

Legislation Text

File #: 24-411, **Version:** 2

PRESENTER:

Jared Werner, Assistant City Manager

SUBJECT:

Discuss and consider approval of a resolution to adopt the 2024-2029 City of New Braunfels Strategic Plan.

DEPARTMENT: All

COUNCIL DISTRICTS IMPACTED: All

BACKGROUND INFORMATION:

In April of 2023, the City retained Berry Dunn to work with our leadership team in the development of a new strategic plan. The City last updated its strategic plan in 2009.

The City's Strategic Plan lays a foundation for progress, defines a shared vision for the future and focuses City resources on five key strategic priorities:

- *Economic Mobility*
- *Enhanced Connectivity*
- *Community Identity*
- *Organizational Excellence*
- *Community Well-Being.*

These strategic priorities drive our organization toward meaningful outcomes and the necessary steps forward towards reaching our collective long-term vision. These priorities, and their supporting goals and objectives, were derived from citizen and stakeholder input and feedback. There were several mechanisms for collecting this feedback including a dedicated website and survey, 140 stakeholder interviews as well as utilizing other plans and studies commissioned by other city departments, all of which had their own public input process.

The plan will also be used to guide resource allocation decisions, creating a stronger connection between finances and operations. In addition to priorities, goals and objectives, this plan includes performance measures for government transparency, accountability, and ongoing improvement.

Once approved, the City's leadership team will transition immediately into the implementation phase of the plan. Internally, we have already planned to track progress on every objective and performance measure quarterly, with bi-annual presentations to the City Council.

ISSUE:

N/A

FISCAL IMPACT:

There is no direct impact from the approval of the resolution. However, as indicated above the strategic plan will guide budgetary and fiscal policy over the next five years.

RECOMMENDATION:

Approval of the resolution