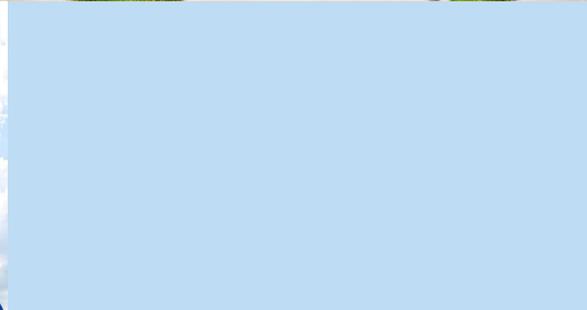


THE CITY OF **Anna**

2024-2025 Strategic Work Plan

Tuesday, February 27, 2024
City Council Meeting



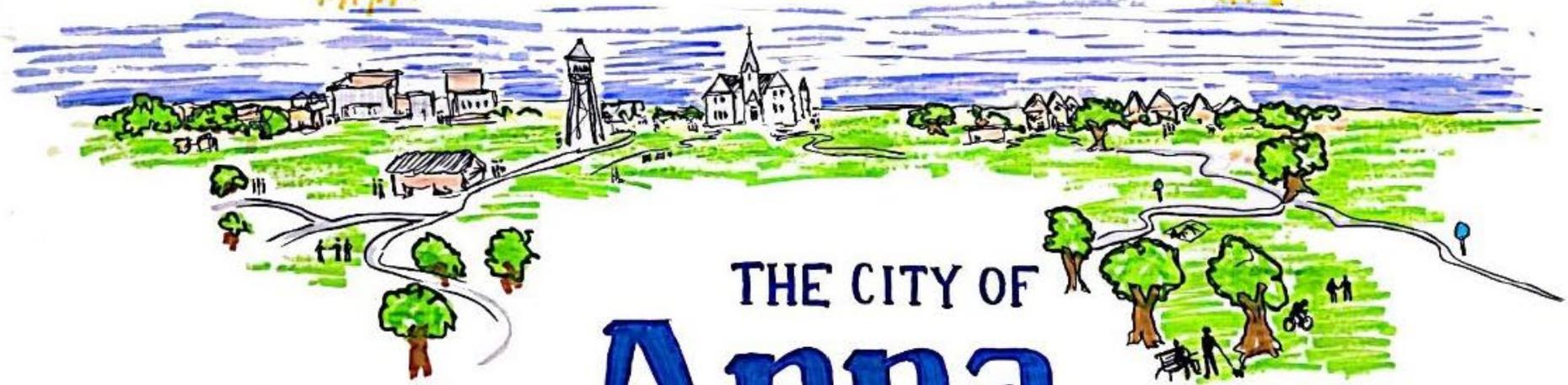
BACKGROUND

- December 9 and 10, 2022 members of City Council met with facilitator to set direction for the future of Anna.
 - Key component of successful implementation is knowing roles and responsibilities between City Council and City Manager's Office, which were discussed at length in conversation led by the facilitator.
- City Council adopted Success Statements at their meeting on January 24, 2023.
- February 14, 2023, Staff presented 2023-2024 Strategic Work Plan.
- Memorandum 23-151 provided an update in August 2023.
- Memorandum 23-163 provided a comprehensive list of accomplishments achieved during fiscal year 2023 (October 1, 2022 – September 30, 2023).

OVERVIEW

- The following slides feature each Strategic Outcome Area with the Success Statement and Current Activities followed by:
- An update on the implementation for each Strategic Outcome Area using
 - ✓ This item has been substantially completed.
 - ➡ This item has begun.
 - ✗ This item has been removed from the work plan.
- Additional work plan items that have been accomplished and included in green.
- New work plan items planned for 2024-2025 have been added.

EXCELLENT
RESILIENT
UNIQUE
SAFE
NEIGHBORLY
VIBRANT
ACTIVE



THE CITY OF
Anna

DECEMBER
2022



NEIGHBORLY

SUCCESS STATEMENT

- Anna's community of neighbors has a sense of hometown pride and is:
 - Caring and giving
 - Engaged in the community
 - Active in civic life

CURRENT ACTIVITIES

- Food, clothing, toy drives, days of service
- Neighborhood Leadership programs and events
- Neighbor recognition like the 'We Notice' and 'A Veteran Lives Here' Campaigns
- Block party and Community Built Here trailers
- Community partnerships

NEIGHBORLY WORK PLAN

- ✓ Complete website redesign, modernizing pages and information (Summer 2023)
- ✓ Implement SeeClickFix for neighbors to efficiently report issues and ask questions (Summer 2023)
- ✓ Create and implement program to welcome new neighbors (Fall 2023)
- ✓ Evaluate, create and implement annual opportunity to engage and educate youth on local government (Winter 2023)
- ✓ Evaluate and plan an event or program with a multicultural and/or historical components, including international day (Summer 2024)
- ➡ Enhance Boards and Commission experience by refining orientation, communication, recruitment, and recognition (Fall 2024)
- ➡ Evaluate, prepare and hold 2024 community survey (Fall 2024)

NEIGHBORLY WORK PLAN

- Recognized volunteers for 2022 community service
- Neighbor Academy reception added to graduation
- Developed Best Buddies student job shadowing partnership with Anna ISD

NEIGHBORLY WORK PLAN - NEW

- Enhance Boards and Commissions experience by refining orientation, communication, recruitment, and recognition (Summer 2024)
- Implement youth internship program phase 1 (Summer 2024)
- Relaunch I Love My City beautification program (Fall 2024)
- Evaluate, prepare and hold 2025 community survey (Fall 2025)

UNIQUE

SUCCESS STATEMENT

- Anna is designed to be unique as it transforms from a bedroom community to a thriving city, with:
 - Deliberate planning for the future
 - A vision for innovative development and positive growth
 - A variety of housing, jobs, and educational opportunities

CURRENT ACTIVITIES

- Anna 2050 Comprehensive Plan
- Economic Development Strategic Plan **and annual report**
- Professional development and education on latest trends in local government

UNIQUE WORK PLAN

- ✓ Finalized and adopted new subdivision and zoning ordinances (Summer 2023)
- ✓ Develop and implement downtown development guidelines (Winter 2023)
- ✓ Developed and implemented planned development requirements (Spring 2024)
- Submit application for Scenic City Texas certification program (Spring 2024)

UNIQUE WORK PLAN

- Repealed and replaced Article 9.05 Signs for easier comprehension of the sign code
- Adopted updated building codes from 2018 to 2021
- Created PIDs for Meadow Vista and The Woods at Lindsey Place
- Amended tree preservation ordinance

UNIQUE WORK PLAN - NEW

- Submit application for Scenic City Texas certification program (Spring 2024)
- Updates to the Future Land Use Plan and The Master Thoroughfare Plan (Fall 2024)
- Updates to water and sewer Master Plans for new development patterns (Winter 2025)
- Update Fire Codes to 2021 IFC (Winter 2025)

VIBRANT

SUCCESS STATEMENT

- Anna has a quality workforce that contributes to a prosperous economy that includes:
 - Diverse businesses with outstanding employment opportunities
 - Easy access to a variety of events and entertainment venues
 - A one-of-a-kind downtown

CURRENT ACTIVITIES

- Downtown Master Plan
- Business attraction program
- Art programming
- Hosting and partnering to host job fairs

VIBRANT WORK PLAN

- ✓ Complete wayfinding and gateway entrance schematic design (Summer 2023)
- ➡ Host medical attraction event (Fall 2023)
- ✓ Develop local/public art program (Fall 2023)
- ➡ Reconstruct 5th, 7th, and Riggins with on-street parking (Winter 2023)
- ✓ Reconstruct water and wastewater lines downtown (Summer 2024)
- ✓ Implement 2023 Business Retention and Workforce Plan (Winter 2023)
- ✗ Create and implement downtown marketing plan (Summer 2024)
- ➡ Design Interurban pedestrian corridor (Fall 2024)

VIBRANT WORK PLAN

- Awarded two CDBG grants for infrastructure downtown
- Completed downtown drainage study
- Hosted first North Texas Job Fair in partnership with Grayson College and AISD with more being planned
- Executed lease with 3 Nations Brewing to occupy 101 S. Powell Parkway
- Awarded Anice Read Downtown Association grant and installed mural panels at 4th Street

VIBRANT WORK PLAN - NEW

- Host medical attraction event (Summer 2024)
- Reconstruct 5th, 7th, and Riggins with on-street parking (Fall 2024)
- Design Interurban pedestrian corridor (Fall 2024)
- Construct Plaza (Spring 2025)
- Advance wayfinding program by designing 75 gateways and constructing parks and facilities signs (Winter 2025)

SAFE

SUCCESS STATEMENT

- Anna is a community where neighbors feel safe due to the City's commitment to:
 - Staffing public safety operations to meet the needs of a growing community
 - Preparing for emergencies and ensuring excellent response times

CURRENT ACTIVITIES

- Strategic and staffing plans
- Employee recruitment, retention, and training efforts
- Neighbor outreach and engagement
- Interlocal partnerships

SAFE WORK PLAN

- ✓ Completed Criminal Justice Information Systems (CJIS) compliancy and prepare for State audit (Summer 2023)
 - ✓ Held full scale Advance Law Enforcement Rapid Response and Training (ALERRT) exercise with AISD (Summer 2023)
 - ✓ Implemented Civilian Response to Active Shooter (CRASE) training (Fall 2023) **Now available for public requests.**
 - ✓ Complete phase I City of Anna emergency management plan (Spring 2024)
- ➔ Open Fire Station #2 (Spring 2024)

SAFE WORK PLAN

- Created Fire Department Standards of Cover.
- Developed Fire Department Long Range Master Plan and updated dept. strategic plan.
- Took delivery of new ladder truck and began aerial operations training.
- Initiated joint agency Active Attack Integrated Response (AAIR) training.
- Developed NIBRS reporting and public facing information and interactive map.
- All Police Supervisors have graduated from International Law Enforcement Academy (ILEA)
- Implemented annual evaluation of police patrol district boundaries to minimize response times.
- Received grant from Walmart to start a police drone program.
- Awarded Excellence in Code Enforcement from the Building Officials Association of Texas.

SAFE WORK PLAN - NEW

- Open Fire Station 2 (Summer 2024)
- Receive delivery and configure Medic 3 (Summer 2024)
- Implement police drone program (Fall 2024)

RESILIENT

SUCCESS STATEMENT

- Anna's mobility and utility infrastructure consistently meets community needs by:
 - Focusing on resiliency and the City's ability to recover from upsets
 - Having a robust multi-modal transportation network
 - Dependably delivering utility services to the City's neighbors and businesses

CURRENT ACTIVITIES

- Community Investment Program
- Transportation Thoroughfare Plan
- Risk and Resiliency Plans
- Increase water and sewer capacity

RESILIENT WORK PLAN

- Conduct railroad crossing study (Spring 2024)
 - ✓ Implement Risk and Resiliency Plan for public utilities (Winter 2023)
- Develop priority plan for management of stormwater utilities (Summer 2024)
- Develop implementation plan for key trail and hike/bike improvements (Summer 2024) *Moved to Active*
- Develop utility system isolation plan (Winter 2024)

RESILIENT WORK PLAN

- Completed Phase 1 upgrades to Collin Pump Station
- Completed construction of Downtown Utility Improvements – Phase 1
- Completed construction of Throckmorton Sewer Extension
- Completed Construction of Hurricane Creek Line B Trunk Sewer
- Awarded Collin County Bond Funds to construct Leonard Avenue Extension
- Began construction of Hurricane Creek Regional WWTP
- Completed construction of Hackberry Drive

RESILIENT WORK PLAN - NEW

- Conduct railroad crossing study (Summer 2024)
- Open Rosamond Avenue from SH5 to County Road 425 (Summer 2024)
- Repurpose existing Collin Pump Station generator for use at Fire Station 2 (Fall 2024)
- Complete construction of Leonard Avenue to Collin County Outer Loop (Fall 2024)
- Develop priority plan for management of stormwater utilities (Winter 2024)
- Complete construction of water main and fire hydrant upgrades for Downtown Phase 2, FM 455 Phase 1, and Slater Creek Road (Winter 2024)
- Review senior transit partnerships and funding opportunities (Fall 2024)

ACTIVE

SUCCESS STATEMENT

- The City of Anna promotes an active community through:
 - A variety of social opportunities for neighbors and visitors
 - Diverse recreational venues
 - Well-maintained trails and natural areas
 - Opportunities for lifelong learning

CURRENT ACTIVITIES

- Parks, Trail, and Open Space Master Plan and Parks Capital Improvement Plan
- Festivals, classes, events
- Community and employee wellness events
- Police Explorer program and student partnership programs
- Volunteer program

ACTIVE WORK PLAN

- ✓ Complete construction and open fitness court phase 1 (Spring 2023)
- ✓ Complete sports lighting at Johnson Park (Spring 2023)
- ✓ Complete construction and open renovated splash pad at Slayter Creek Park (Summer 2023)
- ✓ Complete and open half basketball court and trail at Yank Park (Winter 2024)
- ➔ Implement public safety observation program with AISD (Summer 2023)
 - ✓ Complete construction and open skate park, basketball and pickleball courts, and parking lot expansion at Slayter Creek Park (Fall 2023)
 - ✓ Construct additional parking at Natural Springs Park (Fall 2023)
 - ✓ Begin construction of Community Library (Fall 2024)
- ➔ Develop and implement digital library services (Winter 2024)

ACTIVE WORK PLAN

- Keep Anna Beautiful was awarded 2nd Place in Governor's Community Achievement Awards, a partnership with Keep Texas Beautiful and TxDOT.
- Completed installation of historic train at Sherley Heritage Park.
- Activated Bryant Park with archery and soccer practice offerings.

ACTIVE WORK PLAN - NEW

- Develop and implement digital library services (Fall 2024)
- Begin Construction of Pecan Grove Trail (Summer 2024)
- Construct Natural Springs Playground with community build component (Summer 2024)
- Complete design for Anna Crossing Park (Spring 2025)
- Open Anna Community Library (Fall 2025)
- Activate Municipal Complex Plaza (Winter 2025)
- Develop implementation plan for key trail and hike/bike improvements (Summer 2024) *Moved from Resilient*

EXCELLENT

EXCELLENT

- Anna is a high-performing City that implements best practices and pursues accreditation, demonstrating its commitment to:
 - Ethical and collaborative decision-making
 - Continuous improvement and achieving measurable outcomes
 - Ensuring a positive work environment for Council, staff, and neighbors

CURRENT ACTIVITIES

- Employee training and wellness opportunities
- Internal standard operating procedures
- Routine management training and team building
- Ongoing awards, accreditation and recognition programs

EXCELLENT WORK PLAN

- ✓ Achieve Excellence in Financial Reporting Award (Spring 2023)
- ✓ Implement Brightly Asset Essentials management software (Summer 2023)
- ➡ Implement and transition software for Municipal Court (Winter 2023)
- ➡ Attain Public Works accreditation (Winter 2024)
- ✓ National Association of Clean Water performance evaluation (Winter 2024)
- ➡ Attain Texas Police Chiefs Association accreditation (Winter 2024)
 - Updated financial policies for simplification and clarity and commit PID fees for capital expenditures.
 - Named Golden Post Awards finalist in category of Best LinkedIn presence by Government Social Media Association.

EXCELLENT WORK PLAN

- CEC Guide was awarded Gold from the Hermes Creative Awards, administered by the Association of Marketing Communication Professionals.
- Human Resources Department was honored as “HR Strategic Department of the Year” by the Texas Municipal Human Resources Association.
- Awarded six awards from the Texas Association of Municipal Information Officers: 1st for Best Internal Communications and Best E-Newsletter, and 3rd in Best Social Media Post, Best Planned Social Media Campaign, Video PSA, and Best Small Shop in Texas.
- Finalist in TML Awards for Internal Communication Program.
- Implemented employee time clock system for improved functionality and integration with financial software.

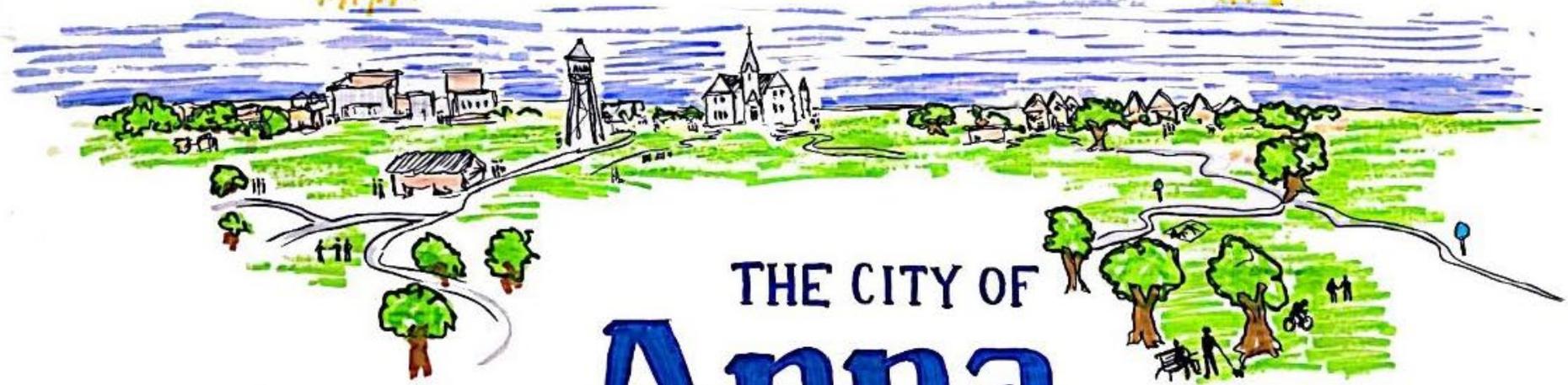
EXCELLENT WORK PLAN - NEW

- Complete implementation of refreshed applicant tracking system to improve user interface and experience (Summer 2024)
- Implement and transition software for Municipal Court (Fall 2024)
- Complete Public Works self-accreditation (Winter 2024)
- Attain Texas Police Chiefs Association accreditation (Winter 2025)

NEXT STEPS

- Questions? Comments? Feedback?
- Continue presentations with updates on individual items throughout the year.
- Annual Strategic Work Plan Update.

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