



AGENDA
WATAUGA CITY COUNCIL
WORKSHOP MEETING
MONDAY, AUGUST 24, 2026
CITY HALL COUNCIL CHAMBER, 7105 WHITLEY ROAD
5:30 PM

This notice is posted pursuant to the Texas Open Meetings Act. Notice is hereby given that a **City Council Workshop Meeting** of the City of Watauga, Texas will be held at which time the following subjects will be discussed and may be acted upon.

CALL TO ORDER (Council Members, City Staff, Members of the Public - when speaking during the meeting please speak directly into the microphones on the dais or podium)

ROLL CALL

PUBLIC COMMENT This is an opportunity for citizens to address the Council on items not posted on the current meeting agenda. Only those who have submitted a proper "Request to Speak Form" shall be permitted to speak. Citizens should provide their name and address for the record and will have no more than 3 minutes to speak. If representing an organization or group, the speaker should identify who they represent. Those wishing to speak are reminded 1). All comments are to be directed to the Council. 2) Be respectful of others. 3) No profanity permitted. 4) Violators will be removed from the premises. No discussion by the Council or Staff is allowed except to correct factual inaccuracies or request that the item be placed on a future agenda.

PRESENTATIONS

1. Presentation on the Eye on Water consumer engagement tool
Jennifer Calvert, Finance Director
2. Strategic Plan Update
Sandra Gibson, City Manager

ADJOURNMENT

Meeting Notices and Reservation of Rights

for the purpose of consultation with legal counsel pursuant to Chapter 551.071 of the Texas Government Code; discussion of personnel matters pursuant to Chapter 551.074 of the Texas Government Code if the requisite information is otherwise posted; deliberation regarding real property pursuant to Chapter 551.072 of the Texas Government Code; deliberation regarding economic development negotiations pursuant to Chapter 551.087 of the Texas Government Code; and/or deliberation regarding the deployment, or specific occasions for implementation of security personnel or devices pursuant to Chapter 551.076 of the Texas Government Code (as applicable) when determined necessary by the [City Council/Board/Commission/Committee] to address a subject matter on the agenda. Action, if any, will be taken in open session.

Attendance by Other Elected or Appointed Officials: It is anticipated that members of other governmental bodies, and/or city council, boards, commissions and/or committees may attend the meeting in numbers that may constitute a quorum of the body, board, commission and/or committee. Notice is hereby given that the meeting, to the extent required by law, is also noticed as a possible meeting of the other body, board, commission and/or committee, whose members may be in attendance, if such numbers constitute a quorum. The members of the city council, boards, commissions and/or committees may be permitted to participate in discussions on the same items listed on the agenda which occur at the meeting, but no action will be taken by such in attendance unless such item and action is specifically provided for on an agenda for that city council, body, board, commission or committee subject to the Texas Open Meetings Act.

Budget Impact Statement **TAXPAYER IMPACT STATEMENT**
Pursuant to Texas Government Code Section 551.043(c):

Fiscal Year (Tax Year)	Median-Valued Homestead	Tax Rate Per \$100 of Value	Estimated Property Tax Bill
FY 2025-2026 (TY 2025)	\$255,391	Adopted 2025 Tax Rate: \$0.570200	\$1,456.24
FY 2026-2027 (TY 2026)	\$250,504	2026 No New Revenue Tax Rate: \$0.605860	\$1,517.70
FY 2026-2027 (FY 2026)	\$250,504	Proposed 2026 tax rate based on the proposed budget for 2026-2027: \$0.605800	\$1,517.55

NOTICE

THIS FACILITY IS WHEELCHAIR ACCESSIBLE AND ACCESSIBLE PARKING SPACES ARE AVAILABLE. REQUESTS FOR ACCOMMODATIONS OR INTERPRETIVE SERVICES MUST BE MADE 48 HOURS PRIOR TO THIS MEETING. PLEASE CONTACT THE CITY SECRETARY'S OFFICE AT (817) 514-5825, OR FAX (817) 514-3625.

I, Linda Proskey, City Secretary for the City of Watauga, hereby certify that this agenda was posted on the bulletin boards at City Hall, 7105 Whitley Road, Watauga, Texas, on August 18, 2026, before 5:00 p.m., in accordance with Chapter 551 of the Texas Government Code.

/S/ Linda Proskey
City Secretary





AGENDA MEMORANDUM

DATE: August 4, 2026
TO: Honorable City Council Members
FROM: Jennifer Calvert, Finance Director
THROUGH: Sandra Gibson, City Manager
SUBJECT: Presentation on the Eye on Water consumer engagement tool

BACKGROUND/INFORMATION:

City staff completed the Automatic Meter Infrastructure (AMI) implementation in July 2026. Staff will provide a demonstration of the Eye on Water citizen engagement platform and provide an update on resident education opportunities and participation.

FINANCIAL IMPLICATIONS:

None

RECOMMENDATION/ACTION DESIRED:

This is a presentation only; no recommendation is desired.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. City_of_Watauga_AMI_presentation
2. EOW Creating an Account
3. EOW Phone App

REVIEWED BY:

Sandra Gibson, City Manager
Linda Proskey, City Secretary

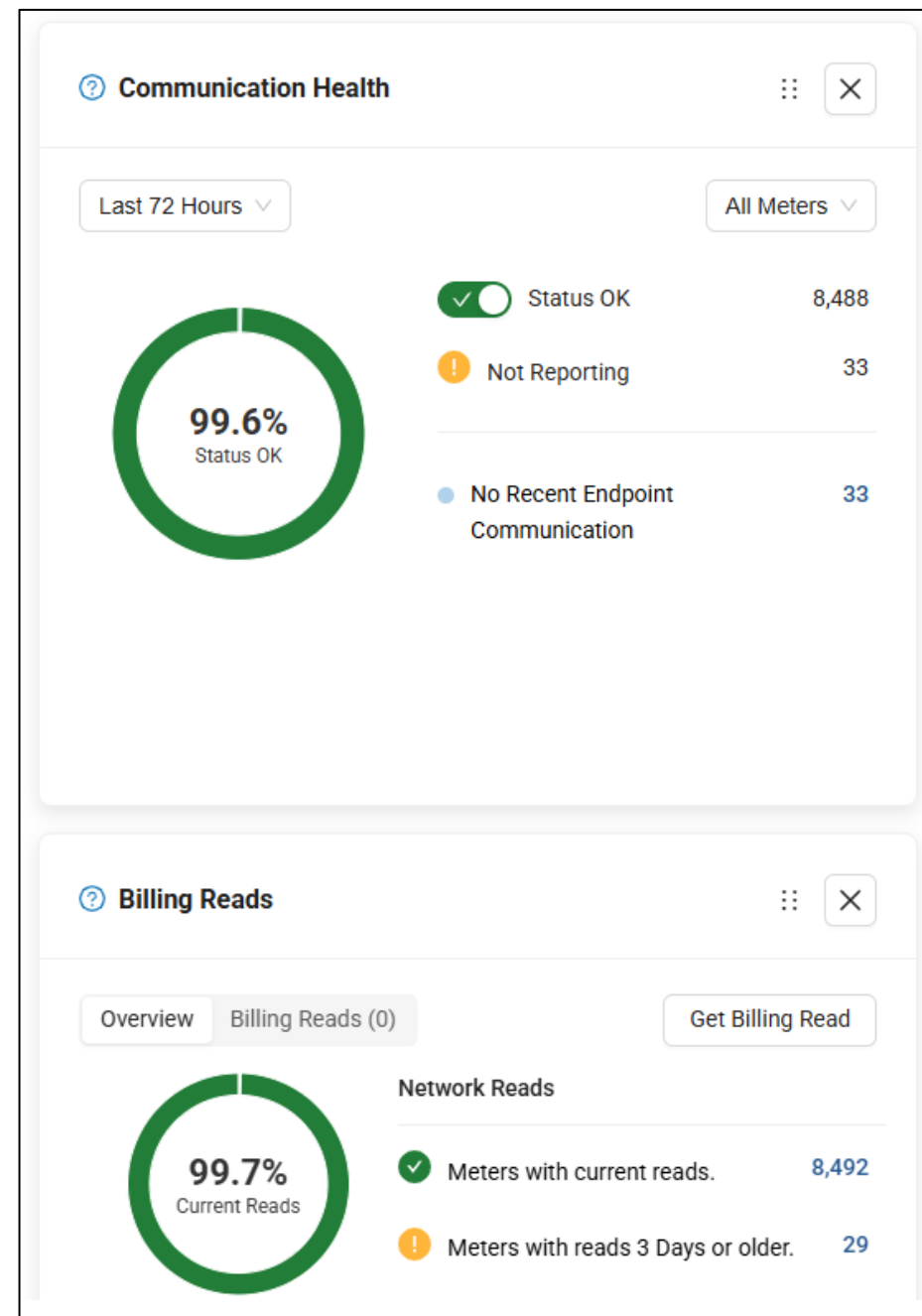
Approved - 8/18/2026
Final Approval - 8/18/2026

Approved as to form for inclusion on Agenda



Automatic Meter Infrastructure (“AMI”)

Project update & live platform demonstration





Purpose



Brief project update



Demonstration of the AMI
system



Show how staff and customers
can use the information



Why AMI?

Moving from periodic meter reads to real-time information

Traditional Meter Reading

- Usage information available primarily at billing
- Leaks may go unnoticed for weeks
- Requires manual meter-reading activity
- Limited information available to customers

AMI

- Cellular transmission of meter data
- More timely water-usage information
- Earlier identification of unusual consumption
- Better tools for water-loss investigation
- Customers can monitor their own usage through **EyeOnWater**



Watauga's Approach: Building on the City's Existing Investment

Watauga has used Badger meters for more than 20 years

Existing meters are retrofitted vs. unnecessarily replacing functioning meter bodies

Registers are upgraded and cellular endpoints added

Approximately \$1.9 million in materials

Retrofit approach is substantially less than the \$3.6+ million estimated for complete meter replacement

Project funded as part of the City's previously approved capital/debt program



What AMI Gives Us:

More information -> Earlier action -> Less waste

Customers

- View water usage online
- See usage by day/hour
- Establish usage alerts
- Identify possible leaks sooner
- Better understand high bills
- More control over household water consumption

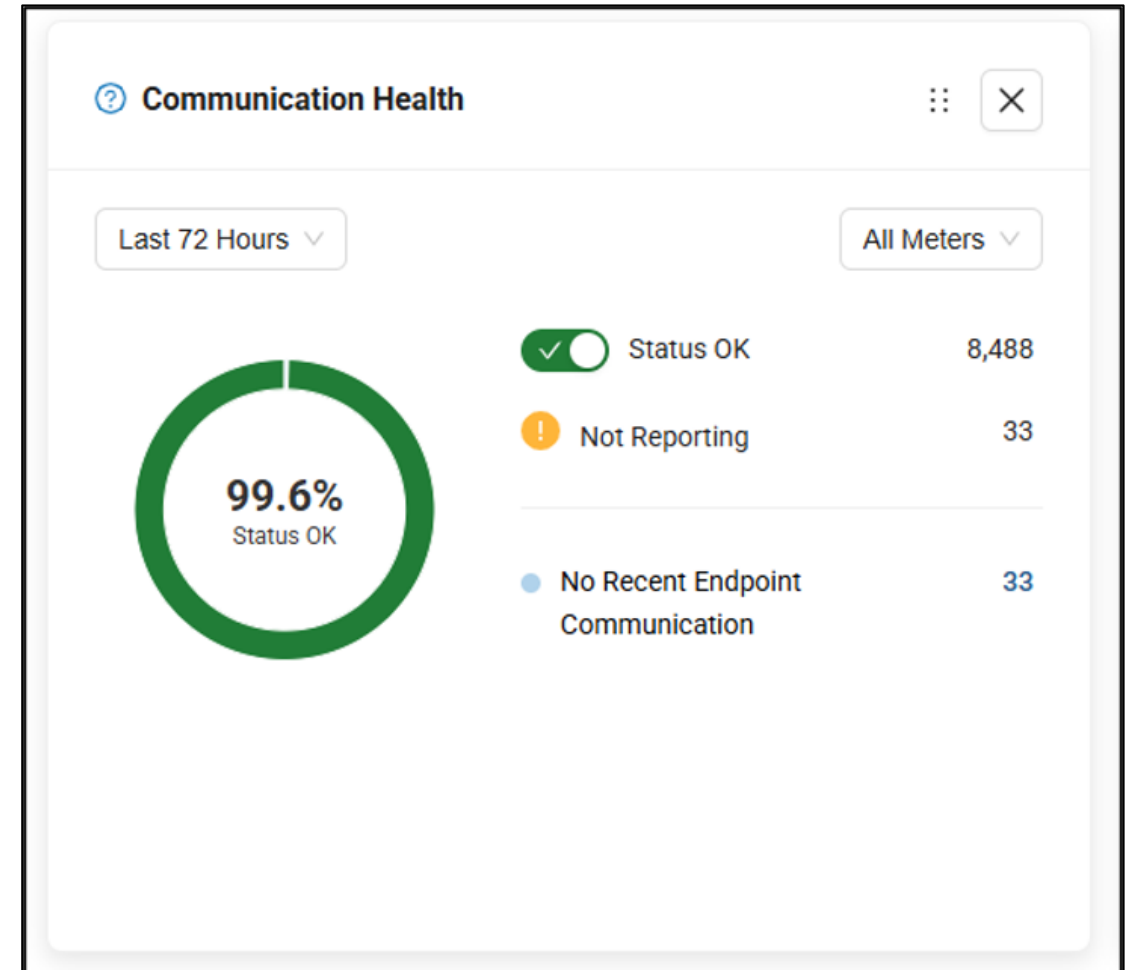
City

- Remote meter information
- Faster identification of continuous usage
- Better leak investigation
- Improved water-loss analysis
- Fewer manual reads
- More detailed consumption data
- Better customer-service information



Status Snapshot

- 99% of meters reading
- 172 EyeOnWater members





Common Questions

DOESN'T CONTROL WATER SHUTOFFS

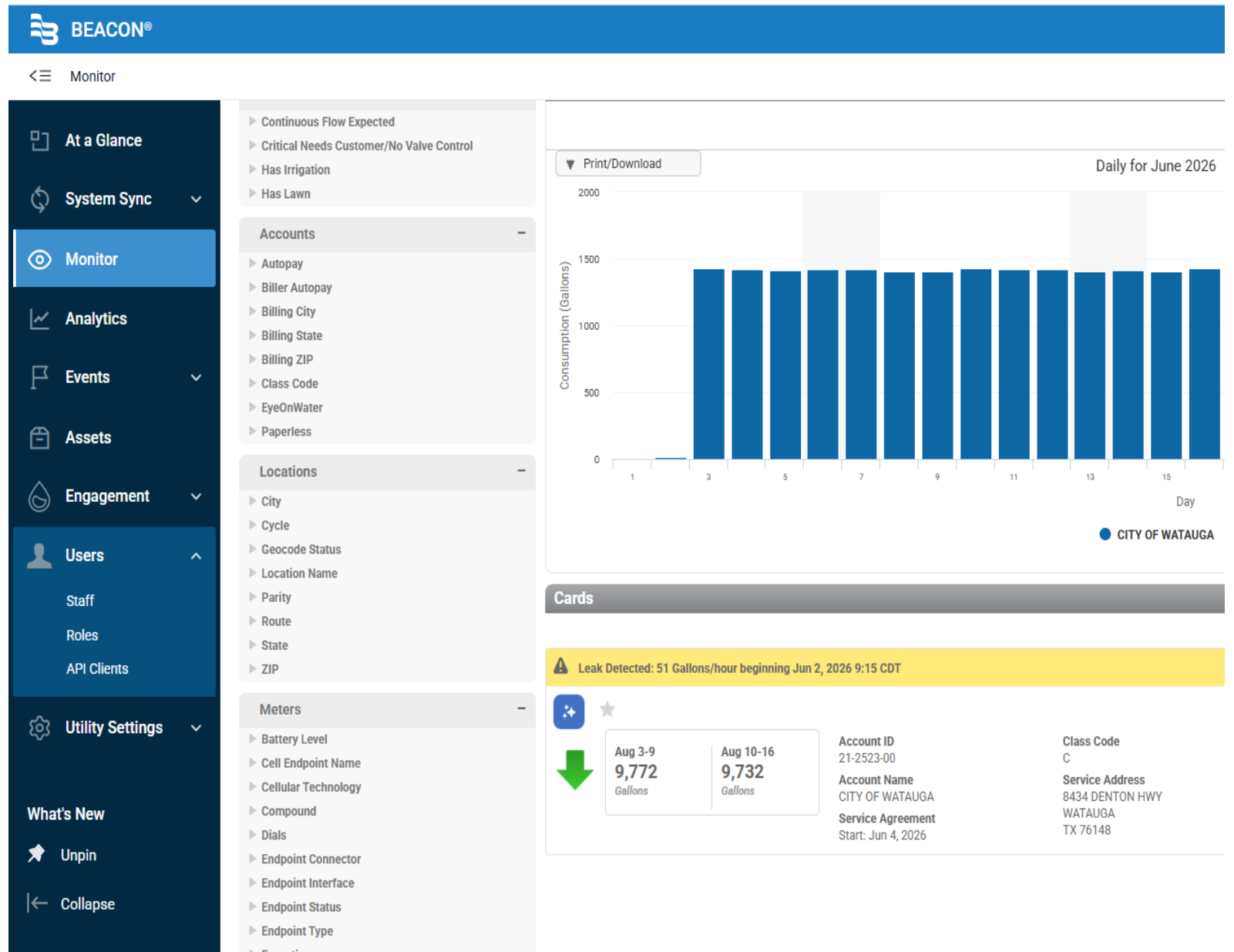
Doesn't change how water consumption is measured

Manual readings if cellular communication lost for extended period

Residents access Eye On Water via web or app



Let's See It Work!



Creating an Account

Welcome to the help pages for EyeOnWater, the service that gives you direct access to your water usage details and provides tools to help you use water more efficiently!

Visit www.eyeonwater.com/signup on your computer using a supported web browser to get started.

Steps to Create an EyeOnWater Account

1. Enter your service or billing address ZIP/Postal Code.
2. Enter your account number as it appears on your water bill. Don't have a copy of your water bill? Contact your utility.

SAMPLE WATER BILL

CUSTOMER NAME	SERVICE LOCATION	ACCOUNT NUMBER
JOHN SMITH	123 MAIN STREET	88888888

DUE DATE	CURRENT CHARGES
01/15/2017	\$45.50

3. Enter and confirm your email address.
4. Create and confirm your password.
5. Read and accept the [Terms of Use](#).
6. Verify your email address in the confirmation email.
7. Enjoy using EyeOnWater!

Service or Billing ZIP/Postal Code:

A

Account Number:

B

Some utilities use a customer number, others omit hyphens, trailing zeros and non-numeric characters. When in doubt, consult your utility to learn which number to use when creating an EyeOnWater account.

C

Already have an account? [Sign in here](#).

1. From the signup web page, enter Postal Code (**76078**) in the field labeled **A** in the image above.
2. Enter your account number listed on your water bill in the field labeled **B** in the image above. (Please enter the entire 13-digit account number. When in doubt, contact Rhome City Hall for assistance with creating an EyeOnWater account.)
3. Click Next **C**
4. Enter your email address.
5. Create and confirm a password.
Passwords must be a minimum of 8 characters and no longer than 16 characters. While not required, we strongly recommend including at least 1 upper-case letter, 1 number and 1 special character (for example, ^&*%#).
6. You will get a confirmation email from Badger Meter, Inc. Verify your email address by clicking on the link in the confirmation email. When that's done, sign in using your email and password.

That's all there is to it. Enjoy!

PS. If you have more than one water account, ask your utility to add them to your EyeOnWater account.

Get the Mobile App

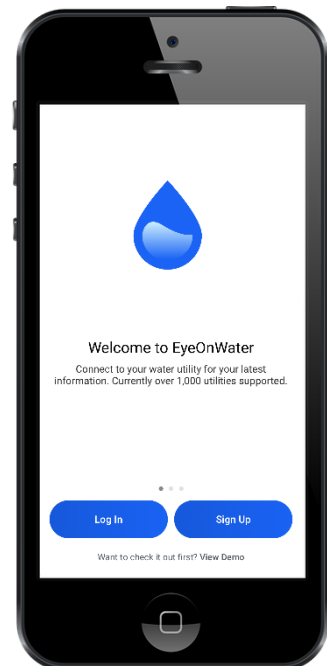


If you have already setup your Eye On Water account:

1. Go to the App Store on your phone and search for “eye on water”.
2. Download the free App to your iPhone or Android Phone.
3. Open the App.
4. Tap on Login if you have already setup an account.

If you are setting up your Eye On Water account for the first time and want to use the Phone App:

1. Tap on the Register button.
2. Tap on “Enter your account information Manually”.
3. Enter your Zip Code (76078).
4. Select your water provider.
5. Enter your 13-digit Account ID.
6. Tap on the Next button.
7. Enter a valid e-mail address.
8. Create and confirm a password*.
9. Verify that you have read the Terms of Service.
10. Tap on the Next button.
11. An email will be sent to the address you provided.
12. Click or tap on the link in the email to verify it is valid.
13. You can now sign in to your account.



* Passwords must be a minimum of 8 characters and no longer than 16 characters. While not required, we strongly recommend including at least 1 upper-case letter, 1 number and 1 special character (for example, ^&*%#).



AGENDA MEMORANDUM

DATE: August 12, 2026
TO: Honorable City Council Members
FROM: Sandra Gibson, City Manager
THROUGH:
SUBJECT: Strategic Plan Update

BACKGROUND/INFORMATION:

This workshop provides Council with the revised Strategic Plan for review and input before adoption.

The Strategic Plan is reviewed annually to ensure alignment with fiscal capacity, operational realities, and evolving community needs. The Strategic Planning retreat held earlier this year with Council and staff resulted in a revised plan.

The plan defines five Strategic Priorities that guide the City's investments in infrastructure, public safety, economic development, organizational sustainability, and community engagement.

FINANCIAL IMPLICATIONS:

None

RECOMMENDATION/ACTION DESIRED:

This item does not require a recommendation as it is a presentation/report.

ATTACHMENTS/ SUPPORTING DOCUMENTATION:

1. 2026 Strategic Plan Update - CC Retreat and Director Workshop (3)

REVIEWED BY:

Sandra Gibson, City Manager

Linda Proskey, City Secretary

Approved as to form for inclusion on Agenda

Approved - 8/14/2026

Final Approval - 8/14/2026



DRAFT

City of Watauga, Texas

STRATEGIC PLAN 2026-2031



A GREAT PLACE TO LIVE

Why This Plan Matters

The Plan guides policy decisions, annual budgets, capital investments, department work plans, and organizational priorities.

This Strategic Plan reflects the shared commitment of the Watauga City Council, City staff, and residents to work together toward a common vision. It preserves the priorities established through Council discussions and staff workshops and turns them into a practical framework for action and accountability. The plan is designed to remain active, not sit on a shelf, through annual review and alignment with the budget process.

How the plan was developed

In the spring of 2026, the City’s Strategic Plan was revised through collaborative Council discussions and staff workshops, and incorporated community feedback, operational reviews, and long-range planning. The 2026 revision consolidated the original eight goals into five broader strategic priorities. This change did not eliminate the Council’s previous direction or ongoing work. Instead, it organized related goals under a clearer framework, reduced overlap, and strengthened alignment among Council priorities, staff work plans, the annual budget, and performance reporting.

This Strategic Plan serves as the City's primary policy and management framework, guiding City Council priorities, annual budgeting, capital investment, departmental work plans, and organizational performance from 2026 through 2031.

GUIDING PRINCIPLES

These principles guide how we make decisions and deliver results.



RESPONSIBLE LEADERSHIP

Make thoughtful decisions with Watauga’s long-term interests in mind.



FISCAL STEWARDSHIP

Use public resources carefully and plan for sustainable services and infrastructure.



COLLABORATION

Recognize that it takes Council, staff, residents, businesses, and partners working together.



TRANSPARENCY & ACCOUNTABILITY

Communicate clearly, measure progress, and report results.



CONTINUOUS IMPROVEMENT

Use data, feedback, and experience to improve each year.

Strategic Framework

VISION

Watauga is a thriving, safe, and inclusive community that delivers an exceptional quality of life through responsible governance, strong public services, and welcoming places to live, work, and connect.



MISSION

Deliver high-quality municipal services, invest in community amenities, support responsible economic growth, and demonstrate transparent stewardship of public resources.



STRATEGIC PRIORITIES

1 FISCAL SUSTAINABILITY & INFRASTRUCTURE STEWARDSHIP Maintain long-term financial stability and responsibly manage infrastructure, facilities, and public assets.	2 SAFE, HEALTHY & CONNECTED COMMUNITY Enhance public safety, promote health and well-being, and create connected, livable neighborhoods.	3 ECONOMIC VITALITY & COMMUNITY IMAGE Attract and support businesses, encourage responsible growth, and promote a positive image of Watauga.
4 ORGANIZATIONAL & WORKFORCE EXCELLENCE Invest in people, processes, and technology to deliver high-quality, efficient services.	5 COMMUNITY ENGAGEMENT & GOOD GOVERNANCE Engage residents, strengthen partnerships, and practice transparent, accountable governance.	

PRIORITY 1

Fiscal Sustainability & Infrastructure Stewardship

WHY THIS MATTERS The City's ability to maintain infrastructure, provide quality services, and respond to future challenges depends on sound financial management and responsible stewardship of public assets.

COUNCIL GOAL

Maintain the City's long-term financial stability and responsibly manage infrastructure, facilities, and public assets to ensure reliable services for current and future generations.

IMPLEMENTATION MATRIX

STRATEGIC GOAL	STAFF WORK PLAN	TIMELINE	PERFORMANCE MEASURE
1.1 Maintain sound fiscal management practices and preserve the City's bond rating	Review and update the Comprehensive Financial Policies annually	Annual	Fund balance percentage; bond rating
1.2 Develop a citywide plan focused on grant funding sources	Grant Manager facilitates reporting, coordination, and program review	FY2026–FY2027; ongoing	Programs reviewed; grants awarded annually
1.3 Develop and phase in a Street Maintenance Program	Present program options to Council in a future workshop for evaluation	FY2027–FY2028	Program presented; implementation milestones completed
1.4 Plan for long-term infrastructure and facility lifecycle needs	Develop a post-bond facility plan for the Animal Shelter, Police, and Library facilities	FY2026–FY2027	3-year Plan created and Council review/approval completed
	Review and update the CIP/COP and asset lifecycle plans annually	Annual	Annual review completed; plans updated
1.5 Review program revenues, rates, and fees annually	Develop cost recovery for merchant fees	FY2027	Program review completed
	Review the water and sewer rate model and adjust fees as necessary	FY2026–FY2027	Rate model reviewed; cost-recovery target evaluated

Implementation will occur through department work plans, annual budget development, capital planning, and performance reporting.

PRIORITY 2

Safe, Healthy & Connected Community

WHY THIS MATTERS Safe neighborhoods, quality amenities, and community connections contribute directly to residents' quality of life.

COUNCIL GOAL

Provide safe, accessible, and inclusive facilities, programs, and services that enhance quality of life and foster a strong sense of community.

IMPLEMENTATION MATRIX

STRATEGIC GOAL	STAFF WORK PLAN	TIMELINE	PERFORMANCE MEASURE
2.1 Assess long-term facility needs	Complete facility assessments	FY2026–FY2027	Assessments completed; findings presented
2.2 Modernize community amenities for safety, accessibility, and inclusivity	Complete the Parks Master Plan update	FY2026–FY2027	Plan adopted
	Implement the ADA Transition Plan and funding strategy	FY2026–FY2036	Projects completed; accessibility milestones achieved
	Evaluate and implement a lightning-detection notification system in City parks	FY2026–FY2027	System evaluated and project completed
2.3 Expand community-oriented public safety	Continue the Public Safety Academy and community education programs	Annual	Events held; participation levels

Implementation will occur through department work plans, annual budget development, capital planning, and performance reporting.

PRIORITY 3

Economic Vitality & Community Image

WHY THIS MATTERS Economic growth and a positive community image support long-term fiscal sustainability and community pride.

COUNCIL GOAL

Strengthen Watauga's economic competitiveness, attract investment, and enhance the City's identity as a desirable place to live, work, and visit.

IMPLEMENTATION MATRIX

STRATEGIC GOAL	STAFF WORK PLAN	TIMELINE	PERFORMANCE MEASURE
3.1 Enhance corridor beautification and placemaking	Research expansion of the beautification grant program	FY2027	Research completed; recommendation presented
	Complete the Food Truck Park project	FY2027	Project completed
	Enhance promotional and directional signage	FY2027–FY2028	Signage plan and projects completed
3.2 Implement a citywide branding strategy	Develop a long-term communications strategy	FY2026–FY2027	Strategy completed; community awareness measures established
	Coordinate promotional and directional signage with the City brand	FY2026–FY2027	Plan developed for directional signage and enhanced signage at identified locations.

Implementation will occur through department work plans, annual budget development, capital planning, and performance reporting.

PRIORITY 4

Organizational & Workforce Excellence

WHY THIS MATTERS Employees are the City's greatest asset and are essential to delivering high-quality services.

COUNCIL GOAL

Develop a high-performing organization that attracts, retains, and empowers employees to deliver exceptional public service.

IMPLEMENTATION MATRIX

STRATEGIC GOAL	STAFF WORK PLAN	TIMELINE	PERFORMANCE MEASURE
4.1 Conduct operational efficiency reviews	Complete the Personnel Enhancement Plan review and Position Justification Process	Annual	Requests evaluated; vacancy and staffing trends
4.2 Strengthen recruitment and retention	Complete a compensation study	FY2026; every three years	Study completed; turnover rate
	Enhance succession planning and leadership development	FY2027	Departmental succession plans documented
	Conduct an employee survey	FY2027; every two years	Participation level and survey results
4.3 Update policies for organizational effectiveness	Review, prioritize, and present updated policies for Council review and adoption	Annual	Policy work plan completion

Implementation will occur through department work plans, annual budget development, capital planning, and performance reporting.

PRIORITY 5

Community Engagement & Good Governance

WHY THIS MATTERS Open communication and community involvement strengthen public trust and decision-making.

COUNCIL GOAL

Promote transparency, accountability, and meaningful public engagement to build trust and confidence in local government.

IMPLEMENTATION MATRIX

STRATEGIC GOAL	STAFF WORK PLAN	TIMELINE	PERFORMANCE MEASURE
5.1 Provide opportunities for community feedback and input	Conduct a biennial citizen survey	FY2027; every two years	Participation and satisfaction results
5.2 Expand civic education and engagement	Relaunch Watauga 101	Annual	Participation and participant feedback
	Provide community forums and conversations	Ongoing	#Forums and events held; participation
5.3 Review ordinances, policies, and plans	Update the Comprehensive Land Use Plan every ten years	FY2027–FY2028	Plan completed and adopted
	Review and update ordinances	FY2026; ongoing	Priority ordinances reviewed; percent complete
	Implement a public-facing Strategic Plan dashboard	FY2026–FY2027	Dashboard published and updated

Implementation will occur through department work plans, annual budget development, capital planning, and performance reporting.

Implementation, Accountability

The Strategic Plan connects Council direction to daily work. Department work plans, budget requests, capital projects, and employee performance objectives should align with the goals in this plan. Staff will monitor implementation throughout the year and present a consolidated review during the annual budget and strategic planning process.



This Strategic Plan is a living management framework. Annual review allows the City to respond to changing conditions while preserving long-term direction. Updates to staff work plans, timelines, and performance measures may be made through the annual budget process without changing the Council-adopted priorities and goals unless Council formally directs otherwise.

Annual Strategic Report Card (sample)

PRIORITY	GOAL / ACTION	TARGET	CURRENT STATUS	OVERALL STATUS

Our Continuing Commitment

The City of Watauga Strategic Plan is more than a document—it is a commitment to responsible leadership, fiscal stewardship, and continuous improvement. Guided by these priorities, the City Council and staff will continue working together with residents, businesses, and community partners to preserve Watauga as a Great Place to Live while preparing for future generations.



The Veteran's Memorial, located at 5800 Robin Drive and dedicated to the men and women who honorably served their country, was designed as a testament to sacrifice, courage, and the true American Spirit.
