

# Irving City Council



**Herbert A. Gears**  
Mayor



**Sam Smith**  
Mayor Pro Tem



**Rose Cannaday**  
Deputy Mayor Pro Tem



**Thomas D. Spink**  
Place 1



**Beth Van Duyne**  
Place 2



**Allan E. Meagher**  
Place 3



**Lewis Patrick**  
Place 4



**Rick Stopfer**  
Place 6



**Joe Philipp**  
Place 8

## City Manager

Tommy Gonzalez

## Purpose of the Strategic Plan

The City of Irving is guiding its future growth and development with its Strategic Plan.

This action plan consists of 10 goals and 59 strategies. It has been endorsed by the City Council and is based on input from city staff and Irving residents.

Key city initiatives are as follows:

- Public Safety
- Non-Compliant Apartments
- Code Enforcement
- Corridor Enhancements
- Neighborhood Improvements
- Communications/Customer Service
- Capital Improvement Projects
- Economic Development Initiatives



# City of Irving, Texas Strategic Plan



THE CITY OF  
**IRVING**

City of Irving | 825 W. Irving Blvd. | Irving, Tx 75060  
[www.cityofirving.org](http://www.cityofirving.org)

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# 2009-10

## Promote Excellence in Land Use and the Image of Irving's Built and Natural Environment

- 1.1 Rewrite ordinances to facilitate citywide development and redevelopment efforts
- 1.8 Improve the visual impression of the community

## Nurture and Promote Vital, Vibrant Neighborhoods

- 2.1 Develop and implement effective code enforcement strategies to reduce disorder and enhance visual appearance of the city
- 2.3 Expand the neighborhood association system
- 2.4 Expand the Neighborhood Enhancement Program
- 2.5 Enhance affordable housing and housing-related initiatives
- 2.6 Develop and implement effective health code strategies to improve overall health and safety and reduce potentially unsafe conditions

## Cultivate an Environment Conducive to Strong, Successful Economic Development to Enhance and Diversify Irving's Economic Base

- 3.16 Promote appropriate transit-oriented development in the Las Colinas Urban Center
- 3.17 Leverage economic development incentives to maximize private investment
- 3.18 Promote long-term revitalization and redevelopment of targeted areas
- 3.19 Facilitate an aggressive business retention program with existing corporate base
- 3.20 Facilitate an aggressive business recruitment program to generate new high-quality businesses and jobs
- 3.21 Support and provide growth opportunities for small businesses
- 3.22 Create an environment that will enhance retail and restaurant opportunities
- 3.23 Maintain a positive business environment

## Set the Standard for a Safe and Secure City

- 4.1 Decrease crime throughout the city by using proactive policing strategies, with a focus on problem-solving that targets specific areas of concern
- 4.2 Build problem-solving partnerships that result in the positive perception of police services and resident perception of neighborhood safety
- 4.3 Improve motorist safety in high accident areas
- 4.5 Enhance animal services to promote resident safety and ensure that animals are provided a safe and healthy environment
- 4.6 Enhance operational efficiency of public safety through facilities, technology and equipment
- 4.7 Enhance city's capability to mitigate, prepare for, respond to and recover from natural, technological and man-made disasters
- 4.8 Enforce Municipal Court orders
- 4.9 Implement initiatives to prevent fire and Emergency Medical Service incidents
- 4.10 Enhance delivery of effective emergency services

## Promote and Support Diversity in the Community

- 5.1 Expand organizational and community knowledge of cultural differences
- 5.4 Increase minority- and women-owned business participation for city purchases and contracts

## Promote Effective Communication Among All Members of the Community

- 6.1 Communicate key city strategies and messages to residents and stakeholders
- 6.2 Expand the use of technology to effectively communicate with the community
- 6.4 Enhance communication with city employees

## Promote Excellence in Irving's Cultural, Recreational and Educational Environments

- 7.2 Implement the comprehensive library master plan
- 7.5 Develop plans and identify funding sources to secure continuation of Campi3n Trails
- 7.6 Create innovative recreational, educational and cultural programs
- 7.8 Address the multiple needs of the aging and disabled populations
- 7.9 Explore design alternatives for the development of a city historical museum
- 7.10 Explore options for the joint development of a Children's Safety Town/Public Safety Museum

## Set the Standard for Sound Governance, Fiscal Management and Sustainability

- 8.1 Develop new revenue opportunities
- 8.2 Institute a holistic customer-service philosophy throughout the organization
- 8.7 Streamline and improve efficiencies of city operations and staffing structure
- 8.11 Provide learning opportunities to maximize employee development and leadership
- 8.13 Implement programs to reduce organizational risks
- 8.14 Develop partnerships and relationships with other cities and government entities
- 8.15 Identify opportunities to utilize technology to increase efficiency
- 8.17 Support state and federal legislative program
- 8.18 Implement programs to recruit and retain a qualified and diverse workforce
- 8.19 Develop and implement cost-containment strategies for employee benefits ensuring a competitive and comprehensive benefits package
- 8.20 Coordinate, record and preserve municipal legislation

## Enhance and Sustain Irving's Infrastructure Network

- 9.1 Enhance and sustain the water/sewer systems
- 9.2 Enhance and sustain the transportation system
- 9.3 Execute the Capital Improvement Program for city facilities
- 9.4 Secure a dependable and sustainable water supply for Irving's maximum growth potential
- 9.5 Expand landfill use and development
- 9.6 Enhance and sustain a comprehensive building maintenance plan
- 9.8 Implement a comprehensive master plan for city technology
- 9.9 Enhance and sustain the drainage system

## Become a Successful Environmentally Sustainable Community

- 10.1 Promote energy efficiency throughout the city
- 10.2 Improve the environment as it relates to air and water quality
- 10.3 Implement water conservation measures
- 10.4 Improve refuse collection and recycling services
- 10.5 Promote environmentally sustainable behavior through educational and outreach programs

*The highlighted numbers are strategies related to the City Council key focus areas.*

**Note:** Since the inception of this plan, several strategies have been completed and are now established business practices.

For more information about the Irving Strategic Plan, please call (972) 721-2709.