RESOLUTION NO. 09-26-23-1

A RESOLUTION OF THE CITY OF AMARILLO, TEXAS: ADOPTING SIX STRATEGIC PILLARS AND MILESTONES OF THE AMARILLO STRATEGIC PLAN AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council met in a work session on June 28th and 29th to review and revise the components of the Strategic Plan; and,

WHEREAS, the six Strategic Pillars and Milestones have been identified to develop a cohesive vision of the future for the City of Amarillo; and

WHEREAS, as a result of the Council's discussion, the City Council desires to adopt the Strategic Pillars and Milestones components of the Strategic Plan;

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

SECTION 1. That the six Strategic Pillars and Milestones, attached hereto as EXHIBIT A and incorporated herein, are hereby approved.

INTRODUCED AND PASSED by the City Council of the City of Amarillo, Texas, this the 26th day of September, 2023.

Cole Stanley, Mayor

ATTEST:

Stephanie Coggins, City Secretary

APPROVED AS TO FORM:

Bryan McWilliams, City Attorney

Exhibit A

Strategic Pillars

1. **Business Friendly Community**
2. **Communication**
3. **Fiscal Responsibility**
4. **Infrastructure**
5. **Public Safety**
6. **Technology and Innovation**

Strategic Pillars and Milestones

Pillar One: Business Friendly Community

1. Fast turnaround on decisions.
2. Seek input from SBO and Developers on how to become more business friendly.
3. Evaluate development standards.
4. Engage stakeholders.
5. Fiscally responsible incentives to grow tax revenue.
6. Collaboration with others who work with businesses, SBDC, Banks, etc.

Pillar Two: Communications

1. Use all available channels to increase our audience.
2. Educate and inform with facts.
3. Share our problems and challenges.
4. Create our own source of current information in real time by proactively sharing news and updates.
5. Hold meetings with local media.
6. Improve and streamline communication within the organization.
7. Obtain feedback from the public and follow-up on their input.
8. Invest in boosting messages via social media channels.

Pillar Three: Fiscal Responsibility

1. Enhance transparency and accountability in the stewardship of public funds.
2. The City budget serves as a policy document for the City Council. Annual review and revision by City Council allow the City to address Council priorities during the budget process.
3. Financial policies are the framework for the fiscal management of the City of Amarillo. The City of Amarillo strives for best practices in financial policies.
4. Budget process that ensures effective communication to the City of Amarillo citizens and engages the community in the budget process.
5. Budget process that addressed budget challenges and opportunities, allow the City to adapt quickly to changing economic and financial conditions.

Pillar Four: Infrastructure

1. Identify and prioritize the most pressing infrastructure needs.
2. Communicate and engage the community.
3. Explore all funding opportunities.
4. Partner with agencies, entities, and other stakeholders to facilitate growth.
5. Allocate immediate funds to priority needs.
6. Evaluate long term funding plan.

Pillar Five: Public Safety

1. Attract and retain personnel.
2. Improve investment into planning for the growth of the city.
3. Expand training and certification of personnel and invest in equipment to enhance our EMS capabilities.
4. Improve communication with our citizens about future needs to maintain high levels of public safety excellence.
5. Create a culture that promotes a partnership between our staff and the community.
6. Adopt new technology as force-multipliers.
7. Evaluate best practices on staffing and assignments in public safety.

Pillar Six: Technology and Innovation

1. Identify areas where technology can improve efficiency and customer service.
2. Create a culture of innovation as it relates to community engagement, emphasizing co-development with the community.
3. Create policies and procedures to create a safe environment for the use of technology

Res. 09-26-23-1