



TOWN OF  
**FAIRVIEW**

# STRATEGIC PLAN

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# SUMMARY

- BACKGROUND
- TOWN VISION
- TOWN MISSION
- FOCUS AREAS
- CORE VALUES
- STRATEGIC PLAN



# BACKGROUND

Beginning in March 2023, the Fairview Town Council and staff began a project to revise the town's Vision and Mission statements, Focus Areas and Core Values, which serve as the foundation for the town's Strategic Plan.

Leadership collaborated to evaluate and refine the statements first developed in 2014 to authentically reflect the identity, character and vision of the town while establishing well-defined goals, maintaining unified priorities and outlining strategic initiatives aimed at strengthening existing resources and cultivating opportunities for targeted growth.

In July 2023, the Town Council ratified the resulting revised Vision and Mission statements, Focus Areas and Core Values along with a Strategic Plan to act as a roadmap for action.

As the council and staff move forward with decision making and planning, they will ensure each step moves the town closer to its objectives and aligns directly with the statements and strategic plan.





# FAIRVIEW VISION

Fairview, a premier place to  
live and work with a unique  
and vibrant quality of life.





# FAIRVIEW MISSION

## FAIRVIEW:

- Promotes high quality economic and community development
- Embraces the natural features of the community
- Maintains open and proactive community communication
- Delivers efficient, quality municipal services with a professional, well trained work force  
For the benefit of residents, businesses and visitors





# FOCUS AREAS

Infrastructure

Public Safety

Economic and Community Development

Community Engagement

Fiscal Accountability





# CORE VALUES

## INTEGRITY

We deal honestly and respectfully with each other and the public at all times. We conduct ourselves in a manner that is ethical, legal and professional, with the highest degree of honesty, respect and fairness.

## CARING

We care about the wellbeing of our employees, residents, and visitors. This is demonstrated in our interactions with citizens and customers and our commitment to our employees.

## RESPONSIVE

We engage our community, with a focus on listening to and supporting their needs, and delivering high quality, efficient services.

## INNOVATION

We strive to be worthy of the community's trust. Providing effective and equitable solutions to citizens' needs, and building a culture that is developed through the open exchange of ideas, hard work and strong teamwork all contribute to building that trust.

## TRUST

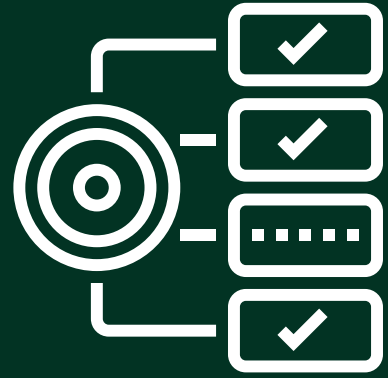
We value progressive thinking, creativity, flexibility and adaptability in service delivery. We develop creative solutions as a team and share leading practices that enhance the value of services provided for our community.

## EXCELLENCE

Our work is characterized by its quality and by the diligence with which it is carried out. We proactively seek to solve problems in advance. We promote openness and transparency in our operations ensuring that we are accountable for our actions at all times.



# STRATEGIC PLAN



## SERVE THE CUSTOMERS

- Communication
- Ordinance revisions



## MANAGE THE BUSINESS

- Capital projects
- Improvement/action projects



## PERSONNEL/INTERNAL DEVELOPMENT

- Personnel engagement
- Personnel budgeting
- Staff reporting



## MANAGE FINANCES

- Budgeting
- Financial policies



# SERVE THE CUSTOMERS



## Communication

- Draft a Communication Plan for interaction with citizens, employees, and other stakeholders for council consideration.
- Review alternatives for push notification to residents including social media and other more tailored alternatives.
- Complete a citizen perception survey to evaluate citizen satisfaction with Town services and programs.



## Ordinance Revisions

- Develop recommendations for council regarding changes for conflicts in lighting ordinance, including light trespass requirements.
- Review policies and ordinances related to trash can placement and bulk trash regulations.
- Review noise ordinances for adoption of measurable standards related to noise enforcement.
- Develop recommendations for council regarding tree ordinances for future developments.

# MANAGE THE BUSINESS



## Capital projects

- Update the CIP with funded and unfunded projects – Evaluate implementation of CIP, specifically for those projects that are not yet funded.
- Develop a plan and process for implementing and funding the updated Park and Trail Plan, including construction of Sloan Creek Trail crossing at Hwy 5.
- Develop a plan and process for concrete road and sidewalk replacement.
- Consider adding TIF projects to the CIP.
- Hart Road – Develop costs for an alternate scenario for improvement and hold public hearings to hear from residents on the options.
- Develop RFP and process for AMI water meter project.
- Develop process for expansion of Police Department on second floor with design and funding consideration.
- Develop plan for bidding and funding improvements to Fire Station 2 HVAC and generator systems.

# MANAGE THE BUSINESS (CONTINUED)



- Complete construction of Fairview Crossing.
- Complete design and construction of Fairview Parkway project.
- Complete construction of Fox Glen drainage project.

## Improvement/Action projects

- Evaluate options for design and funding for landscaping at US 75 and Stacy in coordination with the City of Allen.
- Add reflective paint to curbs at islands on Stacy Road for visibility.
- Install stops and pedestrian crossing at Fairview Parkway and Latham Road.
- Complete update to Town subdivision and zoning ordinances.

# PERSONNEL/ INTERNAL DEVELOPMENT



## PERSONNEL ENGAGEMENT

- Complete an employee perception survey to evaluate employee perceptions of the Town as a work place.

## PERSONNEL BUDGETING

- Include review of compensation and benefits as outlined in the compensation plan for FY23-24 budget.
- Include a review of personnel needs based on long range plan as a part of the budget process – specifically looking at future needs in fire and police including consideration of grant opportunities for hiring public safety personnel.

## STAFF REPORTING

- Develop tools to track and report progress on initiatives and performance.

# MANAGE FINANCES



## BUDGETING

- Include forecast of future budget impacts related to revenue, personnel, and other operational expenses as a part of the budget process.
- Develop a schedule for implementation and funding of the vehicle and equipment and vehicle replacement fund on an ongoing basis.

## FINANCIAL POLICIES

- Capital funding management – develop plan and policy for funding capital projects and evaluate the Town's utilization of debt as a tool for future capital project management.
- Update to financial policies – memo on leak adjustments has been adopted.