

AGENDA – WORKSHOP OF THE CITY COUNCIL OF THE CITY OF PEARLAND, TEXAS, TO BE HELD ON MONDAY, NOVEMBER 26, 2012, 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 RECREATION CENTER & NATATORIUM: A YEAR IN REVIEW AND COUNCIL GOAL REGARDING COST RECOVERY. *Ms. Michelle Smith, Director of Parks and Recreation.*
- 2. COUNCIL INPUT AND DISCUSSION:** REGARDING AN UPDATE ON CITY COUNCIL GOALS FOR 2013. *Mr. Bill Eisen, 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. **COUNCIL INPUT AND DISCUSSION:** REGARDING THE RECREATION CENTER & NATATORIUM: A YEAR IN REVIEW AND COUNCIL GOAL REGARDING COST RECOVERY. *Ms. Michelle Smith, Director of Parks and Recreation.*

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

AGENDA OF:	November 26, 2012	ITEM NO.:	Workshop Item No. 1
DATE SUBMITTED:	November 14, 2012	DEPT. OF ORIGIN:	Parks & Recreation
PREPARED BY:	Rosalyn Epting	PRESENTOR:	Michelle Smith
REVIEWED BY:	Jon R. Branson	REVIEW DATE:	11/20/12
SUBJECT: Workshop discussing the Recreation Center & Natatorium: A Year in Review and Council Goal regarding Cost Recovery			
EXHIBITS: PowerPoint Presentation to be distributed to City Council prior to Council Meeting			
FUNDING:	<input type="checkbox"/> Grant	<input type="checkbox"/> Developer/Other	<input type="checkbox"/> Cash
	<input type="checkbox"/> Bonds To Be Sold	<input type="checkbox"/> Bonds- Sold	<input type="checkbox"/> L/P – Sold
		<input type="checkbox"/> L/P – Sold	<input type="checkbox"/> L/P – To Be Sold
EXPENDITURE REQUIRED:		AMOUNT BUDGETED:	
AMOUNT AVAILABLE:		PROJECT NO.:	
ACCOUNT NO.:			
ADDITIONAL APPROPRIATION REQUIRED:			
ACCOUNT NO.:			
PROJECT NO.:			
To be completed by Department:			
Finance	Legal	Ordinance	Resolution

EXECUTIVE SUMMARY

BACKGROUND

The Recreation Center and Natatorium has been in operation for two full years. In those years, staff has taken pride in providing a quality facility with quality programs that are reasonably priced. This presentation will give an overview of the Recreation Center and Natatorium for the last year. The overview will include community involvement, events, rentals, programs, memberships, and cost recovery.

BID AND AWARD

N/A

SCHEDULE

“Recreation Center and Natatorium: A Year in Review” will be presented to Council on an annual basis.

POLICY/GOAL CONSIDERATION

The second part of this workshop discusses the Council Goal to investigate cost recovery options for the Recreation Center and Natatorium. Staff has developed three different options for Council to consider. All of these options will be discussed in greater detail during the presentation.

The three options are:

Option 1: 100% Cost Recovery

Option 2: 100% Cost Recovery not including utilities

Option 3: 75% Cost Recovery

CURRENT AND FUTURE FUNDING /FINANCIAL IMPACTS

If Options 1 or 3 are chosen, staff will be issuing supplemental requests as the facility ages in order to make repairs and replacements as necessary.

O&M IMPACT INFORMATION

The O & M impact will be based on which Cost Recovery Option is chosen by council.

RECOMMENDED ACTION

Staff recommends conducting workshop.

Workshop Item No. 2

2. **COUNCIL INPUT AND DISCUSSION:** REGARDING AN UPDATE ON CITY COUNCIL GOALS FOR 2013. *Mr. Bill Eisen, City Manager.*

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

AGENDA OF:	November 26, 2012	ITEM NO.:	Workshop Item No. 2
DATE SUBMITTED:	November 21, 2012	DEPT. OF ORIGIN:	Administration
PREPARED BY:	Bill Eisen	PRESENTOR:	Bill Eisen
REVIEWED BY:	Bill Eisen	REVIEW DATE:	November 21, 2012
SUBJECT: Update on 2012-13 City Council Goals			
EXHIBITS: Status Reports on Individual Goals			
FUNDING:			
<input type="checkbox"/> Bonds To Be Sold	<input type="checkbox"/> Grant	<input checked="" type="checkbox"/> Developer/Other	<input type="checkbox"/> Cash
	<input type="checkbox"/> Bonds- Sold	<input type="checkbox"/> L/P – Sold	<input type="checkbox"/> L/P – To Be Sold
EXPENDITURE REQUIRED		AMOUNT BUDGETED:	
AMOUNT AVAILABLE:		PROJECT NO.:	
ACCOUNT NOS.:			
ADDITIONAL APPROPRIATION REQUIRED:			
ACCOUNT NO.:			
PROJECT NO.:			
To be completed by Department:			
Finance	Legal	Ordinance	Resolution

EXECUTIVE SUMMARY

In March, the City Council formally adopted its Goals for the 2012-13 time period. In November of each year, the staff conducts a workshop to update the City Council on the status of each of the goals and its implementation. The workshop is intended to provide you with current status information and to provide an opportunity for Council questions and discussion.

RECOMMENDED ACTION

Conduct the workshop.

City of Pearland
Council 2012 - 2013 Strategic Direction

Advocacy Groups	Internal Stakeholders										External Stakeholders					Completion Date	Comments		
	Lopez	Beavers	Pace	Davis-Woods	Chief Doyle	Captain Fraser	Murdock	Morton	Patterson					Home/Business Owners	HOA's			Pearland ISD	Area Daycares
Involvement Type: Responsible (R) Accountable (A) Consulted (C)																			
Project Planning																			
I. Public Safety																			
A. → Focus on Crime Prevention initiatives																			
→ Citizen's Police Academy	R	C	A	C													I	Ongoing	In 2012 graduated 49 total students from CPA Classes 34 and 35
→ Neighborhood Crime Watch	R	C	A	A										I				Ongoing	1 new crime watch (Cyress Village) during period
→ Release of Crime Statistics/Immediate Trends	R	C	A	A													I	Ongoing	26 releases/weekly crime bulletins to local media (YTD)
→ Business/Home Security Surveys	R	C	A	A										I				Ongoing	13 completed YTD
→ School Safety Presentations	R	C	A	A											I	I		Ongoing	44 completed YTD
→ Senior Safe Presentations	R	C	A	A													I	Ongoing	0 completed during period
B. → Focus on Proactive Public Communication - Crime Data																			
→ Facebook	RA	C	C	C										I				Ongoing	9 Facebook posts YTD
→ Groupbuilder	RA	C	C	C										I	I			Ongoing	0 posts; Note: Groupbuilder phased out; moving to "Everbridge"
→ Crime Reports.com	R	A	C	A										I				Ongoing	Access to information online not tracked; information updates automatically daily
→ Police-2-Citizen	R	A	C	A										I				Ongoing	Access to information online not tracked; information updates automatically daily
→ Press Releases	RA	C	C	C										I	I			Ongoing	0 formal press releases YTD
C. → Focus on staffing the Street Crimes Unit-Hiring																			
→ Recruiting	R	RA	C	C	C													Ongoing	7 recruiting events attended; posting on PD website
→ Civil Service Exam	R	RA	C	C	C									I	I			11/17/2012	132 registered for Exam held 11/17/12
→ Physical Agility	R	R	A	C	A													11/17/2012	67 attended; 49 passed PAT held 1/17/12
→ Background Investigation	R	R	A	C	A													12/7/2012	49 background packets distributed; due 12/7/12
→ Press Releases	R	RA	C	C	C													Ongoing	0 recruiting press releases; updated recruiting video; on PD website
→ Reassignment of line officers to the Street Crimes	R				R	R	A	A	A								I	Ongoing	0 new officers FY2013

Advocacy Groups	Internal Stakeholders						External Stakeholders					Completion Date	Comments
	Mike Hodge	Andrea Broughton	Jon Branson	Trent Epperson	Bill Eisen	City Council	HGAC	BayTran	Sub-Stakeholders	HCTRA	BCTRA		
Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)													
III. Transportation													
A. Continue to efficiently execute current plan													
B. 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		R			I						Ongoing	On September 12, 2012 the Houston City Council approved METRO's and Pearland's request to change the right-of-way on Kirby Dr. from a 100' to 120' designation and established it a Transit Corridor. Additionally, Pearland is working with HGAC, Harris County, and TxDOT towards a public/private partnership on SH 288
2. Continue to monitor activities of regional players by having City representatives on boards or attend regular meetings of:	A					I						Ongoing	
A. TPC - Mayor Reid						I	C					Ongoing	
B. TAC - Mike Hodge/Jon Branson	A		A			I	C					Ongoing	
C. BayTran - Jon Branson			A			I		C				Ongoing	
D. Region Transit Coord - Jon Branson			A			I	C					Ongoing	
E. TIP Subcommittee - Mike Hodge				A		I	C					Ongoing	
F. HCTRA - Trent Epperson				A		I				C		Ongoing	
G. BCTRA - Mike Hodge	A					I					C	Ongoing	
H. Operations Task Force - Andrea Broughton		A				I						Ongoing	
I. Greater 288 Partnership - Bill Eisen					A	I						Ongoing	
3. Lobby TIP process for funding for slate of roadway projects submitted for 2013-16 TIP	C	C		A			C					1-Oct-12	Projects were submitted in October 2012
C. Continue discussion on FM 1128													
1. Finish traffic demand model and train staff		R										30-Apr-12	
2. Conduct workshop with City Councilmembers	R	C										May-12	
E. Staff will continue to take a proactive role in subregional plan													
1. Kick-Off meeting with stakeholders			R			I	C		A			May-12	Kick-off Stakeholders Meeting
2. Meet with local Elected Officials			R			I	C		A			July and September 2012	7/12/12 Elected Officials Meeting held and on 9/27/12 Community Workshop held
3. Finalize/present plan			R			I	C		A			Spring 2013	Present plan to City Council

City of Pearland
 Council 2012-2013 Strategic Direction
 (Established at Council Retreat on February 25, 2012)

Advocacy Groups	Internal Stakeholders								External Stakeholders			Completion Date	Comments
	Eisen	Sherman	Pearce						County Committee	Friends of Westside Library	Threadgill		
Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)													
IV. Westside Library													
A. Continue to pursue City/County development of facility													
1. Discuss funding schedule with County representatives	R	C/I							C/I	I			Completed
2. Provide funding in CIP	R	C/I											Completed
3. Confirm City/County are able to proceed	R	C/I							C/I				Completed
4. If County is able to proceed, order shelving, furniture, and collection	R	C/I	A						C/I		C/I		Will be ordered in January
5. Solicit proposals for lease of site	R	C/I	A						C/I		I		Lease agreement signed
6. Begin operation	R										A	Apr-12	

Advocacy Groups	Internal Stakeholders								Completion Date				Comments
	Trent Epperson	Claire Bogard	Mike Hodge	Bill Eisen	City Council	Patty Palke	Parks and Public Works	June Ellis					
Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)													
V. Capital Improvements													
A. Continue to determine priorities through the budget process - emphasize Operations and Maintenance (O&M) impact of projects on budget													
1. Use new O&M form for FY2013 CIP development	R	I	I			A	A					13-Apr-12	Complete
2. Utilize the new O&M form to emphasize the O&M impact of projects on the budget in the budget process and budget workshops to determine FY 2013 CIP priorities	R	I	I	I	I		I					Oct-12	Completed
3. Review O&M form to determine if changes are needed for FY 2014	R	I				I	C	I				Nov-12	In Progress
4. Make changes to O&M form if necessary	R					A	C	I				Jan-13	

Advocacy Groups	Internal Stakeholders									External Stakeholders			Completion Date	Comments
	Mike Hodge	Lata Krishnarao	Harold Ellis	Evan DuVall	Legal	Engineering	Public Works	Projects	Other Departments/Staff	County	PISD	BDD #4		
Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)														
VI. Land Use/Annexation Plans														
A. Develop a 3-5 year plan to include comprehensive on-going costs/funding sources and possible alternate uses														
1. Identify possible annexation areas	C	R	A	C	C	I	I	I	I					31-May-12
2. Conduct Land Use Survey		R	A	C										30-Jun-12
3. Examine the existing and future land uses and zoning	C	R	A	C					I	I	I			30-Jul-12
4. Identify existing and future infrastructure improvements	C	R	A			C	C	C	C		C	C		30-Aug-12
5. Prepare a feasibility report, service plan, and cost benefit analysis	I	R	A	C	C	C	C	C	C					30-Aug-12
6. Community outreach and input	I	R	A	C	I	I	I	I	C					30-Sep-12
7. Conduct workshop with CC and P&Z	C	R	A	I	I	I	I	I	I					30-Dec-12
8. Adoption of the plan	I	R	A	I	C				I					30-Jan-13
B. Continue public information process with focus on two-way communication														
1. Follow the communication strategy recommended by Planning and Zoning Committee as part the Strategic Plan, that includes the following steps:	I	R	A	C	I	I	I	I	I	I	I			May-January 2012
a. Interaction with public														
1. Notices are individually addressed to property owner														
2. One staff member point of contact but others assist as needed														
b. Neighborhood														
1. Signs - placed on the entrances of annexation area														
2. Door Hangers - placed on doors or on top of mail boxes														
c. Public Meetings (in addition to that required by state statute)														
1. Open House - City staff presentation in a location within or near to the annexation area, City departments available for question and answer session														
2. One-on-One Meetings - Planning staff to schedule these meetings to discuss specific concerns														
d. Public Hearings - as required by state statute														
e. Website updates														
1. Tentative schedule														
2. Invitation letter online														
3. Map of annexation area														
4. FAQ's														
5. Open House summary														
6. Service plan														
7. Published Legal Notices														

Advocacy Groups	Internal Stakeholders							External Stakeholders					Completion Date	Comments
	Responsible (R)	Accountable (A)	Consulted (C)	Involved (I)										
Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)	PEDC Staff	Board of Directors												
VII. Economic Development														
A. Continue to look for economic opportunities to remain in pursuit of goals.	R	C											Ongoing	Board and staff continue to work on multiple attraction and retention projects. Successes this past year include recruitment of Ref-chem's office bringing in \$8.58M in investment at 85+ new jobs. Also included is Hatch Mott MacDonald's new expansion resulting in \$150,000 in investment and retaining 70+ jobs and the creation of 30+ new jobs. Have also begun development of a new economic development strategic plan. Two other projects are also being worked and Pearland is a finalist for both.

Advocacy Groups	Internal Stakeholders										External Stakeholders					Completion Date	Comments	
Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)	Trent Epperson	Andrea Broughton	Mike Hodge	Cuong Le							BDD #4	Property Owners	Consultant					
VIII. Regional Detention																		
A. Continue to work towards implementation of Cullen/FM 518 Regional Pond																		
1. Meeting with Cullen Regional Pond stakeholders																	Jul-11	Complete
2. Review options for pond location																	Aug-11	Complete
3. Finalize PER	R	A	I										A				Aug-12	Met on 5/3/12-Need proposal for Geotech to complete PER; Proposal was requested 5/3; received in July and approved 7/25; consultant did not move forward with Geotech work until September; Completed Draft Report was received 11/2/12
4. Evaluate phase implementation plan	R	A	I								C		C				31-Dec-12	1 month after PER completion date
5. Stakeholder meeting to present phased plan	R	A	I								I	I	I				Feb-12	2-3 months after PER completion date
6. Move forward with final design	R	A	I	I							C		A				Mar-12	

Advocacy Groups	Internal Stakeholders					External Stakeholders			Completion Date	Comments
Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)	Michelle Smith	Roselyn Epling	Colene Cabezas	Julie Diaz	Billy Pounds		Citizens/Users			
IX. Parks and Recreation										
A. Develop strategy examining all options to move towards breakeven status on the Recreation Center	R									
1. Create presentation for Council on various options and scenarios	R	A	C	I	I		C		26-Nov-12	Workshop on November 26, 2012
2. Update revenue management plan based on direction		R	A						Jan-13	

City of Pearland
 Council 2012-2013 Strategic Direction
 (Established at Council Retreat on February 25, 2012)

Advocacy Groups	Internal Stakeholders				External Stakeholders			Completion Date	Comments
	Jon Branson	Shari Coleman	Advisory Committee	City Council	Citizens				
Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)									
X. Animal Control									
A. Develop plan to reduce euthanasia rate									
1. Develop Plan	R	A	C	I				Oct-12	
a. Implement foster program	R	A	C	I		I		Nov-12	Began formal program
b. Implement volunteer program	R	A	C	I		I		Nov-12	Volunteer training held on November 13, 2012
2. Begin Implementation of Plan	R	A	C	I		I		3-Dec-12	Update Council at Workshop

City of Pearland
Council 2012-2013 Strategic Direction
(Established at Council Retreat on February 25, 2012)

Advocacy Groups	Internal Stakeholders								External Stakeholders						Completion Date	Comments
	Michelle Smith	Colene Cabezas	Mary Kate Ward	Sparkie Anderson	Jon Branson	All Departments	Team Members	Councilmembers	Existing YAC							
Involvement Type: Responsible (R) Accountable (A) Consulted (C) Involved (I)																
XI. Other																
A. Develop plan to promote effective use of social media																
1. Execute a social media marketing and communications plan				R	A	S			C							30-Apr-12
2. Incorporate social media links on the City's website				R												02-Feb-12
3. Purchase advertising in local publications promoting social media channels				R		I										01-Mar-12
4. Create a video news feature promoting social media channels				R												14/12/2012
5. Incorporate social media links on all city marketing collateral				R												Ongoing
6. Provide timely/accurate information on all social media channels				R		I										Ongoing
7. Monitor analytics and tailor content to those posts/videos that residents respond to				R												Ongoing
8. Promote in all City communications vehicles including the Municipal Channel, Pearland Connect, and Pearland in Motion				R												Ongoing
B. Establish an ethics policy for Council, Boards, and staff																
																Complete
	Adopted by City Council on 4/23/12															
C. Explore the value of establishing a Youth In Action Committee																
1. Create presentation for Council on what exists to date and options/suggestions moving forward	R	A	I													08-Oct-12
D. Develop strategic plan for HOT taxes																
1. Address the use of the entire fund for the best use of the whole community																
2. Conduct HOT Taxes 101 Workshop																
a. Explore venue																
b. Explore advisory committee																
c. Protocol for allocation of dollars to meet requirements																
E. Conduct workshop to review long term strategy for water supply																
1. Conduct workshop with City Council																13-Jan