



THE WOODLANDS  
T O W N S H I P



## Strategic Planning Session

February 17, 2022

# *Purpose of Today's Meeting*

## **Review and discuss The Woodlands Township's Strategic Plan Focus Areas**

- Current Plan was updated with assistance from an independent facilitator in June 2014
- Adopted by the Board in July 2014
- Adopted as the Vision 2034 Strategic Plan
- Includes eight focus areas (listed in no prioritized order)



- **Service Delivery**
- **Communications**
- **Organizational Support**
- **Governance**
- **Economic Development**
- **Transportation & Mobility**
- **Environmental Sustainability**
- **Fiscal Policy**

*Focus  
Areas*



# Service Delivery

Maintaining a high level of service has been indicated as a priority in resident surveys and as the role of the Township evolves and changes, it must be in position to continue to provide superior services.

*Focus  
Area*



# Service Delivery

- Protect the well-being and safety of constituents
- Provide superior parks and recreation amenities, facilities, programs and services
- Provide and promote efficient, cost effective and environmentally responsible waste disposal and recycling community wide
- Enforce covenants and standards to maintain neighborhood and commercial area vitality
- Influence local partnerships to provide effective services
- Maintain appropriate levels of support services, infrastructure, technology and other resources to carry out and enhance the functions of the Township

*Goals*



# Communications

Providing effective two-way communications with The Woodlands' constituents is essential as the community's leadership and operating structures evolve.

*Focus  
Area*



# Communications

- Ensure effective communications with the community and partners
- Provide an inclusive atmosphere to enhance transparency and trust

*Goals*



# Organizational Support

The Township's ambitious vision and mission cannot be implemented without highly skilled, trained, and motivated people. Ensuring the highest degree of effectiveness and customer service at all levels is a high priority. In addition to providing facilities and resources to ensure a productive work environment, a culture of innovation and creative problem-solving must be maintained.

*Focus  
Area*





# Organizational Support

- Provide education and training opportunities and a supportive working environment for Township staff
- Position the Township to attract and retain high quality employees

*Goals*



# Governance

As the recognized local government entity representing The Woodlands, the Township and its leadership need to be active participants in addressing regional issues and planning efforts. The Township also needs to be represented and visible at all legislative levels. As The Woodlands' journey toward effective self-governance continues, changes to the Township's enabling legislation must be continually explored to address unmet needs and new challenges and to facilitate future adoption of a more effective form of comprehensive local government.

*Focus  
Area*



# Governance

- Participate in local and regional planning and advocacy efforts
- Ensure that The Woodlands is represented and visible at governmental and legislative bodies
- Maintain and expand local, regional, state, and federal partnerships with other governmental entities and stakeholders
- Continue to explore changes and enhancements to the current governance structure and clearly quantify and communicate potential impacts
- Consider changes in the existing governance structure
- Develop appropriate legislative and financial strategies to deal with future governance structure and incorporation issues

*Goals*



# Economic Development

The Woodlands' viability as a community and ability to pay for services and amenities is based on a strong local economy. The Township supports efforts to attract and retain employers and quality businesses to create jobs and also to position The Woodlands as a premier destination for visitors and travelers to expand the local tax base.

*Focus  
Area*



# Economic Development

- Attract, retain and promote high quality businesses
- Encourage expansion of employment and education opportunities in The Woodlands
- Support events, venues and programs to bring visitors to The Woodlands

*Goals*



# Transportation and Mobility

The community is committed to improving mobility throughout our community. As a designated recipient of Federal Transit Authority funding and as the representative government for the community, the Township is vested in supporting or leading local and regional transportation and mobility projects and improvements.

*Focus  
Area*



# Transportation and Mobility

- Develop an integrated mobility system that is seamless within and surrounding the Township

*Goals*



# Environmental Sustainability

The community is committed to the stewardship of the environment as a critical element of its quality of life. The Township plays a key role in supporting and in some cases leading local and regional environmental preservation efforts.

*Focus  
Area*





# Environmental Sustainability

- Proactively address environmental and conservation issues
- Adopt policies and standards to encourage energy efficiency and use of renewable resources
- Preserve and protect the natural forested areas of the community

*Goals*



# Fiscal Policy

The Township must maintain a financial position to allow it to meet current and new needs in a cost effective and accountable manner while ensuring the maintenance of existing assets as the community ages.

*Focus  
Area*



# Fiscal Policy

- Maintain sound fiscal policies and budgets that allow the Township to address evolving service needs and maintain community quality

*Goals*

