Table of Contents

EXECUTIVE SUMMARY

Strategic Planning for the City of Allen	1
Allen Vision 2036	2
Allen City Government: Our Mission	3
City of Allen: Plan 2021 – 2026	4
City of Allen: Action Agenda 2021	17

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STRATEGIC FRAMEWORK MODEL FOR CITY OF ALLEN

VISION 2036

"Desired Destination for Allen"

PLAN 2026

"Map to Allen's Destination"

EXECUTION

"Route for Next Year"

MISSION

"Responsibilities of Allen's City Government"

BELIEFS

"Performance Expectations for Allen City Employees"

Allen Vision 2036

2036 - It's our

SAFE COMMUNITY

COMMUNITY CHARACTER

COMMUNITY UNITY

VIBRANT CENTERS

GREAT NEIGHBORHOODS

EXPERIENCES FOR ALL

that make us the PREMIER PLACE TO LIVE

in the DFW Metroplex.

Allen City Government: Our Mission

ALLEN CITY GOVERNMENT MISSION is to

- PROVIDE BEST IN CLASS MUNICIPAL SERVICES
- BE FINANCIALLY RESPONSIBLE AND SOUND
- PLAN AND INVEST IN ALLEN'S FUTURE
- ENGAGE OUR ALLEN COMMUNITY
- PROVIDE FAIR, EQUITABLE COMMUNITY SERVICES AND CITY GOVERNMENT
- PRESERVE/ENHANCE OUR ALLEN COMMUNITY CHARACTER
- STIMULATE ECONOMIC GROWTH AND BUSINESS INVESTMENT

City of Allen Goals 2026

- FINANCIALLY SOUND AND TRANSPARENT CITY GOVERNMENT
- SAFE AND LIVABLE COMMUNITY FOR ALL
- VIBRANT COMMUNITY WITH LIVELY DESTINATIONS AND SUCCESSFUL COMMERCIAL CENTERS
- HIGH-PERFORMING CITY TEAM PROVIDING RESIDENT-FOCUSED SERVICES
- DIVERSE, EQUITABLE AND INCLUSIVE COMMUNITY

FINANCIALLY SOUND AND TRANSPARENT CITY GOVERNMENT

▶ Objectives

- 1. Have adequate resources to support the services and service levels as defined in the Annual Budget
- 2. Invest regularly in the maintenance and upgrade on City infrastructure and facilities
- 3. Have diversified revenue sources for the City
- 4. Deliver City services in the most cost-effective and efficient manner
- 5. Have proactive communications strategy and processes for informing the residents and Allen community

► Short-Term Challenges and Opportunities

- 1. Maintaining the focus on City government's core service responsibilities
- 2. Increasing costs of service delivery
- 3. Lack of understanding by residents and businesses to Allen City Government finances and services
- 4. Understanding the impacts of COVID-19 on City finances and services
- 5. Defining and funding City services and service levels, and determining City service priorities
- 6. Actions by the Texas State Legislature and Administration impacting City government home rule, finances and revenues
- 7. Misinformation and "false facts" about the Allen City Government
- 8. Increasing expectations and demands for City services
- 9. Economic uncertainty and potential recession

Policy Agenda

1. Long-Range Financial Plan/Model: Update

- Top Priority
- 2. Capital Project Fund: Report with Options, Direction, and City Actions

Top Priority

- 3. Community Engagement Strategy: Report, Direction and City Actions
- **Top Priority**

- 4. Financial Policies: Review and Refinement
- 5. Charter Development Term Limits Reconsideration: Direction and City Actions

Management Actions

1. Comprehensive Compensation: Market Analysis, Report, Direction and Funding

Top Priority

2. Chief Financial Officer: Hiring

Management in Progress

- 1. Certificate of Achievement for Excellence: Financial Reporting
- 3. Distinguished Budget Presentation Award
- 2. Achievement of Excellence in Procurement Award Excellence
- 4. Financial Annual and Quarterly Reporting Update/Automate
- 5. Utility Billing Accounting Treatment and Procedures: Comprehensive Review
- 6. Media Policies and Procedures: Update
- 7. Crisis Communications Plan: Update
- 8. COVID-19 Vaccine Notification Process: Implementation
- 9. Advanced Meter Infrastructure: Selection
- 10. City Water Cutoffs for Non-Payment: Implementation
- 11. NRPA National Re-Accreditation for Next 5-Year Cycle
- 12. Park Ordinance and Fee: Review
- 13. Communication Plan: Update
- 14. Social Media Policy and Responsive Monitoring Strategy: Update
- 15. Water Cutoff/Payment Plan
- 16. Grants Report

SAFE AND LIVABLE COMMUNITY FOR ALL

▶ Objectives

- 1. Maintain and expand the connectivity of the Allen trail system
- 2. Invest in maintaining and upgrading the City's Infrastructure and facilities
- 3. Maintain and enhance Allen as one of the safest cities in Texas
- 4. Maintain the reputation as a family-friendly community and a preferred place to live in the DFW Metroplex
- 5. Provide recreation and library programming responsive to the needs of the diverse Allen community
- 6. Maintain and enhance Allen community/recreation centers

► Short-Term Challenges and Opportunities

- 1. Aging housing stock
- 2. Keeping our parks great with up-to-date amenities
- 3. Aging City infrastructure
- 4. Defining the City's role in regulating homes and neighborhoods, and compliance vs. enforcement
- 5. Homelessness and defining the City's roles, responsibilities, and actions
- 6. Growing impacts on mental health/brain health issues on public safety departments
- 7. Differing perception of "east" vs. "west" split within the Allen community
- 8. Maintaining the "One Allen Community" feeling and attitude

Policy Agenda

1. Neighborhood Stabilization/Enhancement: Strategy, Assessment Tools and Action Plan

High Priority

2. Safest City Strategy: Services, Best Practices and Staffing

High Priority

3. Trail Development/Connectivity: Status Report, Maintenance and Community Information

High Priority

- 4. Mental Health/Brain Health Strategy: Problem Analysis/Community Needs, Policy Direction, and Implementation Plan
- 5 Molsen Farm: Trail Head and Master Plan Refresh

Management Agenda

1. Library Expansion Project: Design, Drawings and Construction

Top Priority

2. Community Enhancement Master Plan (5-Year): Implementation

Top Priority

3. Screening Walls (HOA/Non-HOA/City) Strategy: Policy and Action Plan

High Priority

4. Homeless Strategy: Problem Analysis, Report with Options, Direction and City Actions

High Priority

5. Traffic Management Plan: Implementation

Management in Progress

- 1. Block Party Trailer Program: Implementation
- 2. Multi-Family Inspection/Maintenance Program: Re-Vamp
- 3. Health Permitting Process: Evaluation and Direction
- 4. Community Assistance Program for COVID: Implementation
- 5. HOA Asset Study (GIS)
- 6. P & R Guest Experience Initiative
- 7. Culture and Engagement Initiative
- 8. Private Property Trail Accommodations: Resolution
 - a. Montgomery Farm
 - b. McDermott
- 9. Parks, Open Space and Maintenance Master Plan: Adoption
- 10. Trail Erosion Management Plan
- 11. Public Arts Projects: AEC and Natatorium
- 12. Park Land Acquisition
- 13. FF&E Replacement Plan
- 14. Recreation Strategic Plan Refresh
- 15. Parks and Recreation Maintenance Plan
- 16. Boundary Trail

Management in Progress (Continued)

- 17. Multi-Family Inspection Ordinance: Adoption
- 18. Swimming Pool Ordinance:
- 19. Food Regulations Ordinance: Adoption
- 20. Community Enhancement Process Improvement:
- 21. Dog Park: Location, Design and Funding

Major Projects

- 1. Stephen G. Terrell Recreation Center Project: Construction
- 2. Allen Heritage Village
- 3. Dog Park: Funding
- 4. Ford Pool Heater Project
- 5. Ridgeview Drive Trail Connections
- 6. Rolling Hills Park Expansion:
 - a. Funding
 - b. Construction
- 7. Trail Marker Program
- 8. Allen Station Park Playground Improvements
- 9. Ford Park East: Redesign
- 10. Aquatic Improvements DRN Slide
- 11. Cricket Field at Spirit Park Parking Lot
- 12. Steam Locomotive Painting
- 13. Stream Bank Erosion Control Project Phase 1
- 14. Recreation Facility Security Cameras
- 15. Pollinator Signage at Reed Park

VIBRANT COMMUNITY WITH LIVELY DESTINATIONS AND SUCCESSFUL COMMERCIAL CENTERS

▶ Objectives

- 1. Develop Highway 121 as a major community and regional destination
- 2. Redevelop older commercial centers
- 3. Have an "Allen" sense of place and its own identity known by residents
- 4. Maintain and enhance Allen Event Center as a successful asset contributing to our Allen community
- 5. Develop Allen Downtown as a major community and regional destination that has a "unique" draw that is distinctive from other regional downtowns

▶ Short-Term Challenges and Opportunities

- 1. Aging commercial center that have vacancies and low-value businesses, and are unattractive and deteriorating
- 2. Defining the vision for Allen Downtown
- 3. Attracting businesses that are sustainable over time avoid open and then close syndrome
- 4. Uncertain economic future and the impacts on future developments in Allen
- 5. Redefining the direction for older, aging commercial centers
- 6. Finding major developers who share Allen's vision
- 7. Negotiating public-private partnerships and development agreements, including the City contribution/incentives for development and maintenance
- 8. Residents resistance to increased density and multi-family residential developments condos, apartments, townhomes
- 9. Maintenance of rental housing multi-family and single-family

Policy Agenda

1. Allen Downtown Plan/Strategy: Phase 1 Baseline and Phase 2 Vision/Master Plan

Top Priority

2. Mixed-Use Development: Review, Direction, Community Understanding

High Priority

3. City Economic Development Policy and Strategy: Review and Direction

High Priority

4. Major Businesses Office/Campus Development: Market Research and Direction

High Priority

5. Event Center: Evaluation Report and Future Direction

Management Agenda

1. Hotel/Conference Center Future: Update Report

Top Priority

Management in Progress

- 1. One Bethany West: Business Recruitment
- 2. Allen Tech Hub Development
- 3. Manufacturing/Office Tenant Recruitment
 - a. 6000 Millennium Drive
 - b. 915 Enterprise Boulevard
- 4. Data Center Tenant: Recruitment
- 5. Chelsea/SH 121 Developer/Investor Recruitment
- 6. The Farm Development Phase 1 Incentive Program: Implementation
- 7. Class A Office Development: Recruitment
- 8. The Avenue Project Phase 1: Implementation
- 9. SH 121 Entertainment Projects: Recruitment
- 10. Tradeshow and Event Sponsorships
- 11. Allen Event Center or at Delta: Two Clients Events
- 12. Collaborative Sales Missions to Austin
- 13. Host 5 Mini Familiarization Tours
- 14. Video Planner Testimonials: Creation (6)
- 15. Collaborative Selling Strategies / Development: SWOT Analysis, a Public Relations and a Marketing Plan

HIGH-PERFORMING CITY TEAM PROVIDING RESIDENT-FOCUSED SERVICES

▶ Objectives

- 1. Develop and maintain proactive City communications policies, strategies, and tools to inform the community
- 2. Develop effective and usable performance metrics for evaluating the service performance and the value to the Allen community
- 3. Maintain and enhance a City organization culture that emphasizes professionalism, results and performance accountability
- 4. Hire and retain a professional, talented City workforce dedicated to serving our community
- 5. Have the City working as a team: Mayor-City Council, City managers, directors, supervisors and staff working together and respecting the respective roles
- 6. Have stable and visible leadership in City government
- 7. Hire, develop and retain a top-quality City workforce

► Short-Term Challenges and Opportunities

- 1. Attracting, hiring, and retaining a top-quality City workforce dedicated to the City government core values and to serving the Allen community
- 2. Maintaining the City as the "employer of choice"
- 3. Determining how to "best" communicate with our Allen community and our residents
- 4. Encouraging City employees to think creatively and to take innovative actions
- 5. Proving the necessary tools and resources for effective City service delivery
- 6. Term limits impacting City and community leadership
- 7. Maintaining the City as the best place to work
- 8. Safe and secure City buildings and facilities

Management Agenda

1. Comprehensive Street Assessment and Master Plan: Scope, Process and Plan Development

Top Priority

2. Comprehensive Information Technology Five-Year Plan: Development and Funding

High Priority

3. Strategic Plan 2021-2026-2036 Development and Institutionalization: Completion and City Actions

High Priority

4. Fire Station 6: Staffing and Construction

High Priority

5. State Legislative Agenda and Advocacy for Legislative Session 2021: Key Issues, City Positions and City Actions; Advocacy Approach

High Priority

6. Comprehensive City Buildings and Facilities Plan Development: Condition Assessment, Security Needs and Plan Development

Management in Progress

- 1. Public Information Request Software: Evaluation
- 2. Agenda Management Software: Evaluation
- 3. Board Management Tool: Budget FY '21-22 Decision
- 4. Record Center Barcode System: Evaluation
- 5. Digital Records Laserfiche: Expansion
- 6. Electronic Submittals for Building Permits and Planning: Migration
- 7. eReview Platform (EnerGov): Implementation
- 8. Vaccination Program: Implementation
- 9. COVID Testing
- 10. PRIDE Values Program: Implementation
- 11. LinkedIn Learning Management System: Implementation
- 12. 4 Education Program: Implementation
- 13. Personnel Policy Manual: Update
- 14. Layer 3 Network Conversion: Completion
- 15. Police Records Management System: Migration
- 16. VDI (Nutanix Frame): Deployment
- 17. Library Technology Upgrades: Implementation: Mobile Checkout
- 18. Safety Program
- 19. 21st Century Policing: Report

Major Projects

1. Windridge Water/Sewer Replacement Project

Phase 1 Construction

Phase 2 Bid 1221 Contract Award

2. 2021 City-Wide Streets and Alleys Repair Projects

► Actions 2021 (Continued)

Major Projects

- 3. FM 2551 Project
- 4. Sloan Creek Regional Lift Station Project

Phase 1

Phase 2

- 5. US 75/Ridgeview Interchange Project [TxDOT]
- 6. US 75 Technology Lane Project [TxDOT]
- 7. Allen Gateway Public Art Project (Governor's Award)
- 8. AMI: Installation

Design

Operational

DIVERSE, EQUITABLE AND INCLUSIVE COMMUNITY

▶ Objectives

- 1. Have respect for all individuals and all groups in our Allen community
- 2. Have an equitable community for all
- 3. Have an ongoing Community Dialog processes on **DIVERSITY EQUITY INCLUSION** expanding awareness, stimulating actions, monitoring performance and producing results beneficial for our Allen community
- 4. Have Allen community partners working together to address **DIVERSITY EQUITY INCLUSION**
- 5. Have successful Allen community events and festival celebrating diverse cultures
- 6. Have community organizations and institutions working together for the benefit of the Allen community

▶ Challenges and Opportunities

- 1. Defining diversity, equity and inclusion issues for Allen
- 2. Perception: there are no equity or inclusions issues or problems in Allen
- 3. Diversifying the City workforce to reflect our Allen community demographics
- 4. Differing cultural and languages in our Allen community
- 5. Difference between first generations and second generations within the same ethnic population
- 6. Partnering with the Allen community non-profit organizations, community organizations, faith-based community and other government agencies to enhance equity and sustainability
- 7. Defining the City's role and responsibilities to address the challenges associated with equity and inclusion
- 8. Increasing diverse population in our Allen community
- 9. Determining the best methods of communicating with and involving Allen's diverse community
- 10. Differing definitions and expectations of "Equitable" and "Inclusion"
- 11. Maintaining residents' pride in the Allen community one Allen community
- 12. Resistance to and difficulty in having a community dialog on diversity, equity and inclusion

► Challenges and Opportunities (continued)

- 13. Polarized political environment stoked by fear
- 14. Identifying, understanding, accepting and addressing systemic racism in the United States
- 15. Differing cultural traditions within the same cultural population
- 16. Focusing on issues and topics relevant to our Allen community
- 17. Having national issues and debate diverting City government energies, resources and actions away from our Allen community's issues
- 18. Differing perspectives among the Mayor and City Council Members
- 19. Responding to pressures and demands from special interest groups
- 20. City government unable to meet the growing expectations in a national debate on race, equity and safety

► Actions 2021

Policy Agenda

- 1. Diversity, Equity and Inclusion Task Force and Report: Development, Report, Direction and City Actions
- 2. Diversity, Equity, and Inclusion: City Policy Statement

Management Actions

- 1. City Organization Action Plan: Report and City Actions
- 2. Strategic Plan 2021-2026-2036 Diversity, Equity, and Inclusion

Management in Progress

1. Financial Counseling Services for Low-Income Residents Participating in Home Repair and Property Improvement Programs. Implementation

Policy Agenda 2021 Targets for Action City of Allen

TOP PRIORITY

Long-Range Financial Plan/Model: Update
Capital Project Fund:
Report with Options, Direction, and City Actions
Allen Downtown Plan/Strategy:
Phase 1 Baseline and Phase 2 Vision/Master Plan
Community Engagement Strategy:
Report, Direction and City Actions
Mixed-Use Development:
Review, Direction, Community Understanding

HIGH PRIORITY

Neighborhood Stabilization/Enhancement:
Strategy, Assessment Tools and Action Plan
Safest City Strategy: Services, Best Practices and Staffing
City Economic Development Policy and Strategy:
Review and Direction
Major Businesses Office/Campus Development:
Market Research and Direction
Trail Development/Connectivity:
Status Report, Maintenance and Community Information

Management Agenda 2021 Targets for Action City of Allen

TOP PRIORITY

Library Expansion Project: Design, Drawings and Construction Community Enhancement Master Plan (5-Year): Implementation Comprehensive Street Assessment and Master Plan: Scope, Process and Plan Development

City Organization Diversity Equity and Inclusion Action Plan: Report and City Actions

> Comprehensive Compensation: Market Analysis, Report, Direction and Funding Hotel/Conference Center Future: Update Report

HIGH PRIORITY

Screening Walls (HOA/Non-HOA/City) Strategy: Policy and Action Plan

Comprehensive Information Technology Five-Year Plan: Development and Funding

Strategic Plan 2021-2026-2036 Development and Institutionalization: Completion and City Actions

Strategic Plan 2021-2026-2036 – Diversity, Equity, and Inclusion Fire Station 6: Staffing and Construction

Homeless Strategy:
Problem Analysis, Report with Options,
Direction, and Implementation Plan

State Legislative Agenda and Advocacy for Legislative Session 2021: Key Issues, City Positions and City Actions; Advocacy Approach

Management in Progress 2021 City of Allen

► Management in Progress 2021

- 1 1. Certificate of Achievement for Excellence: Financial Reporting
- 1 3. Distinguished Budget Presentation Award
- 1 2. Achievement of Excellence in Procurement Award Excellence
- 1 4. Financial Annual and Quarterly Reporting Update/Automate
- 1 5. Utility Billing Accounting Treatment and Procedures: Comprehensive Review
- 1 6. Media Policies and Procedures: Update
- 1 7. Crisis Communications Plan: Update
- 1 8. COVID-19 Vaccine Notification Process: Implementation
- 1 9. Advanced Meter Infrastructure: Selection
- 1 10. City Water Cutoffs for Non-Payment: Implementation
- 1 11. NRPA National Re-Accreditation for Next 5-Year Cycle
- 1 12. Park Ordinance and Fee: Review (**COUNCIL DECISION**)
- 1 13. Communication Plan: Update
- 1 14. Social Media Policy and Responsive Monitoring Strategy: Update
- 1 15. Water Cutoff/Payment Plan
- 1 16. Grants Report (**BUDGET WORKSHOP**)
- 2 17. Block Party Trailer Program: Implementation
- 2 18. Multi-Family Inspection/Maintenance Program: Re-Vamp
- 2 19. Health Permitting Process: Evaluation and Direction
- 2 20. Community Assistance Program for COVID: Implementation
- 2 21. HOA Asset Study (GIS)
- 2 22. P & R Guest Experience Initiative
- 2 23. Culture and Engagement Initiative
- 2 24. Private Property Trail Accommodations: Resolution
 - a. Montgomery Farm
 - b. McDermottt
- 2 25. Parks, Open Space and Maintenance Master Plan: Adoption (COUNCIL DECISION)

► Management in Progress 2021

- 2 26. Trail Erosion Management Plan
- 2 27. Public Arts Projects
 - a. AEC
 - b. Natatorium
- 2 28. Park Land Acquisition
- 2 29. FF&E Replacement Plan
- 2 30. Recreation Strategic Plan Refresh
- 2 31. Parks and Recreation Maintenance Plan
 - 32. Boundary Trail
- 2 33. Multi-Family Inspection Ordinance: Adoption (COUNCIL DECISION)
- 2 34. Swimming Pool Ordinance: Adoption (COUNCIL DECISION)
- 2 35. Food Regulations Ordinance: Adoption (COUNCIL DECISION)
- 2 36. Community Enhancement Process Improvements
- 2 37. Dog Park Direction: Location, Design and Funding (COUNCIL DECISION)
- 3 38. One Bethany West: Business Recruitment
- 3 39. Allen Tech Hub Development
- 3 40. Manufacturing/Office Tenant Recruitment
 - a. 6000 Millennium Drive
 - b. 915 Enterprise Boulevard
- 3 41. Data Center Tenant: Recruitment
- 3 42. Chelsea/SH 121 Developer/Investor Recruitment
- 3 43. The Farm Development Phase 1 Incentive Program: Implementation
- 3 44. Class A Office Development: Recruitment
- 3 45. The Avenue Project Phase 1: Implementation
- 3 46. SH 121 Entertainment Projects: Recruitment
- 3 47. Tradeshow and Event Sponsorships
- 3 48. Allen Event Center or at Delta: Two Clients Events
- 3 49. Collaborative Sales Missions to Austin
- 3 50. Host 5 Mini Familiarization Tours
- 3 51. Video Planner Testimonials: Creation (6)
- 3 52. Collaborative Selling Strategies / Development: SWOT Analysis, a Public Relations and a Marketing Plan
- 4 53. Public Information Request Software: Evaluation
- 4 54. Agenda Management Software: Evaluation
- 4 55. Board Management Tool: Budget FY '21-22 Decision

► Management in Progress 2021

- 4 56. Record Center Barcode System: Evaluation
- 4 57. Digital Records Laserfiche: Expansion
- 4 58. Electronic Submittals for Building Permits and Planning: Migration
- 4 59. [eReview Platform (EnerGov): Implementation]
- 4 60. Vaccination Program: Implementation
- 4 61. COVID Testing
- 4 62. PRIDE Values Program: Implementation
- 4 63. LinkedIn Learning Management System: Implementation/Refinement
- 4 64. 4 Education Program: Implementation
- 4 65. Personnel Policy Manual: Update
- 4 66. Layer 3 Network Conversion: Completion
- 4 67. Police Records Management System: Migration
- 4 68. VDI (Nutanix Frame): Deployment
- 4 69. Library Technology Upgrades: Implementation: Mobile Checkout
- 4 70. Safety Program
- 4 71. 21st Century Policing: Report
- 5 72. Financial Counseling Services for Low-Income Residents Participating in Home Repair and Property Improvement Programs. Implementation

Major Projects 2021 City of Allen

► Major Projects 2021

- 2 1. Stephen G. Terrell Recreation Center Project: Construction
- 2 2. Allen Heritage Village
- 2 3. Dog Park: Funding

(COUNCIL DECISION)

- 2 4. Ford Pool Heater Project
- 2 5. Ridgeview Drive Trail Connections
- 2 6. Rolling Hills Park Expansion
 - a. Funding

(COUNCIL DECISION)

- b. Construction
- 2 7. Trail Marker Program
- 2 8. Allen Station Park Playground Improvements
- 2 9. Ford Park East: Redesign
- 2 10. Aquatic Improvements DRN Slide
- 2 11. Cricket Field at Spirit Park Parking Lot
- 2 12. Steam Locomotive Painting
- 2 13. Stream Bank Erosion Control Project Phase 1
- 2 14. Recreation Facility Security Cameras
- 2 15. Pollinator Signage at Reed Park
- 4 16. Windridge Water/Sewer Replacement Project

Phase 1 Construction

Phase 2 Bid 1221 Contract Award

- 4 17. Annual 2021 City-Wide Streets and Alleys Repair Projects
- 4 18. FM 2551 Project TxDOT
- 4 19. Sloan Creek Regional Lift Station Project

Phase 1

Phase 2

- 4 20. US 75/Ridgeview Interchange Project
- 4 21. US 75 Technology Lane Project TxDOT

► Major Projects 2021 (Continued)

- 4 22. Allen Gateway Public Art Project (Governor's Award)
- 4 23. AMI: Installation Design Operational