



CITY OF SUGAR LAND

**2025-2027**  
STRATEGIC ACTION PLAN

**2025 YEAR IN REVIEW**

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## 2025 has been a significant and inspiring year for the City of Sugar Land.

In February, we adopted our City's 2025-2027 Strategic Action Plan—a milestone made possible through meaningful collaboration and input from both our community and our organization. This plan is one of a kind, highlighting what matters most to us: strengthening our community, enhancing quality of life, and building a resilient future together.

With the transition to a new City Council shortly afterward, it became important to ensure their perspectives were reflected in this guiding document. As a result, we revisited the plan together and finalized an updated version that was adopted in November 2025.

While the plan itself evolved, the work never stopped. Across the organization, staff continued to make remarkable progress on the goals first set earlier in the year. Our Chief Trailblazers—leaders of the City's All-In Initiatives, which represent our key priorities and focus areas—have been instrumental in moving this work forward. Alongside dedicated staff across every department, they transformed strategic goals into meaningful, actionable steps that are already shaping the future of Sugar Land.

This End-of-Year Summary celebrates the incredible momentum built throughout 2025. It highlights the hard work, creativity, and commitment that brought our strategic priorities to life—and offers a preview of what you can look forward to as we carry this progress into the year ahead.



**OUR** *Vision*

**WE ARE  
TRAILBLAZERS**

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

# CITY COUNCIL'S

## Strategic Outcome Areas



### FINANCE: STRONG & VIABLE

Sugar Land is recognized as a leader in financial management, providing our taxpayers with exceptional value, fiscal management and responsibility, providing confidence, and transparency.



### COMMUNITY: SAFE & SECURE

Sugar Land is a safe community that enhances the quality of life for residents and visitors by being ranked as the safest city in the nation by providing world-class emergency services.



### ECONOMY: THRIVING & VIBRANT

Sugar Land is focused on reinvigorating this entrepreneurial spirit to keep us moving forward. We recognize that the future starts now and are committed to engaging the community to re-imagine our city.



### CULTURE: DYNAMIC & FUN

Sugar Land delivers a broad range of iconic destination venues, facilities, and businesses that offer entertainment and activities for residents and visitors, including performance venues, sports and recreation, and unique events and outdoor celebration.



### GOVERNMENT: RESPECTED & INFLUENTIAL

Sugar Land is respected for having strong relationships with our community and at all levels of government because we have a bold vision and transparent governance and deliver on our commitment to the public.



### TRANSPORTATION: CONNECTED & CONVENIENT

Sugar Land takes a multifaceted approach by innovating mobility to connect people and places. We embrace emerging trends and transportation technology to deliver outstanding levels of connectivity for our residents.



### INFRASTRUCTURE: SUSTAINABLE & RESILIENT

Sugar Land continues to maintain and develop comprehensive, sustainable, and resilient infrastructure that adapts to a dynamic environment.



### PEOPLE: WELCOMING & ENGAGED

Sugar Land excels at building relationships within our community through big, bold visions and will achieve an engaged community that helps us understand.

# ALL-IN INITIATIVE *Diagram*



# ENHANCING SUBURBAN COMMUNITY

## HIGH LEVEL OBJECTIVE

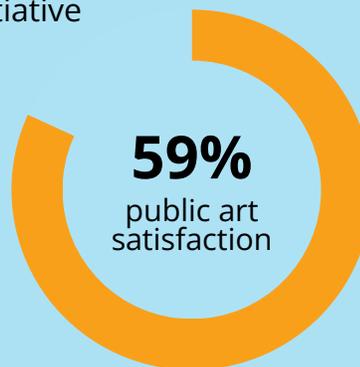
Support and enhance the safe, attractive, orientated suburban locations, that help celebrate cultural richness and provide recreational opportunities for all ages.

## KEY MESSAGE

The City is committed to enhancing the unique character of our suburban neighborhoods— creating safe, welcoming, and vibrant spaces that honor cultural diversity, strengthen families, and provide opportunities for all generations to live, play, and connect.

## Year 1 Metric Highlights

Enhancing Suburban Community – Better Blocks initiative



This is up from 43% at the beginning of the year.

*Data collected from Zensity between July 1- December 31, 2026*

## PROJECTS OF 2025

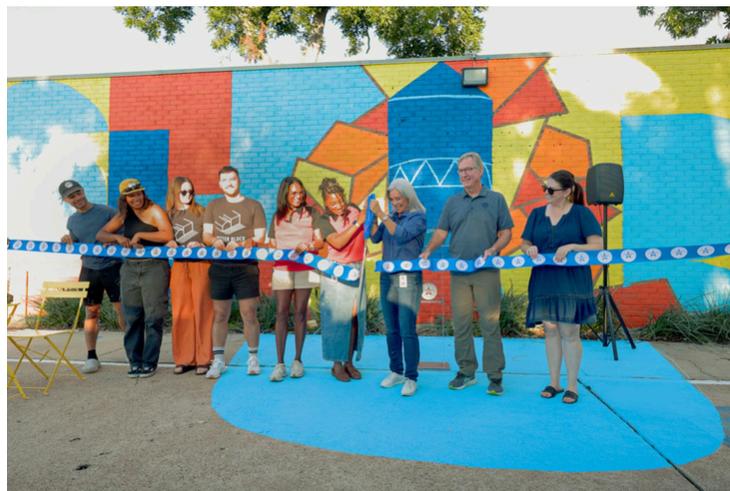
### Build Better Block

Sugar Land is transforming underutilized corners of the city into vibrant community spaces where neighbors can gather, connect, and celebrate together. The Build Better Block initiative at 119 & 123 Brooks Street in the Brookside/Belknap area brings art, music, local businesses, and wellness activities to previously vacant property, turning it into a hub for shared experiences.

The opening weekend on September 26th showcased the potential of people-centered design, inviting residents to shape the space and activate the intersection with creativity and energy. Since then, the program has grown, offering weekly yoga and exercise classes that welcome all ages and abilities, establishing the space as a go-to destination for families and neighbors.

Seasonal events have further energized the area, from the Halloween celebration with

around 60 participants to the festive Christmas Market featuring 22 local vendors. These gatherings reinforce Sugar Land's identity as a welcoming, engaging, and culturally rich suburban community. By investing in Civic Arts and placemaking, the City is creating memorable experiences that strengthen connections and enhance quality of life for residents.



## Park Revitalization Projects

Neighborhood parks are becoming stronger pillars of community life in Sugar Land, with upgrades designed to boost recreation, accessibility, and overall enjoyment. Guided by resident feedback, the City is reimagining these spaces to ensure they meet the needs of today's families while remaining vibrant and inviting for years to come.

Two major improvements at Imperial Park were recently completed through funding from the Sugar Land 4B Corporation and the Parks Department's vision. The park now features a new outdoor shaded structure with grills and picnic tables, along with an upgraded indoor cardio and weight room outfitted with state-of-the-art fitness equipment.

In October, we also celebrated the ribbon-cutting for the new pickleball courts at City Park. This project includes four dedicated courts, improved sidewalk connections to the parking lot and pavilion, updated signage, and enhanced site drainage.

Additionally, Eldridge Park is undergoing a major redesign to better serve its high volume of visitors. As one of our busiest parks, it has faced drainage challenges and natural wear over the years. With funding now secured, the project has moved into the design phase—bringing us one step closer to a refreshed, more resilient park for the community to enjoy.



# BOOSTING COMMUNITY REPUTATION

## HIGH LEVEL OBJECTIVE

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

## KEY MESSAGE

Every action, every conversation, and every project shapes our reputation, making Sugar Land a place where the community feel a true sense of belonging and pride. Residents, visitors, businesses and city staff work together to build a stronger Sugar Land, where trust, innovation, and community pride come together to create a city that thrives. When our other All-Ins are lived out—through connection, service, and collaboration—they fuel the success of this one, reminding us that together we can build the city we're proud to call home.

## PROJECTS OF 2025

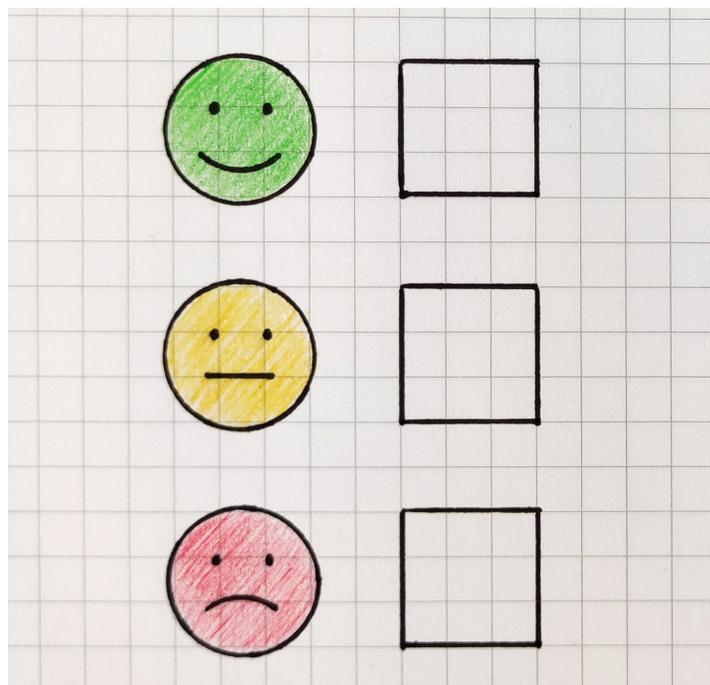
### STAR Model

Understanding how residents perceive their community is key to creating a stronger, more connected Sugar Land. To capture these insights, the City developed the STAR Model (Service, Trust & Reputation Model)—a framework that measures perceptions across eight dimensions, including safety, service quality, trust in leadership, innovation, and economic vitality. By transforming community feedback into actionable data, the STAR Model helps guide decisions that reflect the priorities and needs of residents, businesses, and stakeholders alike.

The STAR Model made its public debut at the April 19 Earth Day event, where real-time AI and sentiment analysis allowed attendees to see how their spoken feedback translated into positive, neutral, or negative sentiment.

This interactive experience highlighted the direct connection between public perception and community reputation, reinforcing the City's commitment to transparency, trust, and engagement.

In 2025, the STAR Model successfully



transitioned into the City's real-time litmus test for institutional legitimacy and community trust. Sugar Land is one of the first municipalities to integrate resident surveys, service metrics, and public discourse into a single comprehensive index. The next step for Staff is to move from building the tool to fully utilizing the data, allowing departments to proactively identify and address service or perception gaps.

## Value Proposition

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Another key part of this initiative is defining our Value Proposition, a clear statement that communicates what makes Sugar Land unique and why our services matter. Staff across all departments have been collaborating to craft a message that reflects our identity and helps guide how we deliver services and set priorities.

We have completed internal liaison meetings to draft the Value Proposition and are now partnering with Communications to prepare for public rollout and ambassador recruitment. Input from external ambassadors will be gathered in early 2026. Once that feedback is incorporated, the Value

Proposition will be finalized and shared through multiple platforms and resources. More information on how to get involved will be available soon.

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# ENCOURAGING COMMUNITY ENGAGEMENT

## HIGH LEVEL OBJECTIVE

Build strong community engagement and feedback mechanisms, with emphasis on oriented strategic discussions and exploration. Build trust through service delivery and everyday connections with our community.

## KEY MESSAGE

The City of Sugar Land is committed to creating stronger connections within our community through trust, transparency, and meaningful engagement in order to shape a future where everyone feels informed, included, and valued.

## Year 1 Metric Highlights

Encouraging Community Engagement – Language Access Plan



With a strong improvement over the year, the average connection time to language services decreased by 25% from 2024 to 2025.

## PROJECTS OF 2025

### Language Access Plan (LAP)

Sugar Land is a diverse and multicultural community, and it's essential that every resident can fully access and benefit from City services. By reducing language barriers, we strengthen trust, improve transparency, and uphold our commitment to providing an exceptional customer experience. The Language Access Plan (LAP) reflects this commitment by outlining how the City will serve residents who are non-English speaking or have limited English proficiency (LEP). The plan provides resources for translation and interpretation, guidance for staff on when language assistance is needed, procedures for delivering services effectively, staff training, community outreach strategies, and ongoing evaluation measures.

The LAP project team has engaged stakeholders across departments to identify services and documents most affected by

language barriers and explore how the plan can support large-scale events, such as the 2026 FIFA activations, which will welcome diverse visitors from around the world. Drawing on best practices from other cities, the draft LAP is nearing completion, and a supporting Communications Plan is already in place. Next steps include officially launching the plan and creating a Language Access Resource Center to equip staff with the tools they need to better serve our diverse community.



## Welcome Packet

The Welcome Packet is designed to help new residents feel at home in Sugar Land from day one. It provides clear, easy-to-use information on City services, ways to connect with departments, and key communication channels—while also showcasing what makes our community vibrant and unique. This effort is backed by data: survey results show that new residents often struggle to find basic service and utility information, and more than 85% reported never receiving any welcome materials from either their realtor or the City after choosing to call Sugar Land home.

By centralizing this information, the packet makes it easier for residents to access services and engage with the City, while also giving community partners—like HOA leaders, realtors, and other stakeholders—a tool to reinforce our commitment to a welcoming, resident-focused experience.

The packet is nearly complete, with final feedback being incorporated. An evaluation plan and communications strategy will ensure that every new resident benefits from this resource and feels connected, informed, and supported as they join our community.

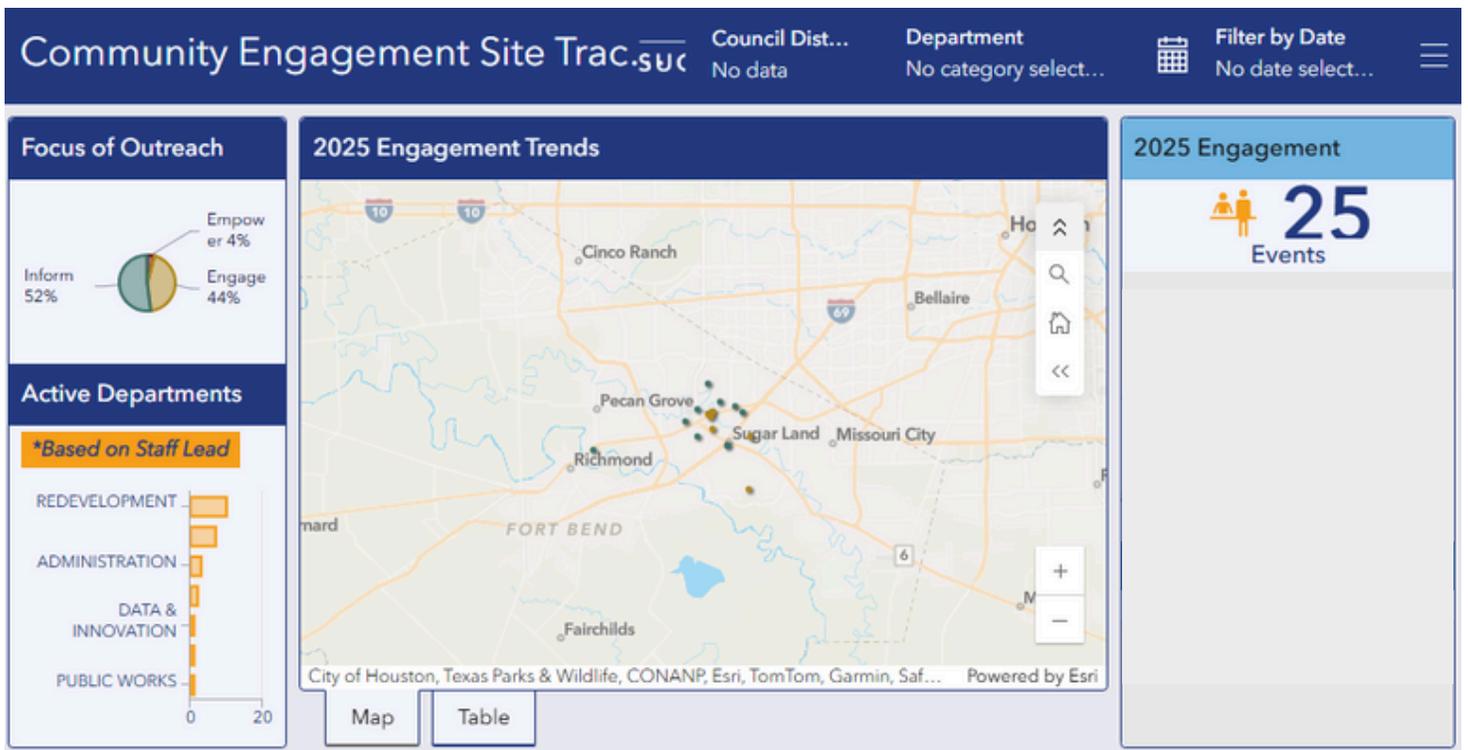
## Community Engagement Tracker

The Community Engagement Tracker is a simple form and dashboard that records and visualizes engagement efforts across the City, showing what’s happening, where, and where connections can be strengthened.

The tracker provides a centralized, consistent way to capture engagement, helping identify gaps, reduce duplication, and ensure all areas of Sugar Land receive equitable outreach. This information supports smarter strategies and

ensures every interaction builds stronger connections with residents.

Since its presentation to leadership in October, the tracker has been fully implemented. Departmental roadshows will train staff on its use, clarify which activities should be recorded, and ensure organization-wide participation. Staff can access the tracker via the Explore menu in Workvivo under the Pages section.



Screen capture showing the Community Engagement Tracker Tool

# FOSTERING SENSITIVE REDEVELOPMENT

## HIGH LEVEL OBJECTIVE

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

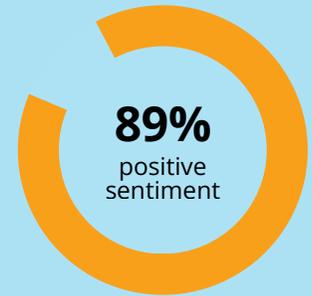
## KEY MESSAGE

Cities either evolve or risk falling behind—redevelopment is how we shape Sugar Land's future.

### Year 1 Metric Highlights

Fostering Sensitive Redevelopment – Imperial Char House

*As of June 18, 2025.*



## PROJECTS OF 2025

### Imperial Historic District

As part of our ongoing commitment to community-led redevelopment, the City of Sugar Land continues to make meaningful progress in preserving and reimagining the Imperial Historic District—a defining part of our community's heritage. On June 18, the City completed the acquisition of the roughly 40-acre site, which includes the iconic Imperial Sugar Char House. Public ownership removes long-standing barriers to redevelopment and follows City Council's approval of up to \$50 million to advance this effort. This investment supports the restoration of historic structures, targeted infrastructure improvements, and the professional services needed to move this high-priority project forward. The City has taken steps to secure the property to prevent further deterioration and begun detailed preservation planning for the Char House.

The City has also successfully completed the Imperial Historic District Visioning workshops,



more than 360 attendees gave their input on their vision for the future of the property.

This robust turnout reflects strong community interest in shaping the district's long-term vision and the feedback was overwhelmingly positive. By the end of 2025, the consultant, Town Planning & Urban Design Collaborative, is expected to complete their deliverable which

will synthesize the community's vision for the site.

This will help guide the search for a developer, who will be responsible for creating and executing the final vision. The City plans to launch a Request for Qualifications (RFQ) in early 2026 to identify a master development partner.

## Lake Pointe Green

On May 13, City Council approved the concept plan and development agreement for Lake Pointe Green, a 53-acre redevelopment of the former Fluor campus into a walkable, park-focused residential community led by Houston-based Lovett Group. The concept plan incorporated feedback gathered during public meetings on April 23 and May 6. The City is committing a total of \$24.3 million, including \$7 million in sales tax funds (reserved for economic development) for new parks, civic spaces, and the expansion of the Brooks Lake Trail. The remaining funds will support demolition and infrastructure improvements.

The project will feature a mix of compact housing and multifamily units, preserve

existing oak trees, and incorporate input from the community by providing an option for future commercial spaces if demanded by the market. Lake Pointe Green supports Sugar Land's vision for strategic redevelopment by revitalizing underused land, expanding housing options, enhancing public amenities, and strengthening the city's long-term tax base, providing lasting benefits for current and future residents.

After closing on the Lake Pointe property in June, Lovett Group contracted services for demolition of 1 million square feet of buildings within the former Fluor Corporation campus. Demolition began with Building A in late September and is expected to be completed in phases through Summer 2026.



# STIMULATING ECONOMIC GROWTH

## HIGH LEVEL OBJECTIVE

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

## KEY MESSAGE

A strong economy doesn't just happen—it's built. Through strategic investment in innovation, business development, and tourism, Sugar Land is creating a thriving, future-ready community.

### Year 1 Metric Highlights

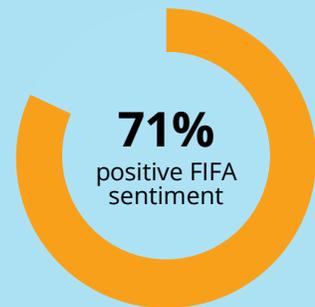
Stimulating Economic Growth – Business Walk / FIFA



40+ businesses  
visited



4.63 out of 5  
satisfaction rating



*Data collected from Zensity between June 3, 2025, and January 6, 2026*

## PROJECTS OF 2025

### Tourism Strategy

Sugar Land is building a strong, data-driven foundation to grow and sustain the local visitor economy. In 2025, Visit Sugar Land partnered with Hunden Partners to develop a Five-Year Strategic Tourism Plan and a Sports Tourism Feasibility Study. These efforts assess existing tourism assets, identify new opportunities, and create actionable strategies to enhance visitor activity.

This initiative ensures Sugar Land remains competitive in the regional tourism market, resilient to industry changes, and able to deliver exceptional visitor experiences. Through community input, stakeholder engagement, and market insights, the plan highlights the City's unique cultural, recreational, and hospitality offerings while guiding strategic investment.

City Council approved the Hunden Partners contract in May 2025, and since July, the team has conducted focus groups, stakeholder interviews, resident tours, virtual sessions, and community surveys. Final recommendations are expected in 2026, with implementation planned for 2027–2031.



## Plug & Play – Smart Cities Accelerator

In 2025, Sugar Land launched its Smart Cities Accelerator through the globally recognized Plug and Play innovation platform, establishing Sugar Land Town Square as a hub for entrepreneurship and emerging technologies. Batch 1 focused on mobility, public safety, infrastructure, accessibility, and smart services.

This initiative strengthens Sugar Land’s innovation ecosystem by supporting early-stage companies, bringing new technologies to the City, and positioning Sugar Land as a regional destination for tech talent, investors, and advanced industries. It fosters economic growth, attracts high-potential companies, and creates pathways for pilot projects aligned with City needs.

### BATCH 01 HIGHLIGHTS:

**60**  
DIRECT  
INTRODUCTIONS



*between startups and stakeholders*

**10**  
STARTUPS

*Across U.S. and  
international markets*

**50**  
PROGRAM  
ACTIVITIES

*workshops, pitch  
events, mentor sessions,  
and roundtables*

**\$6.5M+**  
CAPITAL RAISED

*by participating startups*

**2**  
PILOT PROJECTS

*currently pending or in progress*

### MAJOR COMMUNITY EVENTS

*Smart Cities Summer Expo  
XPONENTIAL Conference  
Plugged in Houston gatherings  
Plug and Play Launch celebration*



## Business Walk Program

In May 2025, the City launched its first annual Business Walk to strengthen relationships with local businesses and gather firsthand insights on challenges and opportunities within key commercial areas. This initiative is part of broader efforts to boost community reputation, encourage entrepreneurship, and enhance business support services.

The Business Walk fosters direct engagement between the City and local employers, ensuring decision-makers understand business needs and can tailor services, planning, and resources accordingly. It supports long-term economic vitality by reducing barriers, improving communication, and building trust.

During the inaugural walk, staff visited 40+ businesses. Conversations highlighted

challenges like parking, signage, hiring, and the need for additional support for youth and small business initiatives, while also showcasing strengths such as strong community ties, diverse customer bases, and high appreciation for City services. Follow-up efforts include outreach via calls, the Sugar Land Speaks platform, connections to Tourism and Civic Arts, and links to the Career Fair Initiative to strengthen workforce pipelines.



## New Interactive Business Map

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The New Business Interactive Map is a creative way to keep residents, businesses, and other stakeholders informed about new business activities. This map leverages GIS technology, existing data, and city permits to provide a comprehensive update on business developments across the city.

The Interactive Map aims to offer a user-

friendly platform for stakeholders to access information on new businesses independently. It enhances transparency and supports informed decision-making by providing up-to-date data on business activities. The initial version of the map was completed in early November 2025. Staff are currently working on further enhancements, with a full rollout expected in early 2026.

## Sugar Land Social District

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The Sugar Land Social District is a new destination spanning Sugar Land Town Square and First Colony Mall that allows residents and visitors to responsibly enjoy alcoholic beverages outdoors when purchased from participating businesses. The district enhances walkability, supports local businesses, and elevates Sugar Land's visitor experience—especially ahead of the FIFA World Cup 2026™ Houston.

The Social District is designed to energize Sugar Land's retail and dining environments by increasing foot traffic, encouraging business exploration, and supporting a lively, connected atmosphere. It aligns with the Strategic Action Plan's goals to stimulate economic growth, promote trailblazing initiatives, and strengthen community engagement.

The official launch took place on December 5, 2025, featuring the FIFA Final Draw Watch Party and the City's annual Christmas Tree Lighting.

Visitors can carry beverages during operating hours within clearly marked boundaries. Partnerships with Visit Sugar Land, SLPD, property managers, and participating businesses ensure safety and compliance. The Social District will be part of FIFA 2026 visitor programming, including a themed passport experience, and all maps, guidelines, and business information are available on Visit Sugar Land's website.



# Looking Ahead To 2026

## STAY CONNECTED AND SEE WHAT'S COMING NEXT

As we continue implementing the Strategic Action Plan, staying connected with our community is more important than ever. Our **Trailblazer Report newsletter** remains one of the best ways to follow our progress—and residents and staff are engaging with it at consistently high levels.

### Trailblazer Report Engagement at a Glance



If you haven't already, sign up to receive [The Trailblazer Report](#) and stay informed about major milestones, project updates, and opportunities to get involved.



## WHAT'S AHEAD IN 2026

There's so much to look forward to in the new year. Here are some of the top projects we're excited to share with you:

### Enhancing Suburban Community

#### Lend a Hand

The ability for neighbors to connect and support one another has declined in recent years. To help rebuild these fundamental relationships, the City created the Lend a Hand program within its volunteer network. This initiative "matches" residents who want to help with neighbors who need assistance, empowering volunteers to serve as community benefactors and provide meaningful, neighbor-to-neighbor support. Consistent survey insight has revealed "sense of community among residents" as an area of improvement for the City, averaging a 64% rating, year over year since 2022.

Neighborhood Services is currently developing sponsorship packages for the 2026 Lend a Hand event, scheduled for April 11, 2026. Sponsorships will fund services such as cleanups, essential repairs, accessibility improvements, yardwork, pressure washing, address marking, painting, cleaning, and other minor repairs. These efforts directly support residents who may be facing code violations or who simply need help maintaining their homes.

Each year, the program brings focused attention to specific neighbors experiencing challenges with property upkeep, culminating in an in-person volunteer event. The program collaborates with neighborhood leaders, code enforcement, community members, and others to identify the activities that will have the greatest impact. Residents, churches, schools, businesses, and neighbors all come together to rejuvenate our community—one helping hand at a time.

Dedicated sponsorships, donations, and the community tool-lending trailer equip volunteers to make a meaningful difference. Beyond reinvesting in property, the program aims to support our most vulnerable populations, strengthen community ties, and connect residents to shared resources so they can enjoy a life better than they imagined.

## Encouraging Community Engagement

### Community Expo

Input gathered during the development of our Strategic Action Plan highlighted a strong desire for deeper community connections and a stronger relationship with the City. In response, the City is launching a Community Expo in 2027, an annual signature event designed to bring residents together with City services, local schools, student programs, and wellness resources. The Expo will feature interactive workshops, keynote speakers, and opportunities for residents to meet City staff and elected officials.

This event reinforces our commitment to civic engagement, transparency, and community partnership, while creating space for youth collaboration through a partnership with the Fort Bend Independent School District (FBISD).

The project team has secured City Council support and is actively coordinating with FBISD, identifying sessions, department collaborators, and student-led demonstrations. The team is also exploring ways to integrate existing City engagement events into the Expo to create a more unified and impactful community experience.

## Stimulating Economic Growth

### Goal for Gold: FIFA World Cup 2026™ Houston

Sugar Land is proud to serve as an official Host City Supporter for the FIFA World Cup 2026™ Houston. Through a \$2.5 million partnership with the Houston Host Committee, the City will participate in regional activations, community events, and legacy programming, placing Sugar Land on a global stage during a tournament expected to generate \$1.5 billion in regional economic impact.

This initiative boosts Sugar Land's global visibility while creating opportunities for local businesses, hotels, restaurants, and tourism operators. It also supports



the City's goal of becoming "fan ready" for international visitors and showcases Sugar Land as a vibrant, welcoming destination.

Since the announcement, the partnership has generated an estimated \$100,000 in earned media and 170 million UMV. Planned activities include official watch parties, partner events, youth soccer clinics, art contests, and community activations. The initiative also highlights key assets like the Regional Airport and Social District, while engaging local hotels and restaurants to ensure a top-notch visitor experience throughout the tournament (June 14–July 4, 2026).

## Boosting Community Reputation

### Project Proposal: Boosting Community Reputation – Phase II

**Focus:** Establishing Municipal Thought Leadership & Collaborative R&D

Following the successful deployment of the **STAR (Service, Trust, And Reputation)** model in Year 1, the "Boosting Community Reputation" initiative is entering Phase II. While Year 1 focused on creating a baseline to measure sentiment using data sources like ZenCity, 311 logs, and social media, Year 2 focuses on driving that sentiment upward.

The primary objective for the upcoming year is to establish the City of Sugar Land as a Thought Leader, both nationally and globally. By consolidating external visibility efforts with collaborative Research & Development (R&D), we aim to transition the city from a passive participant to an active trendsetter in municipal innovation. This project will leverage existing academic success, formalize partnerships with top-tier universities, and use the STAR model to quantify how prestige and innovation impact our community reputation.



### PILLAR A: THE VISIBILITY & KNOWLEDGE LOOP

We will operationalize the collection and dissemination of our intellectual achievements.

#### Automated Liaison Tracking:

We will implement an automated monthly messaging system to department liaisons asking:

*"Have you recently attended a conference, published a paper, or represented the city? Do you have upcoming appearances?"*

#### "Brown Bag" Knowledge Share:

Information gathered will trigger internal "Brown Bag" sessions.

Staff will present findings to colleagues, fostering a culture of shared learning.

#### STAR Integration:

Every external appearance or publication will be tagged as an event within the STAR model to analyze correlation:

*Does our presence on the national stage correlate with a lift in reputation scores?*



## PILLAR B: COLLABORATIVE R&D & PILOTS

We will aggressively pursue collaborative projects to transition from "theoretical concepts" to "practical application."

### Academic Partnerships:

We will partner with entities such as University of Houston, Plug & Play, Texas A&M Experimentation Station (TEEX), Rice University, UT Austin, etc.

### The "Living Lab" Concept:

We will provide these partners with a platform to test custom solutions using real city data and real city problems.

This moves students and researchers beyond theory, providing the city with piloted solutions at low cost.

### Internal Inclusion:

Before launching pilots, we will proactively notify internal liaisons.

This gives City staff the opportunity to opt-in, contribute, and build professional skills alongside academic researchers.

## STRATEGIC BENEFITS



### For the City (Reputation & Branding)

**Reference Point:** We aim to become the city that others cite as a reference. We will set the standard for how mid-sized governments can operate as Smart Cities.

**Word of Mouth:** High-level innovation generates "buzz." This conversation will be captured by the STAR model, proving ROI of innovation on public sentiment and will be promoted through the city's official communication channel.



### For Staff (Development & Culture)

**Leading from the Front:** Staff get to work on the cutting edge, building professional portfolios that include published papers, pilot management and representing the city as a Leader in Municipal innovation at several conferences.

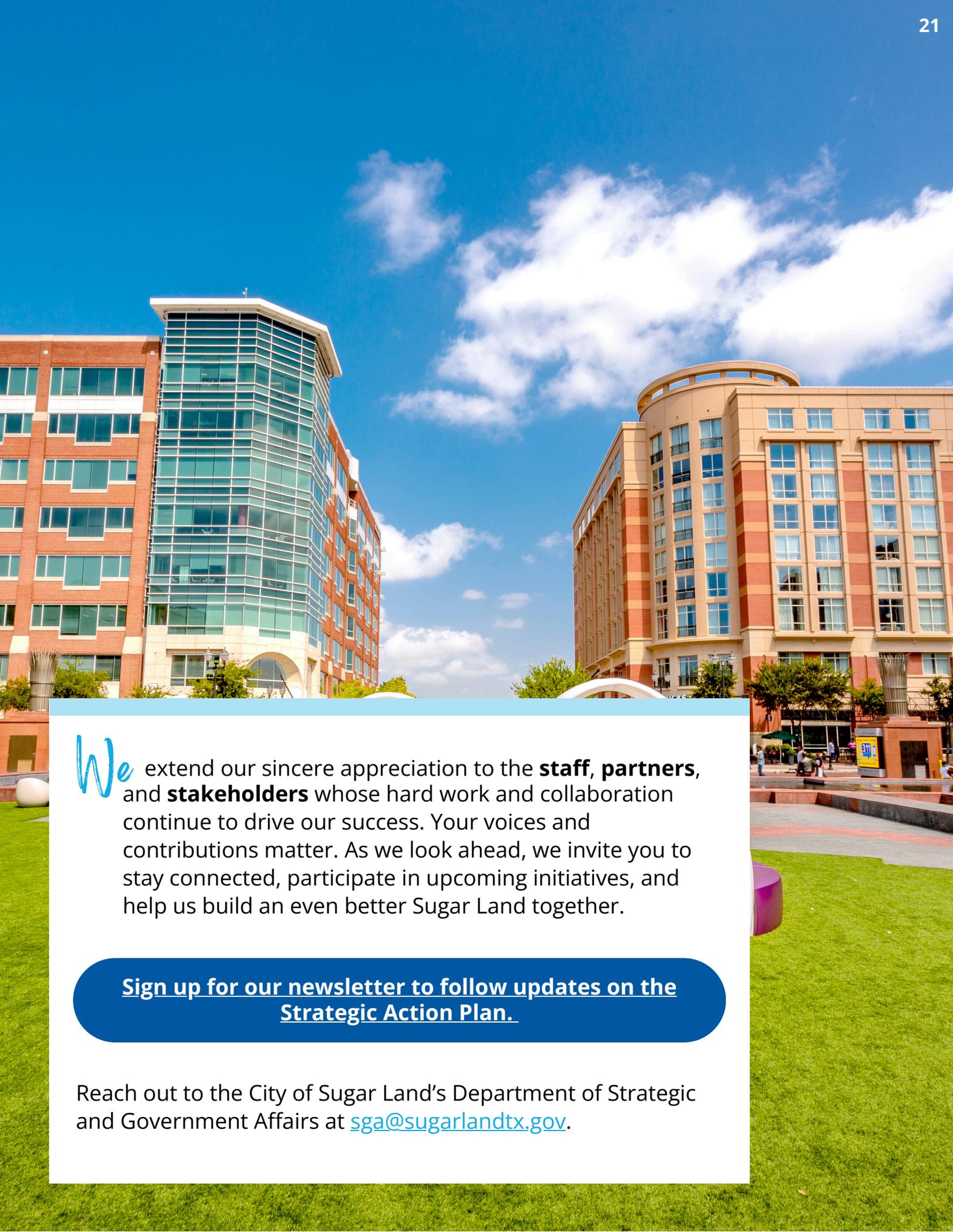
**Skill Acquisition:** Collaboration with top universities introduces staff to new tools, technologies, and methodologies.



### For Residents (Service & Pride)

**Pride of Place:** Residents will live in a city recognized as a pioneer in municipal innovation.

**Better Solutions:** The R&D partnerships are not just for show; they tackle real-world problems (infrastructure, utilities) to improve quality of life.



We extend our sincere appreciation to the **staff, partners,** and **stakeholders** whose hard work and collaboration continue to drive our success. Your voices and contributions matter. As we look ahead, we invite you to stay connected, participate in upcoming initiatives, and help us build an even better Sugar Land together.

[Sign up for our newsletter to follow updates on the Strategic Action Plan.](#)

Reach out to the City of Sugar Land's Department of Strategic and Government Affairs at [sga@sugarlandtx.gov](mailto:sga@sugarlandtx.gov).