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
• 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
• 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