

CITY COUNCIL

2017 STRATEGIC PLAN

CITY OF HUNTSVILLE, TEXAS





CITY OF HUNTSVILLE STRATEGIC PLAN

Adopted by the City Council February 7, 2017

Strategic planning is the process an organization follows to articulate a vision for the future and establish a direction in making decisions and allocating resources to achieve the desired outcomes. The Huntsville City Council met on January 5, 2017 to create a new strategic plan to set the course for the City, a flexible document that will be periodically reviewed for updates.

The City Council established seven broad areas of strategic initiatives aimed to address all quality of life issues in Huntsville, with key objectives for implementation included. These will provide the City Council with mechanisms to gauge performance, provide direction to staff, and adopt changes to the strategic plan as success merits and needs dictate.

This strategic planning document is meant to serve as a guide for the City staff to develop the annual budget for Council consideration and to provide Council with a succinct method of articulating to staff the policy direction for the City of Huntsville, both as a community and an organization. This strategic plan will also communicate to residents and community partners the City Council's commitment to open government, communication, collaboration, and cooperation among all who live, work, recreate, educate, or operate a business in Huntsville. Finally, this strategic plan is meant to provide a road map for success that will lead families and new businesses to Huntsville to join an outstanding community where good governance and sound management provide the best that life has to offer.



VISION

The City of Huntsville is a community that is beautiful, historic, culturally diverse, affordable, safe, and well-planned, with great opportunity for our citizens.

MISSION

In order to maintain and enhance the quality of life and the achievement of our vision, the City of Huntsville provides, facilitates and regulates services, facilities and infrastructure for citizens, customers, visitors, businesses and state agencies, in a friendly, efficient, fair, honest and competent manner with quality and forethought.

VALUES STATEMENT

Public service is our business and our goal. We believe in commitment - not just to our job, but to our faith, our beliefs, and our family. Our pride in our work and the organization compels us to a high degree of professionalism.

Honesty in all our actions;

United in our commitment to ensure a safe work environment, fair wages and benefits, and opportunities for advancement;

Nurture an environment of cooperation between the City and its citizens,

Teamwork depending on one another to improve the quality of life;

Service excellence provided at every level in an efficient and economical manner;

Vision of an enriched future enhanced by encouraging skills, talents, and potential of our employees through training, opportunity, and recognition;

Integrity demonstrated in the treatment of our coworkers and those we serve and protect;

Leadership through communication in a responsive manner while maintaining a high degree of professionalism;

Loyalty to our faith, our beliefs and our families;

Embrace the diversity of our employees as a strength of our organization

Goal #1, City Appearance - Provide policies, amenities, and events that enhance the City's already beautiful and historic natural environment.

Objective #1 – Complete a Code Enforcement review with specific emphasis on the State Highway 30/11th Street/Highway 190 and State Highway 75 South/Sam Houston Avenue/State Highway 75 North corridors to ensure the best possible impression for citizens and visitors.

Objective #2 – Review and consider various proposals for a smoking ordinance.

Goal #2, Communications - Provide public information outreach efforts that inform the public of City operations, accomplishments and policies and allows for citizens input on matters of Council policy.

Objective #1 – Review and consider a proposal(s) for the construction of a digital message sign to improve citizen and visitor access to City information.

Goal #3, Economic Development – Promote and enhance a strong and diverse economy.

Objective #1 – Ensure City Council consideration of a construction contract for the Sam Houston Statue Visitor Center Expansion.

Objective #2 – Review and consider proposals and opportunities to fund economic development.

Objective #3 – In conjunction with the 2017-2018 Budget process, review and consider a proposal to for a comprehensive brand review to enhance the City's identity and marketing efforts to potential visitors.

Goal #4, Infrastructure - Ensure the quality of the City utilities, transportation and physical structures so that the City's core services can be provided in an effective and efficient manner.

Objective #1 – Complete construction of the new Solid Waste Transfer Station.

Objective #2 – Complete the construction of the TXDOT Transportation Alternatives Program sidewalk grant.

Objective #3 – Complete phases 1 and 2 of construction on the Town Creek Drainage Project.

Objective #4 – Commence and complete significant portion of design of all Proposition 3 projects.

Objective #5 – Complete construction of the Huntsville Animal Shelter.

Objective #6 - In conjunction with the 2017-2018 Budget process, review and consider a proposal for a comprehensive Transportation Plan.

Goal #5, Resource Development - Enhance the quality of life for citizens, businesses and visitors by leveraging the human and fiscal resources available to the community.

Objective #1 – In conjunction with the 2017-2018 Budget process, review and consider a proposal for a comprehensive pay and classification study for the organization.

Objective #2 – Conduct a workshop and thoroughly review all opportunities for grants to pursue a Recreation Center, including a financial plan for any funding gaps not covered by grant prospects.

Goal #6, Finance - Provide a sustainable, efficient and fiscally sound government through conservative fiscal practices and resource management.

Objective #1 – Complete a thorough review of all elements of the City's healthcare benefits including retiree healthcare offerings.

Goal #7, Public Safety - Provide safety and security for all citizens.

Objective #1 – Secure a location for Proposition 1 Public Safety facilities.