2030 PLAN UPDATE

Steering Committee Meeting #1 | Project Management | June 7, 2018
<table>
<thead>
<tr>
<th>Section</th>
<th>Item</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>I</td>
<td>Dinner - Remarks by Mayor and City Manager</td>
<td>D. Morgan</td>
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<tr>
<td>I</td>
<td>Introductions (staff, project team and S/C)</td>
<td>S. Nelson</td>
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<tr>
<td>I</td>
<td>Review Purpose of the Steering Committee</td>
<td>S. Nelson</td>
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<tr>
<td>II</td>
<td>Review Adopted City Vision Statement</td>
<td>D. Morgan</td>
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<td>II</td>
<td>Planning 101 – Purpose of Update, Review History of Comprehensive Planning in Georgetown including Current 2030 Plan, What is Comp Plan</td>
<td>S. Nelson, N. Waggoner</td>
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<tr>
<td>II</td>
<td>Review Draft Project Schedule</td>
<td>N. Waggoner</td>
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<td>II</td>
<td>Review Draft Public Engagement Plan, Including Public Meeting #1</td>
<td>N. Waggoner</td>
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<tr>
<td>III</td>
<td>Discuss Project Challenges and Remedies</td>
<td>N. Waggoner</td>
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<td>III</td>
<td>Question and Answer</td>
<td>S. Nelson, K. Frost</td>
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<td></td>
<td>Next Meeting Date/Time/Agenda</td>
<td>K. Frost</td>
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Part I
PROJECT OVERVIEW
• Name. Organization you represent.

• How long have you been in Georgetown? What brought you here?

• What’s your favorite aspect of living and working in Georgetown?

• What’s does a caring, honoring and innovating Georgetown look like in 2030?
STEERING COMMITTEE

- Technical Advisory Committee
- Joint Sessions P&Z/Council
- Steering Committee
- General Public

- Alignment
- Updated Demographics
- Housing Element Update
- Housing Toolkit
- Gateway Development Strategies
- Williams Drive Subarea Plan
- Growth Scenarios
- Future Land Use Map Update
- Public Engagement
- Implementation Strategies
- Adoption
Visioning objectives:

- City Council and community alignment on vision for Georgetown
- Building block for City Council goal-setting
- First step in future branding initiatives and work on update of the comprehensive plan

Vision Development Process:

- 2 Community surveys; over 1100 online responses
- Workshops and meetings with Council members, community event
Part II
PLANNING PROCESSES
Session 1 – Comprehensive Planning
SEC. 1.08 OF THE CITY CHARTER

...to promote and strengthen the existing role, processes and powers of City of Georgetown ...to guide, regulate, and manage the future development ... to assure the most appropriate and beneficial use of land, water and other natural resources, consistent with the public interest.
The comprehensive plan shall contain the Council's policies for growth, development and beautification of the land ..., or for geographic portions thereof including neighborhood, community or area-wide plans.

...the adopted comprehensive plan shall have the legal status set forth herein, and that all public and private development should be in conformity with such adopted comprehensive plan or element or portion thereof.
A COMPREHENSIVE PLAN

A PLAN IS A:

- Recommendation and foundation document for development
- City policy guide/basis for decision-making
- Rational basis for zoning
- Basis for the Capital Improvement Plan (CIP)
- Framework for public sector development investments

A PLAN IS NOT:

- A zoning ordinance
- Rigid policy
- The final answer
WHY WE NEED AN UPDATE

• New ability to evaluate cost to serve

• Utility demand and service expansion driven by notable growth

• Overhauled tool to align Council goals, vision with development strategies, tools and community partners
WE NEED A PLAN THAT IS:

• Developed through robust, innovative public engagement, with methods to engage the public where they exist;

• Fiscally informed, and

• Aligns staff processes with Council goals/objectives in a measurable, reportable (online), meaningful way.
<table>
<thead>
<tr>
<th>Commissions/Boards</th>
<th>How</th>
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<tbody>
<tr>
<td>Planning and Zoning Commission &amp; City Council</td>
<td>Appropriate land use types</td>
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<tr>
<td>Georgetown Transportation Advisory Board</td>
<td>Estimate traffic and circulation needs - Overall Thoroughfare Plan (OTP)</td>
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<td>GUS - Utility modeling</td>
<td>Intensity of land uses – Utility modeling</td>
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<tr>
<td>Georgetown Independent School District (GISD)</td>
<td>Existing and future subdivisions</td>
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<td>Parks Board</td>
<td>Demand and siting – Parks &amp; Rec</td>
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HISTORIC GROWTH

1964
Pop. 5,200

1976
Pop. 7,600

1986
Pop. 11,000

2008
Pop. 45,000
Part III
WORK SESSION

Session 1 – Project Steering
| Committee | Kick Off | Jun-18 | Project Overview  
|           |         |       | Comprehensive Planning Process  
|           |         |       | Introduction of Public Engagement Plan  
|           |         |       | Discussion of Project Challenges and Remedies  
|           | Alignment & Goal Setting | Jul-18 | Review contributing policies, goals and master plans  
|           |         |       | Provide recommendations for Public Engagement Plan  
|           |         |       | Introduce Housing Element and Toolkit Scope  
|           |         |       | Consultant team will be present.  
|           |         | Aug-18 | Review and discuss alignment matrix  
|           |         |       | Review demographics  
|           |         |       | Discuss Public Meeting #1  
|           |         | Sep-18 | Prepare for Public Meeting #1.  
|           | Technical Studies | Oct-18 | Review Public Meeting #1 outcomes  
|           |         |       | Discuss Housing Inventory  
|           |         | Nov-18 | Discuss Neighborhood Profiles  
|           |         |       | Discuss Preservation Analysis  
|           |         |       | BUS TOUR  
<p>|           |         | Dec-18 | Prepare recommendations/findings of demographics, housing inventory &amp; classification. |</p>
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<thead>
<tr>
<th>Date</th>
<th>Task</th>
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<tbody>
<tr>
<td>Jan-19</td>
<td>Review State of City Report</td>
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<td>Prepare for Public Meeting #2</td>
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<td>Williams Drive/Gateways</td>
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<td>Feb-19</td>
<td>Review Growth Scenarios #1</td>
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<td>Mar-19</td>
<td>Review Public Meet</td>
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<td>Prepare summary of findings for Steering Committee, Joint Meeting.</td>
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<tr>
<td></td>
<td>Review Growth Scenarios #2</td>
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<td></td>
<td>Review Housing Toolkit #1</td>
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<tr>
<td>Apr-19</td>
<td>Review Growth Scenarios #3 (if needed)</td>
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<td></td>
<td>Review Future Land Use Map #1</td>
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<td></td>
<td>Review Housing Toolkit #2</td>
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<tr>
<td>May-19</td>
<td>Prepare for Public Meeting #3</td>
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<tr>
<td>Jun-19</td>
<td>Review Public Meeting #3 outcomes.</td>
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<td>Prepare summary of findings for Steering Committee, Joint Meeting.</td>
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<td>Provide recommendations for Implementation matrix.</td>
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<tr>
<td>Jul-19</td>
<td>Review Annual report template</td>
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<td>Aug-19</td>
<td>Prepare for Public Meeting #4</td>
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<tr>
<td>Sep-19</td>
<td>Review Public Meeting #4 outcomes</td>
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<td>Prepare summary of findings for Steering Committee, Joint Meeting</td>
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<td>Oct-19</td>
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PUBLIC ENGAGEMENT PLAN

- **2030.Georgetown.org**
- Goals
- Strategies
- Engagement Opportunities
  - Public Meetings
  - Virtual Participation
  - Meetings-to-go
  - Surveys
  - Idea Boards
  - Outreach events
  - Request a Planner

2030 Comprehensive Plan

HOW DO I GET INVOLVED?

How do I share my ideas?

Public involvement is one of the most important elements of the planning process. So we've made it easy to participate. Options to share your ideas for the 2030 Plan include:

1. City's Facebook Page
2. Email us at 2030@Georgetown.org
3. Respond to survey questions on the website
4. Stop by our booth at events
5. Attend regularly scheduled public meetings
6. Host your own meeting

See the Meetings 101 page for more information on how to participate in a public meeting.

Input Opportunities

- Citywide engagement day (Fall 2018)
- Public meeting #2 (Winter 2019)
- Public meeting #3 (Spring 2019)
- Public meeting #4 (Summer 2019)

Host a Meeting

You can help the City to collect input for this important effort. The City has prepared meeting kits that include all the materials needed to host a community meeting to collect input from your neighborhood, church, or any other organization.

Meetings 2-Go kit pickup location: Planning Department, 405 W. 8th Street, Georgetown, TX 78626 (Historic Light and Waterworks Building just west of the Public Library)

Print Meetings 2-Go materials at home: Coming Soon

Regular meetings:

- Steering Committee Meetings: https://government.georgetown.org/comprehensive-plan-steering-committee/
- Joint Meetings with Council & P&Z
- Planning and Zoning Commission (1st and 3rd Tuesday)
- City Council (3rd & 4th Tuesday)
- agendac.georgetown.org
## STAKEHOLDERS

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<thead>
<tr>
<th><strong>Government</strong></th>
<th><strong>Events</strong></th>
<th><strong>Business</strong></th>
<th><strong>Civic Groups</strong></th>
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<tbody>
<tr>
<td>Georgetown Transportation Advisory Board (GTAB)</td>
<td>Music On the Square</td>
<td>Real Estate Roundtable – Fall</td>
<td>Sertoma Club</td>
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<tr>
<td>Georgetown Economic Development Corporation (GEDCO)</td>
<td>Book Mobile</td>
<td>Real Estate Roundtable – Spring</td>
<td>Kiwanis Club</td>
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<tr>
<td>General Government and Finance Advisory Board (GGAF)</td>
<td>Retail Center</td>
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<td>Leadership Georgetown</td>
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<td>Georgetown Housing Advisory Board</td>
<td>Story time at Library</td>
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<td>Georgetown Health Foundation</td>
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<td>PTA Meetings/GISD</td>
<td>Christmas Stroll</td>
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<td>Downtown Quarterly Update</td>
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<tr>
<td>Georgetown Parks Advisory Board</td>
<td>Chamber of Commerce Breakfast Links</td>
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<td>Georgetown Young Professionals</td>
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<td>Georgetown Commission on Aging</td>
<td>Senior Expo</td>
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<td>Georgetown Ministerial Alliance</td>
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<td>Georgetown Library Board</td>
<td>Market Days</td>
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<td>Southeast Georgetown Community Council</td>
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<td>National Night Out</td>
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<td>Georgetown Neighborhood Alliance</td>
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<td>Local athletic activities</td>
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PUBLIC MEETING #1 – 10/2/18

• Citywide, 1 day engagement lead by the City in partnership with businesses, community leaders, neighborhoods

• Designed to
  • Maximize participation
  • Innovate in our approach to public engagement
  • Get folks excited participating in the overall process

• Easy, Simple format
  • Meeting in a Box

• Coupled with National Night Out
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<td>Educational Topics</td>
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<td>Stakeholders</td>
<td>Cares and Concerns</td>
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</table>
NEXT STEPS

• 6/26 real estate focus group
• Next Meeting is 7/12/2019
• Agenda: Alignment
  • Review items from Steering Committee Meeting #1
  • Introduce consultant team
  • Overview of contributing policies, goals and master plans
  • Provide recommendations for Public Engagement Plan
  • Introduce Housing Element and Toolkit Scope