

CITY OF CEDAR PARK 2018-2020 STRATEGIC GOALS



DISTINCTLY CEDAR PARK

PURPOSE

Cedar Park is a unique location with distinctive identity shaped by its distinguishing projects and programs.

OBJECTIVES

- **Encourage unique and distinctive developments**
 - Select consultant to begin master plan for quarry redevelopment
 - Work with developers to incorporate unique standards within proposed projects
 - Develop cultural arts master plan
- **Revitalize Bell Blvd. area**
 - Select master development partner
 - Negotiate master development agreement
 - Formalize design guidelines in coordination with master developer
 - Commence master planning for integration of park space
- **Create gathering places, including parks and library**
 - Select new library site
 - Continue development process of Lakeline Park including finalize master plan and commence design of Phase 1
 - Pursue full service hotel with conference space
- **Design special events to attract people to Cedar Park**
 - Evaluate current special events for intended purpose and value
 - Identify necessary resources and staffing for enhanced and/or additional special events
 - Identify opportunities for public/private funding
 - Establish a marketing and tourism strategy to promote CP trails and parks to include unconventional opportunities
 - Research various strategies to establish more meaningful funding for the performance arts
- **Leverage the value of aesthetics on community culture**
 - Consider funding options for programs that improve community aesthetics
 - Identify funding and scope for an aesthetics strategic plan
 - Prioritize quality in design
 - Promote Adopt-a-Park programs
 - Implement plan for increased ROW mowing
 - Leverage code compliance efforts



OPEN HERE, GROW HERE

PURPOSE

Use economic development resources to expand and diversify our tax base by actively recruiting new employers and supporting existing businesses.

OBJECTIVES

- **Identify markets and actively recruit targeted industries**
 - Identify and actively seek regional growth sectors
 - Target complementary business prospects
 - Develop marketing plan
 - Evaluate infrastructure needs for industries
 - Support entrepreneurship
- **Evaluate economic development tool box**
 - Review and evaluate funding options and policies
 - Utilize a fiscal impact model for land development scenarios
 - Develop policies for use of ED tools and incentives
 - Consider economic impact and return on investment
- **Protect areas already designated for business**
 - Create land bank strategy for ED
 - Conduct basic due diligence on planning areas to prep for development
 - Assess infrastructure needs for properties
 - Develop intentional and strategic relationships with key landowners within the City
- **Develop and launch business retention program**



SAFETY IS TOP OF MIND

PURPOSE

Our community feels safe, secure and comfortable.

OBJECTIVES

- **Ensure timely and appropriate response for calls for service**
 - Evaluate deployment models for effectiveness and efficiency
 - Assess opportunities for improving response times
 - Identify and establish partnership with regional public safety agencies to provide shared services
- **Provide resources necessary to meet community expectations**
 - Identify community expectations utilizing resident survey and other methods
 - Provide appropriate staffing levels to support public safety efforts
 - Maintain well trained public safety personnel
 - Implement recommendations of Hillard Heintze report
 - Consider resources required to serve proposed developments
- **Enhance citizen safety level**
 - Maintain low crime rate
 - Evaluate and enhance community policing
 - Leverage best practices and technology to enhance community safety
 - Assess effectiveness of communication and public engagement efforts related to public safety
 - Utilize a multi-disciplinary approach to target areas of concern from residents



OPERATIONAL AND FISCAL EXCELLENCE

PURPOSE

Deliver high-quality services in a fiscally responsible manner.

OBJECTIVES

- **Provide high-value services to our community**
 - Administer resident survey to identify service perceptions and satisfaction
 - Explore technical innovations, strategies and methods to enhance services and accessibility
 - Establish a meaningful and consistent performance measurement system
- **Demonstrate fiscal responsibility**
 - Continue to present balance budget that funds services expected by community supported by diversified tax base
 - Continue to enhance multi-year financial modeling
 - Responsibly administer 2015 Bond Program
 - Provide options for debt management, capital funding and replacement fund
 - Evaluate utility rate structure to support utility system and fund major utility projects
 - Implement contract management system
 - Identify capital needs and consider timing for citizen bond task force
- **Improve and ensure a well-maintained infrastructure including stormwater**
 - Implement expanded drainage and stormwater program
 - Provide ample supply of high quality water and sufficient wastewater capacity
 - Build and maintain safe roadway, bike and pedestrian facilities
 - Keep roadways in safe, well maintained condition
 - Develop and implement maintenance program and schedule for city assets
- **Attract and retain a qualified workforce**
 - Complete and implement compensation study to remain competitive
 - Evaluate self-funded health insurance for long term feasibility
 - Implement approved enhanced benefits program (OPEB)
 - Evaluate workplace policies
 - Develop formal organizational leadership and mentoring programs
 - Evaluate staffing needs for city build-out



LINK PEOPLE, PLACES AND THINGS

PURPOSE

Improve mobility through multi-modal transportation options that best serve the community's needs.

OBJECTIVES

- **Continue implementation of roadway master plan**
 - Continue implementation of 2015 Bond projects
 - Implement mobility improvements at intersections and through-turn lanes
- **Increase pedestrian and bike networks**
 - Identify other bike and pedestrian projects
 - Continue sidewalk gap project
 - Begin implementation of bike lane master plan
 - Commence design of N. Brush Trail
- **Complete Transit Study**
 - Ensure public engagement and participation
 - Engage transit providers
- **Utilize technology to improve traffic mobility operations**
 - Continue to convert signals to an ITS-based ("smart") controllers
 - Implement timing changes based on changes in vehicle demands
 - Complete New Hope and Ronald Reagan signal with new road project
 - Explore "Automated Traffic Signal Performance Measures"
 - Install blank-out signs in appropriate locations
 - Implement smart trail system
- **Advance 183A frontage road project**



STRONG COMMUNITY CONNECTIONS

PURPOSE

Encourage and expand civic engagement and understanding of government to inspire trust and confidence.

OBJECTIVES

- **Develop and leverage innovative ways to engage the community**
 - Launch community town halls utilizing various forums
 - Develop strategic messaging plan related to city goals
 - Leverage technology to engage citizens
- **Evaluate and enhance current engagement programs**
 - Audit inventory of existing communication tools and marketing campaigns
 - Foster relationships in the neighborhoods
- **Support development and recognition of board and commission members**
 - Provide board and commission member training
 - Provide board and commission member recognition
 - Celebrate community volunteerism
 - Hold joint meeting with the City Council



SUSTAINABLE FUTURE

PURPOSE

Demonstrate responsible stewardship of community and natural resources.

OBJECTIVES

- **Utilize our resources wisely**
 - Evaluate the landscape ordinance
 - Complete Waste diversion study for use in waste management RFP
 - Continue to promote water conservation
- **Explore environmental programs**
 - Evaluate future environmental policies related to municipal building standards
 - Explore feasibility of adding electric cars to "pool" fleet
 - Assess feasibility of solar energy at city facilities
 - Consider policies related to Clean Air Coalition (CAPCOG)
 - Provide electric car charge stations as new city facilities are built and evaluate for existing facilities
- **Update comprehensive plan**
 - Update buildout capacity
 - Update Implementation plan
- **Support neighborhood maintenance**
 - Develop plan for aging neighborhoods
 - Empower Code Compliance