

URBAN DEVELOPMENT

- The Town will be coordinating the construction of over \$23 million in streets, parks, water, and sewer lines to serve the Vitruvian Park mixed-used project in the former Brookhaven Club area of Addison. The Town's investment in supporting infrastructure will leverage a private investment approaching \$1 billion in the community at build out.
- Currently, the sale of "package" beer, wine, and liquor is limited by City Charter to Inwood Road. The Town will evaluate whether the sale of alcoholic beverages should be expanded to other areas of the community, and if so, what restrictions should be put in place.

QUALITY OF LIFE

- The Town will construct a 1.5 acres park adjacent to the new 15777 Quorum apartment community within the Addison Circle development and the Addison Arts & Events District area.
- A new community foundation will be established to solicit charitable contributions to finance special projects and activities to enhance the community.
- The Addison Arbor Foundation will be spun off from Town administration to become a truly independent community-driven foundation for the purpose of using donated funds to beautify and enhance the appearance of the Town.
- The Town will continue to evaluate the best options to maximize the exposure of the Cavanaugh Flight Museum as one of the community's assets.
- The Special Events Department will execute the second year of WorldFest as a means of showcasing the rich and diverse cultures found in North Texas.
- An information campaign will be undertaken to educate citizens and businesses about the advantages of voting to consolidate the entire community into a single zip code for Addison.
- The Town will lead the effort to find community support to restore the historic White Rock Creek Chapel parsonage located on the east side of Addison.

ENVIRONMENTAL SUSTAINABILITY

- Our Information Technology Department will install a document management system that will facilitate the Town's transition to a "paperless" office by among other things allowing for online completion and submission of forms and permits.
- A comprehensive community-wide program to recycle paper, plastic, and glass will be expanded to encourage recycling among Addison's retailers, office buildings, and apartment complexes. Special event and household hazardous waste collection programs will be implemented as well.
- As the Town's vehicular fleet ages, cars and trucks that are dependent on gasoline and diesel fuel will be replaced with hybrid vehicles that consume less fuel and have reduced carbon emissions.
- The Development Services Department will implement sustainable building standards developed by the Planning & Zoning Commission and the City Council. In addition, the Development Services Department staff will obtain their LEED certification to stay abreast of trends and standards in this regard.

MISCELLANEOUS PRIORITIES

- The Town will develop and pursue a targeted agenda with the Texas State Legislature.
- A review of Addison's current City Charter will be undertaken to identify any potential amendments the City Council believes need addressing or should be made.

TOWN OF ADDISON 2009-2010 PROGRAM OF WORK



Mission Statement:

The Town of Addison will maintain a dynamic, progressive quality atmosphere in which to work, play and live with an emphasis on balanced growth.

This document outlines the projects and programs the Town of Addison will be conducting over the next 12 months and beyond in pursuit of its mission, goals and objectives. Please direct all questions to the individuals who are listed as project managers for the various initiatives. These projects and our progress towards completion of each of them will be a focus of the 2009-10 FY budget process.

The City Manager has set an organizational goal for the staff aimed at analyzing and implementing projects of a complex nature. Many of the projects and issues the Town will pursue over the coming months require a systematic approach in order to successfully see them through to completion. By pursuing what the City Manager has termed, "a bias for action" the staff will aggressively seek to advance and complete the work described in this document.

City Council:

Mayor Joe Chow, Mayor Pro Tempore Roger Mellow,
Councilmember Tom Braun, Councilmember Don
Daseke, Councilmember Greg Hirsch, Councilmember
Kimberly Lay, Councilmember Jimmy Niemann

City Manager:

Ron Whitehead

PUBLIC SAFETY ISSUES

- The Police Department will partner with other town departments to increase citizen involvement in crime prevention awareness and to improve the quality of life.
- The Police Department will carry out their duties with greater awareness regarding how the current economic climate may impact incidents of crime against persons and property.
- The Police Department will coordinate with surrounding communities in an effort to identify and combat crime that crosses jurisdictional boundaries.
- The Police Department will expand and continue to implement its efforts at crime prevention in Addison's hotels and restaurants. The department is reviewing a grant that may help in expanding this program.
- The Police Department has purchased two Segways to conduct a pilot program to determine the effectiveness of patrolling Addison's urban developments, parks, and trails; if effective the program will be expanded.
- The Police and Fire Departments along with Code Enforcement will participate in an audit and review process carried out by ICMA. The process will study the scope and efficiency of these departments and make recommendations regarding assignments, manpower, and equipment needs to move the Town forward.
- The Fire Department will re-evaluate the current Emergency Management Plan (EMP) and make any necessary revisions and updates. The Fire Department will establish an annual schedule for tabletop and simulation EMP exercises.

COMMUNICATION

- The Town will begin internet based video streaming of City Council meetings on the Town's website.
- The Town will continue writing and posting the "Note from the City Manager" & "Message from the Police Chief" updates on the Town's website as communication tools to disseminate accurate and timely notification of happenings in our community.
- Staff will complete the "Branding Study" for the City Council's consideration that offers specific objectives and programmatic actions to promote the Town's outstanding image and strong reputation in all respects of operation.

TRANSPORTATION

- The Town will work closely with the Dallas Area Rapid Transit (DART) agency and the Regional Transportation Council to obtain light and/or commuter rail along the Cotton Belt rail line through Addison.
- Staff will utilize matching Dallas County and State funding to invest over \$700,000 in our traffic signals to better facilitate traffic flow and allow the Town's Public Works employees to quickly adjust signal timing to accommodate changing traffic patterns.
- The Town is currently exploring all options regarding the operation and real estate management functions of Addison Airport.
- The Town will implement the recommended changes to the Addison Airport fuel farm to ensure the optimal performance of this aviation facility.

ECONOMIC DEVELOPMENT & BUSINESS RETENTION

- The Town will conduct broker meetings in an effort to collaborate with those real estate professionals leasing space in Addison.
- Staff will pursue re-development of Belt Line Road to add new hardscape and landscape features that keep this critical commercial corridor competitive and a more pleasant environment for pedestrians.
- The Town will continue the practice of business retention within all sectors of our economic community to ensure the vital needs of businesses are met and that they want to remain in Addison.
- The Town will continue working with the Addison Business Association (ABA) to develop and deliver "welcome packages" to our new business residents.
- The Town will identify projects and re-invest in sound re-development opportunities in certain areas of Town.
- The Town will research potential locations to open and operate an Addison Visitors Center to enhance our tourism branding and assist visitors in making the most of their time in our city.

SUSTAINABLE MANAGEMENT PRACTICES

- Staff will continue to implement a "succession plan" for the Town of Addison as many of our veteran employees reach and exercise their retirement options so we can retain the institutional knowledge and expertise necessary to maintain excellence in service provision to all our customers.
- The Town will advance our analysis of employee benefits and act to deal with any possible future issues with the Texas Municipal Retirement System.
- The Town *Advocates* volunteer program has been launched now we must work to solicit, recruit, assign, recognize, and retain dedicated individuals and groups to volunteer in a variety of operational areas and save the Town money.
- The Town's Financial & Strategic Services Department will conduct 3 more "Department Strategic Reviews" to look for ways to enhance service effectiveness and efficiency.
- Staff will set in motion an aggressive effort to identify projects which are eligible to receive federal funding assistance through the "Economic Stimulus Package."
- Staff will begin the 2009-2010 Fiscal Year Budget development process on 4/4/09 to ensure the Council has ample opportunity to set the financial and strategic direction for Addison in the coming year.

INFRASTRUCTURE

- The Town will complete design and begin construction of a 1.5 million gallon elevated water storage tank to meet the future water capacity needs of our growing community.
- The Public Works Department will develop and implement a Strategic Water Asset & Management Plan (SWAMP) to ensure our water supply system infrastructure is safely and properly maintained.
- Staff will undertake a "Drainage Analysis" with the help of a professional services consultant to complete the first phase of a multi-phased drainage analysis for the Town.