

CITY OF COLLEGE STATION MISSION STATEMENT

On behalf of the citizens of College Station, home of Texas A&M University, we will promote and advance the community's quality of life.

Core Values

- Promote involvement and participation of the citizenry
- Promote the health, safety, and general well being of the community
- Promote fiscal responsibility
- Promote collaboration and cooperation
- Promote Regionalism
- Promote being active member of the Brazos Valley community
- Support activities that promote municipal empowerment
- Promote Excellence in customer service

Vision Statements

Core Services

We will provide high quality customer focused basic city services at a reasonable cost.

- We will provide infrastructure, with the capacity to meet current and projected projects.
- We will promote public safety and health.
- We will promote effective communication (interdepartmentally and with the public).
- We will rehabilitate infrastructure as needed.
- We will provide streets, traffic and transportation systems.
- We will provide a workplace that encourages excellence.

Parks and Leisure Services

We will promote a wide range of leisure, recreational and cultural arts opportunities.

- We will maintain an integrated parks system driven by connectivity.
- We will promote programs and facilities that target all age groups.
- We will promote cultural arts.
- We will pursue regional planning and development efforts.

Planning and Development

We will promote a well-planned community.

- We will guide the development process through the use of progressive building and development codes/standards.
- We will support regional transportation planning.
- We will provide for a well planned community.

Economic Development

We will promote a strong and diverse economic environment.

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- We will promote the development of strategic areas.
- We will continue to strengthen and diversify the tax and job base.
- We will promote tourism.
- We will promote revitalization and redevelopment.

Core Services Vision Statement

We will provide high quality customer focused basic city services at a reasonable cost.

Strategy #1 We will provide infrastructure with the capacity to meet current and projected projects.

- Drainage programs- develop solutions for key drainage problems
 - Electric, water, and wastewater services
 - Technology services
 - Solid Waste / Landfill programs
 - Cemetery services
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Strategy #2 We will promote public safety and health.

- Police protection
 - Interagency public safety coordination
 - Fire / EMS services - Revise Fire Department Master Plan, Opening of Station #5 and relocation of station #3
 - Emergency management services
 - Health services with the Brazos County Health Department
 - Animal control and adoption through the Brazos Animal Shelter
 - Work with TX DOT on pedestrian safety issues
 - Work with TX DOT on railroad safety issues
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Strategy #3 We will promote effective communication (interdepartmentally and with the public)

- Utilize television
 - City Marketing plan
 - E-Government implementation
 - Employee communication plan
 - Alternate communication with Public
 - Advisory board communication
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Strategy #4 We will rehabilitate infrastructure as needed.

- Update older infrastructure
 - Implement Southside rehabilitation plan
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Strategy #5 We will provide streets, traffic and transportation systems.

- Street programs
 - Traffic programs
 - Regional transportation programs
 - Work with TxDOT on plans to improve state highways in College Station
 - Improve connectivity
 - Address traffic congestion
 - Cooperation with TxDOT for landscaping capital projects
 - Work with TxDOT to improve gateway appearance in College Station
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Strategy #6 We will provide a workplace that encourages excellence.

- Training and development programs
 - Recognition systems
 - Performance evaluation systems
 - Creativity and innovation in service delivery
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Parks and Leisure Services Vision Statement

We will promote a wide range of leisure, recreational and cultural arts opportunities.

Strategy #1 We will maintain an integrated parks system driven by connectivity.

- Park Maintenance Standards
 - Urban forestry management plan
 - Greenway/bikeway plans that foster connectivity
 - Public appearance issues
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Strategy #2 We will promote programs and facilities that target all age groups

- Parks more intergenerational
 - Leisure service programs
 - Cooperative efforts with the City of Bryan and CSISD on joint programming and facilities
 - Veterans Park Phase 2
 - Five-year Parks Capital Improvement Projects
 - Soccer field light direction
 - Activities that enhance and serve the community
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Strategy #3 We will promote cultural arts.

- Performing art
 - Strategic placement of public art
 - Library services improvement
 - Performing arts facilities development
 - Develop a museum
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Strategy #4 We will pursue regional planning and development efforts

- Regional planning and develop initiative
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**Planning and Development Vision Statement
We will promote a well-planned community**

***Strategy #1* We will continue to revise and guide the development process through the use of progressive building and development codes/standards**

- Revise the technical standards for infrastructure construction
 - Adopt the 2003 International Codes
 - Initiate rezoning to implement results from Small Area Plans
 - Update Park land dedication ordinance
 - Prepare design standards for big box and large retail developments
 - Modify standards for Sexually Oriented Enterprises
 - Revise the drainage ordinance (UDO Section 7.8)
 - Revise the Subdivision Regulations (UDO Article 8)
 - Revise the technical standards for site design
 - Update the Northgate design district ordinance
 - Establishment of redevelopment plan and implementation team with the Economic Development Department
 - Ordinance updates for clarification including: non-conforming uses, signs, joint/shared access, site development standards etc.
 - Become a best practice development review process City.
 - Annual reviews of the UDO and Comprehensive Plan
 - Website updates and improvements
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***Strategy #2* We will support regional transportation planning.**

- Annual transportation summit
 - Utilize the MPO to encourage the County to develop a transportation plan.
 - Develop an intermodal transportation action plan
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***Strategy #3* We will provide for a well planned community**

- Provide Neighborhood Services
 - Implementation of bike master plan
 - Update Greenway master plan
 - Guide growth through planned annexation
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Economic Development Vision Statement

We will promote a strong and diverse economic environment.

Strategy #1 We will promote the development of strategic areas

- Promote commercial development in the Wolf Pen district
 - Promote development in Crescent Pointe through infrastructure development and rezoning
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Strategy #2 We will continue to strengthen and diversify the tax and job base.

- Pursue engineering and development of a second class "A" business park for continued recruitment of technology companies
 - Pursue updates of incentives guidelines
 - Incorporate Research Valley Partnership branding
 - Enhance marketing mechanisms utilized to target site location consultants, real estate professionals, and business executives
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Strategy #3 We will promote tourism.

- Continue development of Hotel/Conference Center
 - Support Convention and Visitors Bureau efforts to explore development/recruitment of a new tourism venue
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Strategy #4 We will promote revitalization and redevelopment

- Promote redevelopment of targeted commercial properties and areas
 - Promote redevelopment of targeted multi-family properties
 - Target CDBG funds to infrastructure rehabilitation and public facility improvements
 - Target CDBG funds, HOME funds and Cedar Creek proceeds for affordable housing projects and programs
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