

# 2017 Accomplishments

## Preserve Desirability & Quality of Life

Westlake maintains its unique quality of life, by balancing its natural beauty & safe, small-town feel with high quality development and a top-ranked IB school.

- Finalized the ‘welcome baskets’ for new residents
- Secured water supply with Fort Worth Phase 2 water line contract
- Facilitated repairs for Granada pavement failure at roundabout
- Reconstructed Dove Road between FM 1938 and Terra Bella
- Police Dept pursuing Gold Standard National Accreditation through CALEA
- Siren GPS launched to enhance 911 services through mobile devices



- Held 2016 Alumni Reunion & IB Diploma Ceremony with over 65% of alumni class returning to attend the event

## Increase Citizen, Student, & Stakeholder Satisfaction

Westlake municipal and academic services are high performing with a strong return on investment and value proposition for citizens, students, and stakeholders.

- Reconstructed Dove Road between FM 1938 and Terra Bella
- Achieved an ISO rating of ‘2’, helps residents through reductions on homeowners insurance
- Maintained low crime rate - finished calendar year 2016 with 13 Part 1 Crimes
- Launched the Hide, Lock, Take program to help reduce or eliminate vehicle thefts in the community
- Increase in attainment of WA Diploma rate along with an increase in the number of seniors sitting for the DP exams
- Success in the number of AP Scholars with Honors and Distinction and one National AP Scholar!
- Trail installed (1/4 mile) on the west side of Solana Blvd
- Trail repairs made along Sam School Road
- Increased Mastery Level percentages on the STAAR and EOC assessments
- Increased ACT/SAT scores
- Increased percentage of graduating cohort acceptance to select colleges/universities
- Increase in college graduates – 2010 cohort is above the 90% completion rate!
- AP students increased by 45% and had 50% increase in number of exams taken by students

# 2017 Accomplishments

## Increase Financial Capacity / Reserves

Town staff continually seeks to provide the highest quality of services with the lowest cost while maintaining accountability.

## Increase Revenue Streams

Developing an increasing and stable portfolio of revenues is important due to fluctuations in state education funding as well as sales and use taxes, which may result in budget short-falls.

### Awards Received – Municipal & Academic Services

#### Government Finance Officers Association (GFOA)

- ***Distinguished Budget Presentation Award*** for the preparation and issuance of municipal annual budget since October 1, 2007
- ***Certificate of Achievement for Excellence in Financial Reporting Award*** for the preparation and issuance of the annual audit since September 30, 2007
- ***Popular Annual Financial Reporting Award*** for the preparation and issuance of the Annual Financial Report since September 30, 2011

#### Texas Comptroller

- ***Transparency Stars Award for Financial Transparency*** for the first time in May 2016. The Texas Comptroller of Public Accounts in 2016 launched the Transparency Stars program, recognizing local governments for going above and beyond in their transparency efforts. We were one of the first four (4) municipalities to earn this award!
- ***Transparency Stars Award for Debt Obligation Transparency*** – we were one of the top 20 municipalities to earn this star!

#### Government Finance Officers Association (GFOA)

- ***Distinguished Budget Presentation Award*** for the preparation and issuance of their annual budget since September 1, 2009

#### Association of School Business Officials (ASBO)

- ***Meritorious Budget Award*** for the preparation and issuance of the annual budget since September 1, 2010

- Town's S&P rating increased to AAA/Stable which affords us favorable bond rates



# 2017 Accomplishments

## Maximize Efficiencies & Effectiveness

Continually assess operational processes and services to improve effectiveness and efficiency (e.g., policy development, training, education, public safety, water, court, administration, etc).

- Westlake Academy is now on a fully automated enrollment process

- Email retention policy implemented to eliminate old documents and records

- Finance Dept. is streamlining the accounts payable process using AP Workflow

- Purchased a 71 passenger bus for the Academy

- Secured ductbank contract for Entrada

- Completion and Town Acceptance of Entrada infrastructure

- Completed the conversion of personnel files in Laserfiche records system

- Secured TWDB funding for FW PH 2 water line project

- Emergency operation team and draft plan created at Westlake Academy

Police department restructured and has added the ranks of Captain and Lieutenant.

- Developed and implemented water quality monitoring plans for bacteriological and nitrate/nitrite sampling

- Staff completed the online municipal evaluation system

- Termination of off-site storage contract for stored records, as they will be housed in Laserfiche or destroyed according to retention schedules

- Began work with OpenGOV to allow us to build cloud-based reports that contain relevant data for informed decision making and increased transparency

- The Finance department and the Municipal Court worked together to formulate a process to remit Unclaimed Property to the state

- Increased international travel opportunities and global engagement for students through student exchange opportunities and international partnerships

- Obtained new Medical Director who has established medical protocols for Fire-EMS designed to provide optimal care for all of the citizens of Westlake and support regional efforts

- WA developed a continuous improvement cycle to improve and create efficiencies for our teacher evaluation process, hiring protocol, and budget cycle

- Trained administrative assistant to serve as the Planning & Zoning Commission Secretary creating redundancy and enhancing our service delivery

- Performed an evaluation study of specific areas of the Town's sanitary sewer collection system to identify defects in need of repair

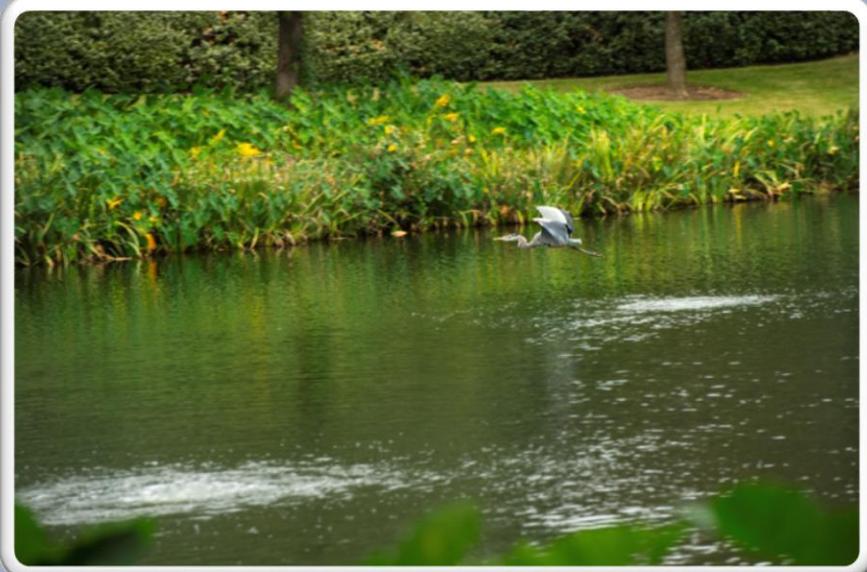
# 2017 Accomplishments

## Encourage Westlake's Unique Sense of Place

Involving the community and other stakeholders to create development and environmental goals and support systems to preserve and protect Westlake's natural beauty.

- Established public art component opportunity within to the community and adopted Public Art Program
- Coordinated/Partnered with Parks & Rec to create and distribute new Westlake Trails Map to residents and stakeholders

- Implemented the Town's first Communications Focus Group to gather insight and assess Town communication and marketing effectiveness, citizen engagement efforts, and future initiatives



- Opened New Primrose School in Entrada
- Facilitated discussions regarding the Town's Transfer of Development Intensity ordinance

- Received Prestigious SSG Economic Development Award
- A second Butterfly garden was completed with the help of a Mother and Son Group

# 2017 Accomplishments

## Increase Transparency, Accessibility & Communications

Provide personal and professional services as well as accurate, accessible information through various methods such as: websites specific to the audience, targeted emails, meetings, media outreach, personal communications, social media, branded advertising, and magazine publications

- *Simply Westlake* resident publication completed its 5<sup>th</sup> year.

- Executed comprehensive communication plan specific to new Fire – EMS facility

- Increased video coverage and production planning for both municipal and academic departments for cross-promotion and citizen education of initiatives across multiple communication platforms.

- 15% increase in overall satisfaction with Westlake Academy's new website and a 7% increase in both quality and methods of communication



- Created a public portal for Laserfiche that establishes a 'public tag' so records are instantaneously available to stakeholders and interested individuals

- Increased social media usage and added new accounts of Instagram and Next Door to enhance citizen engagement.

- Communication satisfaction was 81% (U.S. average is 50%).

- Experienced significant gains in citizen engagement via Social Media accounts since January 2017

- Completed enhancements of new resident information packet

- Completed website analytics and procured contract for upcoming municipal website redesign and new mobile app in 2017-18

# 2017 Accomplishments

## Attract, Recruit, Retain & Develop the Highest Quality Workforce

Attract, recruit, retain and develop motivated high quality employees who are aligned with the organization's culture

- The Town Manager and Assistant Town Manager were re-certified as Credentialed Managers for 2017.
- Hired a full time Chief Building Official position
- Finance staff team attended Texas Association of School Business Officials Annual Conference
- Hired new court administrator who has implemented numerous streamlining processes to help improve case closure rate.
- Staff team attended the Alliance for Innovation Conference
- HR Director was re-elected as a board member of the Region 11 Benefits Cooperative



- All WA staff members have attended professional development on Inquiry to improve our execution of the IB framework
- We continue to gather the entire municipal staff team to conduct in-house book studies to build our organization
- Staff attended the STW Annual Conference. STW uses an integrated financial accounting and reporting system with specific innovative labor-saving applications
- Hired new communications manager to replace communications specialist; new manager has valued experience in videography, social media marketing, and media relations
- Recruited and hired 61 academic employees and 12 municipal employees in the past year.

## 2017 Accomplishments

### Improve Technology, Facilities & Equipment

Improving technology will allow our staff to be more efficient and effective. We will maintain and plan our facilities and equipment needs and uses to provide exceptional and cost-effective services.



- Municipal staff moved in to newly remodeled space for a Town Hall facility. Allowed for long-term rental space to conduct town business.

- Completed the design phase of the new Fire – EMS station and broke ground on the new facility
- WA replaced the aging wireless network with more powerful and faster wireless access points across the entire campus
- Paper Cut was implemented at WA to allow us to better manage our printers and better understand how and when they are used. PaperCut also allows us to offer printing and copying to our students
- Repainted the 685,000 gallon Ground Storage Tank at the pumpstation to help preserve the life of the asset
- Pond Repairs on the Academy campus were complete in April 2017
- Outdoor Learning Stations were funded through assistance of the Foundation and completed in May 2017
- Began the 2016-2017 school year by deploying over 1000 new iPad Air 2 tablets/cases to all staff and students as part of our 1-to1 iPad initiative.
- Purchased and deployed new MacBook Pro laptops to all Academy staff. The laptops that were replaced were moved into laptop carts for student use, bringing us to a total of 220 laptops
- Through a grant from the WA Foundation we were able to purchase three 3D Printers and setup a flexible learning design space.
- WA was chosen to participate in the Pioneer Program of Google Expeditions, a program where students and teachers are able to go on a VR (virtual reality) “field trip”.
- Major roof repair completed on the Academy campus

# 2017 Accomplishments

## Optimize Planning & Development Capabilities

As development workload increases, professional planning and development skills will be needed to process the complex planning and zoning cases that will result in the high quality development that is desired for the Town of Westlake. Educating all stakeholders about the existing development and zoning regulations and keeping them informed and engaged in the future update process will create a sense of ownership in the future development of the town.



- Implemented the MyGov software system to provide for a holistic range of development services utilizing technology.



- Continued to monitor developments (Entrada, Granada, Quail Hollow, Schwab) to ensure conformance to Town and Development design standards

- Adopted several ordinances leading to effective implementation of the Comprehensive Plan.



- Reviewed Schwab architecture to help ensure the one-of-a-kind development

- Development department web page updating to ensure timely and accurate information for those who would like to develop in our community