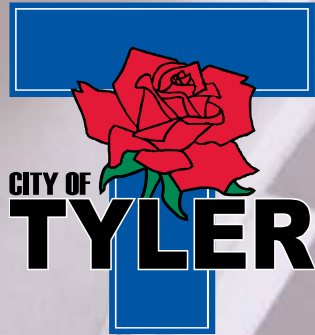


*A tradition of*

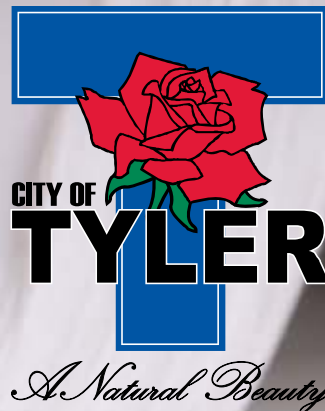
**Planning  
Implementing  
*and*  
Measuring**



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**Blueprint  
Business Plan and  
Tyler 21**

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*How we do business...*

*In 1997, the City of Tyler adopted the “Blueprint” Business Model to define our core values and commitment to a culture of continuous improvement in the way we do business and deliver services. The Blueprint defines our organizational culture and is what differentiates us from other municipal governments.*



*This model has served the City well. The result of this strategic approach to municipal management includes becoming one of only a few cities to pay off all general obligation debt and achieving the lowest property tax rate in the State for cities with a population of 15,000 or greater.*

*If the Blueprint defines “how” Tyler will do business, then Tyler 21 defines “what” our plan is for the future. In 2007 the Tyler City Council adopted the Tyler 21 Comprehensive Plan. This plan defines a shared vision for Tyler’s future and outlines goals and action plans to ensure we are successful.*

*More than 1,000 Tylerites took part in the development of the Plan. The result was a 488 page document containing 13 chapters that address the needs identified by the community.*

*By combining the Blueprint Business Plan with the clear vision outlined in the Tyler 21 Plan, Tyler is on the course to realize our vision for the next generation.*

*City Manager*

For more information about the City of Tyler, or to view the entire contents of the Tyler 21 Plan, please visit our website at:

[www.cityoftyler.org](http://www.cityoftyler.org)

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# Tyler Blueprint Goals

**S**  
**E**  
**R**  
**V**  
**E**

**STREAMLINE** - To improve the efficiency of; modernize, to contour economically or efficiently.

**EMPOWER** - To equip with an ability, enable; to give or delegate power or authority to; commission or make accountable.

**RESPOND** - To react positively or favorably; to render satisfaction; to be answerable with a sense of urgency.

**VENTURE** - To have the courage or presumption to do; a business enterprise.

**EVALUATE** - To rate; examine or judge carefully; ascertain or fix the value or worth of, appraise.

## Blueprint Core Values

- ◆ The highest premium is placed on responsiveness to citizens' needs.
- ◆ All City services are competitively or contractually delivered.
- ◆ Tyler's leadership employs strategic, fast-track thinking to keep the organization streamlined, adaptable to change and competitive.
- ◆ There is an organizational mindset for production, innovation, service excellence and results.
- ◆ All employees are fully trained and quantifiably productive.
- ◆ The City is postured with 21st century technology.
- ◆ There is a focus on minimizing liabilities and costs and improving service quality and delivery.
- ◆ The organization is constantly audited for performance productivity and operational effectiveness.
- ◆ The City Manager is the business manager for the City's blueprint for competitive services, productive staff and technologically correct processes.
- ◆ The City will pursue the Tyler 21 Vision to become nationally known for a commitment to community, a robust business environment and the beauty of public places.

# TYLER 21 Building our future together

**Why We Developed This Plan** The City of Tyler is growing. We doubled our population between 1950 and 2005, increasing our land area dramatically through annexations. Tyler's population topped 101,000 in 2005, a significant milestone, and by 2030, our population will be close to 150,000. Our retail offerings, hospitals and educational institutions make us the center of a region of over 600,000 people. *This plan will ensure that as we grow, we will preserve all the things we love about our City and our community, while taking the best advantage of the opportunities that growth can bring.*

**How We Developed This Plan** The Tyler 21 Plan was developed by the people of Tyler. Through an unprecedented process of broad participation, more than 1,000 Tylerites participated in the development of the Plan.

**How We'll Put the Plan to Work** The Tyler 21 Comprehensive Plan includes a detailed implementation and action plan detailing What, How, Who, and When for specific actions. Each year, a thorough assessment of our progress will be presented to the City Council. In the first year of implementation, astounding progress was made toward the realization of Tyler's vision for our future!

### Tyler 21 Vision for the Future

*In 2020, the City of Tyler will be nationally known for its commitment to community, a robust business environment, and the beauty of its public places.*

## What is in the Plan?

The Tyler 21 Plan covers a broad range of topics in 13 chapters, including: current trends, the planning process and all aspects of Tyler's community life that affect the way the City will grow and develop in the future.

- **Planning for the 21st Century.** The first section of the Plan sets out the City's vision for the future and guiding principles for growth in the next generation.
- **Two District Plans.** The second section focuses on two areas of the City that Tylerites agreed need special revitalization attention, **Downtown** and the **North End**.
- **Six Citywide Elements.** The third section of the Plan contains six elements that cover specific topics and themes on a citywide basis. **Historic Preservation, Parks, Open Space, Recreation and Lakes Housing, Neighborhoods and Community Identity, Business and Economy, Transportation and Circulation, and Public Facilities and Services.**
- **Two Implementation Chapters.** The final section of the Plan includes guidance on future land uses and annexation opportunities, as well as a detailed action plan to guide progress towards the goals of the Plan.

