

CITY COUNCIL VISIONING WORKSHOP

February 5 – 6, 2021

Strategic Initiatives and Goals



Areas of Emphasis

- **GOVERNANCE**
- **GROWTH**
- **HOUSING**
- **ECONOMIC DEVELOPMENT**
- **DOWNTOWN**

GOVERNANCE

- **Confirming Council / City Manager Roles**
 - Review agenda format and items with an eye toward streamlining
- **Equipping the Council to be successful**
 - Provide opportunity for Council to enhance understanding of service areas and staff responsibilities
 - Be deliberate to develop relationships and trust among City Councilmembers
 - Develop learning and training opportunities for current / future City Councilmembers
- **Communication and Engagement with Citizens and board members**
 - Improve citizen education and engagement
 - Improve information flow on the Vision and Strategic Planning process to Boards and Commissions
 - Improve opportunities for residents to raise and resolve service issues / requests

GROWTH

- **Proactively Plan for Growth**
 - 2030 Comprehensive Plan
 - Stay on track with implementation
 - Continue as a living document with periodic updates
 - Ensure community engagement plan informs, consults and involves stakeholders
 - Update and implement transportation corridor studies
 - Maintain and Update Master Plans to respond to rapid growth
 - Transportation
 - Water/Wastewater
 - Electric
 - Land Use
 - Parks, Recreation, Open Space
 - City Facilities

GROWTH (con't)

- **Ensure Financial Capacity to Manage Growth**
 - Determine policy for debt vs. pay-as-you-go for capital spending
 - Implement and update impact fees and other fees
 - Implement the mobility bond improvements
 - Create capacity for operational dollars to be used for CIP
 - Promote public / private partnerships (PPP) to fund infrastructure needs related to growth and development

GROWTH (con't)

- **Develop and manage water supply sources and treatment capacity for future growth.**
 - Improve water conservation through adoption of city codes, rate structures, and active enforcement of watering restrictions
 - Actively develop additional water resources
- **Maintain high customer service levels**
 - Maintain and enhance the Performance Management Program (PMP) to provide real time data of quantity and quality
 - Organization and Operational Excellence (OOE) – Continue to equip employees to make incremental change to produce positive, real results
 - Establish an organizational capacity plan ensuring efficiency and effectively responding to growth
 - Retention of quality city staff
 - Maintain strong “customer service” levels

HOUSING

- **Establish an affordable housing policy**
 - Pursue innovative affordable housing projects to determine the market and viability of projects for Georgetown
 - Allow for a diversity of housing including tiny homes, townhomes, studio homes, etc. that have a smaller footprint and provide diversity of housing
 - Pursue opportunities for affordable home ownership
- **Establish a multifamily housing policy that encourages mixed-use development**
 - Determine the key locations for mixed-use development
 - Determine the ratio of single family to multifamily units for the city
 - Determine goals for new master-planned developments
 - Establish a policy for commercial development in and around multi-family to ensure availability of services

HOUSING (con't)

- **Establish a policy determining the residential / neighborhood commercial mix in targeted areas within the city to protect commercially zoned property ensuring economic development**
 - Review and update 2030 Plan policy
- **Encourage the development of executive housing**
 - Define opportunities to support qualities of exec. housing in special districts
 - Define needs and qualities of executive housing
- **Establish strong development standards, ensure quality housing products**
 - Establish goals for development standards
- **Pursue options to encourage annexation of development**
 - Eliminate barriers that discourage annexation of development

ECONOMIC DEVELOPMENT

- **Promote a viable workforce development program**
 - Partner with employers and educational institutions for workforce development
 - Enhance workforce recruitment
- **Promote industrial and commercial growth in targeted areas**
 - Identify and prioritize high priority growth areas for investment
- **Business Retention Programs**
 - Maintain primary employer retention program
 - Promote programs to retain locally owned and small businesses

ECONOMIC DEVELOPMENT (con't)

- **Promote business recruitment programs**
 - Encourage a diversity of industry through Target Industry Recruitment
 - Create a strong “brand” to market and promote Georgetown to new businesses
 - Establish programs and policies that reward and incentivize businesses that pay higher wages
 - Sustain / improve a predictable, responsive, and accountable development process
- **Foster regional cooperation with area governmental partners – county, schools, and surrounding areas**
 - Utilize regional partnerships for program support (recruitment, marketing, workforce)

DOWNTOWN

- **Enhance and manage the continued development of downtown**
 - Update the downtown master plan to address density, historic guidelines, and transition zones
 - Improve mobility opportunities to include accessibility, parking, pedestrian access, and general movement through downtown
 - Address infrastructure needs such as trash collection and street maintenance due to growth in downtown
 - Enhance and manage the mix and size of events and activities in downtown
- **Enhance partnerships for downtown**
 - Work with County on government facilities plan for downtown
 - Promote local businesses including partnerships with the Chamber, the Downtown Georgetown Association (DGA), Preservation Georgetown
 - Enhance partnerships with education, arts, religious and cultural groups for events and promotion of downtown
 - Review downtown façade and grant program for possible enhancements