

**TOWN OF PROSPER
2009
WORKPLAN**

PURPOSE

Prosper is a place where everyone matters.

BEST IN THE WORLD

Prosper will be the best in the world at providing systematic opportunities that inspire our citizens to actually make a difference in our Town.

VALUES

Community
Leadership
Creativity
Economic Security
Security
Helping Others

GOAL #1 SECURE THE TOWN'S FINANCIAL FUTURE

a. Be sound stewards of the Town's resources and assets.

- i. Implement a performance excellence management system
- ii. Adopt business plans for all departments and overall for the Town
- iii. Ensure that service providers receive timely and relevant training
- iv. Develop a Volunteer in Prosper (VIP) program

b. Establish Financial Sustainability Policies.

- i. Create benchmarks for budget and personnel
- ii. Adopt policies supporting budget goals and objectives, asset investment, personnel, purchasing, return on investment strategies, and debt management strategies
- iii. Develop and implement financial incentives for public private partnerships that benefit the community with sustainable infrastructure as well as development.

GOAL #2 ACTIVELY ENGAGE CITIZENS

a. Develop a holistic communication system that is personal and transparent.

- i. Expand the definition of community to include anyone who comes in contact with the services and or environment of the Town of Prosper.
- ii. Establish partnerships with any and all who provide any information to the residents and businesses of Prosper.
- iii. Utilize as many communication tools available recognizing the diversity and flexibility these tools offer.
- iv. Establish relationships between the Town's organization and the community that involves consistent and regular personal contact between residents, neighborhoods businesses and the people providing services in the Town of Prosper.
- v. Mobilize everyone in the community in marketing Prosper

b. Provide a myriad of opportunities for residents to interact with each other and the organizations that serve the community.

- i. Create a virtual Town Hall including a full compliment of online services
- ii. Build physical environments that promote gathering places for the community to come together.
- iii. Partner with the Prosper Independent School District on as many mutually beneficial projects possible.
- iv. Create a Citizens 2010 Bond Committee.
- v. Designate a Community Liaison staff member within each Town Department responsible for community outreach.
- vi. Promote the ServeProsper campaign and programs creating opportunities for aiding local residents in various stages of need.
- vii. The Town will host timely community meetings, World Café's, to discuss community issues and opportunities.

GOAL #3 MAKE PROSPER A JEWEL

a. Create a sense of place for each resident and business to identify with.

- i. Update the Town's Comprehensive Plan, Zoning Regulations, Subdivision Regulations and Development Standards to reflect Prosper's Purpose
- ii. Create an image blueprint for the Town's major thoroughfares and all municipal construction projects that provide a visual "tie that binds" the community together.
- iii. Reinforce the Town's visual imagery with all of the Town's communication tools including online services and print materials.
- iv. Foster and create traditions for Town residents and businesses through the use of gathering places, parks and open spaces.

b. Create a community that is looking forward, encourages and embraces change.

- i. Aggressively pursue and secure economic development opportunities that will capture the market
- ii. Invest in municipal infrastructure, architecture and development that reflect excellence without compromise and supports Prosper's purpose.

GOAL #4 ENHANCE PUBLIC SAFETY

a. Position the Fire and Police Departments to be proactive.

- i. Finalize a plan for dispatch operations
- ii. Implement necessary improvements to support the Fire Department's goal to successfully reach an ISO Rating of 3 or better.
- iii. Expand Public Safety to include support for customer centered code enforcement.
- iv. Continue advancement of CERT
- v. Conduct Emergency Management Training
- vi. Where feasible consider establishing partnerships with neighboring communities for joint dispatch, fire, and first responder and ambulance services.
- vii. Finalize plans for the construction of a second fire station serving the western portion of Prosper.

b. Utilize technology to provide more opportunity for personal service.

- i. Construct the necessary communications infrastructure for adequate coverage for the entire community.
- ii. Train all departments and CERT in NIMS
- iii. Implement E-Watch programs for residents and businesses.

2015 Town Council Goals*

SOUND FISCAL MANAGEMENT

1. Pass Towns First General Obligation Bond (Goal 1, 2, 3 and 4)
2. Increase Towns Credit Rating to "A" (Goal 4)
3. Synchronize Tax Rate with expanded services (Goal 4)
4. Offer full slate of online services (Goal 1 and 2)
5. Adopt Budget Policies (Goal 4)

PUBLIC SAFETY AND SECURITY

1. Build Dispatch Center (Goal 3 and 4)
2. Lower ISO Rating (Goal 3 and 4)
3. Purchase Ladder Truck (Goal 3 and 4)
4. Start building second fire station (Goal 3 and 4)
5. Meet Community Police staffing standards (Goal 3 and 4)

ECONOMIC SECURITY

1. Zone property for a Medical Center (Goal 2)
2. Create partnership to spur economic opportunity (Goal 1)
3. Select 200 acre site for college (Goal 2)

SUBSTANTIAL CITIZEN INVOLVEMENT IN COMMUNITY

1. Start Involvement Committees (Goal 1)
2. Create a virtual Town Hall (Goal 1 and 2)
3. Hire staff and technical Support (Goal 1 and 4)

GATHERING OPPORTUNITIES

1. Integrate gathering places in retail projects (Goal 1 and 2)
2. Plan a Community Center (Goal 1 and 2)
3. Begin installation of Wi/Fi fiber (Goal 1, 2, 3 and 4)
4. Build a community garden (Goal 1 and 2)
5. Build a PISD/Town Community Park and Stadium (Goal 1, 2 and 4)

SUBSTANTIAL RETAIL MULTIPLE TYPES

1. Issue permits for the "Gates of Prosper" (Goal 2 and 4)
2. Open Farmers Market downtown (Goal 1 and 2)
3. Open big box type of projects including Best Buy, Kohl's, Costco, Lowes, Grocery Store (Goal 2 and 4)

INFRASTRUCTURE IN KEY LOCATIONS

1. Build west service roads to DNT (Goal 2, 3 and 4)
2. Purchase parkland (Goal 1, 2 and 4)
3. Create Partnerships with public and private sectors to develop projects (Goal 1, 2, and 4)
4. Build water and sewer infrastructure, NTMWD west expansion, connect to Upper Trinity Sewer (Goal 2 and 4)
5. Build transportation infrastructure including west Prosper streets, east Prosper widening, 289 expansion (Goal 2, 3 and 4)

*Town Council goals as established October 2007.