

Proposed Strategic Plan and Strategy Update

Darrin Jensen, Director of
Enterprise Project
Management Office

- August 28, 2025



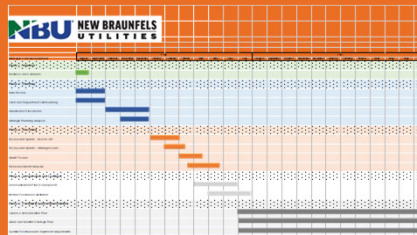
NBU® NEW BRAUNFELS
UTILITIES

Strategic Plan Development

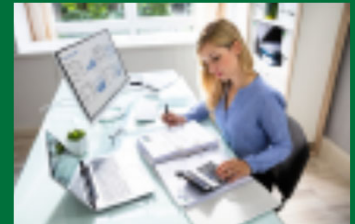
SCOPE

The objective of this project is to revisit, update, and refine NBU's Strategic Plan to ensure it reflects current organizational priorities, emerging industry trends, stakeholder expectations, and long-term community needs. The revised strategic plan will provide a clear, actionable roadmap to guide decision-making and resource allocation through 2038, and will be completed and delivered by July 2026.

SCHEDULE



BUDGET



Mission

Strengthening our community by providing resilient essential services

+

Vision

Be a trusted community partner dedicated to excellence in service

+

Core Values

Safety, Team, Integrity, Culture, and Stewardship

Strategic Plan Development

SCOPE

The objective of this project is to revisit, update, and refine NBU's Strategic Plan to ensure it reflects current organizational priorities, emerging industry trends, stakeholder expectations, and long-term community needs. The revised strategic plan will provide a clear, actionable roadmap to guide decision-making and resource allocation through 2038, and will be completed and delivered by July 2026.

The objective of this project is to revisit, update, and refine NBU's Strategic Plan to ensure it reflects current organizational priorities, emerging industry trends, stakeholder expectations, and long-term community needs.

Mission

Strengthening our community by providing resilient essential services

+

Vision

Be a trusted community partner dedicated to excellence in service

+

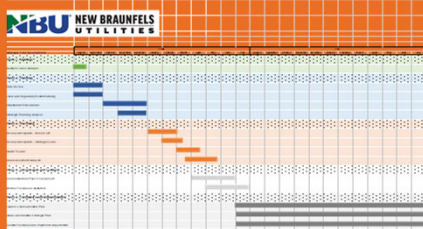
Core Values

Safety, Team, Integrity, Culture, and Stewardship



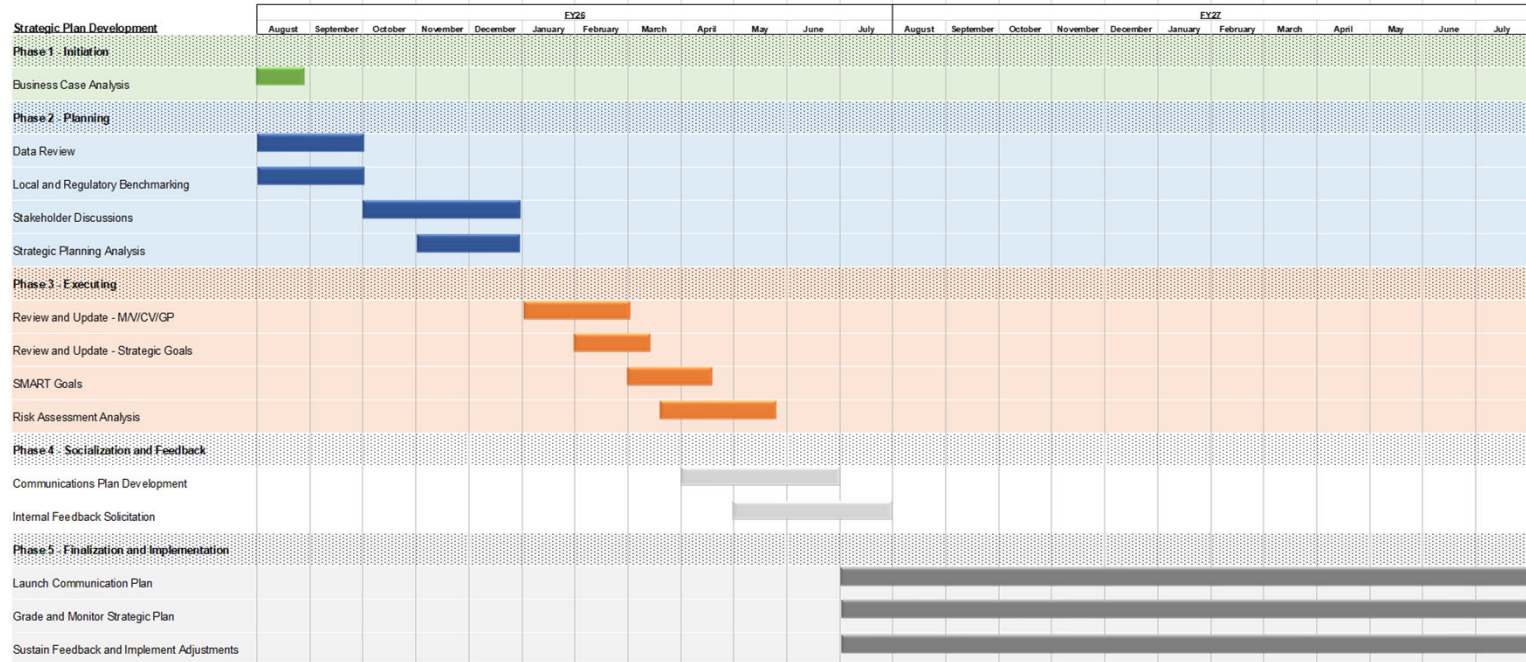
Strategic Plan Development

SCHEDULE



Start: June 2025

Finish: July 2026



Mission

Strengthening our community by providing resilient essential services



Vision

Be a trusted community partner dedicated to excellence in service



Core Values

Safety, Team, Integrity, Culture, and Stewardship

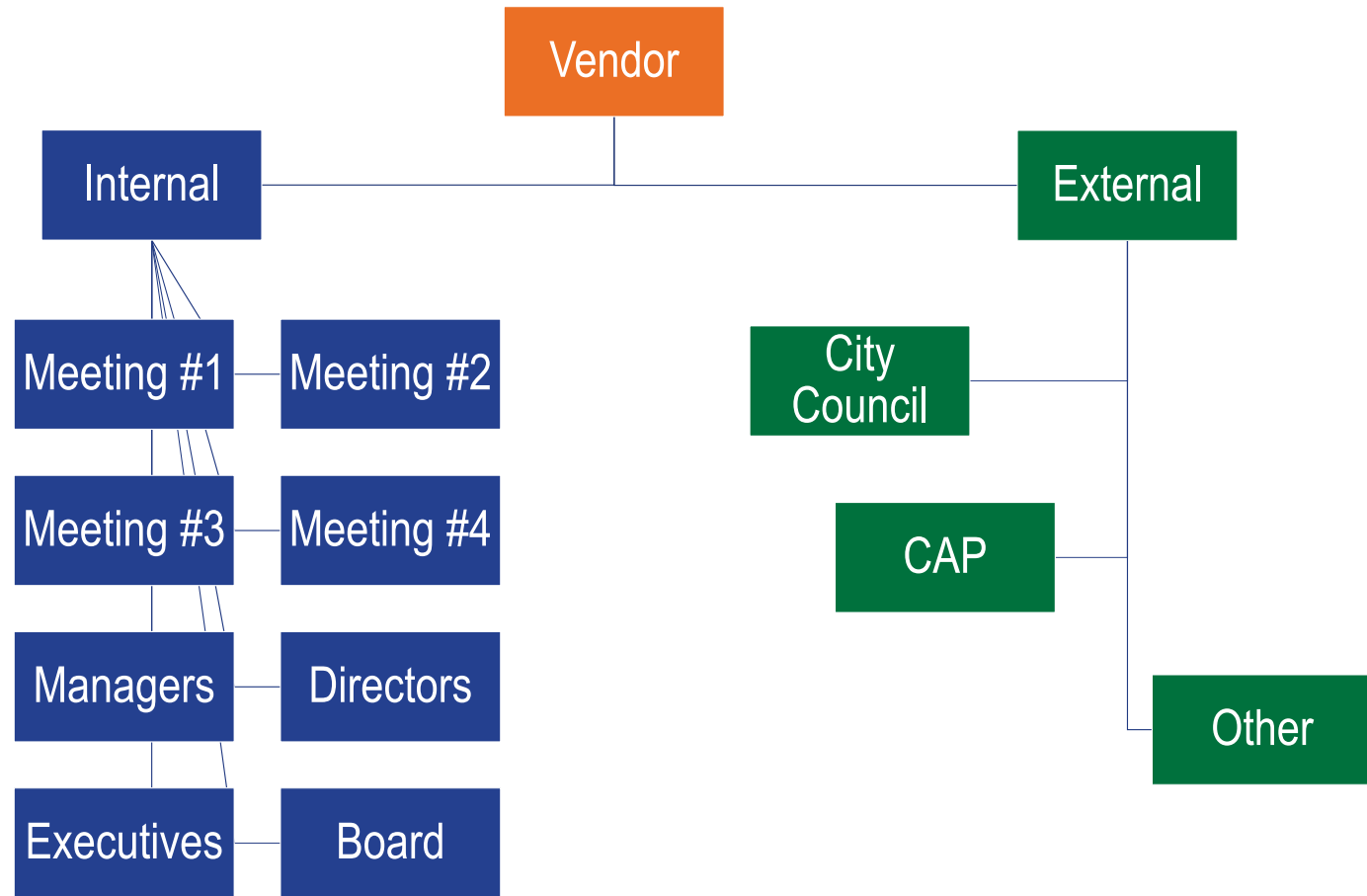


Strategic Plan Development

BUDGET



Existing Contract
~ \$105,000.00



Mission

Strengthening our community by providing resilient essential services

+

Vision

Be a trusted community partner dedicated to excellence in service

+

Core Values

Safety, Team, Integrity, Culture, and Stewardship

Strategic Plan Development

**What? – Revisiting Mission, Vision, Core Values,
and Strategic Goals**

Why?

Who?

When?

How?

Mission

Strengthening our community by providing resilient essential services

+

Vision

Be a trusted community partner dedicated to excellence in service

+

Core Values

Safety, Team, Integrity, Culture, and Stewardship

Strategic Plan Development

**What? – Revisiting Mission, Vision, Core Values,
and Strategic Goals**

Why? – Last updated 2018

Who?

When?

How?

Mission

Strengthening our community by providing resilient essential services

+

Vision

Be a trusted community partner dedicated to excellence in service

+

Core Values

Safety, Team, Integrity, Culture, and Stewardship

Strategic Plan Development

**What? – Revisiting Mission, Vision, Core Values,
and Strategic Goals**

Why? – Last updated 2018

Who? – Both internal and external engagement

When?

How?

Mission

Strengthening our community by providing resilient essential services

+

Vision

Be a trusted community partner dedicated to excellence in service

+

Core Values

Safety, Team, Integrity, Culture, and Stewardship

Strategic Plan Development

**What? – Revisiting Mission, Vision, Core Values,
and Strategic Goals**

Why? – Last updated 2018

Who? – Both internal and external engagement

When? – We've already started

How?

Mission

Strengthening our community by providing resilient essential services

+

Vision

Be a trusted community partner dedicated to excellence in service

+

Core Values

Safety, Team, Integrity, Culture, and Stewardship

Strategic Plan Development

**What? – Revisiting Mission, Vision, Core Values,
and Strategic Goals**

Why? – Last updated 2018

Who? – Both internal and external engagement

When? – We've already started

How? – Next slide...

Mission

Strengthening our community by providing resilient essential services

+

Vision

Be a trusted community partner dedicated to excellence in service

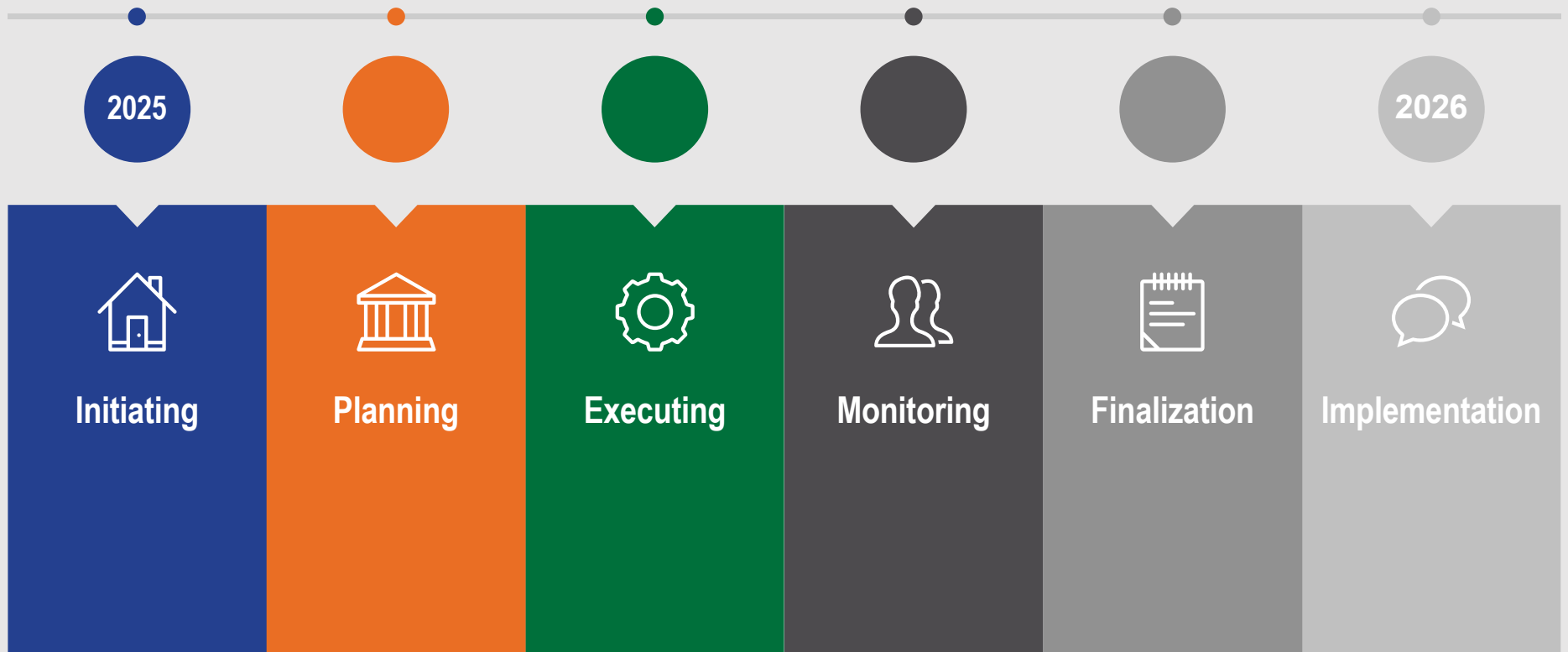
+

Core Values

Safety, Team, Integrity, Culture, and Stewardship

Strategic Plan Development

Phased Approach



Mission

Strengthening our community by providing resilient essential services

+

Vision

Be a trusted community partner dedicated to excellence in service

+

Core Values

Safety, Team, Integrity, Culture, and Stewardship

NBU NEW BRAUNFELS
UTILITIES

Questions?

Mission

Strengthening our community by providing resilient essential services

+

Vision

Be a trusted community partner dedicated to excellence in service

+

Core Values

Safety, Team, Integrity, Culture, and Stewardship