

# **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