

Strategic Planning Process Update

The City Council held a 2 day Council Policy Retreat in June of this year to begin the process of identifying common policy issues for College Station. As a result of that planning retreat four key policy areas were identified. These policy areas are:

- Collaboration
- Neighborhoods
- Economic Development
- Growth Management

There is also a Strategic Plan that the 2004-2005 City Council adopted in September 2004. This strategic plan is attached. The Strategic Plan includes the City Mission Statement, and 4 Vision Statements.

The Mission Statement is:

"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."

The four Vision Statements are as follows:

- Core Services - We will provide high quality customer focused basic city services at a reasonable cost.
- Parks and Leisure Services - We will promote a wide range of leisure, recreational and cultural arts opportunities.
- Planning and Development - We will promote a well-planned community.
- Economic Development - We will promote a strong and diverse economic environment.

After the City Council retreat in June, there have been 2 workshop meetings to review and have additional discussion on the 4 key policy areas identified by the City Council. Workshop meetings were held on Collaboration and Growth Management. At the November 10 City Council Workshop Meeting there will be a presentation on Economic Development. The final policy area of Neighborhoods is scheduled to come to a future City Council Workshop meeting in January.

It is recommended that after these presentations are made that the City Council meet again to determine what revisions they wish to make to the Strategic Plan and incorporate the 4 key policy areas identified at the June retreat into the Strategic Plan. The City Council should also provide any additional direction on the strategic plan.