

RESOLUTION NO. 27-2003

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MESQUITE, TEXAS, ADOPTING A VISION STATEMENT FOR THE YEAR 2013 AND STRATEGIC GOALS FOR THE FUTURE OF MESQUITE.

WHEREAS, the City Council and Staff members of the City of Mesquite, Texas, met in February 2003 to participate in a strategic planning retreat to identify current and future needs of the City and to provide direction for the future of Mesquite; and

WHEREAS, the planning retreat provided an overview of Mesquite's current community profile and pressing needs, enabling the City Council to formulate a strategic plan for Mesquite encompassing a long-term vision statement, short-term goals and an action agenda for 2003; and

WHEREAS, discussion of forces shaping the future of Mesquite and desired outcomes for the City lead to the development of six goals to guide future City Council actions and decisions; and

WHEREAS, these six goals pertain to the year 2008 and beyond, and endeavor to provide a higher quality of life for all Mesquite citizens and generations to come.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MESQUITE, TEXAS:

SECTION 1. That the vision statement and goals as set forth in the document attached hereto as Exhibit "A," having been defined and created in the best interest of the City of Mesquite and its citizens, are hereby adopted.

SECTION 2. That this resolution shall take effect immediately from and after its passage.

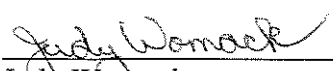
DULY RESOLVED by the City Council of the City of Mesquite, Texas, on the 16th day of June, 2003.



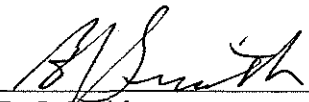
Mike Anderson  
Mayor

ATTEST:

APPROVED:



Judy Womack  
City Secretary



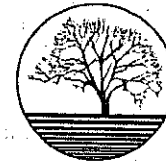
B. J. Smith  
City Attorney

# STRATEGIC PLAN

## 2003 → 2008 → 2013

### EXECUTIVE SUMMARY

**Mayor, City Council  
and Executive Team**



MESQUITE  
T·E·X·A·S

*February 2003*



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Mesquite Goals 2008 \_\_\_\_\_ 5

Action Agenda 2003 \_\_\_\_\_ 12

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# Strategic Plan for Mesquite

## VISION 2013:

Principles to Describe Our Future,  
to Guide Policies, Decisions, Actions

### GOALS 2008:

- > Objectives -  
Achievable Outcomes
- > Meaning to Citizens
- > Gap Analysis: Challenges and  
Opportunities
- > Actions

### Policy Agenda 2003 - 2004

- Issue Target
- Policy Questions
- Actions
- Responsibility
- Time Frame

### Management Agenda 2003 - 2004

- Major Projects
- Service Improvements
- Management Processes
- Plan: Implementation

**CORE BUSINESSES** -  
Service Responsibilities of City Government

**RESULTS**

## Mesquite: Vision 2013

# **MESQUITE**

## **“Home for Families”**

## **A LIVABLE COMMUNITY**

*with*

**Quality Neighborhoods**

**Convenient Amenities**

**Strong Retail Tax Base**

**Opportunities for the Future**

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**Mesquite Vision 2013:  
Principles to Guide Our Future**

**Diverse Local Economy**

**Strong Retail and Entertainment Destination**

**Top-Quality City Services, Infrastructure and Facilities**

**Financially Sustainable City Government**

**People Feeling Safe and Secure**

**A Community of Faith**

**Livable Neighborhoods**

**Family-Friendly Community**

**Attractive, Beautiful City**

**City of Mesquite – Positive Reputation and Image**

**Mesquite Goals 2008**

**Strong Mesquite Economy**

**Strong, Sustainable Retail and Entertainment**

**Improved Mobility**

**Quality City Services**

**Community of Quality Neighborhoods**

**Clean and Green Community**

**GOAL 1: STRONG MESQUITE ECONOMY**

► Objectives

**Objective 1:** Strong Industrial Base: Variety of Small and Medium Sized Businesses

**Objective 2:** More "Value Added" Job Opportunities in Mesquite

**Objective 3:** Attracting New Businesses; Retaining and Assisting Current Businesses

**Objective 4:** More Diverse Business Mix: Retail-Tourism-Industry (Light Manufacturing and Distribution)

**Objective 5:** Strong Conference Center and Rodeo Drawing in Tourists and Guests

► Actions 2003

1. LBJ Branding and Landscaping Project
2. Comprehensive Plan: Update
3. 4B Protection
4. Annexation: Decision (I-20 Corridor)
5. Falcon's Lair: Development

**GOAL 2: STRONG, SUSTAINABLE RETAIL AND ENTERTAINMENT**

► Objectives

**Objective 1:** Strong Sustainable Mall and Retail Businesses in Town East Area

**Objective 2:** Continued Attraction of Outside Shoppers to Mesquite

**Objective 3:** Variety of Shopping Choices

**Objective 4:** Mesquite "Brand" – Recognizable and Known for Quality Shopping

**Objective 5:** Additional Entertainment and Dining Choices, Especially for Young Adults

► Actions 2003

1. Market Analysis and Market Retail – "Shop Mesquite"
2. Arts Center: Expansion
3. Rodeo Center: Opportunity Analysis, Policy and Proactive Plan
4. Main Street: Plan

**GOAL 3: IMPROVED MOBILITY****► Objectives**

- Objective 1:** Well Maintained Streets, Alleys, Curbs and Gutters
- Objective 2:** Improved Traffic Flow
- Objective 3:** I-635/I-30 Interchange
- Objective 4:** Better Traffic Pattern and Flow around Town East
- Objective 5:** Improved Access to Mesquite for Visitors, Guests

**► Actions 2003**

1. Signal Synchronization Project: Funding
2. Alleys/Neighborhood Streets: Funding
3. Galloway/US 80 Bridge: Planning
4. LBJ/I-30 Interchange Project
5. Town East/US 80/Samuel Intersection

**GOAL 4: QUALITY CITY SERVICES****► Objectives**

- Objective 1:** Services Responsive to the Changing Needs of the Mesquite Community
- Objective 2:** Well Trained City Workforce Dedicated to Service, Adequately Compensated
- Objective 3:** Well Maintained City Buildings and Infrastructure
- Objective 4:** Services Delivered in an Efficient, Cost-Effective Manner
- Objective 5:** Effective Use of Technology in Serving Our Community
- Objective 6:** High Level of Citizen Satisfaction with City Services

**► Actions 2003**

1. Public Safety Five-Year Staffing Plan
2. Fire Staffing: Decision
3. Fire Station 1: Final Design, Decisions -- Administration -- Space and Training and Funding
4. Service Process: Evaluation of the Use of Technology
5. Samuel Farm/Southeast Park: Direction
6. Lucas Farms Greenbelt and Trail System
7. Space Reallocation
8. Library Plan and Future Direction
9. Parks and Recreation Strategic Plan



**GOAL 5: COMMUNITY OF QUALITY NEIGHBORHOODS**

► **Objectives**

- Objective 1:** Improved Neighborhood Infrastructure: Streets, Curbs and Gutters, Sidewalks and Alleys
- Objective 2:** Reputation as a Family-Friendly Community: All Generations are Welcome
- Objective 3:** Upgraded, Modernized Older Homes
- Objective 4:** Partnership with School District
- Objective 5:** Convenient and Easy Access to Parks, Trails and Amenities
- Objective 5:** Homeowners/Renters/Property Owners Being Responsible for Maintaining their Property

► **Actions 2003**

1. Neighborhood Housing Analysis and Rating
2. Neighborhood Infrastructure: Funding
3. Neighborhood Strategy and Approach
4. Code Compliance Staffing: Direction

**GOAL 6: CLEAN AND GREEN COMMUNITY**

► **Objectives**

- Objective 1:** More Attractive Entrance Gateways – “You Know You are in Mesquite”
- Objective 2:** More Attractive Landscaping of Public Areas, New Development
- Objective 3:** More Attractive Streetscapes and Medians throughout Mesquite
- Objective 4:** More Attractive Town East Area
- Objective 5:** Well Maintained Buildings, Public Spaces and Facilities
- Objective 6:** Expanded Public Arts in the Community

► **Actions 2003**

1. Median Landscaping Plan and Funding
2. Gateways/Entry Landscaping: Plan and Funding
3. Landscaping Regulations: Evaluation

## Action Agenda 2003

### POLICY AGENDA 2003

#### TOP PRIORITY

LBJ Branding  
 Annexation (I-20)  
 Arts Center: Expansion  
 Alleys/Neighborhood Streets: Funding  
 Neighborhood Revitalization Strategy and Approval  
 Median/Landscaping Plan and Funding  
 Gateway/Entry Landscaping Plan and Funding

#### HIGH PRIORITY

Comprehensive Plan: Update  
 Rodeo Center: Opportunity Plan  
 Signal Synchronization Project  
 Fire Station 1: Finalize Design and Funding  
 Public Safety Five-Year Staffing Plan  
 Neighborhood Infrastructure Funding  
 Code Compliance: Staffing  
 Landscaping Regulation: Development

## MANAGEMENT AGENDA 2003

1. Market Analysis and Market Retail Plan
2. Galloway/US 80 Bridge: Planning
3. Space Reallocation
4. Service Process: Use of Technology
5. Parks and Recreation Strategic Plan
6. Neighborhood Housing Analysis and Rating

**INTERGOVERNMENTAL AGENDA 2003**

**MAJOR PROJECTS 2003**

1. **Airport: Terminal**
2. **LBJ/Towne Centre Project**
3. **1616 North Galloway Remodel Project**
4. **Fire Station 3: Completion**
5. **Public Safety Communications/Microwave System**
6. **Police MDC Completion**
7. **Mobile Video Cameras: Installation**
8. **Water and Wastewater Improvement Projects**
9. **Fire Infrared Cameras**
10. **Fire Station 8: Planning**
11. **Fire Ambulances (2)**
12. **Cartwright Road: Completion**

1. **4B Protection**
2. **LBJ/I-30 Interchange Project**
3. **Town East/US-80/Samuel Intersection**