SCHERTZ

CITY OF SCHERTZ
STRATEGIC PLAN

ADOPTED 9-3-2024










SCHERTZ


COUNCIL CHAMBERS


SCHERTZ

CONTRIBUTING LEADERSHIP AND STAFF

CITY COUNCIL

MAYOR
Ralph Gutierrez

MAYOR PRO-TEM
Tiffany Gibson

COUNCILMEMBER
Mark Davis

COUNCILMEMBER
Michelle Watson

COUNCILMEMBER
Paul Macaluso

COUNCILMEMBER
Robert Westbrook

COUNCILMEMBER
Allison Heyward

COUNCILMEMBER
Tim Brown

CITY SECRETARY
Sheila Edmondson

EXECUTIVE MANAGEMENT

CITY MANAGER
Steve Williams

DEPUTY CITY MANAGER
Brian James

ASSISTANT CITY MANAGER
Sarah Gonzalez

POLICE CHIEF
James Lowery

FIRE CHIEF
Greg Rodgers

EMS CHIEF
Jason Mabbitt

DEPARTMENT HEADS

DIRECTOR OF ECONOMIC DEVELOPMENT
Scott Wayman

DIRECTOR OF ENGINEERING
Kathy Woodlee

DIRECTOR OF FINANCE
James Walters

DIRECTOR OF HUMAN RESOURCES
Jessica Kurz

DIRECTOR OF INTERNAL SERVICES
Dawniecia Hardin

DIRECTOR OF LIBRARY SERVICES
Melissa Uhlhorn

DIRECTOR OF PARKS, RECREATION & COMMUNITY SERVICES
Lauren Shrum

DIRECTOR OF PLANNING & COMMUNITY DEVELOPMENT
Lesa Wood

DIRECTOR OF PUBLIC AFFAIRS
Linda Klepper

DIRECTOR OF PUBLIC WORKS
Larry Busch

MISSION, VISION, AND VALUES



MISSION

Leading, improving, and serving a livable, sustainable, and financially sound community.



VISION

Community. Service. Opportunity.



VALUES

- Do the Right Thing
- Do the Best You Can
- Treat Others the Way You Want to be Treated
- Work Cooperatively as a Team

EXECUTIVE SUMMARY AND GOALS

EXECUTIVE SUMMARY

The City of Schertz is facing continuous growth, new challenges, and increasing expectations of service and performance. What we do today will shape how we will be, and how we will function, as a fully developed community in the next twenty to thirty years. As a result, the City of Schertz developed this Strategic Plan to provide overall direction in achieving our desired future state. By regularly referencing the document, we can better align City Council, Boards and Commissions, and City Staff toward a common goal while providing for a more balanced approach. The continued use of this document will increase alignment and help maintain a steady course despite possible economic changes, limited financial resources, evolving leadership, or other changing environments.

GOALS



Sustainable Government



Safe and Livable Community



Infrastructure Investment



Sense of Community



Thriving Economy

GOALS AND OBJECTIVES



Sustainable Government

- **Protect** the city's financial stability, integrity and credibility
- **Recruit, develop and retain** a qualified, competent and diverse municipal workforce
- **Identify** the areas where improvements are needed through the use of data, technology, and innovative approaches
- **Ensure** governmental transparency



Safe and Livable Community

- **Safeguard** public safety
- **Improve** property conditions and overall appearance of the city
- **Promote** environmental stewardship and health
- **Maintain and expand** parks and trails network system

GOALS AND OBJECTIVES



Infrastructure Investment

- **Develop and maintain** roadways, sidewalks and transportation infrastructure
- **Develop and maintain** water, wastewater and drainage infrastructure
- **Provide** an adequate water supply now and in the future
- **Support** strategic investment in city facilities



Sense of Community

- **Actively engage and communicate** with our residents and stakeholders
- **Host events** that create a sense of place and community
- **Grow** quality of life programs and facilities



Thriving Economy

- **Support** strategic development
- **Support** revitalization of targeted areas
- **Support** business retention and recruitment
- **Effectively plan and manage** land use