

Memorandum



DATE: February 21, 2014

TO: Honorable Members of the Public Safety Committee:
Sheffie Kadane (Chair), Adam Medrano (Vice Chair), Dwaine Caraway, Jennifer S. Gates,
Sandy Greyson, Scott Griggs

SUBJECT: Proposed Strategic Plan FY 2015 - FY 2017

On Monday February 24, 2014, the Public Safety Committee will be briefed on the Proposed Strategic Plan FY 2015 - FY 2017. Briefing materials are attached for your review.

Please let me know if you have any questions.



Charles M. Cato
Interim Assistant City Manager

Attachment

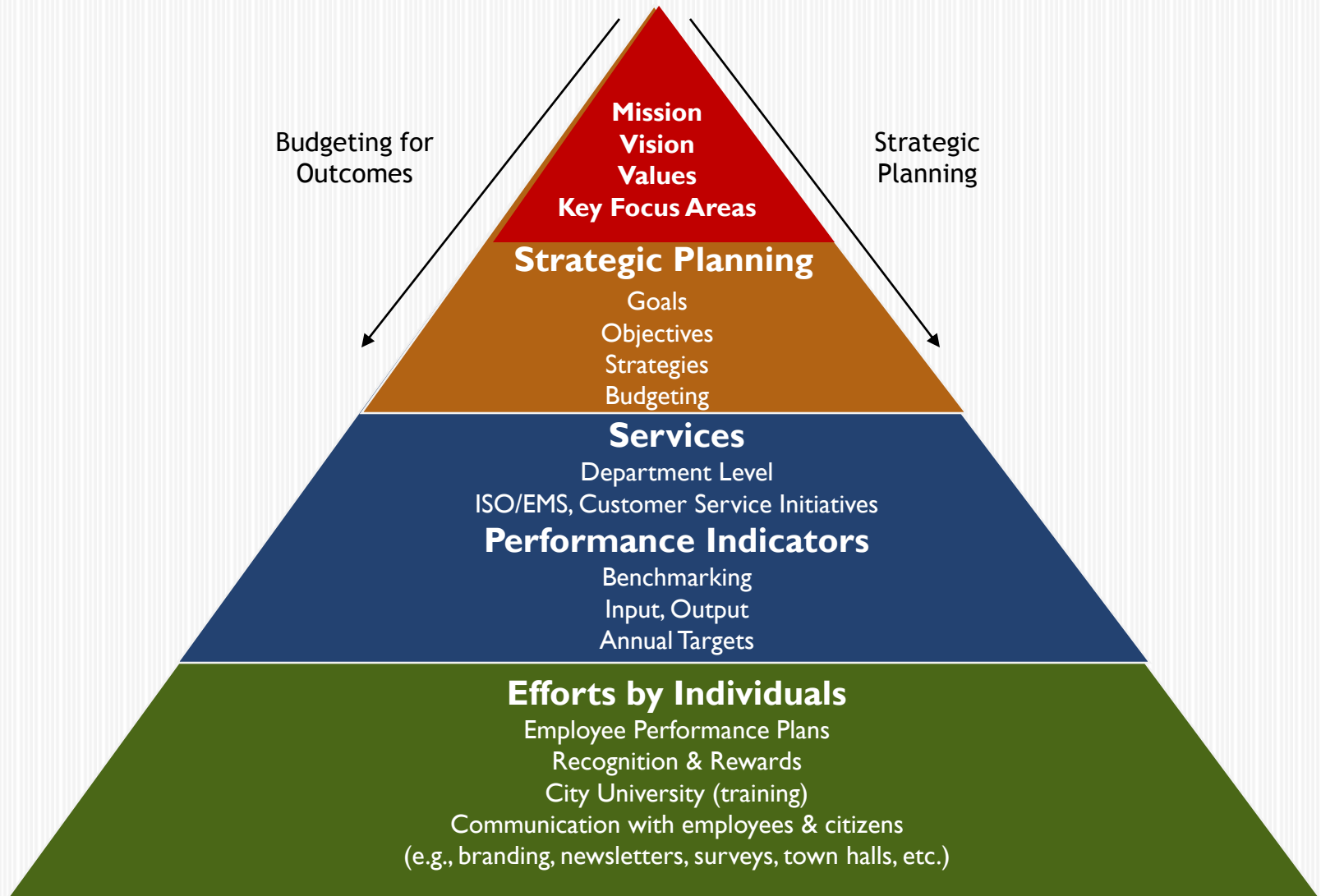
cc: Honorable Mayor and Members of the Dallas City Council
A.C. Gonzalez, City Manager
Rosa A. Rios, City Secretary
Warren M. S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Daniel F. Solis, Administrative Judge
Ryan S. Evans, Interim First Assistant City Manager
Jill A. Jordan, P. E., Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Frank Libro, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor and Council

Proposed Strategic Plan FY2015 – FY2017

Public Safety
February 24, 2014



Strategic Planning Overview



Purpose of Briefing

Obtain Council input on the draft Public Safety components of the draft Strategic Plan. Allow council committee members to:

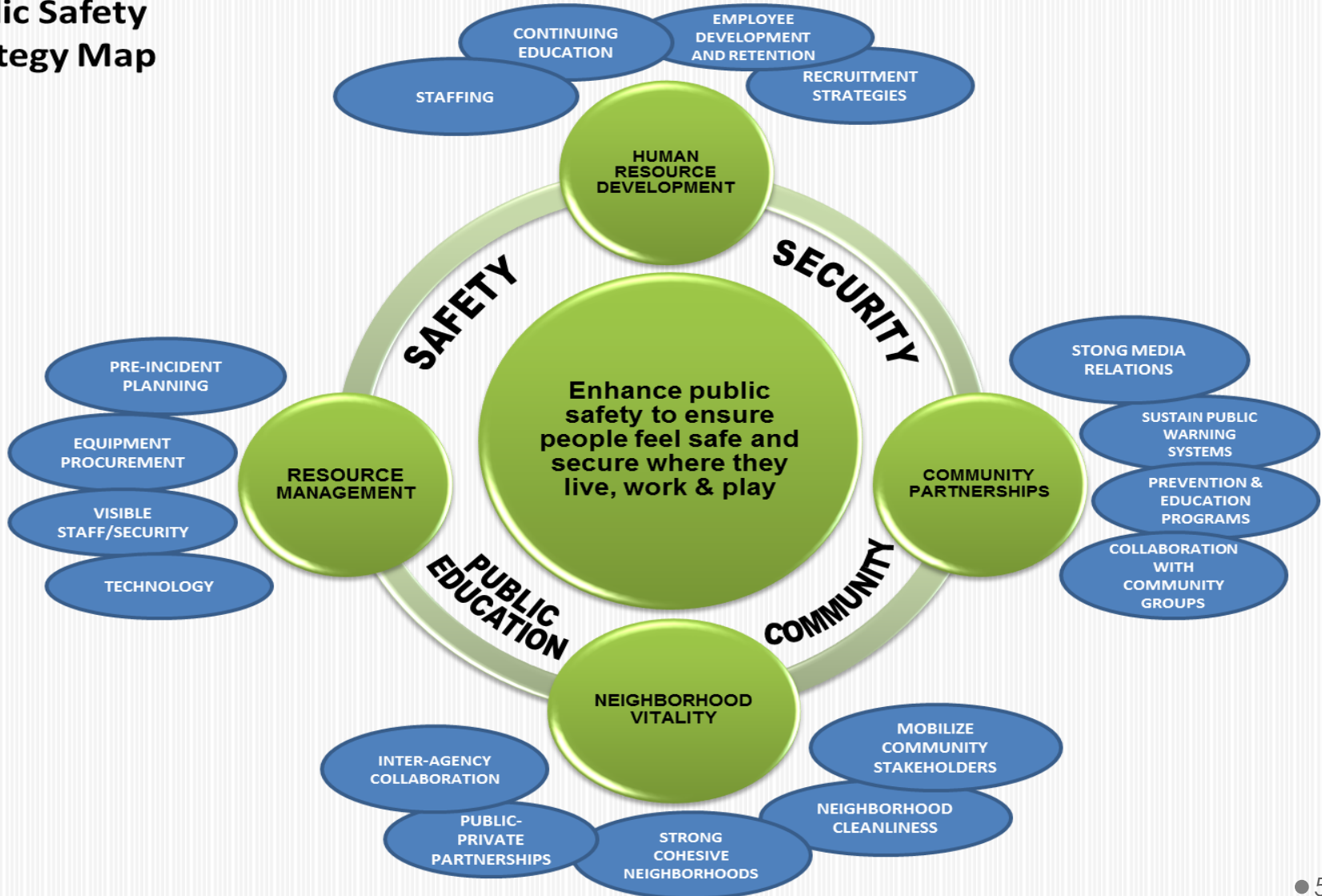
- Review draft and comment on draft strategy map
- Review and approve proposed strategic objectives
- Review and amend alternative work plan items

Proposed Goal

Enhance public safety to ensure people feel safe and secure where they live, work & play

Proposed Strategy Map

Public Safety Strategy Map



Proposed Strategic Objectives

1.1 By September 2017, improve standing of safest large cities in the U.S. from 6th to 5th place (FBI Crime Statistics)

1.2 By September 2017, 90% of the time, emergency personnel will arrive on scene to high risk, life saving structure fire incidents in populated areas of the city within 5 minutes 20 seconds in accordance with NFPA 1710

1.3 By September 2017, increase number of residents CERT-trained by 100% (1500 trained as of FY2014)

Proposed Strategic Objectives

1.4 By September 2017, continue to increase collection per resolved citation rate by 5% annually (from \$115.13 to \$139.94)

Proposed Work Plan

Strategic Objectives	Work Plan Items
1.1 By September 2017, improve standing of safest large cities in the U.S. from 6th to 5th place (FBI Crime Statistics)	Enhance 10-70-20 program
	Continue Chief on the Beat
	Engage public through social media outreach
	Monitor all TAAG areas
	Expand Community Policing 2.0
	Grow crime watch efforts through new and inactive groups
	Continue crime task forces
	Engage youth in targeted outreach initiatives
	Review personnel utilization efficiencies

Proposed Work Plan

Strategic Objectives	Work Plan Items
1.2 By September 2017, 90% of the time, emergency personnel will arrive on scene to high risk, life saving structure fire incidents in populated areas of the city within 5 minutes 20 seconds in accordance with NFPA 1710	Redeploy EMS resources
	Enhance training and recruitment activities

Proposed Work Plan

Strategic Objectives 000	Work Plan Items
1.3 By September 2017, increase number of residents CERT-trained by 100% (1500 trained as of FY2014)	Increase community outreach and education activities
	Expand life safety classes/skills development activities
	Update Continuity of Operations Plan (COOP)
	Gain Emergency Management Accreditation Program (EMAP) certification

Proposed Work Plan

Strategic Objectives	Work Plan Items
1.4 By September 2017, continue to increase collection per resolved citation rate by 5% annually (from \$115.13 to \$139.94)	Increase proactive outreach to defendants
	Annually evaluate collection procedures
	Increase defendant citation resolution options through technology
	Enhance customer experience

Next Steps

- Brief other council committees to gather input
- Incorporate Council recommendations
- Present plan to full council in April
- Align budget to multi-year strategic plan