

CITY COUNCIL

2021 STRATEGIC PLAN

CITY OF HUNTSVILLE, TEXAS





CITY OF HUNTSVILLE STRATEGIC PLAN

Adopted by the City Council February 2, 2021

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 11 and 12, 2021 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.

- Consider tree preservation standards for residential subdivisions and commercial developments
- Continue downtown street and sidewalk improvements by considering lighting and sidewalk improvements for the University Avenue corridor between downtown and the SHSU campus
- Consider stricter code enforcement compliance procedures
- Review and consider rental property occupancy standards
- Consider zoning requirements for consistent development standards around town specifically where commercial/multifamily residential abut neighborhoods

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.

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

- Increase attracting and marketing of businesses to town
- Recruit entertainment businesses to provide something for families to do in town

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.

- Complete design and begin construction on Proposition 2 projects
- Consider construction or participation in the construction of the driveway between Walmart and Aaron's rents
- Consider widening FM 1374 from IH45-Veterans
- Consider public transportation action plan to provide fixed route bus service

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.

- Work with the Junior Service League to facilitate the construction of an inclusive playground at Kate Barr Ross park
- Enter into a contract for design and begin construction of the MLK community center

- Review feasibility of building a sports complex to host tournaments
- Review/create programs for youth/teens
- Provide additional staff recognition programs
- Consider adoption of the Huntsville 2040 Comprehensive Plan

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

- Consider the possibility of creating an economic development sales tax-Type A or B economic development corporation

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

- Review staffing levels and funding sources for increasing Fire Department personnel
- Review staffing levels for Police Department
- Complete and occupy Proposition 1 projects
- Begin construction on an animal control facility either by the City or through a public/private partnership