drainage Study	R	A	I												I	R	I	Jan-13	Completed
2. Meet with TxDOT	R	A													I	I	I	Feb-13	Completed February 11, 2013
3. Address TxDOT Comments	R	A														A		May-13	Completed; Meeting with TxDOT again April 15, 2013
4. TxDOT Approval to utilize ditches	R	A	I		C										I	A	I	Apr-14	Ongoing Meetings
5. Develop phased implementation plan	R	A	I													A	I	Jul-13	Completed
6. Adopt Ordinance establishing the service area	R	A	I		C													Feb-14	Completed, Adopted by LKPM and PMMD#1; need to complete interlocal with the management districts
7. Design for Phase I	R	A	I	I										I	I	A	I	Apr-14	Pending TxDOT Ditch Agreement

City of Pearland
 Council 2013 Strategic Direction
 (Established at Council Retreat on March 2, 2013)

Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)	Internal Stakeholders							External Stakeholders			Comments
	Michelle Smith	Roz Epling	Colene Cabezas	Chris Ortea	RCN Staff			Skatepark Committee			
VII. Parks and Recreation											
A. Continue annual Council update on RCN		C	R								Apr-14 Provide memo to Update
B. Conduct workshop on all master plans for Parks and Trails	A	R		I							Jun-14 Solutions Workshop
C. Exploring possible partnerships with advocates for skatepark and BMX park	A, R							C			Ongoing In progress
D. Further explore the parks foundation opportunities	A, R										Jul-13 Presentation to Council on July 15th and making progress

City of Pearland
 Council 2013 Strategic Direction
 (Established at Council Retreat on March 2, 2013)

Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)	Internal Stakeholders						External Stakeholders		Completion Date	Comments
	Jon Branson	City Council	Shari Coleman				Animal Shelter Advisory Committee	Subcommittee of the Animal Control Committee		
VIII. Animal Control										
A. Develop plan to reduce euthanasia rate										
1. Work the plan	A	C	R				I	I		
a. Quarterly special events	A	C	R				I	I	March July February	March Mania Cat Facts Sweetheart of a Deal
b. Expand volunteer program	A	C	R				I	I	Ongoing	Trainings to be held as needed, first training held in April.
2. Work with local veterinarians	R	C	A				I	I	Ongoing	Meet with local veterinarians as needed
B. Finalize ordinance update										
1. Meet with subcommittee	R	C	A				I	I	4/3 & 4/17	Subcommittee meeting dates
2. Present recommendations to Animal Control Advisory Committee	R	C	A				I	I	May 15, 2013	Subcommittee makes recommendations to Advisory Committee
3. Present recommendations to City Council	R	C	A				I	I	May 20, 2013	Workshop presentation to City Council
4. Council consideration	R	A	I				I	I	Nov. 11, 2013	Council adopts ordinance

City of Pearland
Council 2013 Strategic Direction
(Established at Council Retreat on March 2, 2013)

Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)	Internal Stakeholders												External Stakeholders					Completion Date	Comments
	Claire Bogard	Bob Pearce	Lata Krishnarao	Harold Ellis	Mike Hodge	Jon Branson	Bill Eisen	Trent Epperson	Michelle Smith	Staff Committee	Mayor Reid	City Council							
IX. Other																			
A. Amend ethics policy for Council, Boards, and Staff																			
1. Two year restriction on lobby activity (Council, Staff, Boards, and Commissions)																	Jun-13	Adopted new policy	
2. Restrict current Council from practicing law in Municipal Court																	Jun-13	Adopted new policy	
B. Workshop results of Brazoria County water study with City Council.																			
1. Evaluate compatibility of the study with the City's plan					R												Oct-13	Conduct workshop	
C. Develop a five year resource projection plan (with target dates) for all departments (C&D)																			
D. Establish Council liaisons to Boards and Commissions and define roles for liaisons																			
E. Develop policy for vendors/applicants with items before Council or Boards and Commissions to appear in person at the meetings																		Complete	
1. Draft policy	R	A															May-13		
2. Team to review the policy	R	A	I	I													May-13		
3. Review the policy with management	R	A	I		C	C	C										Jun-13		
4. Memo and policy to City Council or Workshop	R	A															Aug-13	Guidelines Adopted	
F. Hold quarterly meetings for a minimum of 18 months with representatives of Home Owner's Associations																	Oct-13/Feb-14	1st Quarterly Meeting/2nd Quarterly Meeting	
G. Increase and coordinate volunteer opportunities within the City organization						R	C	I	A		C								
1. Employee Committee to develop recommendations						R	C				C						Nov-13	Create Employee Committee and develop plan	
2. Present plan to Council in Workshop						R	C	I	A		C						Jan-14	Committee meets to finalize plan	
H. Hold workshop to evaluate City LEED policy for new and remodeled facilities					I	R		I	A		C						Oct-13	Conduct LEED Workshop with City Council	