



# City of League City, TX

300 West Walker  
League City TX 77573

## Text File

File Number: 18-0358

**Agenda Date:** 7/10/2018

**Version:** 1

**Status:** Agenda Ready

**In Control:** City Council

**File Type:** Agenda Item

### Title

Consider and take action on a resolution adopting the League City, Texas - Strategic Plan, 2018  
(Assistant City Manager)

### ..Background:

Approval of this resolution will adopt the League City, Texas - Strategic Plan, 2018.

### Planning Timeline:

August 24, 2017 - Strategic Plan Discussed with Staff

October 8, 2017 - CM Directive to Develop RFP for Strategic Plan

November 6, 2017 - RFP 18-010 for Strategic Planning Services sent out to consultants

December 21, 2017 - Recommendation Letter selecting Novak Consulting

January 22 & 23, 2018 - Novak Consulting on site for Strategic Planning Meeting & One-on-One Interviews with Mayor, Council & Administration

March 26, 2018 - Staff Workshop with Novak

April 7, 2018 - Council Retreat with Novak

April 23 & 24, 2018 - Novak on site for Initiative Meetings with Staff on Action Plan

May 21, 2018 - Action Plan Draft Sent to Council

June 11, 2018 - Special Council Meeting to discuss Strategic Planning Action Plan

June 18, 2018 - Citizen Survey Posted

June 20, 2018 - Town Hall Meeting - Strategic Plan

July 1, 2018 - Citizen Survey Closed

July 10, 2018 - Proposed Strategic Plan on Council Agenda for Action

In August 2017, one of the goals set by Council for the City Manager was to conduct an envisioning (strategic planning) workshop. In an effort to achieve this goal effectively and productively, the City

Manager discussed with staff the need for a more intensive process to shape the future of the community and provide employees a sense of ownership in guiding the direction of the organization. Staff retained the services of Novak Consulting Group, following an RFP, to facilitate the entire strategic planning process.

Novak Consulting Group conducted a preliminary planning meeting with City Administration and Directors, along with one-on-one interviews with Mayor and Council. An employee survey was also distributed in-house to help identify what the employees value most, how they view the organization, and how they feel the organization could continue progressing and performing successfully in the future.

On March 26th, Directors and Department Heads participated in a Strategic Planning Workshop to begin formulating three of the four key elements of the Strategic Planning Framework: Mission, Values and Critical Success Factors. The fourth key element, Vision, was developed collaboratively with Staff and City Council, along with priorities and initiatives, at a Strategic Planning Retreat on April 7th. The key elements of the framework included:

- Mission - the role and purpose of City government, frequently expressed in statements about “who we are, what we do, and why we do it”
- Values - organizational values guide behavior, whether stated or unstated, and are observed when the workforce is “at its best”
- Critical Success Factors - those “things that must go well” for League City government to be successful
- Vision - a statement of what the City wishes to become

An Action Plan was developed, comprised of the critical success factors and initiatives formulated by Council and staff, and action steps with specific deadlines and key staff members assigned to those items was finalized for review and approval. A special Council Meeting to provide a final overview of the Action Plan was held on June 11th, and a Town Hall Meeting was held on June 20th to share the strategic planning process and outcome with the public and receive input. A Citizen Survey was also developed and promoted through the City’s website and on all social media platforms to obtain as much feedback as possible prior to proposing an agenda item for Council action. The deadline for citizen's to participate in the survey was on July 1st, and staff is currently compiling and analyzing the results. The results are one of many sources that will have an impact on the ongoing enhancement to the Action Plan. Other sources include Town Halls, City Manager updates, website postings, and future Council presentations and workshops.

A copy of the City of League City Strategic Planning Action Plan “working” document has been attached, along with a copy of the Strategic Planning Framework presentation that was presented to Council, as well as the public during the Town Hall meeting.

Attachments:

1. Data Sheet
2. Exhibit A - Strategic Planning Action Plan
3. Strategic Planning Framework Presentation
4. Citizen Survey

FUNDING

{ x } NOT APPLICABLE