



# CITY OF HUNTSVILLE STRATEGIC PLAN

**Adopted by the City Council February 15, 2022**

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 25 and 26, 2022 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.

**H**onesty in all our actions;

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

**N**urture an environment of cooperation between the City and its citizens,

**T**eamwork depending on one another to improve the quality of life;

**S**ervice excellence provided at every level in an efficient and economical manner;

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

**I**ntegrity demonstrated in the treatment of our coworkers and those we serve and protect;

**L**eadership through communication in a responsive manner while maintaining a high degree of professionalism;

**L**oyalty to our faith, our beliefs and our families;

**E**mbrace 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.**

- Award consulting contract to prepare zoning districts and associated regulations for consideration
- Consider a residential rental occupancy and inspection program
- Review the feasibility of and the costs associated with relocating overhead utilities either underground or behind properties

**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.**

- Utilize the monthly water bill to inform the public of city services to include heavy trash and contact information to report code violations or public works concerns

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

- Review and prioritize improvements needed at the Bruce Brothers Huntsville Municipal Airport

**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.**

- Break ground and reach 75% completion on the Service Center project
- Complete design and award the construction contract for the City Hall project
- Review the city's drainage infrastructure and prioritize future projects to include recommendation on funding sources

**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.**

- Award the construction contract and begin construction of the MLK Community Center project
- Enter into an agreement with a consulting firm to conduct a sports complex feasibility study and commence work on the report
- Review and consider updating the City Council rules of procedure

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

- Complete the water/wastewater rate study and consider implementation as part of the annual budget process
- Review and maintain competitive compensation for employees

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

- Reach substantial completion on the construction of the Animal Control facility
- Solicit proposals and enter into contract with a provider for operations of the Animal Control facility
- Review and consider adequate staffing levels for public safety departments

**Goal #8, Resiliency- Demonstrate resilience in the City's efforts to overcome adversity and respond to emergency situations.**

- Provide assistance to local non-profits through the use of American Rescue Plan Act funds