



# FY2021 - 2025 STRATEGIC PLAN

**CITY OF DESOTO**  
STRATEGIC PLAN  
[desototexas.gov](http://desototexas.gov)

UPDATED JULY 2024

# MESSAGE FROM THE CITY COUNCIL

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Dear Friends:

The City Council and City staff are pleased to present the City of DeSoto's *Strategic Plan*. Centering on seven focus areas that include Building Trust, Image, Thriving Economy, Learning Environment, Engaged and Vibrant Community, Safe and Healthy Community, and Beautiful City, this five-year plan sets forth the City's priorities and commitments for Fiscal Years 2021 through 2025.

The Strategic Plan was carefully developed using input gathered through a community survey and conversations, internal staff engagement, and City Council and boards and commissions interviews. Our goal was to ensure that all City of DeSoto stakeholders were represented in the process

As we pivot to the implementation stage, we will regularly assess our performance to build on our strengths, adjust to new challenges and opportunities, and ensure continuous improvement. This Strategic Plan will serve as our blueprint for building a more vibrant, safer, educated, and healthier community. Work will be done within a guiding framework designed to help us meet the plan's goals. You will find that equity is a common theme woven throughout this Strategic Plan. Therefore, our success will be measured by the positive impact we have on the lives of all DeSoto citizens.

Thank you for your ongoing trust and support. We are proud to serve this All-America City!

Sincerely,  
Mayor Rachel Proctor  
Andre' Byrd, Sr.  
Pierrette Parker  
Nicole Raphiel

Dinah Marks  
Crystal Chism  
Mayor Pro Tem  
Letitia Hughes



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# MISSION & VISION

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## MISSION

The City of DeSoto commits to provide, to its citizens, the highest standard of government services through constant productivity and persistent advancement, while fostering integrity, transparency, inclusiveness, and fiscal responsibility.

## VISION

DeSoto will be the model community for America, giving families and commerce the vision to come and a reason to stay.





# STRATEGIC PLANNING PROCESS

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Strategic planning is a process that helps leaders examine their organization's current state, determine its desired future state, establish strategic priorities, and define key actions to achieve specific outcomes. The City of DeSoto initiated a strategic planning process to chart a clear path for the future, resulting in the completion of the City's FY2021–2025 Strategic Plan. This five-year plan will serve as a roadmap for the City—translating vision and goals into actionable strategies that will guide DeSoto's focus, efforts, resources and direction.

The strategic planning process was led by the consulting team of Vieve Enterprises, LLC. Their work with the City Council, internal staff and community stakeholders helped to gather insight, reveal opportunities and identify paths forward. The City Council, boards and commissions, internal staff, and community members actively engaged in the strategic planning process, providing valuable insight and input into the Strategic Plan.

The planning effort consisted of the City's vision refinement, an internal and external assessment of the current landscape, City Council and community stakeholder interviews, City Council and internal staff surveys, and community conversations. The consultant led the City Council and internal staff in strategic planning sessions where they assessed the SWOC (strengths, weaknesses, opportunities, challenges) and developed strategic priorities, desired outcomes, and objectives. The staff developed corresponding initiatives and preliminary action steps as part of the implementation phase.



*DeSoto City Council*



# STRATEGIC PLANNING PROCESS



## UNDERSTAND CONTEXT & VISION

- What is the current state of our community?
- What do we want our community to be (future state)?

- Mission and vision
- Internal and external assessment (environmental scan)
- SWOC (strengths, weaknesses, opportunities, challenges)



## STRATEGICALLY PLAN

- What are our priority areas of focus?
- What are our desired results?
- What strategies and actions will most likely help us achieve our desired results?
- How will we know if we are successful?

- City of DeSoto Strategic Plan (with strategic priorities, outcomes, objectives and initiatives)
- Departmental work plans Performance goals



## ALLOCATE RESOURCES

- What funding, staff and resources do we need to achieve our goals?
- How will we allocate those resources toward our priorities?

- City of DeSoto operating and capital budgets



## IMPLEMENT PLAN & ASSESS PERFORMANCE

- Did we achieve our objectives?
- If not, what can we do to improve?
- How will we keep the public informed about our performance?
- How can we maximize our impact and effectiveness?
- How can we partner with stakeholders?

- Quarterly report outs
- Ongoing communication
- Continuous improvement
- Performance evaluations
- Collaboration and engagement

# FRAMEWORK

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The City of DeSoto's Strategic Plan consists of seven strategic priorities. Associated with each priority is a set of desired outcomes, strategic objectives and initiatives. The corresponding department work plans define specific results, and outline a course of action for achieving them.



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## STRATEGIC PRIORITIES

Strategic priorities are the high-level areas of focus for the organization.

## OUTCOMES

Plan outcomes are what we hope to accomplish within each of the strategic priorities (focus areas).

## OBJECTIVES

Objectives describe where we will focus our efforts. There are multiple objectives within each strategic priority.

## INITIATIVES

Initiatives describe how we will achieve our objectives and desired outcomes.

# EQUITY STATEMENT

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The City of DeSoto is dedicated to advancing equitable outcomes and opportunities for peoples of all races and classes. Equity is both the means to create and sustain healthy communities, and an end that benefits us all. It is achieved when one's race, ethnicity, or class does not determine how one experiences opportunities for safe and prosperous life outcomes.

Equity is a core value of the City of DeSoto and must be embedded into all decisions, policies, practices that guide the future of our community. In our pursuit of equal outcomes, the City of DeSoto Strategic Plan is presented with strategic objectives and initiatives that directly improve equity and with equity woven into its fabric to produce a safe and prosperous future for all DeSoto residents.

The DeSoto City Council recognizes that to achieve the strategic objectives set forth, we must diligently apply an equity lens to better frame our work and to more fully achieve these important community goals. As a city government, we are uniquely positioned to reduce disparities through policy, intentional practices, transparency, and accountability. When we achieve equity for every historically marginalized race and class, DeSoto as one, unified whole will be a city where there is *"So Much to Love!"*

# STRATEGIC PRIORITIES

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## BUILDING TRUST

Increase public support by providing open two-way communication with greater transparency



## IMAGE

Define DeSoto's identity, promote its uniqueness, and communicate effectively



## THRIVING ECONOMY

Grow a diverse and innovative economy with increased commerce and employment opportunities



## LEARNING ENVIRONMENT

Cultivate an environment of learning and enrichment by supporting excellence in education, professional development, and job training



## ENGAGED & VIBRANT COMMUNITY

Provide access to community amenities that support arts, culture, sports, entertainment and retail for families, and proactively engage and involve the community



## SAFE & HEALTHY COMMUNITY

Create an environment where residents feel safe, and have access to healthy lifestyle choices



## BEAUTIFUL CITY

Foster community pride by enhancing the natural beauty of our well-maintained city through use of art, sustainability and revitalization



# BUILDING TRUST

Increase public support by providing open two-way communication with greater transparency

## Objective 1: Enhance citizen communication using multiple platforms

- Initiative 1.1: Create user-friendly, easy-to-navigate website; Incorporate community input on the usability of the current website
- Initiative 1.2: Use social media to communicate timely and accurate information
- Initiative 1.3: Create a positive image of the City using images and statements
- ***Initiative 1.4: Offer Spanish captions for City Council Meetings with agendas in Spanish language***

## Objective 2: Create more transparent and two-way communication opportunities for Police Department policies and procedures

- Initiative 2.1: Create a Community Police Advisory Committee (CPAC) to provide transparency and community input into Police Department enforcement activities
- Initiative 2.2: Appoint all members to the CPAC involving City Council, DeSoto ISD, and DeSoto Police, Community and Clergy
- Initiative 2.3: Provide regular training for CPAC members
- Initiative 2.4: Conduct regular meetings of the CPAC to review Police Department policies and procedures Initiative
- 2.5: Enhance Police Department resources for community engagement

## Objective 3: Enhance financial and operational transparency and accountability

- Initiative 3.1: Provide public meeting and online opportunities for the public to view and understand the use of City finances and resources
- ***Initiative 3.2: Provide regular videos with message from the Mayor on issues of high community interest***
- Initiative 3.3: Highlight exemplary performance, awards, and recognitions
- Initiative 3.4: Create a responsible banking ordinance
- Initiative 3.5: Conduct annual presentations of the investment report

## Objective 4: Create additional opportunities to receive community input and feedback

- Initiative 4.1: Utilize HOA and community meetings to receive input and feedback
- Initiative 4.2: Establish Spring budget town halls for community
- Initiative 4.3: Communicate advance notice of regularly scheduled Town Hall topics

## Objective 5: Expand effective and equitable customer service

- Initiative 5.1: Empower staff to create extraordinary resident/customer experience when interacting with the community



# IMAGE

Define DeSoto's identity, promote its uniqueness, and communicate effectively

**Objective 1: Create a City identity and marketing and communications strategy to improve marketing and public relations efforts**

- Initiative 1.1: Hire a marketing manager/PR staff to manage the City's brand identity and to create consistent City-wide marketing materials
- Initiative 1.2: Update City-wide marketing campaign materials, website, and logo
- Initiative 1.3: Promote City's brand identity
- Initiative 1.4: Promote social media content and messaging that presents a positive City identity

**Objective 2: Create marketing messages and campaigns geared toward current and future residents**

- Initiative 2.1: Bridge the gap between the City's external reputation and its internal reality
- Initiative 2.2: Promote community strengths and values within our region and surrounding states and include DeSoto ISD in our marketing campaign
- Initiative 2.3: Blend the image embodied in the identity statement into every aspect of future development in marketing City's brand
- Initiative 2.4: Modernize City communication platforms
- Initiative 2.5: Establish a style guide that crosses all communication platforms and create a city-wide policy adherence
- Initiative 2.6: Promote a positive, proactive relationship with the media and social media
- Initiative 2.7: Promote the City within targeted groups (e.g., minority professional associations)

**Objective 3: Enhance communication with the public through accuracy, consistency and frequency**

- Initiative 3.1: Engage the public and ask for citizen involvement in government City processes at all levels
- Initiative 3.2: Promote a friendly resident-centric environment and seek resident perspectives across all departments
- Initiative 3.3: Create an organization-wide Communications Plan for uniform and consistent communication efforts.

**Objective 4: Regularly review opportunities for community award submissions**

- Initiative 4.1: Review organizations like TML for annual award recognition

**Objective 5: Create an updated communications/marketing strategy**

- Initiative 5.1: Develop a marketing and communications plan to launch new citywide brand



# THRIVING ECONOMY

Grow a diverse and innovative economy with increased commerce and employment opportunities

**Objective 1: Develop Hampton Road corridor as a unique gathering point (central hub) for community life, arts, culture and entertainment that includes multi-residential, commercial and mixed used development with walkable areas and art displays**

- Initiative 1.1: Develop a transition plan from Type A to Type B Economic Development Corporation
- Initiative 1.2: Create an economic development policy for Hampton Road and other locations
- Initiative 1.3: Market City-owned property on Hampton Road for redevelopment opportunities
- Initiative 1.4: Create developer friendly regulations, standards for Hampton Road development
- Initiative 1.5: Develop incentive programs and options to attract anchor developments on Hampton Road

**Objective 2: Develop a master plan to promote balanced residential, retail and industrial development city-wide**

- Initiative 2.1: Create a master plan for Belt Line Road (Westmoreland and Cockrell Hill) to maximize commercial, retail, and restaurant development
- Initiative 2.2: Update the land-use master plan to reflect a well-designed community that facilitates economic development, active living and healthy lifestyles
- Initiative 2.3: Develop programs to focus/assist revitalization of struggling businesses
- Initiative 2.4: Intentionally focus on and market Industrial Park
- Initiative 2.5: Develop an impact fee policy
- Initiative 2.6: Develop economic development policy

**Objective 3: Create, retain, and sustain the growth of quality and diverse businesses (commercial, retail, and restaurant development)**

- Initiative 3.1: Invest in Grow DeSoto Market Place
- Initiative 3.2: Develop economic development policy describing incentive programs in targeted areas with a certain level of private investment

**Objective 4: Create an entrepreneurial-friendly environment to optimize the success of small, minority owned, women owned and historically under-utilized businesses**

- Initiative 4.1: Partner with entrepreneurial service providers to create and implement viable options for start-up (e.g., mentorship)
- Initiative 4.2: Create and assess outcomes of programs that support entrepreneurship and optimize the success of small, minority owned, women owned and historically underutilized businesses

## Objective 5: Support middle market housing development and services that keep people in their homes

- Initiative 5.1: Create first-time homeowner assistance program
- Initiative 5.2: Consider expansion of the over-65 Homestead Exemption
- Initiative 5.3: Create an emergency housing rehabilitation program

## Objective 6: Increase employment opportunities by identifying and enhancing workforce development initiatives through strategic partnerships

- Initiative 6.1: Develop strategies to attract professionals in the medical, technology, legal, science and engineering fields
- Initiative 6.2: Promote ongoing training and skills development. Influence the supply of jobs to support the availability of and access to middle skill jobs
- Initiative 6.3: Assess regional workforce needs and engage in workforce development to meet those needs with an emphasis on developing opportunities for people of color and historically marginalized groups
- Initiative 6.4: Enhance mobility options
- Initiative 6.5: Remove barriers to employment

## Objective 7: Enhance partnership opportunities with Best Southwest, larger cities, private sector ventures and surrounding businesses

- Initiative 7.1: Seek out established and unique venture opportunities
- Initiative 7.2: Create a Best Southwest technology friendly environment for minority/women owned businesses
- Initiative 7.3: Work with Best Southwest cities to create partnerships that bring development and prosperity to the Best Southwest region

## ***Objective 8: Standardize business development processes***

- Initiative 8.1: Improve the development process from business contact through obtaining zoning and permits (one-stop shop)
- Initiative 8.2: Implement online permit and plan review



# LEARNING ENVIRONMENT

Cultivate an environment of learning and enrichment by supporting excellence in education, professional development, and job training

## Objective 1: Collaborate with DeSoto ISD to create strategies to increase the district's academic performance and image to attract economic development and residents

- Initiative 1.1: Establish Adopt-a-School program that fosters greater involvement by City Council members and City of DeSoto leadership and staff
- Initiative 1.2: Develop recommendations from the City's Youth Master Plan
- Initiative 1.3: Participate in the Texas Municipal League Youth Advisory Council Summit
- Initiative 1.4: Support youth participation in the Library Teen Advisory Board
- Initiative 1.5: Reimagine and restructure the Junior Civic Academy to engage additional youth
- Initiative 1.6: Establish a DeSoto Teen Council for youth engagement with Mayor and City Council
- Initiative 1.7: Establish regular quarterly meetings for staff and elected officials to review the status of strategic plan outcomes and plan for opportunities for collective goal achievement
- Initiative 1.8: Student participation in Arbor Day
- Initiative 1.9: Utilize Grow DeSoto Market Place to provide business education to DeSoto ISD students
- Initiative 1.10: Explore development of a Texas Youth in Government program at DeSoto ISD
- Initiative 1.11: Partner with DeSoto ISD to promote the Library and schools as STEM and Technology areas

## Objective 2: Create a community of learning

- Initiative 2.1: Work with national and international professionals and executives for mentorship and online training programs. Promote STEM with corporate learning and enrichment opportunities.
- Initiative 2.2: Include learning opportunities in recreational activities (e.g., education signs along nature trails)
- Initiative 2.3: Value and educate community on City of DeSoto's history (e.g., Nance Farm)
- Initiative 2.4: Provide multi-lingual communication on platforms and mediums
- Initiative 2.5: Provide opportunities for the public to learn about local government ("Charter Chats")

## Objective 3: Enhance the City's workforce development

- Initiative 3.1: Refine City's internship/training programs to support job placement opportunities
- Initiative 3.2: Incentivize businesses to leverage public and private partnerships that target technology training and professional development
- Initiative 3.3: Explore City policies and procedures to ensure fair and competitive wages for City of DeSoto employees



# LEARNING ENVIRONMENT

Cultivate an environment of learning and enrichment by supporting excellence in education, professional development, and job training

**Objective 4: Strengthen relationships and partnerships with private and public schools, higher education institutions, business community and community organizations in the Best Southwest region to promote learning and enrichment opportunities**

- Initiative 4.1: Promote education information in the Library and Parks Department
- Initiative 4.2: Establish a summer safety camp for DeSoto students with DeSoto Police and Fire Departments
- Initiative 4.3: Establish mentoring and tutoring programs that leverage the skills and expertise of professionals, including retired educators who reside in the City

**Objective 5: Determine the need for community-wide financial literacy education**

- Initiative 5.1: Determine available resources for financial literacy education



# ENGAGED & VIBRANT COMMUNITY

Provide access to community amenities that support arts, culture, sports, entertainment and retail for families, and proactively engage and involve the community

## Objective 1: Develop a community engagement strategy that promotes citizen involvement in the local government and community

- Initiative 1.1: Encourage future civic and community leadership development
- Initiative 1.2: Update handbook for Boards and Commissions to appeal to a new generation of residents
- Initiative 1.3: Promote community conversations
- Initiative 1.4: Conduct Mayor's Quarterly meetings with HOAs
- Initiative 1.5: Hold Business Roundtable bi-annually
- Initiative 1.6: Encourage volunteerism

## Objective 2: Expand cultural arts, events and amenities for all generations and people with different abilities

- Initiative 2.1: Implement recommendations from the Cultural Arts Master Plan
- Initiative 2.2: Promote family-focused events and entertainment
- Initiative 2.3: Attract traveling festivals
- Initiative 2.4: Program festivals and events that cater to a diverse group of backgrounds and cultures

## Objective 3: Support parks and recreation programs, services and facilities for all generations and people with different abilities

- Initiative 3.1: Initiate next phase of McCowan Park Master Plan to construct a natatorium/recreation center
- Initiative 3.2: Implement recommendations from the Parks Master Plan
- Initiative 3.3: Expand recreational opportunities and services for seniors
- Initiative 3.4: Develop park space for active adult use

## Objective 4: Increase and diversify regional collaboration and community partnerships

- Initiative 4.1: Organize a steering committee of staff/elected officials to identify opportunities to collaborate with Thorntree Golf Club
- Initiative 4.2: Work with the ownership of the Thorntree Golf Club to maintain an attractive and well-maintained facility and neighborhood
- Initiative 4.3: Strengthen relationship with NCTCOG, TxDOT, Dallas County, Inland Port and Best Southwest cities to enhance DeSoto's transportation infrastructure



# SAFE & HEALTHY COMMUNITY

Create an environment where residents feel safe, and have access to healthy lifestyle choices

## Objective 1: Plan and build infrastructure to support healthy lifestyles, and enhance pedestrian and bicycle safety

- Initiative 1.1: Increase walking and cycling paths, and improve connectivity to retail and commercial development
- Initiative 1.2: Increase walkable neighborhoods and outdoor nature-based activities and trails
- Initiative 1.3: Actively seek out regional and state funding for sustainability and environmental improvements in DeSoto and the southern sector

## Objective 2: Foster quality and transparency in DeSoto's public safety

- Initiative 2.1: Promote proactive crime prevention, community outreach and service excellence by Police Department
- Initiative 2.2: Expedite the creation and operation of a mental health support services unit
- Initiative 2.3: Implement and enforce community-based policing and policies
- Initiative 2.4: Develop and promote Fire Department's services focused on fire prevention and key service indicators such as response time, scramble time, and CPR save rates
- Initiative 2.5: Ensure an active and engaged CERT Team effort
- Initiative 2.6: Consistently communicate crime reduction goals

## Objective 3: Develop and act on recommendations to ensure that all community members are treated fairly and equitably in the enforcement of laws and the adult and juvenile justice systems

- Initiative 3.1: Explore removing the criminal history background question from initial employment applications for City of DeSoto employment opportunities and as a requirement for DeSoto businesses
- Initiative 3.2: Review and consider changes to enforcement of marijuana-related offenses including possession of marijuana
- Initiative 3.3: Provide regular reports to the City Council on accomplishments and outcomes of the Citizens Police Advisory Committee
- Initiative 3.4: Implement, market, and review use of the occupational license program through the DeSoto Municipal Court

## Objective 4: Encourage and support healthy eating choices

- Initiative 4.1: Work with local grocers to ensure availability of fresh foods
- Initiative 4.2: Develop a "Healthy DeSoto" business attraction and recruitment plan to target larger chains and franchises
- Initiative 4.3: Initiate a farmers market pilot program to include local vendors and food trucks

## Objective 5: Collaborate with partners to support programs, initiatives and services that promote physical health, mental health and longevity

- Initiative 5.1: Establish a regional steering committee to investigate regional partnership to develop a mental health services unit
- Initiative 5.2: Create a regional mental health needs report
- Initiative 5.3: In collaboration with partner cities, develop a regional mental health action plan including an operating and capital budget
- Initiative 5.4: Identify grant opportunities to support costs related to a regional mental health services unit
- Initiative 5.5: Provide ongoing mental health training to DeSoto police officers
- Initiative 5.6: Identify and recommend potential mental health diversion programs to regional partners
- Initiative 5.7: Conduct a town hall meeting to review outcomes of DeSoto's mental health services unit
- Initiative 5.8: Develop a dispatch plan and policy for dispatching regional mental health unit services
- Initiative 5.9: Conduct a town hall meeting to provide community education on mental health resources and assistance programs
- Initiative 5.10: Work with a mental health service provider to provide education sessions for DeSoto residents
- Initiative 5.11: Develop a 2021 community calendar focused on events and opportunities designed to improve mental and physical health
- Initiative 5.12: Support the Domestic Violence Advisory Commission's initiatives to reduce family violence
- Initiative 5.13: Create enticing opportunities for young seniors

## Objective 6: Repair and replace infrastructure to provide for safe travel & neighborhoods

- Initiative 6.1: Ensure focus and funding consistency for DeSoto street projects
- Initiative 6.2: Transition DeSoto streetlighting grid to LED technology





# BEAUTIFUL CITY

Foster community pride by enhancing the natural beauty of our well-maintained City through use of art, sustainability and revitalization

## Objective 1: Continue City's reputation as an epicenter for local art of all types

- Initiative 1.1: Brand DeSoto's art culture as universal, welcoming of all types and cultures
- Initiative 1.2: Increase the City's focus on public art projects and opportunities for art beautification
- Initiative 1.3: Host annual Light Up DeSoto for the holidays
- Initiative 1.4: Review and obtain City Council approval of the Cultural Arts Master Plan
- Initiative 1.5: Develop an implementation plan to include potential staffing changes and/or increases based on the recommendations of the Cultural Arts Master Plan
- Initiative 1.6: Improve programming and residency opportunities for performing arts groups at the City's Corner Theatre (Black Box)

## Objective 2: Commit to city-wide sustainability and a reduced carbon footprint

- Initiative 2.1: Create and execute a green energy and sustainability plan that reduces carbon footprint
- Initiative 2.2: Use and promote green energy (e.g., buy electricity from renewal green producers such as wind, solar, geothermal)
- Initiative 2.3: Evaluate tying sustainability to the professional rebranding of DeSoto as a City that actively promotes a healthy, environmentally friendly, and sustainable lifestyle
- Initiative 2.4: Promote the benefits of sustainable practices to homeowners and businesses
- Initiative 2.5: Encourage development that incorporates greenspace & mitigation/preservation of the tree canopy

## Objective 3: Maintain, enhance and preserve green spaces and trails

- Initiative 3.1: Enhance promotion of parks and athletic fields
- Initiative 3.2: Partner with nonprofit or community organizations to provide education and encourage preservation of green spaces
- Initiative 3.3: Review the Parks Master Plan to identify future locations for community parks and trails
- Initiative 3.4: Develop a plan for creek maintenance to address erosion issues

## Objective 4: Refresh and revitalize targeted areas in a modern, sustainable, environmentally friendly way

- Initiative 4.1: Incentivize and promote a modern "green" look and feel
- Initiative 4.2: Create development style guides to aid redevelopment and future development

## Objective 5: Promote DeSoto's pride in appearance

- Initiative 5.1: Establish lines of communications with businesses and regularly ask them to clean up
- Initiative 5.2: Conduct Fall and Spring Clean-Up events to coincide with the Great American Clean-up
- Initiative 5.3: Actively promote the Code Enforcement Eyes & Ears Program
- Initiative 5.4: Create a public relations campaign for cleaning up city streets and neighborhoods
- Initiative 5.5: Evaluate landscaping options to promote a Beautiful City
- Initiative 5.6: Promote and incentivize EDC's Facade Improvement Program
- Initiative 5.7: Market and enhance the HOA Matching Grant Program to encourage HOAs to maintain clean and beautiful neighborhoods
- Initiative 5.8: Create a public relations campaign to double HOA involvement in the Adopt-a-Street Program
- Initiative 5.9: Reduce litter throughout the City caused by wind-blown garbage from residential collection days

## Objective 6: Ensure well-maintained and attractive roads, streets, sidewalks, alleys and City property

- Initiative 6.1: Ensure City property is kept clean
- Initiative 6.2: Encourage beautification and cleanliness of entryways into DeSoto
- Initiative 6.3: Update and enhance DeSoto monuments
- Initiative 6.4: Obtain Scenic City certification
- Initiative 6.5: Develop a naming policy for City Council consideration for street names, honorary street names, facilities, parks, streets, trails and other City assets
- Initiative 6.6: Identify opportunities for corporate sponsorships on certain City facilities

## Objective 7: Engage business owners in community cleanliness

- Initiative 7.1: Develop a list of local property managers for DeSoto businesses





# IMPLEMENTATION

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## IMPLEMENTING THE STRATEGIC PLAN

The Strategic Plan will help us focus on the City's priorities, establish aligned efforts through Council goals and department work plans, and prioritize resources. We are focused on creating a robust implementation process that will:

- Incorporate Strategic Plan goals and initiatives into the annual City Council Business Plan
- Review the progress of the Strategic Plan goals semi-annually
- Incorporate applicable Strategic Plan initiatives into departments' annual department work plan
- Base department head performance evaluations heavily on department work plan accomplishments
- Share City Council Business Plan progress updates with the community through quarterly reports, posted on the City's website
- Invest in and align strategies from the Strategic Plan to the annual budget
- Update the Strategic Plan as needed



