



CORINTH 2030 STRATEGIC PLAN UPDATE

ADOPTED
JUNE 18, 2024

VISION

Corinth is a dynamic, evolving, and engaged community that is a safe place to live, work, and play offering opportunities for growth to all residents and businesses.

GUIDING ELEMENTS

- People have a sense of community.
- There are places to gather.
- The community is engaged.
- It is a place to live, work and play.
- The city is financially stable, sustainable, and balanced.
- It is proactive.
- The community has quality development.
- It is unique and is a regional destination.
- A well-planned community.
- The city has a good reputation.
- The city is known regionally as a stable community.
- The city is in a position to compete against others in the region.
- The quality of life is high with lakes, trails and parks.
- The city is a safe community.
- The city has a strong education system at all levels.



MISSION

Delivering outstanding customer service and enhancing our community's quality of life.

GUIDING ELEMENTS

- There is a good transportation system with connectivity between roads, walkways, trailways and rail.
- The city has a good game plan for dealing with competition.
- There is a high level of customer service.
- There is a long-term commitment to the vision for the city.
- There is a way to educate others about local government and about Corinth.
- The city has created an environment for quality growth with proper codes and processes.
- The city proactively responds to the legislature.
- The staff understands and believes in the vision.
- The workplace is a healthy and proactive environment.



CORE VALUES

INTEGRITY: We believe in an honest and transparent government. We are dedicated to the highest ideals of integrity, fairness, and openness in partnering with our citizens and employees.

CUSTOMER FOCUS: We believe in ensuring the timely, cost-effective, professional, and courteous delivery of services and striving for continuous improvement.

EXCELLENCE & QUALITY: We believe for an organization and city to be great it must be committed to excellence and quality regarding organizational development and quality community, residential, & commercial development. We must all show respect to each other and our customers and be accountable for our actions.

TEAMWORK: We believe in working together to accomplish common goals by actively seeking feedback from citizens and employees to identify and implement change. We also believe in maintaining on-going communication with City Council, Boards, and Commissions.

LEADERSHIP: We believe in visionary, inspiring, passionate, focused, decisive, courageous, and supportive leadership. We believe leaders display respect, hold each other accountable, have impeccable integrity, determination, trust, and collaborate effectively to create an environment where commitment to excellence can thrive.

INNOVATION: We believe in pushing the boundaries to find new and creative ways to progress and serve our community.



STRATEGIC FOCUS AREAS

**Attracting High
Quality
Development**

**Health &
Safety**

**Citizen
Engagement**

**Proactive
Government**

**Organizational
Development**

**Regional
Cooperation**

Previously labeled as goals in the original 2018 version of the 2030 Strategic Plan, this updated Strategic Plan has redefined these elements as Strategic Focus Areas with specific goals for each.

Staff will continue to implement, monitor, and report on the success of the goals under each Strategic Focus Area to better guide City operations towards fulfilling the overall mission and vision of Corinth.

Attracting High Quality Development

Enhance the quality of life for residents by attracting new residents and businesses to Corinth.

Existing Goals

- City Manager and/or City Staff to work with City Attorney, Economic Development Corporation, and City Council to sell TIRZ bonds if and when needed.
- Economic Development staff to set up a regular schedule of events, such as networking events, meet and greet with Board and Council members, and developer roundtables to engage and serve the existing businesses in the City.
- Establish quality broker/developer roundtables or focus groups.
- Identify new and enhance existing ways of regional cooperation through innovative methods.

New Goals for 2024

- Create opportunity for higher density to spur the creation of a commercial and city center. ***
 - Develop plan with action steps for area south of downtown.
 - Identify opportunities for rezoning.
 - Identify opportunities for incentives to qualified businesses.
 - Develop a plan with action steps for downtown area redevelopment.
- Remove barriers to be more business friendly. ****
- Establish a proactive business recruitment program.
- Establish a city concierge to direct citizens to development staff. *

Items with asterisks indicate prioritization by Council members. The number of asterisks indicate the number of Council members who view the goal as a priority.

Health & Safety

Being safe in our home and in our community to enjoy a sustainable environment, a healthy life, and by providing safe and cost-effective improvements to streets and critical infrastructure.

Existing Goals

- Conduct a basic review of existing infrastructure plans for economic and land development projects that the City will be pursuing in the short-term.
- Participate in the national discussion concerning the improvement of law enforcement and criminal justice.
- Enhance support and services provided by police to individuals with mental health conditions in the community.
- Consider returning specialized units to operational status when resources permit.

New Goals for 2024

- Improve the combined police presence with the other Lake Cities. *
- Work diligently with TXDOT on traffic and highway issues.
- Improve connectivity within the City.
 - Improve signage. *
 - Improve sidewalk design policies.
 - Plan and construct bike paths that cross under I-35.
 - Redesign connections in corridors.
- Improve the water system.
 - Use wells for peaking.
 - Improve water meters.
- Improve drainage quality.

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Citizen Engagement

Create an engagement program for City Hall and residents to conduct regular community conversations.

Existing Goals

- Hire a planner or designate a staff member to establish a formal neighborhood planning program in the city and serve as a liaison.
- Identify neighborhoods and help them establish neighborhood associations with 501c3 statuses.
- Seek to identify and implement additional crime prevention and public information opportunities.
- Support developing new and enhancing existing ways of open governance and citizen engagement through innovative methods.
 - Create independent strategic plans/campaigns to dive deep into education.
 - Create a formalized process for promotion of development projects.
- Implement data-driven storytelling surrounding strategic planning and projects.

New Goals for 2024

- Establish an intentional and clear communication/education program. **
 - Establish a Citizens Academy. **
 - Focus on community education. **
 - Prepare and distribute podcasts on relevant subjects. *
 - Improve relationships with local media representatives.
- Establish a city “brand” for distribution throughout the community and region.
 - Implement archway improvements on I-35 and Corinth Parkway.

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Proactive Government

Focus on improving the organization's capability through the alignment of strategy, structure, people, and the management process.

Existing Goals

- Initiate a comprehensive Unified Development Code (UDC) update. Specifically analyze and rewrite/clarify the regulations that the existing PDs were created to accommodate.
 - Gather amendment recommendations that Staff can complete in house.
- Provide annual City Boards & Commissions and City Council training on development-related issues to ensure that at least 85% of the City Boards & Commissions' and City Council's actions follow the City's adopted plans and regulations.
- Research technology that will increase the safety, efficiency, and effectiveness of our personnel.
- Maintain a police vehicle fleet that contributes to the safety, efficiency, and effectiveness of our employees.
- Review the Lake Cities' needs to determine if a third ambulance is needed to better serve the residents.
- Provide the Fire Department with a 100' platform ladder truck based on the growth projections of the Lake Cities.
- Implement a fire prevention program for seniors in the Lake Cities area.
- Facilitate a 12-week Citizens Public Safety Academy (CPSA) to open lines of communication between Public Safety and the community as well as increase understanding through education.
- Review needs to determine the relation of Fire House No. 2.
- Welcome new employees through comprehensive onboarding.
- Launch an employee recognition campaign to increase morale among staff.

New Goals for 2024

- Utilize Agora and the surrounding area to establish an identity. *
- Increase education to the public about local government, programs, projects, and successes.
 - Implement a lunch and learn program.
 - Create tours when applicable of City services, facilities, or business locations.
- Embrace the development and retention of small businesses.
- Make a decision on whether to pursue a rail stop for Corinth.

Organizational Development

*Providing a city government that works effectively and collaboratively
- that is equitable, transparent, ethical, and innovative.*

New Goals for 2024

- Establish a plan to increase revenue streams. ***
 - Review fees.
 - Reduce non-essential expenses.
 - Increase sales tax revenue.
 - Hire quality to maximize and influence the work culture.
- Foster an organizational culture conducive to retaining a high performing and motivated workforce.
 - Conduct a “cultural assessment” to determine gaps in the culture of the organization. **
 - Establish an action plan to address gaps identified in the “cultural assessment”.
- Enhance non-salaried monetary benefits such as adjusting work schedules and exploring opportunities for remote work.
- Create an environment of accountability, support, and pride.
 - Promote City values to employees.
 - Tie performance indicators to abiding by City values.
- Develop leadership abilities through actions such as continuing succession planning and enhancing supervisory training.
 - Establish a leadership development program.
- Hire the best people.
 - Emphasize community assets to attract the right employees.
 - Promote from within to enhance a consistent culture.
 - Explore the establishment of a referral program.
- Increase departmental interactions.
 - Establish a work/social committee that strives to create ways to promote departmental interactions and team building.

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Regional Cooperation

Reduce service costs for residents through cost sharing projects that provide common benefits with regional cities.

Existing Goals

- Invest in long-range land use and infrastructure plan updates to identify regional infrastructure needed to achieve Corinth's vision for 2030.
- Taking a leadership role in creating a regional development task force.
 - Partner with UNT or UTA to identify and apply for grants to design and/or build the identified infrastructure.
- Cooperate and collaborate with area law enforcement agencies.

New Goals for 2024

- Continue to foster and improve regional/intergovernmental relationships. **
 - Continue to nurture relationships with the Lake Cities. **
 - Define service and geographic boundaries for regional contracts.
- Research possibilities of purchasing land associated with NCTC for economic development.

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IMPLEMENTED GOALS

Several goals previously laid out in the 2018 Strategic Plan have been successfully incorporated into regular City operations or are being reconsidered at the time of this Strategic Plan Update. Those goals, the strategic focus areas they pertain to, and updates on how they have since been implemented or if they are being reconsidered are outlined below.

Citizen Engagement

Goal	Implementation Update
Maximize MyCorinth platform to leverage current tools to our advantage.	Under reconsideration for inclusion in the City's strategies.
Formalize the process of requesting communication support and reporting back.	Completed in April 2024; Communications request form now available to Staff.
Arm front line staff with consistent messaging and talking points.	This is part of the City's operational procedures and is ongoing.
Maximize Nixle platform through targeted segmentation and grouping.	City only utilizes Nixle for extreme weather emergencies or park closures. It is not intended for general messaging.
Utilize targeted groups to tailor messaging to each audience.	This is part of the City's operational procedures and is ongoing.
Provide BOD/EDC toolkits.	Staff now utilizes and offers board tools and trainings from TML and APA.

Goal	Implementation Update
If the project will require community engagement, build a robust page of MyCorinth.	Under reconsideration for inclusion in the City's strategies.

Proactive Government

Goal	Implementation Update
Budget for a complete development regulation update.	Budgeting for specific projects is a routine operation and this project has been budgeted for FY2025.
Budget for amendment recommendations to the development regulations.	Budgeting for specific projects is a routine operation and this project has been budgeted for FY2025.
Create opportunity for a Live Q&A with the City Manager.	To be incorporated as part of an action plan to address the gaps identified in the FY2024 cultural assessment.
Welcome new employees through comprehensive onboarding.	HR routinely meets with new employees to conduct a detailed orientation.

Organizational Development

Goal	Implementation Update
Protect our employees' mental and emotional health.	Now part of normal operations for Police & Fire. Staff/HR to continue efforts for training employees to be peer support team members city-wide.
Boost patrol staffing as the City continues to grow in both population and police calls for service.	Council has granted requests for additional personnel and Staff is continuing to monitor needs as part of normal operations.
Annually conduct a staffing study in each division of the Police department to identify needs for sworn and civilian employees.	This study is conducted annually and is now a part of normal operations.
Continuously review and revise, as appropriate, the selection criteria for both sworn and non-sworn employees in the Police department.	Command Staff completes a review on a continuing basis and makes revisions as required.
Continuously review and updated the Police department's officer recruitment process.	Review is conducted by Staff on regular basis and has recently prompted changes in the process.
Prepare the Police department's next generations of leaders for additional responsibilities.	Police officers of all ranks are routinely trained in-house and through specific vendors to prepare for the next step in the promotional process.

Goal	Implementation Update
Increase the use of volunteers in the Police department's operations.	A citizen volunteer program has been implemented and current volunteers receive monthly training.
Continue to assess the Police department's training needs and work to meet those needs in a timely manner.	Command staff routinely assesses training needs and training continues to be a critical focus for the department.
Conduct an annual review of the Police department's organization chart to assure maximum effectiveness and accountability.	Annual review of the organization chart has been incorporated into routine operations.
Conduct a periodic review of the Police department's beat/sector structure and make revisions as indicated.	This review is now a part of routine operations and conducted annually.
Revamp wellness initiatives to include diet, mental resilience, and PTS prevention.	Both the Police & Fire departments have secured mental resilience counselors and dietary specialists to provide services as part of routine operations.
Implement training to ensure succession planning for Fire personnel and command staff.	Training regiment is now reviewed each year and improvements are made as part of routine operations.
Increase the Fire department's focus on mental and physical wellness.	Department regularly utilizes the services of specialists to provide these services to firefighters.

Goal	Implementation Update
Increase staffing levels for the Fire department by adding three firefighters/paramedics.	City has successfully hired additional firefighters/paramedics.
Implement task books to train Fire department staff to the next level.	The Fire department has implemented task books.

Regional Cooperation

Goal	Implementation Update
Work with neighboring cities and regional entities like the North Central Texas Council of Governments and TXDOT to help fund infrastructure projects.	These efforts are a part of normal operations and are utilized by Staff when pursuing infrastructure projects where applicable.