



# CITY OF SOUTHLAKE STRATEGY MAP

The City of Southlake provides municipal services that support the highest quality of life for our residents, businesses, and visitors. We do this by being an exemplary model of balancing efficiency, fiscal responsibility, transparency, and sustainability.

## CRITICAL BUSINESS OUTCOMES

**CBO1 - Continue to implement Southlake 2030 Plan by focusing on short-term initiatives.**

**CBO2 - Become an employer of choice by developing a plan to recruit, develop and retain employees committed to excellence.**

**CBO3 - Develop long-term strategies to address future financial uncertainties and challenges.**

**CBO4 - Improve mobility by proactively completing traffic analysis of key areas.**

**CBO5 - Optimize resources through collaboration and partnerships to reduce costs and add service value.**

## DELIVER ON OUR FOCUS AREAS



Safety & Security



Mobility



Infrastructure



Quality Development



Partnerships & Volunteerism



Performance Management & Service Delivery

## SERVE OUR CUSTOMERS

**C1** Achieve the highest standards of safety & security

**C2** Provide travel convenience within City & region

**C3** Provide attractive & unique spaces for the enjoyment of personal interests

**C4** Attract & keep top-tier businesses to drive a dynamic & sustainable economic environment

**C5** Promote opportunities for partnerships & volunteer involvement

**C6** Enhance the sense of community by providing excellent customer service and citizen engagement opportunities

## MANAGE THE BUSINESS

**B1** Achieve best-in-class status in all City disciplines

**B2** Collaborate with select partners to implement service solutions

**B3** Enhance resident quality of life & business vitality through tourism

**B4** Provide high quality services through sustainable business practices

**B5** Enhance service delivery through continual process improvement

**B6** Optimize use of technology

## PROVIDE FINANCIAL STEWARDSHIP

**F1** Adhere to financial management principles & budget

**F2** Invest to provide & maintain high-quality public assets

**F3** Achieve fiscal wellness standards

**F4** Establish & maintain effective internal controls

## PROMOTE LEARNING & GROWTH

**L1** Ensure our people understand the strategy & how they contribute to it

**L2** Enhance leadership capabilities to deliver results

**L3** Attract, develop & retain a skilled workforce

**L4** Recognize & reward high performers

**L5** Empower informed decision-making at all levels in the organization

**L6** Foster positive employee engagement