



T E X A S

Real. Texas. Flavor.

# 201~~57~~<sup>67</sup>-1~~86~~<sup>86</sup> City Council Policy Issues & Strategic Goals

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**City Council Policy Issues & Strategic Goal Setting Workshops**

**[City Hall Training Rooms A&B](#)**

**[December 9, 2016](#)**

**[February 17, 2017](#)**

201~~67~~<sup>67</sup> CITY COUNCIL POLICY ISSUES & STRATEGIC GOALS  
[UPDATED 2-22-17](#)

## Public Safety

### *Top Priorities:*

- ~~Empower and train neighborhood crime watch program participants to impact areas beyond criminal activity~~
- Make the most efficient use of staffing to provide the highest level of public safety for the community
- Increase the use of technology in reducing crime
- Train non-public safety employees to assist in crime prevention
- Improve and expand community policing and crime watch programs and increase visibility of these programs in neighborhoods

### *High Priorities:*

- Improve communication and coordination among neighborhood crime watch groups
- Actively engage the Spanish-speaking community in community policing and neighborhood crime watch programs
- Enhance leadership development opportunities within the Fire and Police Departments
- Implement a communications plan that highlights public safety activities to increase transparency and improve public perception
- Empower and train neighborhood crime watch program participants to impact areas beyond criminal activity

## Neighborhood Appearance & Condition

### *Top Priorities:*

- Create new strategies to address common environmental and building code problems
- Prioritize code enforcement strategies and efforts
- Increase effectiveness of environmental code programs

### *High Priorities:*

- ~~Increase effectiveness of environmental code programs~~
- Improve condition and increase value of residential properties by developing an incentive program to stimulate owner investment
- Define worst-case conditions and establish performance metrics to measure success

## Job Creation

### *Top Priorities:*

- Establish a business development program in partnership with other institutions to provide specialized technical and vocational training
- Identify strategies to encourage city employees to live in Mesquite

### *High Priorities:*

- ~~Identify strategies to encourage city employees to live in Mesquite~~
- Evaluate economic assistance programs for startup companies
- Create a business incubator program to provide resources to new companies

## Downtown Redevelopment

### *Top Priority:*

- Develop a community-wide vision for Downtown Mesquite

### *High Priorities:*

- Evaluate economic incentives and assistance programs to foster downtown redevelopment
- Increase public-private partnership opportunities for downtown events and activities
- Identify and address immediate infrastructure needs for Downtown Mesquite

## Shopping Center Revitalization

### *Top Priorities:*

- Revitalize older shopping centers through aggressive intervention and code enforcement
- Inventory shopping center conditions and assess their future viability
- Develop a strategy to revitalize or repurpose nonviable shopping centers through incentives or code enforcement

### *High Priorities:*

- ~~Inventory shopping center conditions and assess their future viability~~
- ~~Develop a strategy to revitalize or repurpose nonviable shopping centers through incentives or code enforcement~~
- Create opportunities for shopping center property owners to enhance building facades without having to undertake major renovation

## IH-20 Corridor Development

### *Top Priority:*

- Create a unique identity for the IH-20 Corridor that will enhance the marketing efforts of the comprehensive plan

### *High Priority:*

- Initiate comprehensive planning efforts to identify land use and infrastructure needs and develop a capital improvement program for the corridor

## Small Business Retention

### *High Priorities:*

- Provide ongoing communication with small businesses to better understand their needs
- Identify strategies to assist small businesses and develop programs that can serve as resources to small business owners
- Create a program to spotlight successful small businesses and promote their successes outside of Mesquite

## Sharing Our Story

### *High Priorities:*

- Create programs to educate residents about City services and foster involvement within the community
- Spotlight employees and the services they provide on social media and other communication platforms

## Minority Citizen Involvement

### *High Priorities:*

- ~~Enhance community policing programs to e~~Engage minority groups and improve community relations
- Create greater minority participation through outreach within local churches and organizations, and at community events
- ~~Develop a program to encourage and assist residents in holding neighborhood events to improve minority interaction~~

## Infrastructure Maintenance

### *High Priorities:*

- Evaluate existing maintenance practices to maximize the efficient and effective useful life of City assets
- Enhance the Capital Improvement Plan development process by assessing the condition of all City infrastructure

## Retail Area Vitality

### *Top Priority:*

- Create a long-term plan to ensure Mesquite's retail sector remains viable

### *High Priorities*

- Facilitate ongoing retail industry stakeholder group meetings to assess and monitor retail economic conditions and collaboratively plan for future retail positioning
- Maintain a system for monitoring, measuring, benchmarking and reporting key economic indicators, trends and forecasts to help predict changes in the retail industry that may impact Mesquite
- Adjust land use, planning principles and market positioning to proactively redevelop retail districts and/or develop new retail districts