

City of College Station Strategic Planning Initiatives

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.

One of the primary roles of the College Station City Council is to determine the direction that the City will follow in the future. Such planning is especially important in College Station, where continued growth is expected.

The strategic planning process requires decision-makers to focus on the overall mission of the City and goals that are to be achieved. College Station's strategic planning process facilitates City Council and City staff's ability to:

- ▶ Align the City's priorities with changing conditions and new opportunities;
- ▶ Create shared commitments among Council members, City staff, and College Station residents regarding present and future endeavors;
- ▶ Develop new goals and strategies;
- ▶ Assess the City's strengths, weaknesses, opportunities, and threats.

The City of College Station has integrated the annual budgeting process with the Council

planning process. The process helps prioritize how the organization will use resources to achieve identified goals. In this way, the priorities outlined by Council drive budget preparation decisions and service delivery implementation.

The City's strategic plan is reviewed and updated on annual basis to ensure that it remains current and reflects the needs and desires of residents. The priorities that were identified for the FY05 budget included:

- ▶ **Core Services** – We will improve 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

Listed below are areas of focus outlined by City Council at their June 2005 planning retreat. Council will continue to refine their strategic priorities over the coming months.

City Council Primary Policy Initiatives:

- ★ Collaboration
- ★ Neighborhoods
- ★ Economic Development
- ★ Growth Management