



City of Hutto

Agenda

City Council Work Session

Thursday, February 20, 2025 at 6:00 PM

Executive Conference Room, City Hall – 500 W. Live Oak Street

1. CALL SESSION TO ORDER

2. ROLL CALL

3. OTHER BUSINESS

3.1. Review and discuss 2025 Strategic Plan Objectives. (David Amsler)

3.2. Discussion and possible action related to Work Session topics.

4. ADJOURNMENT

5. CERTIFICATION

I certify that this notice of the February 20, 2025 Hutto City Council meeting was posted in accordance with the Texas Open Meetings Act on the City of Hutto website (huttotx.gov) and the City Hall bulletin board (500 W. Live Oak Street) on February 14, 2025 before 5:30 P.M.




Laura Hallmark

The City of Hutto is committed to complying with the Americans with Disabilities Act. The Hutto City Hall is wheelchair accessible. Requests for reasonable special accommodations must be made 48 hours prior to the meeting. Please email the City Secretary's office at Laura.Hallmark@huttotx.gov or call (512) 759-4839 for assistance.

AGENDA ITEM REPORT

3.1.



To: City Council
Subject: Review and discuss 2025 Strategic Plan Objectives. (David Amsler)
Meeting: Thursday, February 20, 2025
Department: City Manager /
Staff Contact: David Amsler

BACKGROUND INFORMATION:

The City of Hutto embarked on a three-year journey to enhance its strategic planning process. Throughout this effort, the City Council and leadership have met annually to discuss key aspects of their roles, protocols, and responsibilities. As a result, this document was developed, outlining a **vision statement, key mission elements, core values, and strategic pillars** that house critical objectives. Importantly, community input—gathered through statistically valid surveys (available in the backup material), played a significant role in shaping these objectives. Recently, residents identified **infrastructure, finances, and emergency preparedness** as the top three priorities for the City.

Hutto's Leadership Team and City Council convened on **March 23, 2024, and May 15, 2024**, to establish and formalize the Council's key objectives, which serve as a blueprint for budgetary and policy decisions moving forward. The discussion on March 23, 2024, was facilitated by **Patrick Ibarra**, culminating in the adoption of the **Strategic Plan 2024-2026**, which is included in the agenda packet. A facilitated session by **Patrick Ibarra** was held on **February 8, 2025** to reaffirm objectives and principles of good governance at the local level.

This meeting aims to reaffirm the current strategic objectives and identify high-priority tasks the Council wants staff to focus on. The current plan and progress update is available in the backup material.

SUMMARY OF REQUEST:

Reaffirm the current strategic objectives and establish key tasks for the City Manager to prioritize in the proposed FY 26 budget.

STAFF REVIEW:

AGENDA ITEM REPORT

3.1.



The report attached in the backup material will be published on the City's website and other communication channels after City Manager's review and finalization of **Key Performance Indicators (KPIs)** in May 2025.

FISCAL NOTES:

No fiscal impact at this time.

ATTACHMENTS:

1. 2.8.25 Report

STRATEGIC PLAN



2025

HISTORY OF HUTTO



Hutto cotton storage yard in 1897, located on Block 6 Railroad Addition now bound by Farley Street, Main Street, Pecan Street, and East Street. (Photo Courtesy of Thomas A. Munnerlyn family, description by Mike Fowler)

Way Back

Modern-day Hutto is in Williamson County, situated along a railroad route near the intersection of SH 130 and US 79. It is in a prime location, with Austin to the south, Round Rock to the west, and Taylor to the east. While it has experienced immense growth in recent years, Hutto has retained its authentic charm while expanding with desirable suburban neighborhoods, technology hubs, and a light-industrial sector.

The City of Hutto has a long history of being a unique, diverse, and welcoming community, full of new opportunities for each generation. Before its settlement, Central Texas was prominently home to the indigenous Lipan Apache, Comanche, and Tonkawa tribes. Archaeological artifacts were discovered at the Gault site, located about 30 miles north of Hutto, and can

now be found at the Bullock Texas State History Museum. In 1876, the first person to live in Hutto was a young man named Adam Orgain. The 1880 United States Census records show that he was born a slave in Tennessee in 1837. At seventeen, he was placed alone on the Blackland Prairie, not far from Cottonwood Creek, to watch over the Orgain Family's cattle land and livestock.

The land was owned by James Emory Hutto, an early settler from Alabama who lived in Williamson County. That same year the International-Great Northern Railroad and the City were named to honor James Emory Hutto. Many farmers and ranchers flocked to the area, contributing to the cotton industry as it began to flourish in Central Texas. Many German, Danish, and Swedish immigrants settled in Hutto, and their influence is still felt today.



One of the first automobiles in Hutto, belonging to Dr. Porter, pictured in 1905. (Courtesy of Hugh S. Davenport, Sr.)



Carl Stern driving a John Deere tractor in 1939. His brother Vic, served on the Hutto Co-Op board. (Courtesy of Carl and Lois Stern)



Wagons and trailers await processing at Hutto Co-Op Cotton Gin in the Fall of 1947. (Courtesy of Hugh S. Davenport, Sr.)

Not So Distant Past

Slowly, the Blackland Prairie was replaced with farmland. Hutto's historical growth relied heavily on agricultural production, specifically cotton. The population reached 700 in 1896 when Hutto was described as an "important cotton market" by the Texas State Gazetteer. Storms destroyed many of the city's original buildings, leading to the construction

of more sturdy brick buildings north of the railroad tracks, which is the site of the current day downtown. Unfortunately, in 1901 a fire destroyed all but one of the buildings on the east side of East Street between Front and Farley. After nearly 50 years of occupation, the City was officially incorporated in 1911 and adopted the Hippo as its school mascot in 1923.



Hutto Lake Park

Hutto in the 21st Century

Hutto's young, educated, and diverse population has grown significantly over the last decade. Young couples and families are a key part of Hutto's rapidly growing demographic and contribute to the City's strong workforce and economy. Two out of five residents are under 30, and the population is slightly more female. Hutto is a connected community where visitors want to live and residents want to stay. As of January 2024, Hutto ISD has more than 10,000 students enrolled. Students speak over 22 languages, showcasing Hutto's diversity. During the 2022-2023 school year, the district had over 1,400 staff, nearly half of whom were teachers. The legend of the Hippo is carried with pride: Hutto ISD is the only school district in the United States to have the Hippo as its mascot. "You say, Hutto; We say Hippo!" as the cheerleaders chant during the beloved games at Hutto Memorial Stadium. Hutto is known for its quality of life due to its unique Downtown, revitalized Co-Op District, and natural amenities. The City marks holidays throughout the year with community celebrations in Hutto parks and Downtown, which are filled with vendors. Residents and visitors enjoy live entertainment, dining, children's activities, and shopping at local businesses and farmers markets.

The Arts and Culture community is thriving, with artists calling Hutto home for their residences and studios. Sculptures, murals, paintings, and galleries are popping up all around town as Hutto continues to embrace the creative community. With tens of thousands of concrete hippos all over town, it's been easy to appreciate art in Hutto, and our art scene continues to evolve as new talent and technology emerge. According to the Texas Cultural Trust Organization, the Texas Arts and Culture Industry has grown more than 30% over the past decade, generating nearly \$380 million in state sales tax revenue.



Fourth of July Celebration

FASTGROWTH

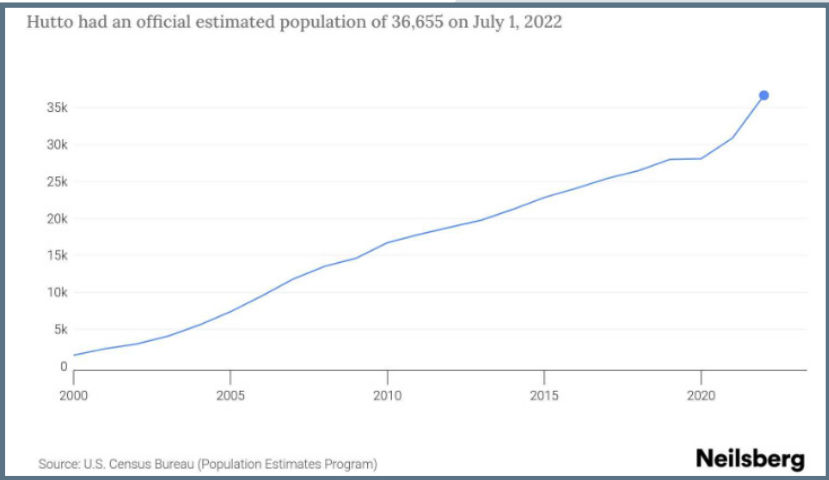
Everyone Wants to be a Hippo

The population has rapidly increased over the past two decades and is expected to continue growing. In 2010, Hutto had a population of 16,724; by 2020, it was 27,577, and now, in 2024, it has hit a staggering 45,000. Single-family homes have been built to accommodate this growth, and in 2021, 2,080 were completed. In 2022, that number dropped to 709 and rose to 1,842 the following year.

With such a booming population, businesses are ready to build in Hutto. This is clear by the city issuing 22 commercial permits in 2023, and being on pace to issue 35 permits in 2024. Within the past several years we have welcomed great additions to the Hutto business list, these include: Top Notch, Smokey Mo's TX BBQ, Mighty Fine, Mod Pizza, Tiff's Treats, Dutch Bros, Einstein Bros, Mary's Mountain Cookies, Casa Jalisco, Holiday Inn, Hampton Inn. Businesses soon to call Hutto home include Chuy's, McAlister's Deli, Jersey Mike's, Jack Allen's Kitchen and TownePlace Suites Marriott.



Library Reptile Show

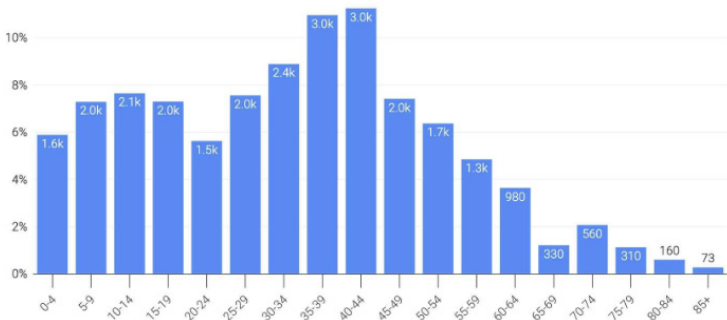


Entertainment at Holidays in Hutto



Fourth of July Celebration

The largest age group is 40-44 years with a population of 3,035 (11.25%)



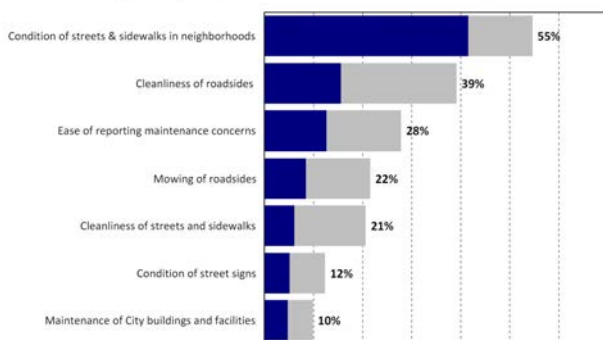
H★THE PLAN

The City of Hutto commenced a three-year journey to enhance its strategic planning process. Since the onset, the City Council and leadership have met yearly to discuss critical aspects of its roles, protocols, and responsibilities. The contents of this book were created: a vision statement, key mission elements, core values, and strategic pillars to house objectives. Community input is received through statistically valid biannual surveys and drives identifying objectives, resulting in prioritizing the 5-year Capital Improvement Plan. As shown in the graph below, residents selected infrastructure, finances, and emergency preparedness as the top three areas to which the City should pay the most attention.

This assemblage of information into a strategic plan allows the City Manager and staff to work efficiently and make calculated budget recommendations each fiscal year. By setting clear expectations, the process, tracking, and reporting of outcomes allow leadership to create “Key Performance Indicators” (KPI’s) for their team that align with the vision Council has set for Hutto. Finally, residents will have clear insight into the areas of focus, progress, data, and narratives behind key decision-making. This will allow our community to be more engaged and hold their local government accountable.

Q18. Maintenance Services That Should Receive the Most Emphasis From the City

by percentage of respondents who selected the item as one of their top two choices



FM1660N CIP Work

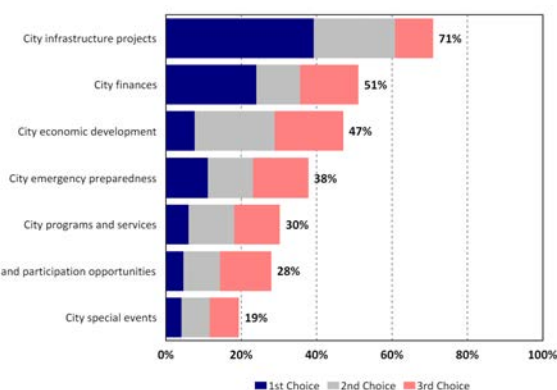
WHICH THREE ITEMS SHOULD RECEIVE THE MOST EMPHASIS FROM THE CITY?

Q9a. Top choice

	Number	Percent
City finances	103	24.0 %
City special events	18	4.2 %
City infrastructure (Capital Improvement Projects/CIP) projects	168	39.2 %
City programs & services	26	6.1 %
City economic development	33	7.7 %
City emergency preparedness	48	11.2 %
Public input & participation opportunities	20	4.7 %
None chosen	13	3.0 %
Total	429	100.0 %

Q9a. Current Communication Items That Should Receive the Most Emphasis From the City

by percentage of respondents who selected the item as one of their top three choices



Henrietta during Holidays in Hutto

HUTTOVISION

HUTTO IS A SUSTAINABLE, INNOVATIVE, & WELL-MANAGED CITY THAT HONORS ITS **HISTORY** & CULTURE TO ATTRACT QUALITY BUSINESSES, VISITORS, & NEW RESIDENTS.

IT CULTIVATES AN ATMOSPHERE OF **INCLUSION & CONNECTION**, OFFERING **COMMUNITY** ACTIVITY & ENTERTAINMENT OPTIONS THAT **STRENGTHEN** ITS QUALITY OF LIFE, & ATTRACTS & RETAINS PEOPLE FROM ALL WALKS OF LIFE.

HUTTO FOCUSES ON ITS **SMALL-TOWN** FEEL & UPHOLDS **“THE HIPPO WAY.”**



Hippo Loose in Hutto Premiere



Groundbreaking



Hippo Loose in Hutto Premiere



Holidays in Hutto



Touch-a-Truck



Touch-a-Truck

CHARTING THE COURSE



Staff Volunteering at the Bounce House

INTEGRITY

- We do the right thing
- We are accountable for our promises and actions

CONSISTENCY

- We are committed to building trust with both internal and external stakeholders
- We embrace the challenge of overcoming adversity despite the situation

COLLABORATION

- We work as a team despite disagreements
- We are unified in decisions that are made

MUTUAL RESPECT

- When disagreements occur, we resolve them through our Core Values
- We value and respect all employees, public servants, residents, and stakeholders

FORWARD THINKING

- We embrace innovation while remaining cognizant of current city resources
- We seek professional growth through opportunities that expand our horizon of thought

SERVANT LEADERSHIP

- We work to deliver exceptional service to all we interact with
- We believe that the most influential leaders strive to serve others above all else



I am honored to present the City of Hutto's 2024-2025 Strategic Plan. This period marks a significant phase in developing the promising future of our thriving community. City leaders are responsible for effective planning, and residents need a way to measure our success. This document contains the benchmarks we agreed to complete within the following 24 months. Our united decisions recorded here are to assure residents and businesses in the Hippo family that they are our priority.

The importance of having a plan and a way to measure success cannot be overstated. It ensures accountability and transparency, allowing residents to see the tangible outcomes of planning and initiatives, and keeping our resources on track for long-term goals. This document isn't intended to lay dormant on a shelf; rather, it serves as a tool for residents to gauge the effectiveness of these objectives to ensure that we are meeting the needs and expectations of our community.

The City of Hutto's Strategic Plan prominently features the 5-year Capital Improvement Plan. Capital improvement plans are crucial as they lay the foundation for long-term infrastructure development, ensuring that our city can accommodate growth and provide essential services. Truthfully, we have grown so exponentially that we are behind on infrastructure; that is why we are prioritizing catching up and then getting ahead now. Data from recurring citizen surveys informed our decision-making to place emphasis on infrastructure. Listening to our citizens through these statistically valid surveys is vital because it provides a comprehensive understanding of the community's needs and priorities, not just what we hear on the internet or read in the news.

City staff continue to work diligently and efficiently to prepare for growth while balancing efforts to address our current needs. Addressing these needs isn't easy, but it is important as we maintain the quality of life so many of us moved here for and ensure that the community remains a desirable place to live and work. Staff and council aim daily to foster a stable and supportive environment that addresses immediate concerns so that you know you belong here, and we are looking out for you.

Hutto prides itself on innovation. Relieving the tax burden in this ever-changing economy can be achieved through various means, including exploring alternative revenue sources, optimizing existing resources, and implementing cost-saving measures. By taking a holistic approach, we can provide high-quality services without placing undue financial pressure on our residents as costs skyrocket across the country.

With a clear vision, measurable goals, and a roadmap for sustainable development, we ensure that resources are allocated efficiently, priorities are aligned with community needs, and progress is continuously monitored and adjusted as necessary. By doing so, the plan addresses current challenges and anticipates future opportunities, thereby securing a prosperous and resilient future for the city. I thank you for being a part of Hippo Nation and investing time in Hutto's health and success.

Mayor Mike Snyder



PAVING THE WAY CITY LEADERS



Accountability and Collaboration

Hutto operates under a council-manager form of government, which many local municipalities use because it combines the strong political leadership of elected officials with the strong managerial experience of an appointed manager. In Hutto's structure, residents elect their City Council, composed of the Mayor and six other council members who serve three-year terms. During City Council meetings on the first and third Thursdays of the month, the Council is responsible for setting policies, passing ordinances, voting on budgets, and representing the community's interests. The Council makes policy decisions and hires a City Manager to administer day-to-day operations.

This separates political decision-making from administrative functions. The City Manager has expertise in public administration, management, and urban planning. They implement the policies set by the Council, oversee the daily operations, manage staff, prepare the budget, and ensure that the City services are delivered efficiently and effectively. Overall, the Council-manager form of local government is designed to keep the political power with elected officials and delegate delivery of public services, aiming to improve the efficiency and effectiveness of local government.

A strategic plan ensures that the Council's vision is revisited annually to adjust for unforeseen circumstances and welcomes new perspectives. Residents can hold all accountable for the objectives set out to be accomplished within the projected timelines. The conversations, data, and outcomes resulting from the actionable takeaways will shape future objectives, survey questions, and metrics. This isn't a document meant to be left in the lobby of City Hall or on a forgotten webpage, but to be referenced, dogeared, and cited. Bookmark this now, you'll want it later.





STRATEGIC PILLARS + OBJECTIVES

1. Collaborate for Operational Excellence and Efficiency

The City of Hutto strives to be a beacon that others can look towards by holding each other accountable, achieving leadership alignment, and actively seeking efficiency.

- Enhance the recruitment and retention of top-tier talent by investing in comprehensive training, career advancement opportunities, and proactive networking and marketing efforts to showcase Hutto's commitment to its employees.
- Improve internal communication and staff awareness of city services and programs, fostering a more informed and engaged workforce.
- Refine the strategic planning process to encompass the development and regular review of key performance indicators across the organization.

2. Maintain Financial Stability

The City of Hutto is committed to fiscal responsibility, including transparency, long-term financial health, and alternate funding sources.

- Increased transparency regarding the long-term impact of capital improvement projects on associated recurring costs.
- Ensuring the responsible stewardship of tax revenue through accurate value assessments that uphold our collective responsibility and betterment of our community's infrastructure, services, and overall well-being.
- Preserve the City's robust financial health and fiscal responsibility through prudent budgeting practices, monitoring expenditures, and maintaining a 20% operating expense reserve fund.



3. Grow Responsibly and Sustainably

The City of Hutto will leverage its rapid growth through strategic planning, recruiting revenue-generating businesses, and adopting innovative infrastructure policies and projects.

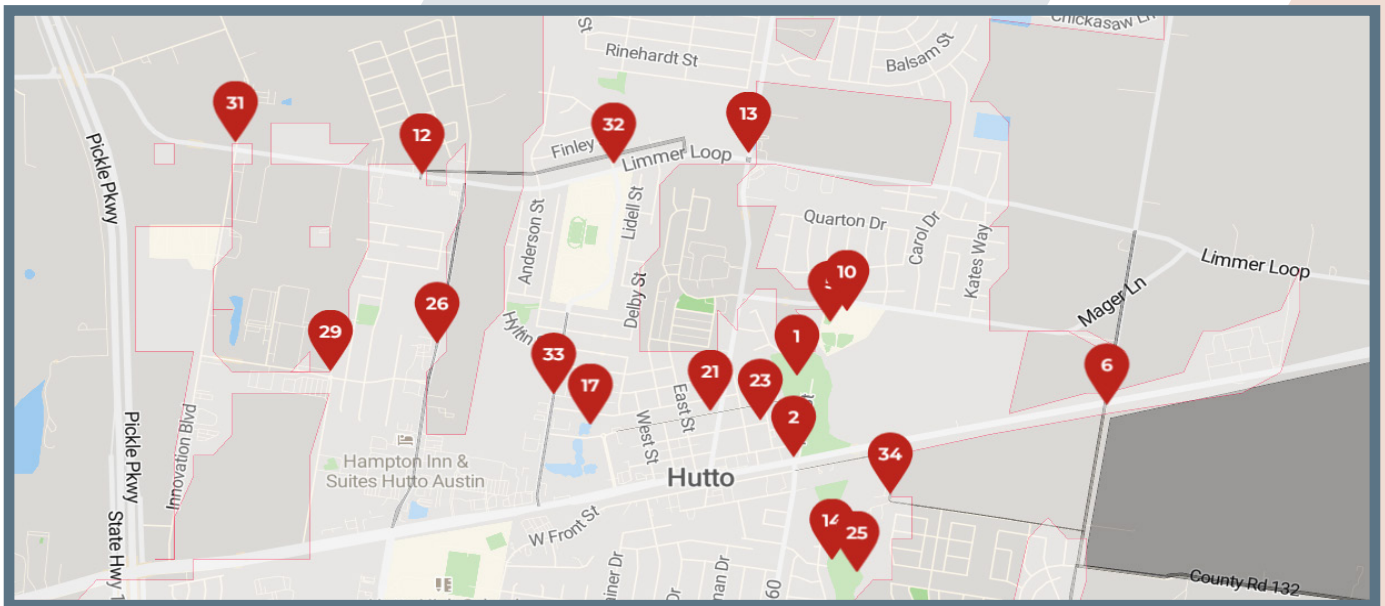
- Strengthen and implement the dedicated road maintenance fund while prioritizing transparency regarding potential tax increases when presenting road bond proposals to Hutto residents.
- Facilitate strategic partnerships with local stakeholders and developers to jointly invest in advancing Hutto's transportation infrastructure.
- Begin a downtown road revitalization initiative, prioritizing enhancements that significantly improve walkability.
- Remain steadfast in our efforts to attract and support businesses through the development process, prioritizing – job creation, economic diversification, and reducing the tax burden of Hutto residents.

4. Create the Highest Quality of Life

The City of Hutto is proud to be consistently ranked among the safest cities in Texas. In addition to maintaining this standard, Hutto will support a high quality of life by creating a community that is engaged, tolerant, and compassionate about everyone, leveraging different perspectives and experiences. To build an environment where everyone can feel they belong and have their voices heard.

- Conduct land research and feasibility studies for a new justice center, prioritizing the establishment of a state-of-the-art police department to enhance response times, alongside the integration of an Emergency Operations Center.
- Integrate the D&I Commission's strategic plan into the council's core ethos and decision-making, ensuring its principles guide daily governance and policy.
- Expand the availability and frequency of premium educational videos to enrich public knowledge and encourage greater community engagement.
- Enhance parkland acreage, prioritizing the development of vibrant green spaces and ensuring inclusive, well-maintained recreational areas for all Hutto residents.

CAPITAL IMPROVEMENT PLAN PROJECTS



Roads, Cones, and Construction Zones

A capital improvement project (CIP) is an infrastructure or facility project involving significant investment or long-term implications for the City. These projects typically include constructing, renovating, or repairing roads, parks, public buildings, water and sewer systems, and other infrastructure. By prioritizing these systems, cities can create a solid foundation for current and future residents. Previously, all engineering work was outsourced to a third party, but over a year ago, the City Council voted to bring engineering in-house. This integration significantly increases operational efficiency, with our two City engineers managing over 60 active projects.

In May 2024, the CIP dashboard went live, allowing residents to explore these projects in detail. Staff can maintain a transparent, up-to-date dashboard by utilizing ClearGov software, which is also used to present the proposed budget to the City Council. This tool enhances accessibility and transparency, enabling residents to interact with real-time information on every project. Project pages include a summary, budget breakdown, timeline, and location of the

project. Another new feature available on individual projects is the ability to leave public comments. This feature furthers Hutto's commitment to fostering an open dialogue with residents and increasing connectivity with the community.

Throughout the year, the City releases video summaries of CIP projects residents request information about the most. Recently, we covered the projects underway to shape our parks and trail systems. Next, we will address the major intersections receiving attention to improve safety and reduce traffic congestion. Visit the CIP page to learn how to receive the latest updates straight to your inbox. [Huttotx.gov/CIP](https://huttotx.gov/CIP)

The Council approved the issuance of bonds of \$26 million for transportation projects and invested \$1.2 million in our current roads with our Road Maintenance Fund. This infusion of funds into our CIP reflects the prioritization of infrastructure. It also means that in the coming months, many roads will be under construction.

Plan Status and Progress

The City of Hutto's Strategic Plan is at the **midway point** of implementation, with **50% completion** across all strategic objectives. The plan focuses on four key pillars:

Operational Efficiency, Financial Stability, Sustainable Growth, and Quality of Life.

Major Accomplishments:

- **85% of action items are on track**, with no major disruptions reported.
- The **Capital Improvement Plan (CIP) Dashboard** launched in May 2024, providing **real-time tracking and public transparency** on infrastructure projects. Refinements and updated streamlines are due in **early March**.
- **\$1.8 million in road maintenance funding** will accelerate much-needed transportation improvements.
- **Enhanced public safety efforts**, including feasibility studies for a new justice center and upgraded emergency response initiatives.
- **Strong economic growth**, with new businesses opening and proactive development strategies attracting investment.

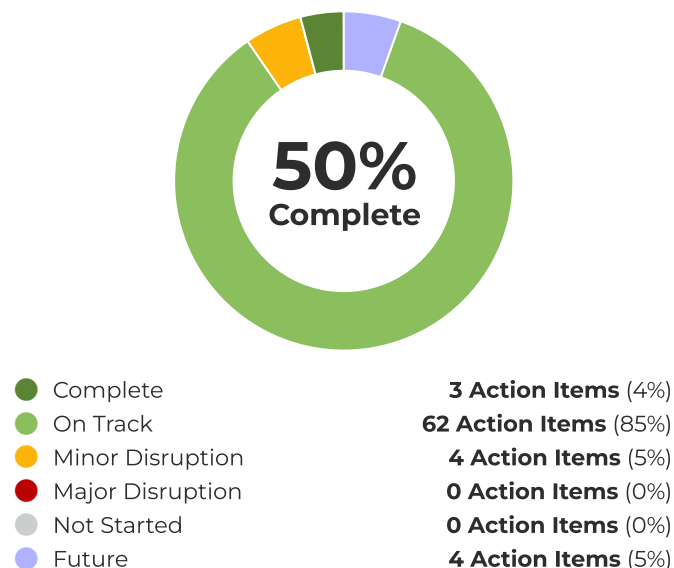
Key Challenges:

- **Infrastructure projects** are still playing catch-up with rapid population growth, requiring careful financial management.
- **Financial stability efforts** must balance long-term reserves while funding necessary improvements.
- **Public engagement and transparency** need ongoing refinement to ensure residents stay informed about significant initiatives.

Next Steps:

- **Key Performance Indicators (KPIs)** are being implemented with reporting beginning in **April 2025** to measure progress more effectively and drive data-driven decision-making.
- **Downtown revitalization, park expansions, and enhanced public communication efforts** are priority initiatives in the coming months.
- **Strengthened collaboration with local businesses, nonprofits, and stakeholders** to maximize funding opportunities and support sustainable growth.

Overall Plan Status



Strategic Pillars

Pillar #1 - The City of Hutto strives to be a beacon that others can look towards by holding each other accountable, achieving leadership alignment, and actively seeking efficiency.

Pillar #2 - The City of Hutto is committed to fiscal responsibility, including transparency, long-term financial health, and alternate funding sources.

Pillar #3 - The City of Hutto will leverage its rapid growth through strategic planning, recruiting revenue-generating businesses, and adopting innovative infrastructure policies and projects.

Pillar #4 - The City of Hutto is proud to be consistently ranked among the safest cities in Texas. In addition to maintaining this standard, Hutto will support a high quality of life by creating a community that is engaged, tolerant, and compassionate about everyone, leveraging different perspectives and experiences. To build an environment where everyone can feel they belong and have their voices heard.



#1 Collaborate for Operational Excellence and Efficiency

Overall Progress

53%



Strategic Objectives

3



#2 Maintain Financial Stability

Overall Progress

49%



Strategic Objectives

3



#3 Grow Responsibly and Sustainably

Overall Progress

44%



Strategic Objectives

4



#4 Create the Highest Quality of Life

Overall Progress

52%



Strategic Objectives

4

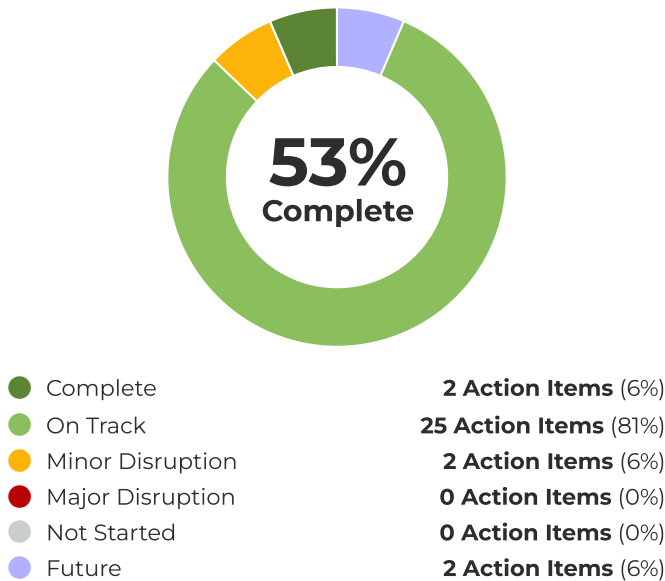
Strategic Pillars

#1 Collaborate for Operational Excellence and Efficiency

The City of Hutto strives to be a beacon that others can look towards by holding each other accountable, achieving leadership alignment, and actively seeking efficiency.



Overall Progress



Strategic Objectives

Complete On Track Minor Disruption Major Disruption Not Started Future			
1A. Enhance recruitment and retention by investing in training, career advancement opportunities, and marketing efforts.	Departmental Goals 10	Progress 55%	Status
1B. Improve internal communication and staff awareness of City services and programs.	Departmental Goals 15	Progress 42%	Status

1C. Refine the strategic planning process to include regular review of key performance indicators (KPIs).	Departmental Goals 6	Progress 58%	Status
---	-----------------------------	---	----------------------------------

Strategic Objectives

1A. Enhance recruitment and retention by investing in training, career advancement opportunities, and marketing efforts.

Overall Progress  55%

Overall Status 

 Complete  On Track  Minor Disruption
 Major Disruption  Not Started  Future

Action Items

Invest in continuous staff training to maintain high-quality service delivery and operational excellence. (Library)

Last Update **02/1/2025**

Progress  65%

Status  On Track

Oversee the Gallup Employee Engagement Survey and implement data-informed initiatives to enhance overall engagement. (Strat Ops)

Last Update **01/28/2025**

Progress  60%

Status  On Track

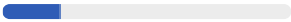
Provide advanced training for officers and staff in community policing, crisis intervention, and de-escalation techniques. (PD)

Last Update **01/28/2025**

Progress  25%

Status  On Track

1A. Enhance recruitment and retention by investing in training, career advancement opportunities, and marketing efforts.

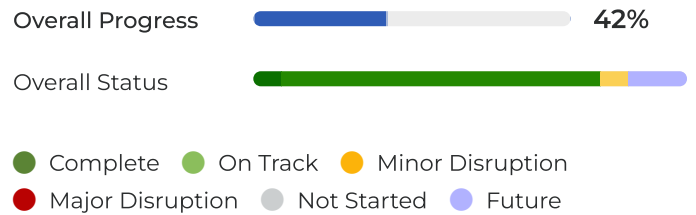
Tailored training includes park management, safety protocols, and event planning, supported by certifications such as Certified Parks and Recreation Professional and Certified Playground Safety Inspector. (Parks and Rec.)	Last Update 01/28/2025	Progress  20%	Status  On Track
Partner with local businesses and invite them to present their programs and services to employees. (HR)	Last Update 01/28/2025	Progress  10%	Status  Minor Disruption
Implementation of onboarding and performance software to ensure a consistent employee experience throughout their time with Hutto. (HR)	Last Update 01/28/2025	Progress  65%	Status  On Track
Invest in cutting-edge technology, software, and equipment to enhance operational efficiency and effectiveness. (ENG)	Last Update 01/28/2025	Progress  100%	Status  Complete
Organize and coordinate emergency exercises to address potential hazards and test our existing emergency plans. (EM)	Last Update 01/28/2025	Progress  60%	Status  On Track
Provide comprehensive training in general Economic Development principles (TEDC, ICSC) and tailored role-specific training. (Econ. Dev.)	Last Update 01/28/2025	Progress  60%	Status  On Track

1A. Enhance recruitment and retention by investing in training, career advancement opportunities, and marketing efforts.

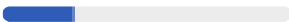
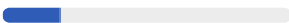
Enhance workforce recruitment and retention through continued investment in technical and leadership training by engaging staff through equipment demonstrations, mentoring, certifications, and technology implementation. (Public Works)	Last Update 02/1/2025	Progress 80%	Status On Track
--	---------------------------------	---	--------------------------------

Strategic Objectives

1B. Improve internal communication and staff awareness of City services and programs.



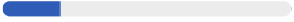
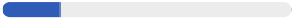
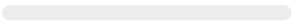
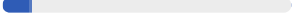
Action Items

Enhance cloud data protection and restoration services to improve disaster recovery and business continuity in the event of a major service disruption. (IT)	Last Update 02/5/2025	Progress  0%	Status  Future
Implement multi-factor authentication for network access and manage all mobile devices through mobile device management. (IT)	Last Update 02/5/2025	Progress  25%	Status  Minor Disruption
Implementing the proposed Bonfire Procurement Platform to enhance all purchasing. (Finance)	Last Update 02/4/2025	Progress  75%	Status  On Track
Invest in asset management software and a work order system to connect customer requests with staff services. (Public Works)	Last Update 02/1/2025	Progress  20%	Status  On Track

1B. Improve internal communication and staff awareness of City services and programs.

Educate customers on water conservation benefits, promote paperless billing, encourage curbside recycling, and introduce the new customer portal. Provide training on data analytics to optimize water usage. (UB)	Last Update 02/1/2025	Progress 90%	Status ● On Track
Prioritize investment in cutting-edge technology, software, and equipment to boost operational efficiency and officer safety, including modern communication systems, body-worn cameras, advanced data analytics tools, and updated safety gear. (PD)	Last Update 02/1/2025	Progress 70%	Status ● On Track
Deploy automated systems to send reminders and offer convenient payment options, such as online payments. (Muni. Court)	Last Update 02/1/2025	Progress 100%	Status ● Complete
Implement new security services and enhancements across all network levels, including endpoints, servers, storage, and network traffic. (IT)	Last Update 02/1/2025	Progress 75%	Status ● On Track
Upgrade core network switches at the Police Department, Public Works Shop, and PARD location. (IT)	Last Update 02/1/2025	Progress 50%	Status ● On Track

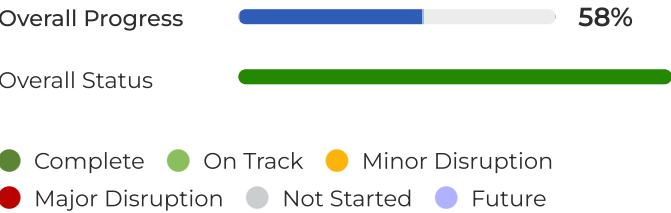
1B. Improve internal communication and staff awareness of City services and programs.

Collaborate across departments for resource efficiency and shared goals, such as the LinkedIn Learning cost-share with HR and Library, and using CivicServe software for improved incentives management and Finance department reporting. (EDC)	Last Update 02/1/2025	Progress  50%	Status  On Track
Enhance the City of Hutto website to ensure accountability and structure. Set audit and accessibility schedules and appoint a webmaster to oversee website management and training. (Comms)	Last Update 02/1/2025	Progress  20%	Status  On Track
Evaluate the Records Management program and recommend appropriate revisions. (City Sec)	Last Update 02/1/2025	Progress  20%	Status  On Track
Evaluate processes for conformance with the Public Information Act and recommend appropriate revisions. (City Sec)	Last Update 02/1/2025	Progress  0%	Status  Future
Strengthen and standardize the support provided by the staff liaisons for all Boards and Commissions. (City Sec)	Last Update 02/1/2025	Progress  10%	Status  On Track
Establish a city-wide employee platform to enhance collaboration and information flow among teams. (CMO)	Last Update 02/1/2025	Progress  25%	Status  On Track

1C. Refine the strategic planning process to include regular review of key performance indicators (KPIs).

Strategic Objectives

1C. Refine the strategic planning process to include regular review of key performance indicators (KPIs).



Action Items

Audit meter readings, billing processes, and customer accounts to ensure revenue collection accuracy and completeness. (UB)	Last Update02/1/2025	Progress 90%	Status On Track
Enhance turnaround times and effectiveness in overseen departments through targeted training, effective leadership, and informed resource allocation. (Strat Ops)	Last Update02/1/2025	Progress 40%	Status On Track
Standardize objective tracking and reporting outcomes to increase organizational transparency, enabling leadership and Council to review KPIs in alignment with the Strategic Plan. (Strat Ops)	Last Update02/1/2025	Progress 40%	Status On Track

1C. Refine the strategic planning process to include regular review of key performance indicators (KPIs).

Utilize workflow analysis to pinpoint bottlenecks and inefficiencies and implement standardized procedures where feasible. (Muni Court)	Last Update 02/1/2025	Progress 50%	Status On Track
Regular financial reviews will be conducted to pinpoint potential cost-saving opportunities and areas for resource optimization. This includes aligning development fees with service costs and implementing time-saving measures to deliver customer service efficiently. (Dev. Serv.)	Last Update 02/1/2025	Progress 65%	Status On Track
Track the return on investment for all ads and campaigns to adjust efforts based on analytic data and community sentiment. Adjust budgets and resources for low-return areas to optimize resource allocation. (Comms)	Last Update 02/1/2025	Progress 60%	Status On Track

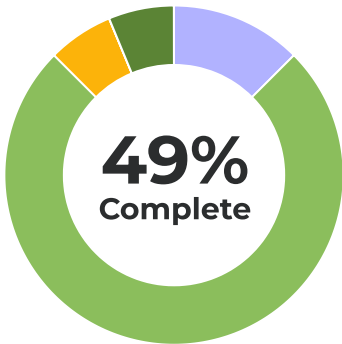
Strategic Pillars

#2 Maintain Financial Stability

The City of Hutto is committed to fiscal responsibility, including transparency, long-term financial health, and alternate funding sources.



Overall Progress



- Complete

On Track

Minor Disruption

Major Disruption

Not Started

Future
- 1 Action Items (6%)

12 Action Items (75%)

1 Action Items (6%)

0 Action Items (0%)

0 Action Items (0%)

2 Action Items (13%)

Strategic Objectives

- Complete
- On Track
- Minor Disruption
- Major Disruption
- Not Started
- Future

2A. Increased transparency regarding the long-term impact of capital improvement projects on associated recurring costs.	Departmental Goals 2	Progress 53%	Status
2B. Ensuring the responsible stewardship of tax revenue through accurate value assessments that uphold our collective responsibility and betterment of our community's infrastructure, services, and overall well-being.	Departmental Goals 11	Progress 46%	Status

2C. Preserve the City's robust financial health and fiscal responsibility through prudent budgeting practices, monitoring expenditures, and maintaining a 20% operating expense reserve fund.

Departmental
Goals **3**

Progress

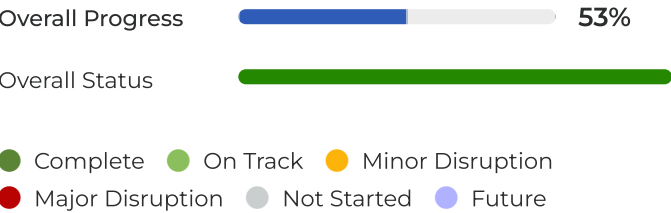


Status



Strategic Objectives

2A. Increased transparency regarding the long-term impact of capital improvement projects on associated recurring costs.

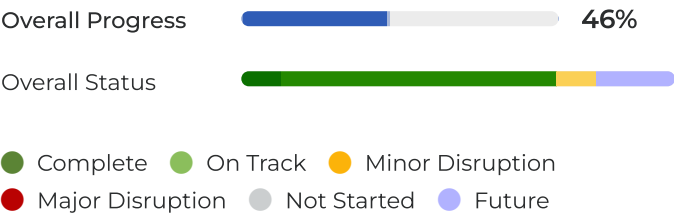


Action Items

Prioritize cost-effective strategies and innovative solutions to maximize efficiency without compromising design safety while considering the long-term impact of associated recurring costs for capital improvement projects. (ENG)	Last Update02/4/2025	Progress  50%	Status ● On Track
Build trust and accountability through the pursuit of additional transparency stars through the Comptroller's office, and increase accountability within the organization through engaged budget reporting for all departments. (CMO)	Last Update02/1/2025	Progress  55%	Status ● On Track

Strategic Objectives

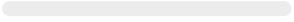
2B. Ensuring the responsible stewardship of tax revenue through accurate value assessments that uphold our collective responsibility and betterment of our community's infrastructure, services, and overall well-being.



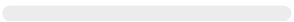
Action Items

Implement a new payment platform in FY 2025 to reduce credit card fees for customers and offer additional payment options. (UB)	Last Update02/4/2025	Progress 50%	Status On Track
---	----------------------	-------------------------------------	---------------------------------------

2B. Ensuring the responsible stewardship of tax revenue through accurate value assessments that uphold our collective responsibility and betterment of our community's infrastruc...

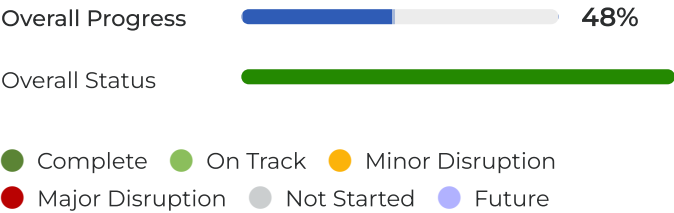
Train leaders through routine development meetings to translate objectives and measurable goals into value assessments that can be reviewed for return on investment to ensure responsible stewardship of tax revenue. (Strat Ops)	Last Update 02/4/2025	Progress  50%	Status  On Track
Emphasize collaboration with city departments and external stakeholders to share resources, streamline processes, and use financial resources efficiently for sustainable growth in Hutto. (PD)	Last Update 02/4/2025	Progress  70%	Status  On Track
Deploy case management systems to ensure timely resolution of cases, minimizing stress and uncertainty for those involved. (Muni. Court)	Last Update 02/4/2025	Progress  100%	Status  Complete
Participating in interlibrary loan systems to optimize the use of existing materials and avoid unnecessary purchases. (Library)	Last Update 02/4/2025	Progress  70%	Status  On Track
Use community feedback and usage data to evaluate and enhance services, ensuring that operations are effective and aligned with community needs. (Library)	Last Update 02/4/2025	Progress  60%	Status  On Track
Perform a quarterly review of employee engagement purchases to measure return on investment per employee by comparing year-over-year survey results. (HR)	Last Update 02/4/2025	Progress  0%	Status  Future

2B. Ensuring the responsible stewardship of tax revenue through accurate value assessments that uphold our collective responsibility and betterment of our community's infrastruc...

Ensure software integrity, fee schedules, and internal controls through internal audits and recommendations for improved efficiency. (Finance)	Last Update 02/4/2025	Progress  50%	Status  On Track
Finalize 4 land sales on the HEDC-owned Megasite by Q3 FY25 to enable further investment in priority projects. (Econ. Dev.)	Last Update 02/1/2025	Progress  0%	Status  Minor Disruption
Utilize TIRZ consulting to ensure best practices for managing the City's 3 TIRZs, maximizing financial impact while minimizing unnecessary tax burdens on residents. (Econ. Dev.)	Last Update 02/1/2025	Progress  0%	Status  Future
Evaluate and negotiate vendor contracts to ensure optimal value and maximize the impact of tax dollars spent. (Econ. Dev.)	Last Update 02/4/2025	Progress  60%	Status  On Track

Strategic Objectives

2C. Preserve the City’s robust financial health and fiscal responsibility through prudent budgeting practices, monitoring expenditures, and maintaining a 20% operating expense reserve fund.



Action Items

Allocating and managing financial resources to support the maintenance and development of essential infrastructure, including roads, public transportation, water supply, and waste management systems. (Finance)	Last Update 02/5/2025	Progress 40%	Status ● On Track
---	-----------------------	---------------	----------------------

2C. Preserve the City's robust financial health and fiscal responsibility through prudent budgeting practices, monitoring expenditures, and maintaining a 20% operating expense r...

Provide conservation tools transparently through the launch of the Water Smart customer portal, which is targeted at identifying leaks and managing non-essential water use to extend the sustainability of water resources. (Public Works Admin)

Last Update **02/4/2025**

Progress  **55%**

Status  On Track

Prioritize maintaining and increasing the levels of fund balances. (Finance)

Last Update **02/4/2025**

Progress  **50%**

Status  On Track

Strategic Pillars

#3 Grow Responsibly and Sustainably

The City of Hutto will leverage its rapid growth through strategic planning, recruiting revenue-generating businesses, and adopting innovative infrastructure policies and projects.



Overall Progress



- Complete

On Track

Minor Disruption

Major Disruption

Not Started

Future
- 0 Action Items

 (0%)

12 Action Items

 (92%)

1 Action Items

 (8%)

0 Action Items

 (0%)

0 Action Items

 (0%)

0 Action Items

 (0%)

Strategic Objectives

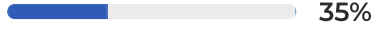
- Complete
 On Track
 Minor Disruption
 Major Disruption
 Not Started
 Future

3A. Strengthen and implement the dedicated road maintenance fund while prioritizing transparency regarding potential tax increases when presenting road bond proposals to Hutto residents.	Departmental Goals 2	Progress 38%	Status
3B. Facilitate strategic partnerships with local stakeholders and developers to jointly invest in advancing Hutto's transportation infrastructure.	Departmental Goals 5	Progress 49%	Status

3C. Begin a downtown road revitalization initiative, prioritizing enhancements significantly improving walkability.

Departmental
Goals **1**

Progress



Status



3D. Remain steadfast in our efforts to attract and support businesses by prioritizing job creation, economic diversification, and reducing the tax burden on Hutto residents.

Departmental
Goals **5**

Progress

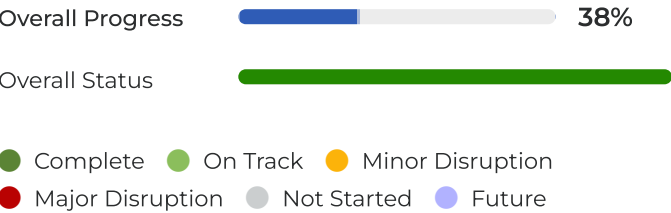


Status

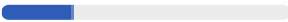


Strategic Objectives

3A. Strengthen and implement the dedicated road maintenance fund while prioritizing transparency regarding potential tax increases when presenting road bond proposals to Hutto residents.

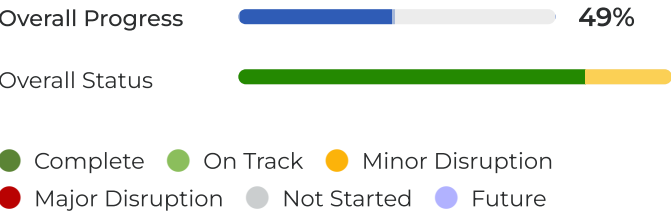


Action Items

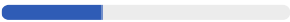
Continue to invest in street preservation and repairs through planning and action plan efforts to improve road condition scores. (Streets)	Last Update02/5/2025	Progress  25%	Status  On Track
Continue to invest in street preservation and repairs through planning and action plan efforts to improve road condition scores. (Fleet)	Last Update02/5/2025	Progress  50%	Status  On Track

Strategic Objectives

3B. Facilitate strategic partnerships with local stakeholders and developers to jointly invest in advancing Hutto’s transportation infrastructure.



Action Items

Seek external funding opportunities, including grants, sponsorships, and partnerships, to support park enhancements, add new amenities, improve special events, and advance other initiatives. (Parks and Rec.)	Last Update02/5/2025	Progress  35%	Status  On Track
Emphasize collaboration with external stakeholders to share resources and use financial partnerships to promote sustainable growth. (ENG)	Last Update02/5/2025	Progress  45%	Status  On Track

3B. Facilitate strategic partnerships with local stakeholders and developers to jointly invest in advancing Hutto's transportation infrastructure.

Upon completing the joint Williamson County/City of Hutto Hazard Mitigation Plan, the department will conduct a Threat and Hazard Identification and Risk Assessment (THIRA). Both documents will identify mitigation projects eligible for federal mitigation grants. (EM)	Last Update 02/5/2025	Progress 60%	Status Minor Disruption
Leverage the existing Sponsorships & Strategic Partnerships Coordinator role to secure sponsorships and grants for projects ranging from trails to facilities. (Econ. Dev.)	Last Update 02/5/2025	Progress 60%	Status On Track
Partner with non-profits, local creatives, and regional/state entities to enhance community and development projects. These partnerships attract resources and support, improve financial stability, efficiency, and communication for smoother project execution. (Community & Culture)	Last Update 02/4/2025	Progress 45%	Status On Track

Strategic Objectives

3C. Begin a downtown road revitalization initiative, prioritizing enhancements significantly improving walkability.

Overall Progress 35%

Overall Status

- Complete
- On Track
- Minor Disruption
- Major Disruption
- Not Started
- Future

Action Items

Enhance Old Town maintenance through increased focus on drainage, street and signage improvements. (Fleet)

Last Update 02/5/2025

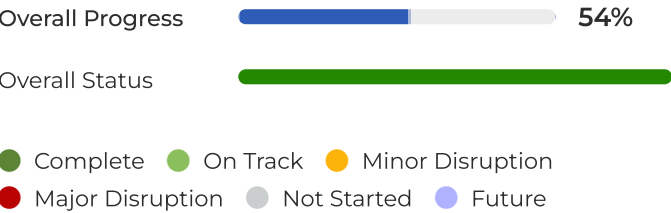
Progress 35%

Status

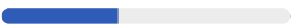
On Track

Strategic Objectives

3D. Remain steadfast in our efforts to attract and support businesses by prioritizing job creation, economic diversification, and reducing the tax burden on Hutto residents.



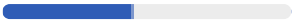
Action Items

Integrate public safety considerations into development projects by collaborating with City planners and developers. (PD)	Last Update02/5/2025	Progress  50%	Status  On Track
Prioritize CIP projects that address issues before they escalate, ensuring a secure environment that supports responsible development. (ENG)	Last Update02/5/2025	Progress  65%	Status  On Track
Leverage the new Marketing Analyst and Communications team for data-driven marketing, including strategic ads in key industry and local publications. (Econ. Dev.)	Last Update02/5/2025	Progress  40%	Status  On Track

3D. Remain steadfast in our efforts to attract and support businesses by prioritizing job creation, economic diversification, and reducing the tax burden on Hutto residents.

Consistently monitor policies and procedures to ensure they meet Hutto's needs and boost efficiency for both staff and applicants. (Dev. Serv.)

Last Update **02/4/2025**

Progress  **45%**

Status
 On Track

Include community input and cultural considerations in development projects to ensure inclusivity and acceptance. Collaborate effectively with community members, government, and developers to streamline processes and meet community needs. (Community & Culture)

Last Update **02/4/2025**

Progress  **70%**

Status
 On Track

Strategic Pillars

#4 Create the Highest Quality of Life

The City of Hutto is proud to be consistently ranked among the safest cities in Texas. In addition to maintaining this standard, Hutto will support a high quality of life by creating a community that is engaged, tolerant, and compassionate about everyone, leveraging different perspectives and experiences. To build an environment where everyone can feel they belong and have their voices heard.



Overall Progress



- Complete

● On Track

● Minor Disruption

● Major Disruption

● Not Started

● Future
- 0 Action Items (0%)

13 Action Items (100%)

0 Action Items (0%)

0 Action Items (0%)

0 Action Items (0%)

0 Action Items (0%)

Strategic Objectives

- Complete

● On Track

● Minor Disruption

● Major Disruption

● Not Started

● Future

4A. Conduct land research and feasibility studies for a new justice center, prioritizing the establishment of a state-of-the-art police department to enhance response times and integrate an Emergency Operations Center.	Departmental Goals 2	Progress 63%	Status
--	----------------------	---	--

4B. Integrate the DEIB Commission's strategic plan into the Council's core ethos and decision-making, ensuring its principles guide daily governance and policy.

Departmental
Goals **4**

Progress
 **49%**

Status


4C. Expand the availability and frequency of premium educational videos to enrich public knowledge and encourage greater community engagement.

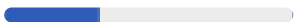
Departmental
Goals **3**

Progress
 **65%**

Status


4D. Enhance parkland acreage, preserve lush green spaces, and ensure inclusive, well-maintained recreational areas for all Hutto residents.

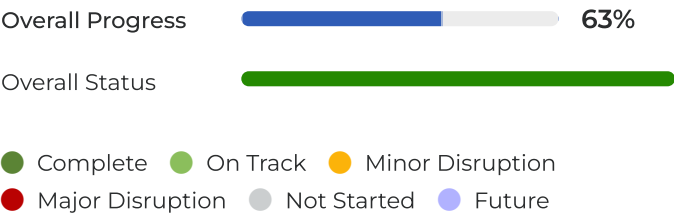
Departmental
Goals **4**

Progress
 **33%**

Status


Strategic Objectives

4A. Conduct land research and feasibility studies for a new justice center, prioritizing the establishment of a state-of-the-art police department to enhance response times and integrate an Emergency Operations Center.



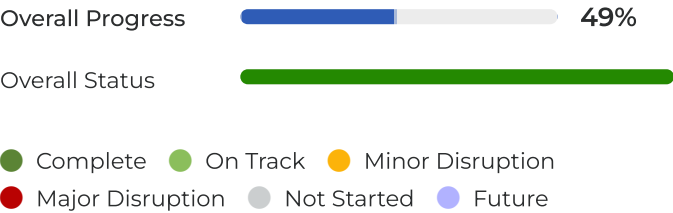
Action Items

Present and complete land study for new Justice Center (PD)	Last Update02/5/2025	Progress 50%	Status On Track
Offer incident support and coordination with the Emergency Operations Center to assist emergency services in Hutto. (EM)	Last Update02/5/2025	Progress 75%	Status On Track

4B. Integrate the DEIB Commission’s strategic plan into the Council’s core ethos and decision-making, ensuring its principles guide daily governance and policy.

Strategic Objectives

4B. Integrate the DEIB Commission’s strategic plan into the Council’s core ethos and decision-making, ensuring its principles guide daily governance and policy.



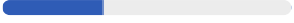
Action Items

Foster trust and collaboration through community engagement programs and partnerships with local organizations to align with community priorities, promoting a vibrant, inclusive community where residents feel safe and empowered. (PD)	Last Update02/5/2025	Progress45%	Status On Track
Supporting local artists, performers, small businesses, and organizations through events and programs, fostering community pride and sustainable local culture. (Library)	Last Update02/5/2025	Progress75%	Status On Track

4B. Integrate the DEIB Commission’s strategic plan into the Council’s core ethos and decision-making, ensuring its principles guide daily governance and policy.

Integrate cultural initiatives into real estate planning to create functional, vibrant spaces that reflect community values and enhance quality of life. (Community & Culture)

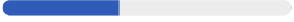
Last Update **02/4/2025**

Progress  **35%**

Status
 On Track

Enhance staff engagement and training initiatives to ensure diverse perspectives are valued and included in organizational progress. (CMO)

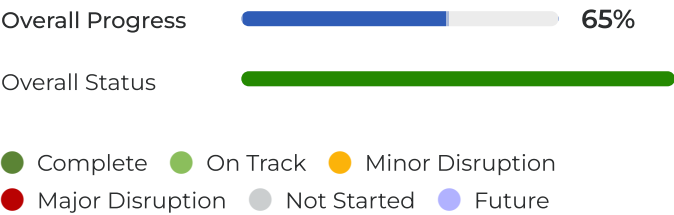
Last Update **02/4/2025**

Progress  **40%**

Status
 On Track

Strategic Objectives

4C. Expand the availability and frequency of premium educational videos to enrich public knowledge and encourage greater community engagement.



Action Items

Host the Hutto Disaster Recovery Summit for all faith-based nonprofits and community organizations. (EM)	Last Update 02/5/2025	Progress 50%	Status On Track
Enhance digital marketing for City events to boost attendance, awareness, and brand recognition. Collaborate with Parks and Recreation for event promotion and support Economic Development's Business Retention and Expansion program. (Comms)	Last Update 02/4/2025	Progress 65%	Status On Track

4C. Expand the availability and frequency of premium educational videos to enrich public knowledge and encourage greater community engagement.

Market and launch
Granicus: OneView to streamline requests and centralize resident interactions. As our population grows, ensure our capacity and resident satisfaction improves (Comms)

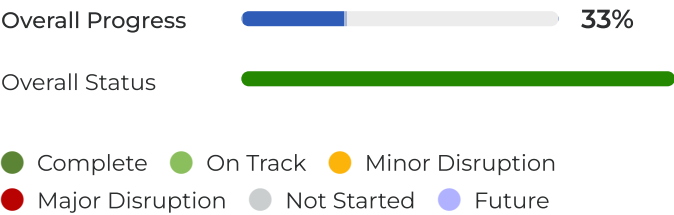
Last Update **02/4/2025**

Progress
 **80%**

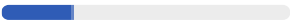
Status
 On Track

Strategic Objectives

4D. Enhance parkland acreage, preserve lush green spaces, and ensure inclusive, well-maintained recreational areas for all Hutto residents.



Action Items

Perform energy audits, implement water conservation and waste reduction programs, use sustainable landscaping practices, and adopt renewable energy sources where feasible. (Parks and Rec.)	Last Update02/5/2025	Progress  25%	Status ● On Track
Fritz Park revitalization aims to create a multifunctional space that supports diverse recreational activities, encourages community engagement, and promotes environmental sustainability. (Parks and Rec.)	Last Update02/5/2025	Progress  35%	Status ● On Track

4D. Enhance parkland acreage, preserve lush green spaces, and ensure inclusive, well-maintained recreational areas for all Hutto residents.

Strategically plan Cottonwood Properties with parks, trails, public art, various City facilities, gathering spaces, and high-demand amenities; expand "Holidays in Hutto" with DEIB Commission input to address Hutto's growth and ensure diverse cultural inclusion. (Econ. Dev.)	Last Update 02/5/2025	Progress 35%	Status On Track
The team will prioritize innovative growth principles, promoting mixed-use developments, walkable communities, and green spaces to enhance quality of life. (Dev. Serv.)	Last Update 02/4/2025	Progress 35%	Status On Track



HUTTOTOX.GOV

AGENDA ITEM REPORT

3.2.



To: City Council
Subject: Discussion and possible action related to Work Session topics
Meeting: Thursday, February 20, 2025
Department: City Council /
Staff Contact:

BACKGROUND INFORMATION:

SUMMARY OF REQUEST:

STAFF REVIEW:

FISCAL NOTES:

ATTACHMENTS:

None