

**CITY OF HUNTSVILLE
2024 STRATEGIC PLAN**

CITY OF HUNTSVILLE, TEXAS





CITY OF HUNTSVILLE STRATEGIC PLAN

Adopted by the City Council March 19, 2024

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 held a planning retreat on January 29 and 30, 2024 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 five broad areas of strategic initiatives aimed to address issues in Huntsville. 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.

- **Public Safety**
- **Economic Development**
- **Quality of Life**
- **Infrastructure**
- **Engagement**

This strategic planning document is meant to serve as a guide for the City staff to develop the annual action plan and budget for Council consideration and to provide Council with a succinct method of articulating to staff the policy direction for the City of Huntsville. This strategic plan communicates to residents and community partners the Council's commitment to open government, communication, collaboration, and cooperation. 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

Develop and implement a culture that builds and engages our organization, team and community, through the values of **S**ervice, **T**rust, **A**ccountability and **R**espect. We commit to doing everything we do, utilizing these core beliefs.

Service: Commit to helping others and provide the highest quality of life for our community

Trust: Be transparent, honest and truthful in all our interactions, building confidence in what we deliver.

Accountability: Take ownership in what we do.

Respect: Value everyone and ensure that we demonstrate it in all our actions

Strategic Priority #1: Public Safety

Create a community where all individuals feel safe and protected, where citizens trust the effectiveness of our agencies through community engagement, technologies, and best practices. We strive to promote a culture of service, prevention and partnership.

- Provide increased public safety staffing levels to further advance alignment with recognized national standards
- Complete application for the Texas Fire Chief's Recommendation program for Best Practices
- Continue public safety personnel participation in community events to include fire prevention and community safety activities

Strategic Priority #2: Economic Development

Create an economic climate for the City of Huntsville that drives development of diverse industries and sectors, providing sustainable economic growth and improved living standards.

- Aggressively pursue future economic development activities of the City of Huntsville
- Complete the downtown strategies plan and consider recommendations for implementation
- Continue implementation of the 2020 adopted Airport Master Plan to include runway improvements and the support of additional private investment in facilities

Strategic Priority #3: Quality of Life

Establish an environment where citizens can thrive and enjoy the city in which they live. Provide services that enhance the quality of life for all, with a focus on the full life cycle (children, students, families, and retirees)-by creating amenities that support physical, mental and social well-being. Support access to quality health services,

education, housing, transportation, recreation and natural environment.

- Consider amendments to the Development Code to include additional zoning districts
- Complete the updates to the Parks Master Plan and review recommendations for implementation
- Enhance walkability through improvements identified in the transportation and parks master plans
- Review and consider policies and programs to assist in affordable housing development
- Increase Code Enforcement efforts through enhanced enforcement of existing codes and ordinances

Strategic Priority #4: Infrastructure

Develop and maintain a comprehensive and well-planned infrastructure network that prepares for the challenges of the future and provides quality, modern and efficient, water, wastewater, drainage and transportation services.

- Continue to advance water and wastewater projects, including the provision of appropriate staffing levels, to ensure adequate capacity and reliability
- Complete the drainage fee study and implement recommendations to fund identified drainage improvements
- Identify and prioritize new roadway construction projects for potential placement on a future debt issuance
- Complete construction of City Hall, consolidation of staff in the new facility, demolition of the old Service Center, and disposition of the current City Hall location (Old PD)

Strategic Priority #5 Engagement

Build strong relationships within our organization and community with a focus on our culture of core values as expressed in Service, Trust, Accountability and Respect. Provide a welcoming and collaborative environment that fosters mutual partnership between city government, community organizations and our residents.

- Monitor and determine participation for inclusion in the HGAC Metropolitan Planning Organization (MPO) or other alternatives for future transportation planning
- Receive presentation on the impact of reaching 50,000 population and provide direction on preparing for the milestone
- Promote programs, such as the 311 system, through a variety of means to inform the public of our actions
- Implement the STAR program with City employees to promote the core values adopted in the strategic plan