



CITY OF TOMBALL
PROPOSED STRATEGIC PLAN
FISCAL YEAR 2023-2024

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Focus Area: A Livable City	
<i>Strategies that promote the livability of Tomball for residents and encourage business growth.</i>	
Proposed Strategic Initiatives	Proposed Action Strategies
Enhance beautification efforts in targeted areas across city.	<ul style="list-style-type: none"> • Complete construction of Phase 1 of Alley project and develop Implementation plan for alley aesthetic improvements with TEDC. • Implement aesthetic and beautification projects for Four Corners and Main Street to be incorporated into the FM 2920 reconstruction project. • Standardize all street signs and sign poles throughout city and replace as needed. • Develop a formal wayfinding sign program to be implemented across parks, parking lots, and pedestrian/visitor areas.
Enhance and beautify city gateways and entryways.	<ul style="list-style-type: none"> • Design and implement entryway monument program. • Explore Green Ribbon grant opportunities with TxDOT for medians and rights-of-ways. • Work with developers at key locations to incorporate enhanced designed aesthetics. • Seek grants and outside funding, such as the TxDOT Green Ribbon Program, for aesthetic enhancement projects. • Explore ways to increase public art and cultural amenities.
Improve existing park facilities and enhance natural features.	<ul style="list-style-type: none"> • Complete the implementation of the Theis Attaway Nature Center. • Complete the Matheson Park improvement project. • Complete designs and develop implementation program for the Cherry Street pocket park. • Complete the Parks Master Plan and develop implementation plan for needed park improvements.
Update long-range planning and visioning documents and develop implementation plans to foster sustainable growth and preservation of natural amenities.	<ul style="list-style-type: none"> • Complete updates to the Comprehensive Plan and Future Land Use Plan. • Develop and adopt a unified development code. • Seek funding to update and implement the Livable Centers Downtown Plan. • Update model codes as necessary to encourage safety in the built environment.
Provide programs and resources to support business growth and development.	<ul style="list-style-type: none"> • Work with TEDC to develop infrastructure and provide resources to encourage small businesses, retail, and sustainable commercial growth. • Promote TEDC façade improvement grants to local businesses

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Focus Area: A Connected City	
<i>Strategies that increase mobility and expand, maintain, or enhance public infrastructure</i>	
Proposed Strategic Initiatives	Proposed Action Strategies
Expand water, wastewater, and gas utility systems to meet the demands of growth and replace aging infrastructure.	<ul style="list-style-type: none"> • Complete and adopt updated Water and Wastewater Master Plans and related impact fees. • Complete and adopt Phase 1 of the Gas System Master Plan and initiate Phase 2. • Continue design and begin construction on the expansion of the South Wastewater Treatment Plant. • Complete construction of the Grand Parkway elevated storage tank. • Identify potential locations and plan for additional water wells. • Develop comprehensive Capital Improvement Program to provide for long-term, sustainable funding and development of infrastructure projects. • Seek out grants and other funding sources for capital and infrastructure needs. • Discuss timing and options with NHCRWA regarding surface water conversion.
Expand and improve drainage infrastructure.	<ul style="list-style-type: none"> • Complete and adopt the Drainage Master Plan and identify and prioritize projects to be constructed. • Seek out grants and other funding sources for capital and infrastructure needs. • Study feasibility of municipal drainage utility operation.
Continue development of east/west connections, including sidewalks and trails.	<ul style="list-style-type: none"> • Work with developers to increase pedestrian connectivity when possible. • Develop sidewalk plan and identify possible funding for key sidewalk improvements. • Incorporate trails identified in Parks Master Plan into future capital programs. • Seek grants for the funding of infrastructure projects whenever possible. • Work with Harris County Precinct 3 to complete sidewalk segment on Cherry Street.
Update visioning documents for road/street development and invest in high priority-high traffic areas.	<ul style="list-style-type: none"> • Complete updates and adopt the Major Thoroughfare Plan. • Incorporate major street projects into ongoing capital improvement program. • Explore options for sustainable funding mechanisms for roadway enhancements.
Coordinate with outside agencies to improve infrastructure.	<ul style="list-style-type: none"> • Work with TXDOT to design and construct the Main Street/FM 2920 project, and the remaining segments of FM 2920. • Work with Harris County Precinct 3 and 4 and Harris County Flood Control District on improvements to key corridors, channels, and basins. • Work with Harris County on the plans and constructure for Holderrieth Road, Hufsmith Road, and Zion Road.

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Focus Area: An Effective City	
<i>Strategies that increase mobility and expand, maintain, or Strategies that foster innovation and a sustainable municipal government operation. public infrastructure</i>	
Proposed Strategic Initiatives	Proposed Action Strategies
Enhance transparency of City operations and functions and encourage citizen participation.	<ul style="list-style-type: none"> • Develop a new Tomball citizen academy. • Update and maintain information on City’s website with a focus on the most accessed information and pages. • Pursue State of Texas Transparency Star designations and Municipal Clerk’s Office of Excellence award. • Establish a system for regular review of the City Charter. • Establish an effective records management program for all City records.
Work with Boards & Commissions to involve members in the implementation of long-term plans.	<ul style="list-style-type: none"> • Establish a proactive process to fill board positions. • Develop training materials and hold training sessions with each board.
Provide support, clarity, and resources to City staff to ensure everyone can effectively perform their job duties.	<ul style="list-style-type: none"> • Review and update administrative, financial, and personnel policies as necessary. • Develop formal onboarding and offboarding procedures for staff. • Provide employee assistance programs for employees to maintain health, wellness, and balance.
Develop five-year IT roadmap to enhance cybersecurity, project hardware and software needs and reduce overall cost of operations through IT tool deployment.	<ul style="list-style-type: none"> • Complete initial IT assessment and develop and prioritize projects. • Work with departments to establish software and hardware needs and consolidate redundant systems whenever possible. • Complete implementation of the Community Development software and review potential expansion of software to other departments. • Review and develop digital tools to assist employees in executing tasks and managing operations.
Complete development of needed financial studies, plans, and audits to ensure long-term health of Tomball’s finances.	<ul style="list-style-type: none"> • Develop a five-year CIP to include capital projects needed city-wide. • Explore financing options for capital projects to include cash (pay-as-you-go), debt, impact fees, utility rates, grants, and development agreements. • Complete the 2023 Utility Rate Study and make recommendations regarding long-term rate adjustments. • Incorporate five-year forecast into annual budget process. • Complete cost of service analysis and develop cost allocation models for City departments and operations when needed to ensure proper cost recovery.

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<p>Plan for future staffing needs and facility needs.</p>	<ul style="list-style-type: none"> • Strengthen the City of Tomball employer “brand” and explore incentives to encourage recruitment and retention of highly qualified employees. • Continue to identify potential employees and provide opportunities for them to learn and develop. • Grow the college intern program as a recruitment channel. • Establish city-wide training for employees to grow leadership skills. • Complete facility needs assessment and continue developing long-term plan for City Hall and consolidation of City facilities.
<p>Continue to use development financing tools, when applicable, to foster development and ensure developments comply with financial and legal requirements.</p>	<ul style="list-style-type: none"> • Conduct regular reviews and audits of public improvement district performance. • Continue working with TIRZ No. 3 and LIT 249 Business Improvement District to ensure funding and compliance with terms of agreements.
<p>Develop strategies to continue operations during emergencies, operational system outages, or economic downturns.</p>	<ul style="list-style-type: none"> • Develop departmental business continuity of operations plans to prioritize restoration of service in the event of an emergency or system outage.
<p>Focus on the City’s core values, Professionalism, Integrity, and Respect, in all aspects of operations and service delivery.</p>	<ul style="list-style-type: none"> • Maintain best practices and accreditations across City departments. • Update and document key documents, policies, and procedures, and conduct regular reviews. • Provide regular feedback, coaching, and training to employees.

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Focus Area: A Strong City	
<i>Strategies that enhance and preserve public safety and uphold community values.</i>	
Proposed Strategic Initiatives	Proposed Action Strategies
Enhance public safety services to meet community growth and needs.	<ul style="list-style-type: none"> • Develop comprehensive crime fighting and traffic mitigation strategies and provide first responders additional resources to increase effectiveness. • Upgrade computer aided dispatch system. • Grow TPD Community Relations Division and continue building relationships throughout Tomball. • Deploy resources and additional patrols in strategic areas during periods of increased crime. • Complete Fire and Police departmental strategic plans and provide regular updates. • Enhance capabilities of Fire Prevention and Operations divisions. • Coordinate with ESD 15 regarding fire service area and community needs.
Encourage youth and community involvement in public safety.	<ul style="list-style-type: none"> • Expand youth programs in public safety. • Coordinate with Tomball ISD and Lone Star College-Tomball on internships and educational programs. • Re-establish the Tomball Police Department citizen academy. • Expand use of social media to engage community. • Enhance the community relations missions and fire prevention education.
Address growing traffic safety concerns.	<ul style="list-style-type: none"> • Create new traffic units to focus on hot spots and busiest accident times. • Use speed trailers and other resources to prioritize education. • Develop new traffic initiatives and enforcement strategies.
Reduce substandard property features and encourage property maintenance and advanced aesthetics across Tomball homes and businesses.	<ul style="list-style-type: none"> • Develop business and residential yard of the month program to encourage property maintenance. • Assist with the implementation of “Tidy Up Tomball” program. • Implement property maintenance and code compliance missions to address regular violations and targeted areas. • Work with property owners to resolved substandard building issues.
Work with Tomball partners and nonprofit agencies to support vulnerable populations.	<ul style="list-style-type: none"> • Participate in annual census of homeless population. • Coordinate with schools, churches, nonprofits, hospitals, and other partners to provide wrap around services to individuals in need.
Enhance emergency preparedness and emergency management capabilities.	<ul style="list-style-type: none"> • Ensure adequate preparations and management of special events. • Hold tabletop and training exercises to prepare staff for emergency situations. • Use technology to enhance public warning systems and provide real time data to public officials.

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Focus Area: A Fun City	
<i>Strategies that develop Tomball as a family-friendly, fun-filled community with amenities for all ages.</i>	
Proposed Strategic Initiatives	Proposed Action Strategies
Develop a long-term plan for the development of parks and recreation programs.	<ul style="list-style-type: none"> • Work with Tomball Little League to enhance Wayne Stovall Park. • Work with HTX Soccer regarding youth soccer programs. • Complete Parks & Recreation Master Plan and develop implementation plan for park improvements.
Develop engaging content for web and social media.	<ul style="list-style-type: none"> • Update social media policies and guidelines. • Train staff on tools and resources and user user-driven data to develop and update content. • Develop regular communication program and schedule to post engaging and informative items for residents and visitors. • Establish webpage review process for Departments to engage in online content. • Provide engagement reports to Departments and develop plans to update outdated content across website.
Further develop amenities, activities, and programs to draw visitors to Old Town Tomball.	<ul style="list-style-type: none"> • Develop new festival, event, or program ideas to engage new audiences. • Complete a conceptual design for Depot Plaza. • Coordinate with local businesses to generate connections and promote local businesses during events. • Find new ways to attract visitors to Old Town.
Develop partnerships to foster the growth of events, promotions, and activities in Tomball.	<ul style="list-style-type: none"> • Develop event sponsorship program to encourage local participation in events. • Continue coordination with local hotels to determine success of visitor attraction and marketing programs. • Work with other entertainment-focused local entities to build on visitor attracting events.
Explore new marketing avenues and opportunities to attract visitors, residents, and businesses to Tomball.	<ul style="list-style-type: none"> • Create brand standards and style guide. • Develop an overall marketing and communications plan for City and Tomball is Texan for Fun. • Expand Tomball into new marketing channels and media. • Hold regular discussions with hotel managers regarding what is attracting people to Tomball.
Establish a plan to enhance the Tomball Information Center.	<ul style="list-style-type: none"> • Develop marketing and communications plan. • Conduct a staffing analysis and study to determine when center needs to be open. • Brainstorm interactive elements that could be incorporated into the Information Center or ways to program the space. • Develop marketing collateral for visitors.