

CITY OF ROSENBERG STRATEGIC PLAN




R Mission

TO PROVIDE EXCEPTIONAL SERVICES THAT CREATE AND SUSTAIN A SAFE, LIVABLE AND VIBRANT COMMUNITY.


Rosenberg
TEXAS




R Vision

BUILDING A BETTER TOMORROW TOGETHER BY CULTIVATING A CITY THAT IS FINANCIALLY STRONG, WITH A THRIVING ECONOMY, QUALITY INFRASTRUCTURE AND DYNAMIC CULTURE.

Rosenberg
TEXAS

CORE VALUES

#Rtown

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- TEAMWORK**
- HOMETOWN**
- RESPECT**
- INTEGRITY**
- VISION**
- EMPLOYEES**
- SERVICE**



#Rtown

GOALS

- PLANNING AND DEVELOPMENT
- ★
- SAFE AND ATTRACTIVE COMMUNITY
- ★
- FACILITIES, TECHNOLOGY AND CAPITAL EQUIPMENT
- ★
- CIVIC ENGAGEMENT
- ★
- CULTURE AND RECREATION
- ★
- FINANCIAL SUSTAINABILITY
- ★
- ORGANIZATIONAL DEVELOPMENT

MISSION AND VISION STATEMENTS



Mission

The Mission of the City of Rosenberg is...

To provide exceptional services that create and sustain a safe, livable, and vibrant community.

Vision

Building a better tomorrow together by cultivating a City that is financially strong, with a thriving economy, quality infrastructure, and dynamic culture.

CITY OF ROSENBERG CORE VALUES



#Rtown THRIVES

Teamwork: We believe in the power of collaboration and unity among our citizens, leaders, and our own staff to achieve common goals and enhance the well-being of our community.

Hometown: We cherish and preserve the unique character and history of our town, creating a sense of belonging for all who call it home.

Respect: We promote a culture of mutual respect, recognizing the inherent worth and dignity of every individual in our diverse community.

Integrity: We hold ourselves to the highest ethical standards, ensuring transparency and accountability in all our actions and decisions.

Vision: We embrace innovation and forward-thinking ideas to shape a sustainable and prosperous future for Rosenberg while preserving our historic past.

Employees: We strive to maintain a healthy work culture that places an emphasis on physical and mental well-being so our employees can perform to their full potential.

Service: We are committed to delivering superior services and continuously improving to meet the needs of our community.

GOALS



Goal # 1: Managed Development - To plan and invest in infrastructure to accommodate the future development of Rosenberg.

Goal # 2: Quality of Life - To improve the quality of life for the citizens and businesses of Rosenberg through code compliance strategies, institution of zoning restrictions, and utilization of revitalization grants and programs.

Goal # 3: Facilities, Technology & Capital Equipment To develop a plan for city facilities, technology, and capital equipment needs.

Goal # 4: Community Development To enhance Rosenberg's Community Development through recreational, cultural, and educational encouragement, sustaining and enhancing Parks systems, operations, and outdoor offerings.

Goal # 5: Civic Engagement To improve community and civic engagement.

Goal # 6: Financial Sustainability To provide wise stewardship of taxpayers' financial resources to meet current and future service demands and obligations for short- and long-term goals.

Goal # 7: Organization Development To continually create a confident workforce with a supportive culture.

ACTION PLAN



Key staff members held meetings to discuss each goal and strategies. During these meetings, the following decisions were made:

- A **Responsible Department** and **Assisting Departments** were assigned to each strategy.
- **Fiscal Years** in which to accomplish the strategies were assigned.
- **Key Performance Indicators** were identified to track progress.
- The **FY2025 Status** or current status was documented
- Each goal was assigned a **Team Leader** who is responsible for holding meetings and tracking progress of the goal and strategies.

Team Leaders will meet with their teams on a regular basis and provide progress reports to City Management.

DEPARTMENT BUSINESS PLANS



- **Department Business Model** – describes the make up and responsibilities of the department.
- **Department Structure** – includes the department’s organization chart to show the department’s levels of management and chain of command structure.
- **Challenges and Trends** – lists any challenges and/or trends that are important to the department and in most instances help to determine their needs.
- **Department Assigned Goals/Strategies** – identifies strategies that the department is responsible for that will assist in achieving the City’s goals
- **Department Goals and Strategies Action Plan** – identifies specific tasks and obligations that the department must address and accomplish to assist in reaching the City’s goals.
- **Staffing and Needs** – lists the current positions in the department and the proposed staffing needs for the next five years.
- **Equipment and Needs** – lists the department’s current equipment, identifies whether the equipment is part of the City’s Fleet Replacement Fund (which pre-funds the replacement of current equipment), and identifies equipment needs for the next five years that are not funded by the Fleet Replacement Fund.
- **Technology and Needs** – identifies current programs and software used by departments and includes proposed future technology needs for the next five years.
- **Facilities and Needs** – describes the department’s current facilities and the approved facility improvements, and identifies future facility needs.

BUSINESS PLAN SUMMARY

