



Strategy Map

We are building an exemplary Hill Country Community by delivering high-quality, customer-focused essential services to all who live, work, and play in Boerne.

The City of Boerne is a model of an engaged and dynamic community centered on the tenets of:



Safety & Security



Fiscal Excellence



Community Charm



Environmental Responsibility

We Serve Our Customers By:

C1 - Offering consistent, high-quality customer experiences across every point of contact.

C2 - Anticipating community needs through customer-driven feedback and proactive communication about city priorities, development, and service delivery.

C3 - Collaborating with community partners to enhance quality of life.

C4 - Preserving community charm, walkability, and the unique character of Boerne.

We Provide Financial Stewardship By:

F1 - Committing to strategic, responsible, and conservative financial management.

F2 - Investing in and maintaining high-quality and resilient infrastructure, mobility, and public assets.

F3 - Supporting a resilient and diversified local economy aligned with community priorities.

F4 - Delivering cost-effective services that provide strong value to residents and taxpayers.

We Achieve Best-In-Class Status By:

B1 - Utilizing data to drive smart decision making.

B2 - Advancing master plan recommendations.

B3 - Providing streamlined and efficient processes.

B4 - Administering environmental stewardship programs and protecting Boerne's natural resources.

We Aspire To Be An Employer Of Choice By:

L1 - Promoting lifelong learning and intentional growth.

L2 - Fostering a strong culture of employee engagement.

L3 - Emphasizing a values-centric, high-performing work culture.

L4 - Attracting, developing, and retaining high-quality talent and leaders.