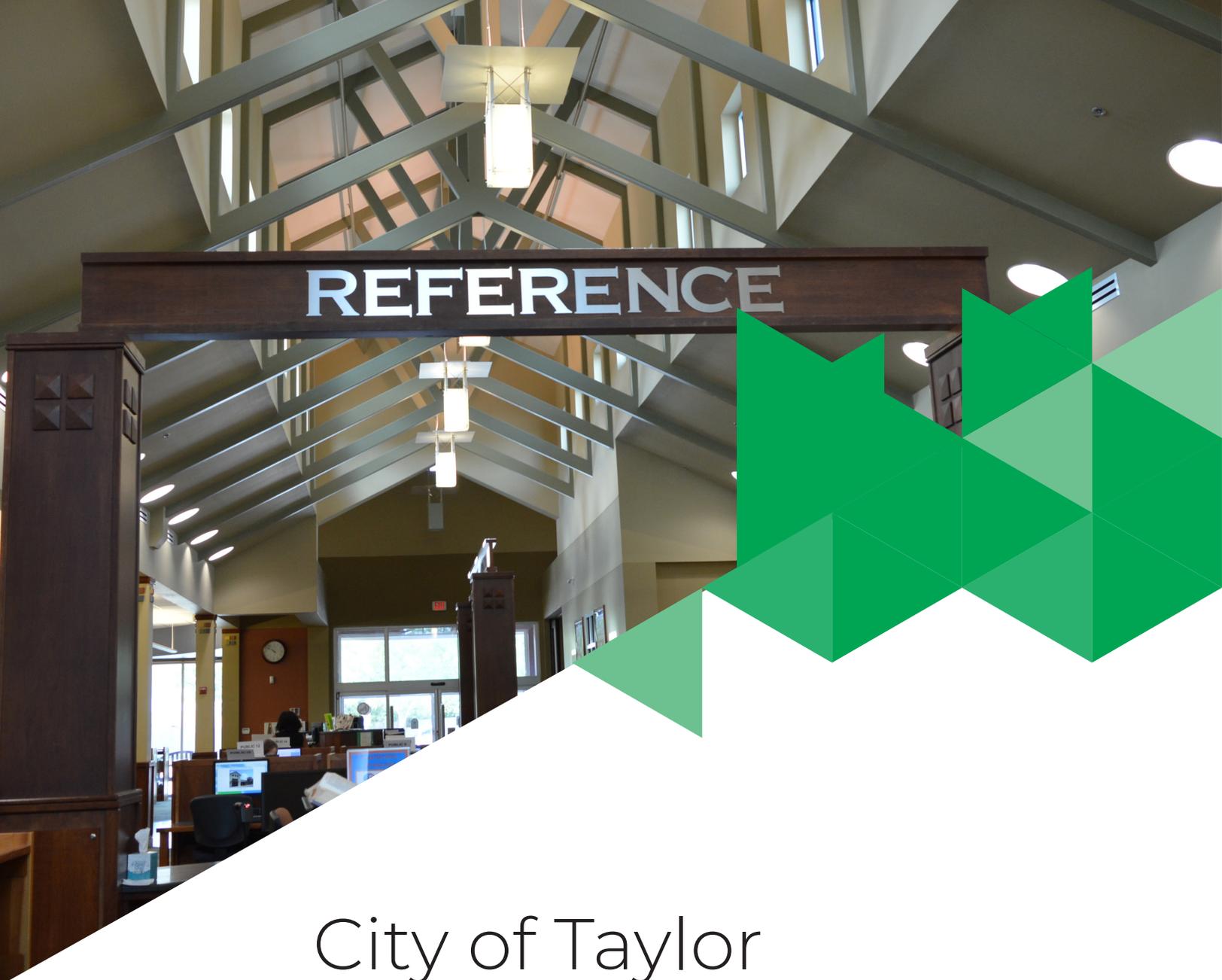


# **ANNUAL REPORT 2017**

**[taylortx.gov](http://taylortx.gov)**





# REFERENCE

City of Taylor  
400 Porter St.  
Taylor, TX 76574  
512-352-3675



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# TAYLOR CITY COUNCIL

Taylor is a Home Rule city, which means the Council can enact legislation, adopt budgets and determine policies, subject only to limitations imposed by the Texas State Constitution and the City Charter. The City Council is also guided by an Ethics Policy and a Council Relations Policy to ensure a commitment to preserving the integrity of local government.



As a native of Taylor, I am both humbled and honored to serve the community I love.”

*Mayor Brandt Rydell*



## City Manager



ISAAC TURNER

- A. ROBERT GARCIA**  
Term: 2016-2019
- B. MAYOR BRANDT RYDELL**  
Term: 2012-2018
- C. CHRISTOPHER GONZALES**  
Term: 2009-2018
- D. DWAYNE ARIOLA**  
Term: 2017-2020
- E. MAYOR PRO TEM CHRISTINE LOPEZ**  
TERM: 2016-2019

## Assistant City Manager

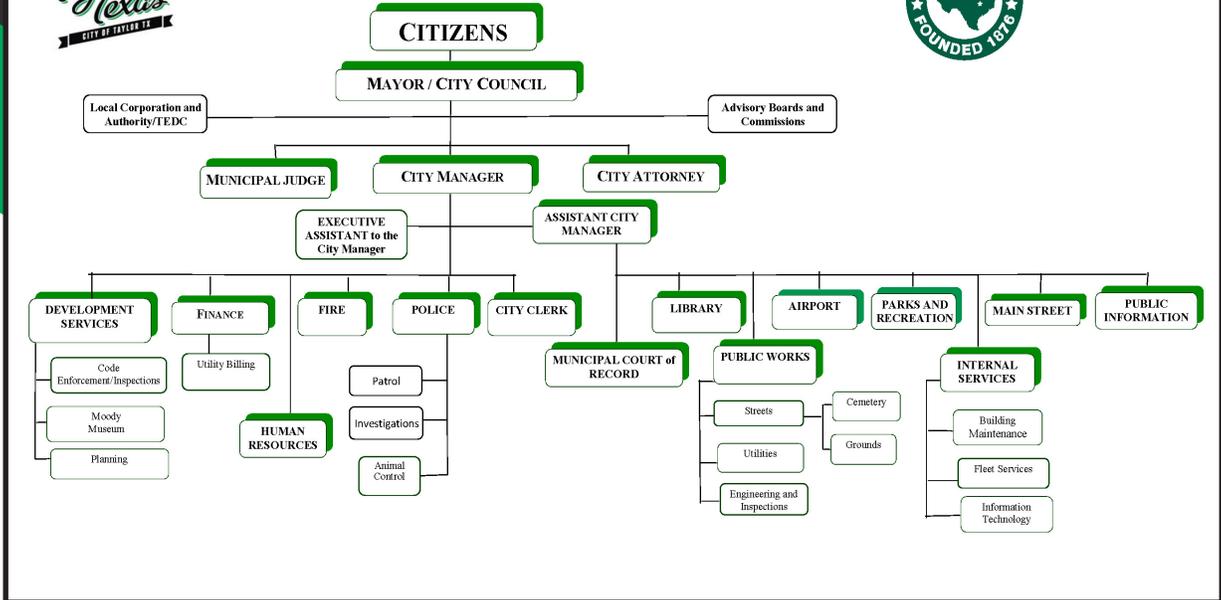
JEFFERY JENKINS



*City Council meets the second and fourth Thursdays of the month at 6 p.m. at Taylor City Hall, 400 Porter St., except in November and December (one meeting each).*



# CITY OF TAYLOR ORGANIZATIONAL CHART



# COUNCIL GOALS 2015 - 2020

## PILLARS

- ▶ Economic Vitality
- ▶ Streets/Infrastructure
- ▶ Quality of Life

## FOCUS AREAS

- ▶ Neighborhoods
- ▶ Infrastructure / City Facilities
- ▶ Streets / Transportation
- ▶ Economic Vitality
- ▶ Diversity and Population Size
- ▶ Parks, Trails, Open Spaces
- ▶ Community Engagement
- ▶ Customer Service
- ▶ Arts
- ▶ Financial Health
- ▶ Safety



In work session meetings held in November and December, City Council reviewed the Combined Strategic Facilities Master Plan as presented by Sledge Engineering. The document is a map by which Council members and staff will focus efforts in planning for the Capital Improvements Program.

# FINANCIAL HIGHLIGHTS



The City of Taylor is dedicated to best accounting practices for municipalities and financial transparency. Taylor continues to receive recognition for its solid financial reporting each year.

## Projected Taxable Values

# \$1.05 Billion

Valuation of property in the City of Taylor showed a 7.6% increase during FY 2016-2017. Projections for FY 2017-2018 show 8.6%.

**Taylor reduced the FY 2017-2018 tax rate to \$0.798, the lowest in eight years.**

Tax Rate in FY 2016-2017 was \$0.8038.

Sales Tax Income  
**FY 2017-2018 Estimate  
\$3.134 Million**

**+5.4%**

**FY 2016-2017 Actual  
\$2.964 Million**

## Budget Highlights

For the ninth year in a row, the City of Taylor Finance Department was awarded a Certificate of Achievement for Excellence in Financial Reporting, the highest form of recognition in governmental accounting and financial reporting, having satisfied the high standards of the Government Finance Officers Association.

2017 was the third of five years of implementation of the Water and Sewer Stabilization Program for a combined 9.9% to provide for capital improvements of both utility systems.

The City continued a 5-year Community Investment Program (CIP) for Streets, Water/ Sewer, Drainage, Facilities, Airport, Parks and Downtown by fund, by year.

A citywide phone system was upgraded for improved efficiency and productivity, at a cost of \$113,760, which included an annual cost reduction of \$4,308.

Funds were expended for vehicle replacement totaling \$754,000, including cash funding of \$400,000 for two new Utility vehicles.

A 3% raise for city employees was approved in September 2017, effective on January 1, 2018.

**Total Debt Obligation = \$25,600,149  
Secured by property taxes**

# The Taylor Community Thrives Together

Residents of Taylor are involved in their community. Whether they volunteer at special events or friends and family gather to help clean up neighborhoods, citizens are happy to participate throughout the year.



*The annual 9-11 Memorial March and Ceremony sponsored by Taylor Fire Department honors those who lost their lives on 9-11-01. The community gathered on Main Street and in Heritage Square Park in September.*



*From left: City Manager Isaac Turner, City Council Member Dwayne Ariola, Gerald Anderson (nephew of Bill Pickett), and Mayor Brandt Rydell pose at the statue of local cowboy legend Bill Pickett after its unveiling at the corner of 2nd and Main streets in April.*



*Community and civic groups march on Main Street together for the annual Christmas Parade down Main Street -- a favorite event that draws thousands to the heart of the city.*



*Each year in April (above) and October (below) citizens and city staff work to clean up neighborhoods.*



# DEVELOPMENT SERVICES

Number of Certificates of Occupancy Issued: 35 Commercial

Number of Residential Building Permits Issued: 83 New Homes

Site Development Plans: 17

## 2017 SITE DEVELOPMENTS (Approved)

### **Burger King**

3509 N. Main St.

### **ERCOT Training Building**

830 Airport Road

### **Holiday Inn Express**

180 NW Carlos G. Parker Blvd.

### **Metal Mart**

500 SE Carlos G. Parker Blvd.

### **Parkside Mondel Multi-Family**

2701 Davis St.

### **Scott & White Emergency**

Remodeled  
305 Mallard St.

### **Taylor Independent School District**

Three school projects



The City of Taylor participates in the HOME program through the Texas Department of Housing and Community Affairs. The program allows the City to rehabilitate / reconstruct homes for low-income persons within the city limits.

*In 2017, a total of 6 homes were rebuilt.*

**THIS HOUSE FUNDED BY  
HOME PROGRAM**



**512-452-0432**

## 2017 NEW CONSTRUCTION

**First Baptist Church**  
2500 Mallard St.

**McDonald's | Rebuild**  
2501 N. Main St.

**Noren Products**  
205 S. Edmunds St.

**Pilot Knob Vineyard**  
203 N. Main St.

**Summit Cabinets**  
Mustang Industrial Park

**Taylor Crossing | Multi-Tenant**  
107 NW Carlos G. Parker Blvd.

**Texas Beer Company  
Production Brew House**  
1331 W. 2nd St.

**Taylor Independent School District**  
Four school projects

**Annexations:** 2 (156 acres total)

- Rezoning:** 5 Regular,  
3 Planned Development
- Avery Glen (279 lots)
  - East Wilco 95 (12 units)
  - Sundance (296 lots)

**Recorded Subdivision Plats:** 11  
Residential Lots = 5  
Non-Residential Lots = 6

**Number of Multi-Family Units  
Approved:**  
Fourplexes = 12 units  
Condominiums = 81 units

**Variances Approved:** 3

### "380" Agreements:

*Valero Company  
Hart Components*



# FIRE DEPARTMENT

*Serving with Pride, Taking Ownership, Seeking Excellence, Making a Difference*

The Taylor Fire Department provides not only fire suppression functions, but also Emergency Medical Service first response, rescue, fire prevention public education, fire investigation, hazardous materials response, wildland response and pre-fire mitigation services.



*Taylor Firefighters are trained to respond to fire and medical calls for service, and are ready at a moment's notice to protect property and citizens.*

## 2017 Highlights

- Responded to 2,216 calls for service
- Conducted 378 inspections in local businesses
- Logged more than 3,700 hours of on-the-job and workshop training
- Obtained a 3,000-gallon water tanker from neighboring department for \$1, saving TFD \$110,000
- Replaced a 2004 Command Vehicle with a new model
- Four firefighters completed Texas Forest Service certifications
- Three firefighters attended the TEEX Leadership Development Symposium
- All apparatus operators completed 50+ hours of Blue Card Continuing Education training and testing
- Educated more than 2,000 daycare-age through fifth graders in Home and Fire Safety
- Completed day and night drills as recommended by the National Fire Protection Association

## HONOR GUARD ACADEMY

In 2017, fire teams from 15 cities participated in the TFD Honor Guard Academy. The program is recognized by the Texas Fire Chiefs Association, Texas State Association of Firefighters and Line of Duty Death Task Force.



### ***Honor Guard Academy teaches:***

- *Traditions and History*
- *Basic Facing Movements and Drill*
- *Flag Etiquette*
- *Color Teams*
- *Casket Watch and more*

## Community Involvement

- 4th of July
- 9/11 Memorial March
- 911 Camp (summer school)
- Back-to-School Summerfest
- Blackland Prairie Days
- Community Cleanup
- Dickey Parade & Health Fair
- Easter Egg Hunt
- HEATS Academy
- Hurricane Harvey
- Juneteenth
- LEAD Taylor Presentation
- Memorial Day Ceremony
- MLK Jr. Day
- Moody Museum Cleanup
- National Night Out
- Pounds of Plenty Food Drive
- Red Santa Program
- Station Tours
- Stomp 'N Holler
- Storytime | Library, Schools
- Truck Petting Zoo
- Veterans Day Ceremony

# HUMAN RESOURCES



<b>Implemented New Applicant Tracking</b>	<b>Launch Date:</b> Aug. 28
	<b>Jobs Posted:</b> 12
	<b>Applications Received:</b> 1,805
	<b>Cost:</b> \$2,285/year

Contracted with ApplicantPro for applicant tracking software to allow job applicants to apply online, which automated the City of Taylor hiring process, increased efficiency and reduced the amount of paper.

<b>Completed Compensation Study</b>	<b>Plan to Council:</b> July 30
	<b>Council Approval:</b> Sept. 28
	<b>Cost:</b> \$19,500

Contracted with Public Sector Personnel Consultants to evaluate pay rates for City jobs compared to similar jobs in Taylor's competitive marketplace, including data from 16 area cities and the private sector. The study included information about market pay ranges, salaries and benefits provided to employees.

<b>Customer Service Training</b>	<b>Training Date:</b> July 20
	<b>No. Trained:</b> 20 from Dev. Services, Fire, Public Works & Utility Billing
	<b>Cost:</b> \$7,500

Contracted with Coleman and Associates to complete Customer Service Training for key City departments to continuing improving the development process, including customer service, for prospective developers and visitors to the City.

<b>Survey of Employee Engagement</b>	<b>Plan to Council:</b> Oct. 12
	<b>Survey Began:</b> Oct. 30
	<b>Closing Date:</b> Nov. 17
	<b>Cost:</b> \$1,995

Contracted with the University of Texas Center for Organizational Excellence.

# INTERNAL SERVICES

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The Internal Services Department oversees all City of Taylor building maintenance, information technologies and city-owned fleet vehicles. Services include routine preventive maintenance, welding and fabrication and general repair work.

## Energy Performance Project

- **Energy-efficient improvements** were made in 2017 and included: LED lighting, HVAC upgrades, HVAC Armor and building envelope repairs
- **Repairs** included weather stripping, sealing, roof joint sealing, window caulking and door sweeps in 12 out of 19 of the City of Taylor facilities. A new Cool-Roof coating was completed on the Public Works Building.
- **Two condensing units** at Taylor Municipal Court and two at Fire Station #2 were cleaned and a protective coating applied.
- **Five rooftop units** were replaced in the HVAC system at Taylor Public Library. Six other city buildings had their split system and some rooftop units upgraded.
- **Lighting upgrades** were done in 17 of 19 of the City of Taylor buildings, as fluorescent lamps were replaced with T8-style LED tubes. Exterior lights were replaced with LED fixtures, as well.

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**FLEET SERVICES**

**10**  
**VEHICLES REPLACED**

**2**  
**MOWERS REPLACED**

**Departments affected include: Police, Fire, Development Services, Utility Maintenance, Parks & Recreation, Streets/Grounds and Animal Control.**

# MAIN STREET

## We're Taylor Made Texas



Taylor's Downtown Main Street is the cultural hub of the City, with many historic buildings and picturesque ambiance. The Main Street mission blends revitalization within the context of historical preservation through redevelopment, education, economic development and heritage tourism. It's an eclectic mix of shops, restaurants and services in an old town atmosphere.

*Special Events  
happen all year long in  
Downtown Taylor!*

- *Blackland Prairie Days*
- *Main Street Car Show*
- *Let's Swirl Wine Swirl*
- *Christmas Bazaar*



### NEW BUSINESSES OPENED IN 2017

**Black Sparrow**  
113 W. 2nd St.

**Pilot Knob Vineyard**  
203 N. Main St.

**Rojas Tacos**  
400 S. Main St.

**2nd Street  
Commercial Kitchen**  
116 W. 2nd St., #107

**Schecht Electronics,  
LLC**  
220 E. 4th St., Unit C

**Southern Hospitality**  
103 E. 3rd St.

**Trouville Antiques**  
401 N. Main St.



### CURB SIDE COFFEE HOUSE

**Winner:** Texas  
Downtown Association  
President's Award - "Best  
Commercial Interior" for  
cities with less than 50,000  
population; November

### MAIN STREET: SHOWCASED

*"Main Street Matters"*  
A publication of Texas Main  
Street Program

*"Great Main Street  
Adventures"* - Pilot show  
about downtowns

# PARKS & RECREATION



*Murphy Park is a peaceful setting for a variety of waterfowl - and people!*



*Artist rendering of the design for the skate park located on Main Street, between Third and Fourth streets, being built by Evergreen Skateparks.*

## NEW SKATE PARK IS UNDERWAY

Groundbreaking was on December 14



### Taylor Garden Club

**\$10,000  
Donation**

Completed construction of the Garden Planters at Murphy Park.

### Taylor Area Tennis Association

**\$1,500  
Donation**

Converted two old tennis courts into pickleball courts at Murphy Park.

### Partnered with Taylor ISD

**Saved  
\$10,000**

Resurfaced four old tennis courts as a joint project in Murphy Park.



## Regional Park & Sports Complex

This state-of-the-art sports facility is the site 10 months of the year for regional and national softball and baseball tournaments.

### In 2017, TRPSC was host to:

- Triple Crown Sports USA Gold Nationals
- Triple Crown Sports SW Summer Nationals
- USSSA Baseball Texas State Championship
- USSSA Baseball Super NIT

---

## \$500,000 Grant

Texas Park & Wildlife

For Construction of a Skate Park and improvements to Heritage Square Park

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## \$150,000 Grant

Texas Park & Wildlife

Broke ground on \$250,000 in improvements to Robinson Park

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## \$1.2 Million Grant

TX Dept. of Transportation

Completed construction on the Main Street Trail, including \$1.5 million in sidewalk

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## \$200,000 Donation

Partnership: Lone Star Soccer

Funds for construction of additional soccer fields at the Taylor Regional Parks and Sports Complex (pending TXPW approval)



# POLICE DEPARTMENT

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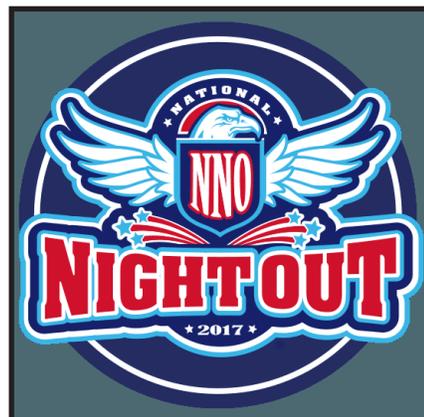
## Our Values:

- Integrity
- Excellence
- Fairness
- Pride
- Honesty
- Service
- Compassion
- Innovation

## **\$73,000 GRANT: Victim Services Coordinator**

The Office of the Governor's Criminal Justice Division awarded the Taylor Police Department a grant in September to fund this vital new position. The purpose of the Victim Services Program is to provide assistance directly to victims of crime to speed their recovery and aid them through the criminal justice process.

***80-20 split: State/City***



**National Award Winner | 10 Years**

**Ranked #9 in Texas  
#43 in the Nation**

**Category:  
15,000-50,000 population  
November 2017**

---

## **New Traffic Enforcement Unit: \$144,956**

*City Council funded two new Police Officer positions to create the Traffic Enforcement Unit, bringing the total numbers of officers on staff to 29.*

---

# COFFEE WITH A COP



The Taylor Police Department for the first time held an informal gathering where the public could meet, talk and have coffee with officers. The inaugural event held at Whataburger on Main Street in October was great fun! Future events are once per quarter, each held at different locations.



*The Taylor Police Department oversees animal rescues and operations at the Taylor Animal Shelter, working closely with local volunteers.*



1

## TASER 60 PLAN REPLACEMENT & UPGRADE

5 ANNUAL PAYMENTS

YEAR ONE: \$2,285

YEARS TWO - FIVE: \$3,120

**TOTAL COST: \$14,765**

2

## RIFLE-RESISTANT BALLISTIC VESTS WITH LEVEL IV PLATES

DONATION FROM M. WALKER

VALUED AT: \$360 EACH

**TOTAL DONATION: \$5,040**

# PUBLIC INFORMATION

The city of Taylor Public Information Office develops internal and external communications, assists with managing citizen participation initiatives, oversees City marketing efforts, and serves as a liaison between the City of Taylor and the media. The Public Information Officer manages the City's website, social media outlets, develops the monthly newsletter which is mailed

to residents in utility bills, manages video content and programming for the City's Government Access Channels. The PIO also manages the Taylor Marketing Partnership's efforts of joint promotion of Taylor. TMP includes the City of Taylor, Taylor Chamber of Commerce, Taylor Independent School District and the Taylor Economic Development Corporation.

## Social Media Statistics

### FACEBOOK:

2,456 followers

73% - Women  
26% - Men  
23 Countries  
45 Cities

### TWITTER:

327 Tweets

152,151 Impressions  
10,799 Profile Visits  
1,207 Followers

### INSTAGRAM:

105 Posts

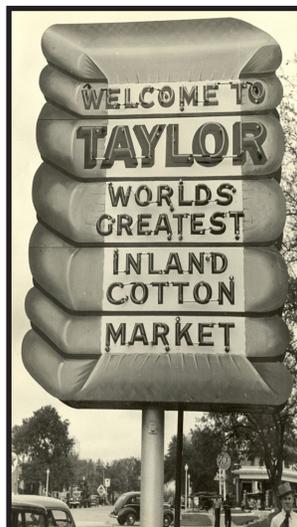
578 Followers



Sign up to receive City News and other information at [www.taylor.tx.gov/notifyme](http://www.taylor.tx.gov/notifyme).



Mayor Brandt Rydell talks about opportunities in Taylor in a presentation to the Williamson County Board of Realtors.



Murphy Park is the site of Liberty Gardens, which honors members of the military. It is located at the entrance to the park.

# PUBLIC LIBRARY

The mission of the Taylor Public Library is to promote a life-long love of reading and to provide educational, informational and recreational resources to patrons of all ages and of all cultural and economic backgrounds.



\$2,400 Grant

Texas Book Festival Collection Development

Funds were used to purchase children's books about Science.

\$2,000 Donation

Rotary Club and the Tocker Foundation

Funds were used to purchase children's paperback books to give to young library patrons.

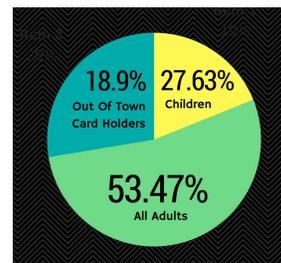
\$4,000 Donation

Valero, Inc. check given to Friends of the Library

Soon to be a new business in Taylor, Valero Company presented a check to the Friends on October 12.

## VIRTUAL REALITY LAB

Taylor Public Library partnered with AMD to participate in a Virtual Reality pilot project. TPL was only one of five libraries in the nation that received a donation of the lab equipment from AMD.



Library Card holders =  
**11,910**

**Number of Library Books & Movies:  
53,883**

**TAX PREPARATION:** Per instructions from the Texas Secretary of State to all public libraries, Taylor Public Library staff offered voter registration forms to all new and renewing patrons, providing assistance where needed.



01

- Twenty iPads were donated in April for coding classes by Rep. Larry Gonzales and International Game Technology
- Historical materials about Taylor’s Hispanic heritage were donated by Mr. Gummie Gonzales
- National Library Week was recognized with a Proclamation in October
- Library staff ran the Halloween Costume Contest at Spooktacular; 87 children participated
- December’s Polar Express Party drew 112 children and adults



02



03



04

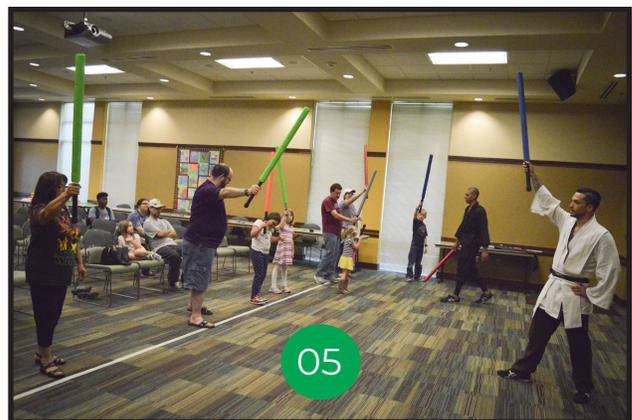
01 Each week the Library hosts the Bow Wow Reading Club.

02 Bronze statues of children reading greet visitors to the Public Library.

03 The Library has thousands of titles for all ages, children through adult.

04 Children benefitted from a donation of free books.

05 A Star Wars clinic proved popular with the children in May.



05

# PUBLIC WORKS

The Public Works Division provides street and utility maintenance, and responds to citizen inquiries regarding solid waste collection services in a timely, cost-effective, polite and responsible manner. View the new projects!

## 4TH STREET HIKE AND BIKE TRAIL & BRIDGE PROJECT

The sidewalk and trail was damaged by flooding in May 2015. In 2017, the repair and expansion was completed at a **cost of \$107,050** from the General Fund and FEMA reimbursement.



**BEFORE**



**AFTER**



## 2017 MUSTANG CREEK WASTE WATER PLANT PROJECT

The photos represent **\$1.5 Million of \$2.25 Million** of bond money set forth for plant repairs. In addition, the Supervisory Control and Data Acquisition system was updated for new equipment, the influent gates removed, repaired and replaced, and a new influent meter was installed. Remaining repairs include Clairifiers #1 and #3.



**BEFORE**



**AFTER**



## 4TH STREET COMMUNITY DEVELOPMENT BLOCK GRANT STREET REBUILD PROJECT

The project was paid for by the General Fund and CDBG Funds, and is completed.

**Total Cost = \$853,446.**



**BEFORE**



**AFTER**



## EDMOND STREET DRAINAGE AND REBUILD PROJECT

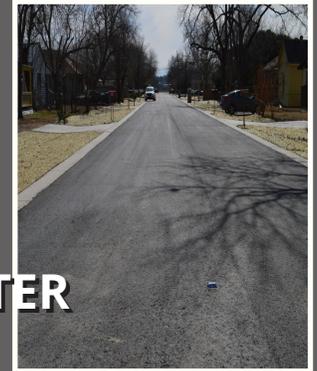
The project was funded by the Utility and Transportation User Fee and the Municipal Drainage Utility System fund. **Design cost = \$139,270; Total cost = \$1,124,389.**



**BEFORE**



**AFTER**



## SOUTHWOOD HILLS TOWER REHABILITATION PROJECT

The project included both sandblasting of paint and recoating inside and outside the tank, new logo design and exterior logo lighting. Paid with funds earned via agreements with telecommunication companies who use the tower as a fixed base for antennas. **Total cost = \$285,286.**



**BEFORE**



**AFTER**



## 2017 ANNUAL REPORT



 400 PORTER ST.  
TAYLOR, TX 76574

 512-352-3675  
 [WWW.TAYLORTX.GOV](http://WWW.TAYLORTX.GOV)

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**FACEBOOK:** TAYLOR, TEXAS-MUNICIPAL GOVERNMENT

**FACEBOOK:** TAYLORMADETEXAS

**TWITTER:** @CITYOFTAYLOR

**LINKEDIN:** CITY OF TAYLOR, TEXAS

**INSTAGRAM:** CITYOFTAYLORTX

**FLICKR:** CITYOFTAYLORTX