20 X 25

CITY OF FERRIS · ELLIS COUNTY

20 MAJOR INITIATIVES ACHIEVED BY 2025

OUR VISION
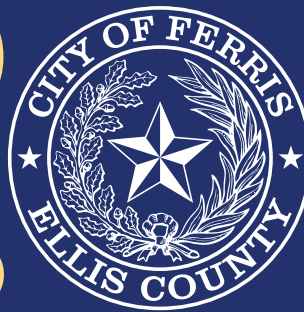
20 X 25
CITY OF FERRIS · ELLIS COUNTY
20 MAJOR INITIATIVES ACHIEVED BY 2025

Develop a **VIBRANT REGIONAL ECONOMY**.

SAFE and **BEAUTIFUL** neighborhoods.
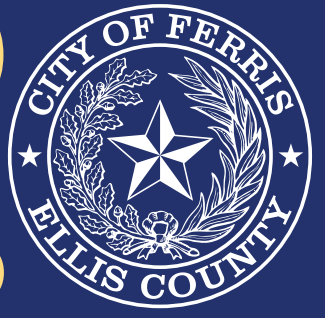
Exceptional **RECREATIONAL, CULTURAL** and **EDUCATIONAL** opportunities.

All powered by a **HIGH PERFORMING GOVERNMENT**

GOAL №1

Cultivate an environment conducive to strong, **SUSTAINABLE ECONOMIC GROWTH**

1.1 Stabilize and expand Ferris's tax base

1.2 Enhance visitor revenue opportunities

1.3 Maximize venue efficiencies through revenue growth and control

1.4 Establish and grow the core "business" of Ferris

1.5 Stimulate economic growth through infrastructure integration

1.6 Provide business-friendly permitting and inspection processes

1.7 Identify and develop plans for areas of reinvestment and local partnership

GOAL №2

Set the standard for a
SAFE AND SECURE CITY

2.1 Increase public safety operational efficiency

2.2 Gain standing as North Texas top safest cities

2.3 Strengthen community involvement in resident safety

2.4 Improve motorist safety and traffic management solutions

2.5 Take proactive approaches to prevent fire/medical incidents and lower regional risk

2.6 Enforce Municipal Court orders

2.7 Maximize Municipal Court efficiency and enhance customer experience

2.8 Implement effective code enforcement strategies to reduce nuisances, enhance visual appearance and improve overall health and safety

2.9 Promote building safety

GOAL №3

Promote the
VISUAL IMAGE of FERRIS

3.1 Improve the visual impression of the community ("gateways", to and from North Texas corridors, intersections and park land

3.2 Set one standard for infrastructure across the City

3.3 Establish a brand that celebrates and promotes Ferris's unique identity and offerings
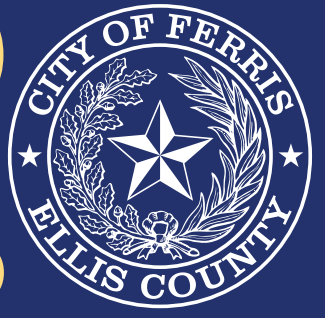
GOAL №4

Enhance Ferris' quality of life through **RECREATIONAL, CULTURAL** and **EDUCATIONAL ENVIRONMENTS**

4.1 Deliver bond projects impacting quality of life across the city in a timely, efficient manner

4.2 Create innovative recreational, educational and cultural programs

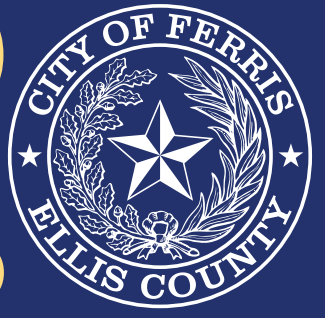**4.3** Establish technical criteria for improved 'Quality of Life'

GOAL №5

Promote transparent and consistant **COMMUNICATION** amongst all members of the community

5.1 Set a climate of respect, collaboration and team spirit among Council, City staff and the community

5.2 Leverage and expand the use of current and new technology to reduce inefficiencies and improve communications

5.3 Promote a well-balanced customer service philosophy throughout the City

5.4 Enhance internal communication and employee engagement

5.5 Strengthen messaging opportunities through media outlets and proactive community outreach
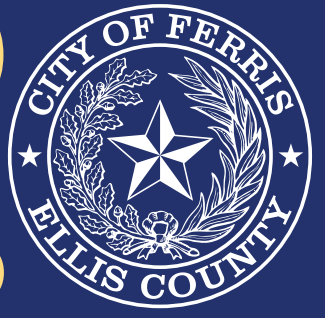
GOAL №6

20X25
CITY OF FERRIS
ELLIS COUNTY
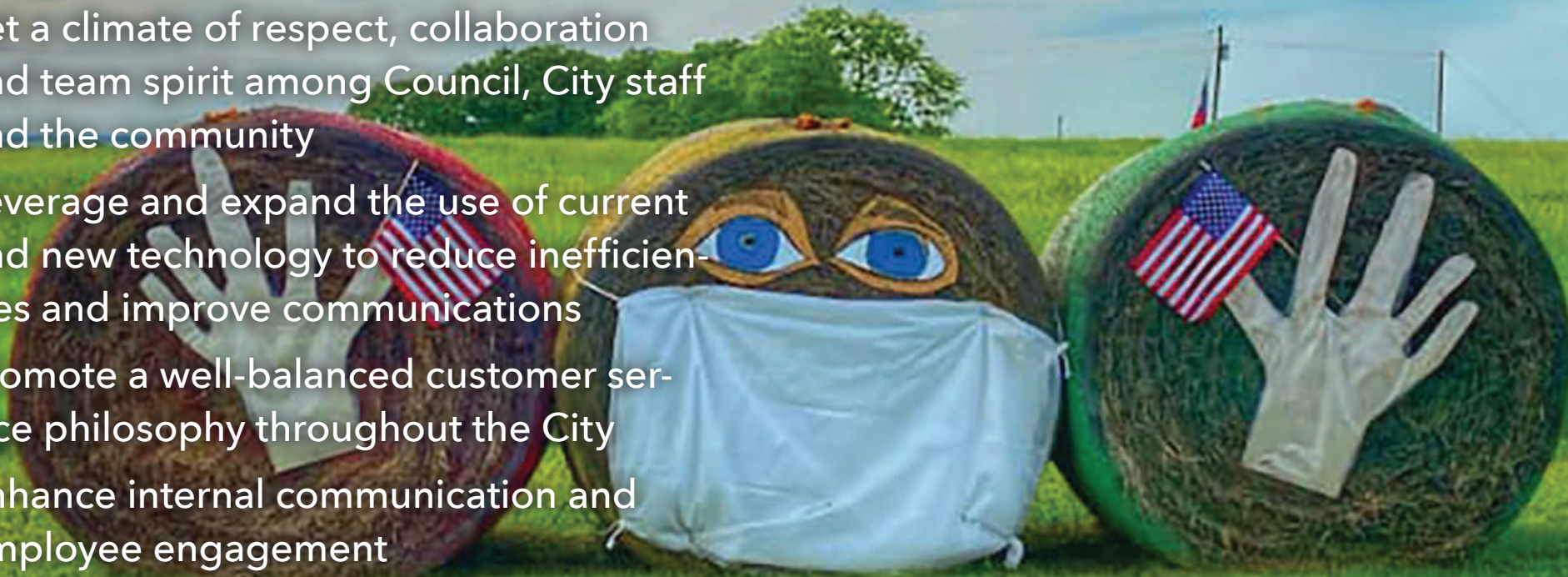
20 MAJOR INITIATIVES ACHIEVED BY 2025

Set the standard for SOUND GOVERNANCE and FISCAL MANAGEMENT

6.1: Recruit and retain a skilled and diverse workforce

6.2: Implement employee benefits and services that promote financial security for the city

6.3: Implement programs to reduce city (organizational) risk

6.4: Implement leading-edge practices for achieving quality and performance excellence

6.5: Deliver services timely and effectively with focus on continuous improvement

6.6: Ensure continued financial stability and accountability through sound financial management, budgeting and reporting

6.7: Deliver effective and efficient processes to maximize value in obtaining goods and services

6.8: Support transparent and inclusive government

6.9: Maximize Municipal Court efficiency and enhance customer service through technology

6.10: Enhance the quality of decision making (with employees, developers, etc.) with representation (legal and technical expertise) and support

6.11: Provide efficient and effective services to taxpayers

**6.12:** Maintain systems integrity, compliance and business continuity

Enhance and sustain
FERRIS' INFRASTRUCTURE NETWORK

7.1   Provide reliable and sustainable water supply and distribution systems (Ferris Water)

7.2   Provide reliable and sustainable waste-water services

7.3   Improve competitiveness through infrastructure improvements impacting the quality of life

7.4   Evaluate and implement a strategic investment in City facilities and technology

7.5   Set one standard for infrastructure across the City

7.6   Develop a comprehensive drainage and street improvement plan for the City

GOAL №8
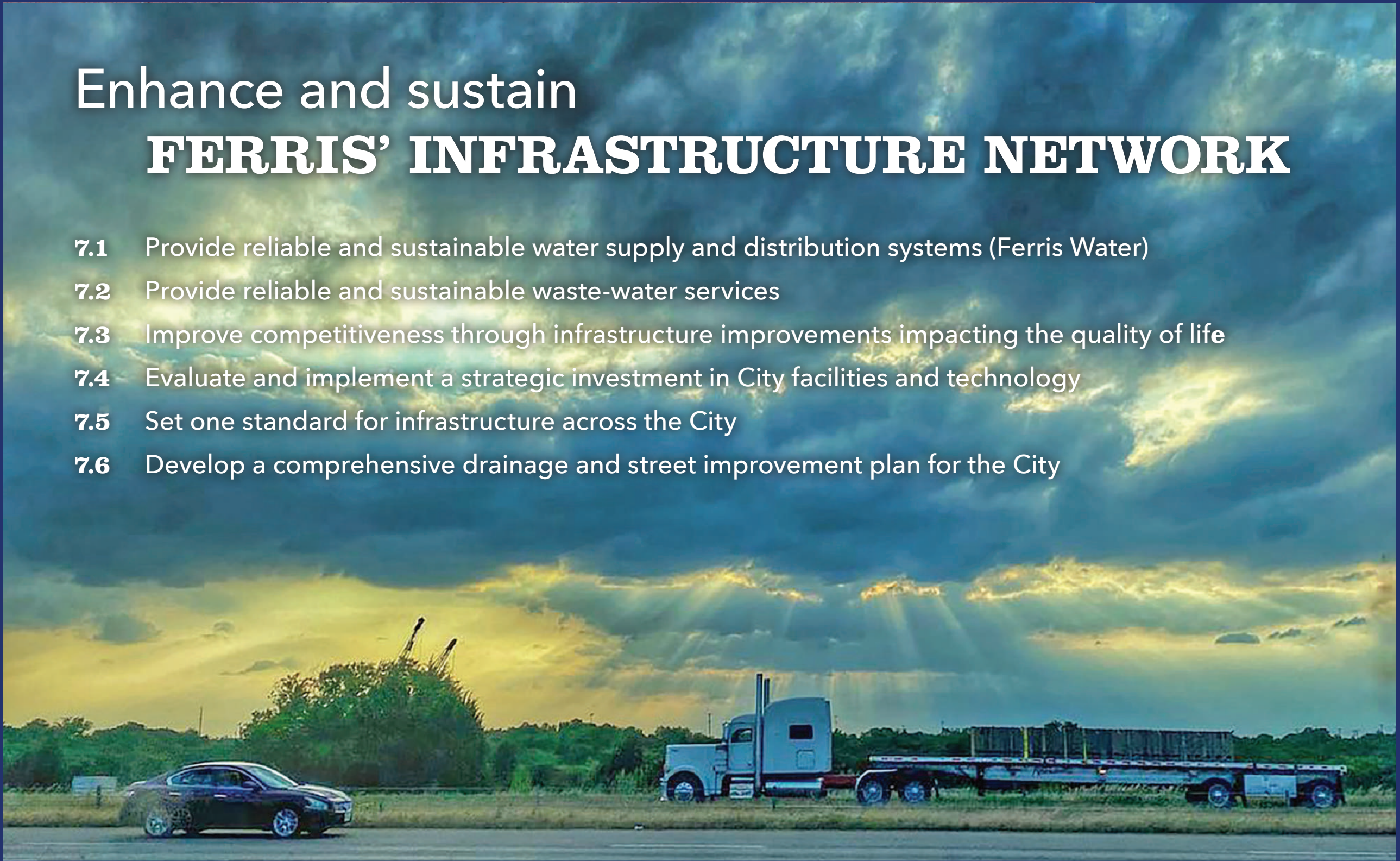
Nurture and promote a
HEALTHY, SUSTAINABLE COMMUNITY

8.1: Deliver prevention, intervention, and mobilization services to promote a healthy, productive, and safe community

8.2: Stabilize neighborhoods through community improvements and involvement

8.3: Enhance animal services to ensure Ferris's pets are provided a safe and healthy environment

8.4: Reduce operational (City facilities and assets) energy consumption

8.5: Improve community resilience through education, outreach and implement resilience strategy