

CITY OF SUGAR LAND

STRATEGIC ACTION PLAN

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Agenda



- ▶ ● **CoSL's Vision and Strategic Outcome Areas**
- ▶ ● **Overview of the Strategic Action Plan and Objectives**



City of Sugar Land's Vision

WE ARE TRAILBLAZERS

Relentless in Our Pursuit of Good so that Our Employees,
Residents, and Businesses Can Enjoy a Life Better than They
Can Even Imagine.



Strategic Outcome Areas

-  Finance: Strong & Viable
-  Community: Safe & Secure
-  Economy: Thriving & Vibrant
-  Culture: Dynamic & Fun
-  People: Welcoming & Engaged
-  Government: Respected & Influential
-  Transportation: Connected & Convenient
-  Infrastructure: Sustainable & Resilient

Strategic Plan Purpose

A strategic plan provides a clear roadmap for achieving specific goals by outlining priorities, resources, and actions. It helps align efforts, improve decision-making, and ensure long-term success.

Key Takeaways:

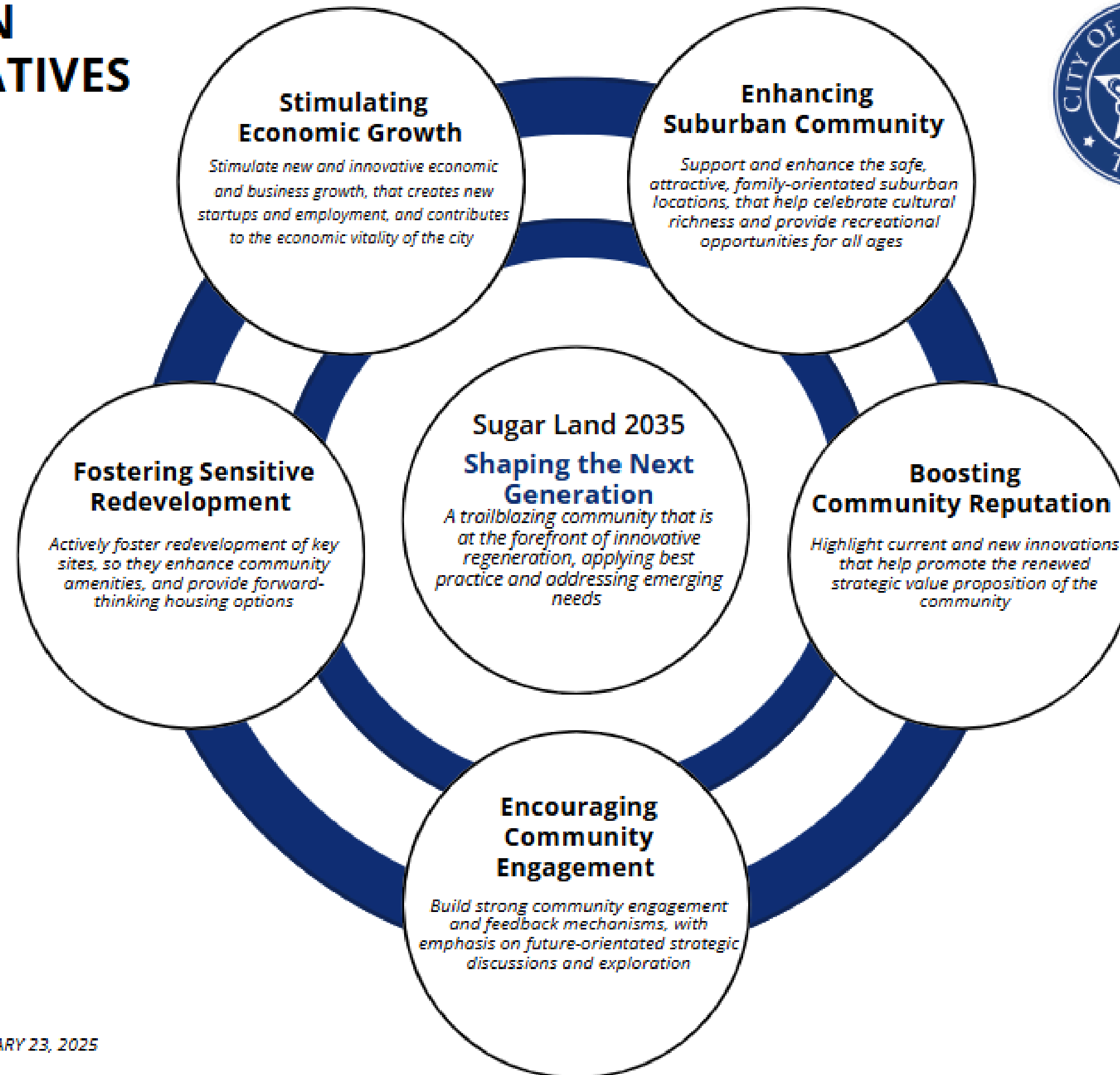
- **Defines vision and objectives** - Establishes clear goals and desired outcomes.
- **Aligns stakeholders**- Ensures everyone works toward common priorities.
- **Guides decision-making** - Helps allocate resources effectively.
- **Defines vision and objectives** - Provides benchmarks for progress and accountability.

Strategic Action Plan Process

- May 2024: The RFQ process began, leading to the selection of Future iQ as our Strategic Planning Consultant.
- July 2024: Launched the Strategic Action Planning process to develop a three-year Strategic Action Plan.
- Extensive Community & Stakeholder Engagement
 - Think Tank Workshops
 - Stakeholder Focus Groups
 - FBISD Focus Group
 - Farmers Market
 - Small Business Networking Event at Talyard
 - Local College Updates
 - Stakeholder Update Meetings
 - Stakeholder Survey
- July – December 2024: Research, engagement, and strategy development.
- January- February 2025: Finalization and publication of the City of Sugar Land Strategic Action Plan.



ALL-IN INITIATIVES



UPDATED FEBRUARY 23, 2025



Objective 1: Fostering cultural celebration



Objective 2: Expand destination opportunities for all



Objective 3: Build strong community connections



Objective 4: Providing quality family infrastructure

Enhancing Suburban Community

Support and enhance the safe, attractive, oriented suburban locations, that help celebrate cultural richness and provide recreational opportunities for all ages



Objective 1: Develop an updated 'Value Proposition' statement



Objective 2: Baseline and benchmarking reputation



Objective 3: External visibility and recognition



Objective 4: Establish broad partnerships that help spur innovation



Objective 5: Leverage social proof and testimonials

Boosting Community Reputation

Highlight current and new innovations that help promote the renewed strategic value proposition of the community



Objective 1: Create transparency through civic education and empowerment



Objective 2: Delivering enhanced services to demonstrate accountability



Objective 3: Foster relationships to build trust



Objective 4: Develop opportunities for quality discussions

Encouraging Community Engagement

Build strong community engagement and feedback mechanisms, with emphasis on orientated strategic discussions and exploration



Objective 1: Foster a commercial and residential redevelopment environment



Objective 2: Create a forward-looking housing strategy



Objective 3: Prepare key sites (Imperial & Lake Pointe) for redevelopment



Objective 4: Build partnerships between innovative developers and community



Objective 5: Communicate value proposition of redevelopment

Fostering Sensitive Redevelopment

Actively foster redevelopment of key sites, so they enhance community amenities, and provide forward-thinking housing options



Objective 1: Fostering an innovation ecosystem



Objective 2: Cultivating and maintaining our business partnerships



Objective 3: Job creation, attracting businesses, visitors and residents



Objective 4: Establishing a bold tourism strategy

Stimulating Economic Growth

Stimulate new and innovative economic and business growth, that creates new start-ups and employment and contributes to the economic vitality of the city

How will we accomplish these goals?

- Team of Chief Trailblazers who are responsible for driving the execution of the Strategic Action Plan.
 - Will provide visionary leadership to ensure the plan is not just a document but a living, actionable strategy.
- Currently working to translate the plan's vision into clear, specific, and measurable strategies.
- Chief Trailblazers are not working alone—they have assembled project teams with members from various departments and areas of expertise.
- Will guide strategy execution, track progress, and adjust approaches as needed.



Visit

<https://www.sugarlandtx.gov/TrailblazingSLTX>
to learn more or sign up for our **newsletter** to
stay up-to-date on Strategic Action Plan news!



**THANK
YOU**