



THE WOODLANDS
T O W N S H I P



Strategic Planning Session

January 27, 2023

Why The Woodlands?



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)



**What do your
neighbors tell you?**



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

*Focus
Areas*



The Woodlands Vision

The Woodlands, our dynamic hometown within a natural forest, is known for its balance between man and nature. We are a thriving business community and a premier destination for visitors – a place where generations live, worship, work, learn and play.



The Woodlands Township Mission



We fulfill The Woodlands vision by:

- Protecting the well-being and safety of our residents, visitors and businesses
- Achieving the highest standards in service delivery
- Partnering with others to sustain the vitality of our region
- Communicating with our constituents and partners
- Attracting and retaining a talented and innovative staff



- Serving as the community's political voice
- Powering economic growth through community investment
- Promoting continued vitality of neighborhoods and commercial areas
- Maintaining transparent governance
- Serving as financial stewards of the community's resources



- Evolving a governance structure to meet our goals
- Promoting sound environmental policy
- Collaborating with community partners to promote public events and cultural activities
- Collaborating with community partners to improve mobility throughout The Woodlands



- **Service Delivery**
- **Communications**
- **Organizational Support**
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- **Fiscal Policy**

*Focus
Areas*



Service Delivery

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Area*



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.

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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

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Communications

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

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Communications

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

Goals



Organizational Support

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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.

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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

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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.

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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

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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.

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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

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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.

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Transportation and Mobility

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

Goals



Environmental Sustainability

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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.

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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

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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.

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Fiscal Policy

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

Goals





THE WOODLANDS
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Review



Pending Further Review

1. Item 1
2. Item 2
3. Item 3
4. Item 4

1. Item 5
2. Item 6
3. Item 7
4. Item 8



Adjorn

