

IMPLEMENTATION: TURNING THE PLAN INTO ACTION

Introduction

A well thought-out implementation program is critical to building early momentum after the Plan is adopted and prioritizing big projects that require significant funding, land acquisition, and/or partnerships. This chapter identifies key steps and actions to be taken to make progress toward the community's goals and priorities. Actions are organized by the pillar, policy and general timeframe. They also include information on which area of the city the item applies to and who is accountable (lead) for the item.

Our proposed implementation program prioritizes small, low-cost tactical strategies in the near term (0-2 years) to continue education about the community's vision and priorities, build momentum and strengthen relationships with the citizens and partners. This will also allow some time for additional tax revenue to come in from Walmart and other retail businesses that have recently opened or will be opening this year. At the same time, action items related to critical bigger issues involving large financial commitments and land acquisition have also been prioritized in the near term so the city can begin to identify, prioritize and fund these projects in future years as resources become available. Some additional focus has been put on the first five years, since that is a common time period for development of Capital Improvement Programs (CIPs) and we are able to predict growth and economic development activity to a fair degree. Actions that we know will be important in the future are identified so that everyone can be aware of them, but less detail is given regarding the exact timing and priority since conditions are likely to be different five years from now than they are today.

Partnerships

Citizen participation and collaboration with local and regional agencies are vital for successful implementation of our plan. The main partners that we envision participating in implementation are identified below.

ROYSE CITY

The city is the primary entity responsible for the implementation of the plan. Roysel City will have a role in every action item being proposed. If a strategy is viewed as important for the community but not something within the City's direct control (such as the school system or state highways), the City is expected to actively participate with the lead entity to accomplish the task. The departments and groups within Roysel City that are expected to have a lead role in implementation include:

- Mayor and City Council
- City Attorney
- City Manager
- Finance
- Development Services
- Public Works
- Parks and Recreation
- Police and Fire
- Human Resources
- Roysel City Community Development Corporation

COMPREHENSIVE PLAN ADVISORY COMMITTEE (CPAC) MEMBERS

The CPAC representatives are a very important group regarding implementation, especially in the period right after plan adoption. These citizens have been involved with the development of the plan and have a deeper understanding of why certain decisions and recommendations have been made. This group will be tasked with raising awareness with the broader community by leading efforts in their neighborhoods, presenting at local events such as chamber, rotary club, church group meetings, and serving as an advisory group for Council for future implementation and prioritization decisions.

COMMUNITY MEMBERS

The community we desire to be is one where neighbors, citizens, businesses, churches and other community organizations work together to make lives better for everyone. The City and CPAC must work early on to engage these different segments of our community to make them aware of the plan and engage them in the small, incremental implementation initiatives that will enhance quality of life in our neighborhoods while also sharing the resource burden with the City.

LOCAL AGENCIES

Many of the topics and initiatives covered in this plan will require collaboration with other local agencies within and around Royse City. These include:

- Royse City Chamber of Commerce
- Royse City Independent School District
- Adjacent municipalities – Fate, Rockwall, McLendon-Chisholm, Josephine, Union Valley, Caddo Mills

COUNTY, REGIONAL AND STATE AGENCIES

Partnerships and collaboration with these agencies will be especially important for mobility, water and open space initiatives. These groups include:

- Counties: Rockwall, Collin and Hunt
- Texas Department of Transportation (TxDOT)
- North Texas Municipal Water District (NTMWD)
- North Central Texas Council of Governments (NCTCOG)
- Regional Transportation Council (RTC)
- STAR Transit
- Texas Parks and Wildlife
- Texas Water Development Board
- Texas Commission for Environmental Quality (TCEQ)
- US Army Corps of Engineers (USACE) Fort Worth District
- Texas Economic Development and Tourism Office

PUBLIC-PRIVATE PARTNERSHIPS

Certain projects are eligible for public-private partnerships (PPPs). These provide an opportunity for the City and other local agencies to partner with the private and non-profit sectors to jointly participate (primarily through funding) in the implementation of development and infrastructure projects.

Implementation Strategies

There are several different types of implementation activities. Each action item we have proposed falls under one of the following categories.

Guidelines – Plans and design guidelines (such as technical standards) that are used to guide development of the functional and visual environment throughout the city or within certain “districts”.

Regulations – Ordinances and adopted policies that are used to guide and enforce development patterns in the city, most notably the zoning and subdivision ordinances.

Financial & Process Incentives – One of the ways a city can encourage development of the type, quality and form it wants in areas that align with principles and policies in this plan (and discourage the opposite) is to provide monetary incentives. Examples include reduced fees, tax rebates and loans or grants. Fast-tracked approvals and other expedited processes that save developers time (and money) are another method a city can use to support desired development.

Capital Investments – Infrastructure projects and other city investments that help preserve and enhance economic growth, property values and quality of life.

Tactical/Community Projects – Low budget projects that can be executed by residents and other partners to address safety and quality of life issues and test out ideas while waiting for funds to become available for more permanent improvements.

Education and Communication – Programs and activities that inform, engage and connect citizens, local businesses and agency partners, and help with promotion of the community to prospective residents, developers and employers.

Partnerships – Specific partnerships and collaborative efforts that are needed or that can help to achieve the desired vision for our community.

Implementation Program

TOP 5 PRIORITY ACTION ITEMS

- 1** Form Neighborhood Improvement Committees (NIC) for each neighborhood in the city and recruit residents that are interested in contributing to make their neighborhoods better. Form a Neighborhood Advisor Council made up of a member from each neighborhood. Hold quarterly meetings with NAC to collect feedback from residents and distribute information. Initial tasks for each NIC should be to complete walking audit of neighborhood to identify small things that could be done in near term and critical, bigger projects that need to get on city’s radar.
- 2** Update the city’s zoning ordinance and development standards to align with Comp Plan recommendations.
- 3** Talk with TxDOT and determine a plan for routing SH66 around downtown, or if that’s not possible, a slow speed, urban design for couplet on Main and Church Streets.
- 4** Develop pop-up programming to utilize the pocket park space downtown to promote local businesses and provide opportunities for aspiring artists and entrepreneurs to test out ideas.
- 5** Partner with land owners and developers in Town Center and Urban Village Place Type areas to create Planned Development (PD) special districts and associated design guidelines to identify desired and allowable uses, establish infrastructure and building framework, and set criteria for key aesthetic items such as architecture, streetscape and signage.

1. COMMUNITY DESIGN

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
1.1 Intentional Community Design	Incorporate unique, citizen-led efforts to integrate art and local flavor into downtown and certain neighborhoods.	Citywide	Tactical/Community Projects	Immediate (0-1 yrs)	Dev Svcs/Planning
1.1 Intentional Community Design	Review and update zoning ordinance, building codes and design guidelines (every five years) to ensure alignment with the city's most recent vision and priorities.	Citywide	Regulations	Short (1-2 yrs)	Dev Svcs/Planning
1.1 Intentional Community Design	Evaluate and make revisions to parking regulations to ensure a balance between the needs of various transportation options, creating good community form, and maximizing fiscal productivity of development.	Citywide	Regulations	Short (1-2 yrs)	Dev Svcs/Planning
1.1 Intentional Community Design	Create "Corridor Design Guidelines" to identify unique gateway, streetscape and signage themes for the I-30 and SH 66 corridors, the Town Center area, and the city's major arterials and intersections.	Citywide	Guidelines	Short (1-2 yrs)	Dev Svcs/Planning
1.1 Intentional Community Design	Develop streetscape design standards that include tree plantings, lighting, street furniture, and way-finding guides to enhance the pedestrian environment.	Citywide	Guidelines	Short (1-2 yrs)	Dev Svcs/Planning
1.1 Intentional Community Design	Evaluate and create incentives to relocate overhead utilities underground for new development and redevelopment projects.	Citywide	Financial & Process Incentives	Short (1-2 yrs)	Dev Svcs/Planning
1.2 "All-in" on Downtown and Main Street	Utilize Wood Street Reconstruction project to establish pedestrian and cycling connection between downtown and City Lake Park, create framework for revitalization of the neighborhood and establish precedent for citizen engagement in future projects.	Town Center	Capital Investments	Immediate (0-1 yrs)	Engineering/ Public Works
1.2 "All-in" on Downtown and Main Street	Coordinate with TxDOT to get SH66 routed around downtown (via Erby Campbell and FM 940) or as low-speed urban couplet on Main and Church.	Town Center	Capital Investments	Immediate (0-1 yrs)	City Manager
1.2 "All-in" on Downtown and Main Street	Create a simple Striping and Wayfinding Plan for downtown and utilize tactical urbanism methods to paint on-street parking spaces, bike lanes and crosswalks and add wayfinding signage in the area.	Town Center	Tactical/Community Projects	Immediate (0-1 yrs)	Dev Svcs/Planning

1. COMMUNITY DESIGN					
Policy	Actions	Dev. Zone	Type	Timeframe	Lead
1.2 "All-in" on Downtown and Main Street	Utilize tactical projects and pop-up events to shift downtown events from Main Street to Arch Street, which will help extend the downtown environment and begin to establish Arch Street as the primary pedestrian corridor in downtown.	Town Center	Tactical/Community Projects	Immediate (0-1 yrs)	Dev Svcs/Planning
1.2 "All-in" on Downtown and Main Street	Utilize tactical projects and pop-up events to evaluate options and uses for the space between the railroad tracks and existing businesses on south side of Main Street.	Town Center	Tactical/Community Projects	Immediate (0-1 yrs)	Dev Svcs/Planning
1.2 "All-in" on Downtown and Main Street	Conduct a parking study for Town Center to identify short and long-term parking needs to support downtown business and programs	Town Center	Capital Investments	Short (1-2 yrs)	Dev Svcs/Planning
1.2 "All-in" on Downtown and Main Street	Identify properties in the Town Center that may serve as catalysts for redevelopment and develop activation strategies for each of them.	Town Center	Capital Investments	Short (1-2 yrs)	Dev Svcs/Planning
1.2 "All-in" on Downtown and Main Street	Create a form-based code for Town Center to guide development in the area that combines information from the Town Center Place Type, current Heritage District Guidelines and the Town Center Focus Area findings and recommendations in this plan.	Town Center	Regulations	Short (1-2 yrs)	Dev Svcs/Planning
1.2 "All-in" on Downtown and Main Street	Develop program to allow small business owners and aspiring entrepreneurs to utilize vacant buildings/storefronts downtown to test out ideas	Town Center	Programs and Partnerships	Short (1-2 yrs)	CDC Director
1.2 "All-in" on Downtown and Main Street	Implement a program to aggressively support the renovation or replacement of existing buildings in Town Center that do not meet acceptable code levels.	Town Center	Financial & Process Incentives	Short (1-2 yrs)	Dev Svcs/Planning
1.2 "All-in" on Downtown and Main Street	Complete the design and buildout of the downtown pocket park.	Town Center	Capital Investments	Short (1-2 yrs)	Dev Svcs/Planning
1.2 "All-in" on Downtown and Main Street	Establish Main Street and Church Street as low-speed "complete streets" with on-street parking, wide sidewalks and separated bike lanes to encourage higher pedestrian safety and activity.	Town Center	Capital Investments	Mid (3-5 yrs)	Dev Svcs/Planning
1.2 "All-in" on Downtown and Main Street	Improve pedestrian environment in Town Center by adding wayfinding/signage, lighting and additional tree canopy/shade structures.	Town Center	Capital Investments	Mid (3-5 yrs)	Dev Svcs/Planning

1. COMMUNITY DESIGN

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
1.3 A Unique and Special Brand	Look into establishing a vintage railroad station and recreational route between Greenville or Sulphur Springs (similar to Grapevine-Fort Worth and Pales-tine-Rusk routes) and build development identity and event programming around it.	Town Center	Programs and Partnerships	Immediate (0-1 yrs)	City Manager
1.3 A Unique and Special Brand	Update Roysel City's brand, logo and marketing materials to reflect the themes and priorities outlined in this Plan.	Citywide	Education and Communication	Immediate (0-1 yrs)	Marketing/ Communications
1.3 A Unique and Special Brand	Update the websites for the City, Chamber, CDC and Downtown/Main Street organizations to reflect the themes and priorities outlined in this Plan.	Citywide	Education and Communication	Immediate (0-1 yrs)	Marketing/ Communications
1.3 A Unique and Special Brand	Develop and implement a social media marketing campaign that utilizes social media channels to promote projects and stories from elected officials, staff, residents and businesses.	Citywide	Education and Communication	Immediate (0-1 yrs)	Marketing/ Communications
1.3 A Unique and Special Brand	Make a promotional video featuring current downtown businesses, community events, schools and neighborhood activities.	Citywide	Education and Communication	Immediate (0-1 yrs)	Marketing/ Communications
1.3 A Unique and Special Brand	Emphasize traditional neighborhood development as a centerpiece of Roysel City's identity.	Citywide	Education and Communication	Immediate (0-1 yrs)	Marketing/ Communications
1.4 Activities and Events	Utilize downtown "pocket park" space to host regular pop-up events to promote existing businesses, aspiring entrepreneurs and local entertainers and artists.	Town Center	Tactical/Community Projects	Immediate (0-1 yrs)	Dev Svcs/Planning
1.4 Activities and Events	Plan regularly scheduled programming that caters to a wide variety of residents of the city and surrounding communities.	Town Center	Programs and Partnerships	Immediate (0-1 yrs)	Marketing/ Communications
1.4 Activities and Events	Organize tactical improvement and resident networking events in existing neighborhoods, such as tree planting, crosswalk painting and "street art", community gardens, property maintenance days, and block parties.	Citywide	Tactical/Community Projects	Immediate (0-1 yrs)	Marketing/ Communications
1.4 Activities and Events	Incorporate music and art into Town Center businesses and events	Town Center	Programs and Partnerships	Immediate (0-1 yrs)	Marketing/ Communications

2. LAND USE & GROWTH MANAGEMENT

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
2.1 Neighborhood-Centric Development Model	Prepare a Neighborhood Map that defines neighborhood boundaries and names for all current and proposed neighborhoods in the city.	Citywide	Tactical/Community Projects	Immediate (0-1 yrs)	Dev Svcs/Planning <i>*Partner with residents</i>
2.1 Neighborhood-Centric Development Model	Complete neighborhood inventory assessments to log the infrastructure, housing, schools, parks and services associated with each neighborhood.	Citywide	Tactical/Community Projects	Immediate (0-1 yrs)	Dev Svcs/Planning <i>*Partner with residents</i>
2.2 Diverse, Flexible and Context-Sensitive Land Use	Utilize the Development Review process to achieve the proposed percentage levels of residential and non-residential development in each type of neighborhood in order to achieve the desired diversity in each of them.	Citywide	Regulations	Immediate (0-1 yrs)	Dev Svcs/Planning
2.2 Diverse, Flexible and Context-Sensitive Land Use	Update the city's Zoning Ordinance and Development Regulations to align with the FLUP, policies and recommendations in this Plan.	Citywide	Regulations	Short (1-2 yrs)	Dev Svcs/Planning
2.2 Diverse, Flexible and Context-Sensitive Land Use	Identify locations for Special Districts with form-based codes and/or special financing such as PIDS, TIFs and TIRZ districts that can explore and define requirements that maximize the character of the neighborhood and fiscal productivity of the land. Town Center and the Urban Village areas should be the top priorities.	Citywide	Regulations	Short (1-2 yrs)	Dev Svcs/Planning
2.2 Diverse, Flexible and Context-Sensitive Land Use	Evaluate the Future Land Use Plan, Place Type characteristics and Zoning Ordinance every five years, or as necessary to ensure Place Types, zoning and design guidelines are consistent with city-wide goals.	Citywide	Regulations	Mid (3-5 yrs)	Dev Svcs/Planning
2.3 The Transect and Adjacent Development	Avoid approving projects with conflicting land use configurations in order to minimize negative responses from existing property owners and other undesirable effects.	Citywide	Regulations	Immediate (0-1 yrs)	Dev Svcs/Planning
2.3 The Transect and Adjacent Development	Incorporate guidelines into the zoning ordinance that regulate adjacent land uses, building typologies and buffer zones	Citywide	Regulations	Short (1-2 yrs)	Dev Svcs/Planning

2. LAND USE & GROWTH MANAGEMENT

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
2.4 Productive Use of Developed Land	Prioritize development that enhances the character of the public realm by filling in vacant lots, improving existing buildings and improving streetscape and infrastructure	Citywide	Financial & Process Incentives	Immediate (0-1 yrs)	Dev Svcs/Planning
2.4 Productive Use of Developed Land	Prioritize infill and adaptive reuse in the downtown and adjacent neighborhoods.	Citywide	Regulations	Immediate (0-1 yrs)	Dev Svcs/Planning
2.4 Productive Use of Developed Land	Develop a value vs service cost formula and checklist to evaluate new developments' impact on revenues and service cost as part of development review process.	Citywide	Regulations	Immediate (0-1 yrs)	Dev Svcs/Planning
2.4 Productive Use of Developed Land	Reserve the undeveloped land in the Town Center and Urban Village areas for high quality mixed-use development that brings a variety of jobs, housing and unique retail options, utilizing infrastructure that is easily adaptable over time.	Citywide	Regulations	Immediate (0-1 yrs)	Dev Svcs/Planning
2.5 Protection of Natural Areas	Prioritize preservation of natural areas, especially those that can serve multiple functions such as regional detention and passive recreation.	Citywide	Regulations	Immediate (0-1 yrs)	Dev Svcs/Planning
2.5 Protection of Natural Areas	Restrict development around environmentally sensitive areas.	Citywide	Regulations	Immediate (0-1 yrs)	Dev Svcs/Planning
2.5 Protection of Natural Areas	Identify areas where development is to be limited and secure conservation easements with land owners.	Citywide	Programs and Partnerships	Short (1-2 yrs)	Dev Svcs/Planning
2.6 Growth Management	Promote and incentivize development in the core of the city and other areas where existing infrastructure is available and has additional capacity.	Citywide	Financial & Process Incentives	Immediate (0-1 yrs)	Dev Svcs/Planning
2.6 Growth Management	Prepare and execute annexation efforts to make city boundaries more contiguous, thereby making it easier to plan infrastructure and service needs.	Citywide	Regulations	Immediate (0-1 yrs)	Dev Svcs/Planning
2.6 Growth Management	Develop a growth management and annexation strategy that defines and prioritizes areas of the city for development, thereby making it easier to focus infrastructure investments and manage developer requests.	Citywide	Regulations	Immediate (0-1 yrs)	Dev Svcs/Planning

2. LAND USE & GROWTH MANAGEMENT

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
2.6 Growth Management	Promote public acquisition of open spaces and conservation easements in the ETJ and outer edges of the city to regulate growth and ensure sufficient open space will be available for parks and stormwater management in the future.	Citywide	Programs and Partnerships	Immediate (0-1 yrs)	Dev Svcs/Planning
2.6 Growth Management	Prioritize rehabilitation of existing roads over construction of new roads	Citywide	Programs and Partnerships	Immediate (0-1 yrs)	Dev Svcs/Planning
2.6 Growth Management	Enable and facilitate the transformation of properties over time so they can respond to the current market and needs.	Citywide	Regulations	Immediate (0-1 yrs)	Dev Svcs/Planning

3. HOUSING & NEIGHBORHOODS

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
3.1 Diverse Housing and Neighborhood Mix	Phase out/stop development of single-use (100% residential) suburban subdivisions with full-scale infrastructure and low-end (entry-level) single family houses.	Citywide	Financial & Process Incentives	Immediate (0-1 yrs)	Dev Svcs/Planning
3.1 Diverse Housing and Neighborhood Mix	Improve and expand missing middle housing options by maintaining current properties and infilling the existing neighborhoods in and around downtown.	Citywide	Financial & Process Incentives	Immediate (0-1 yrs)	Dev Svcs/Planning
3.1 Diverse Housing and Neighborhood Mix	Promote and incentivize development of traditional style neighborhoods in areas that are within walking distance of downtown and other activity centers such as retail and parks.	Citywide	Financial & Process Incentives	Immediate (0-1 yrs)	Dev Svcs/Planning
3.1 Diverse Housing and Neighborhood Mix	Promote and incentivize development of high end rural estate neighborhoods that can be marketed to people who desire to live in a more rural environment.	Citywide	Financial & Process Incentives	Immediate (0-1 yrs)	Dev Svcs/Planning
3.1 Diverse Housing and Neighborhood Mix	When suburban development is proposed, ensure it is done in the "Suburban Mixed-Use Neighborhood" place type and have a mix of street and block types, housing, retail/office/commercial and open space.	Citywide	Guidelines	Immediate (0-1 yrs)	Dev Svcs/Planning

3. HOUSING & NEIGHBORHOODS

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
3.2 Unique, Complete and Walkable Neighborhoods	Develop a "Complete Neighborhood Checklist" that lists the components that need to be present in the different types of neighborhoods to make them complete.	Citywide	Guidelines	Immediate (0-1 yrs)	Dev Svcs/Planning
3.2 Unique, Complete and Walkable Neighborhoods	Conduct neighborhood walking audits with residents in every existing neighborhood to identify issues and low-cost improvements that can be made to gradually improve quality of life.	Citywide	Tactical/Community Projects	Immediate (0-1 yrs)	Dev Svcs/Planning <i>*Partner with residents</i>
3.2 Unique, Complete and Walkable Neighborhoods	Link school planning and neighborhood planning so that schools are located and designed to be safely accessible by walking and biking and can be utilized as a focal point of the surrounding neighborhoods.	Citywide	Programs and Partnerships	Short (1-2 yrs)	Dev Svcs/Planning
3.2 Unique, Complete and Walkable Neighborhoods	Update building codes, zoning ordinance and development standards to incorporate complete neighborhood concepts.	Citywide	Regulations	Short (1-2 yrs)	Dev Svcs/Planning
3.2 Unique, Complete and Walkable Neighborhoods	Safe, enjoyable streets: Design neighborhood streets to be calm, desirable, pedestrian-friendly, and safe (make the neighborhood street a public space that is *used* and *seen* as a public space).	Citywide	Guidelines	Short (1-2 yrs)	Dev Svcs/Planning
3.3 Maintenance	Expand community engagement initiatives with HOAs, crime watch groups, and others to educate residents on the importance of property maintenance, provide proactive inspections, and reduce common property maintenance issues.	Citywide	Programs and Partnerships	Immediate (0-1 yrs)	Dev Svcs/Planning <i>*Partner with residents</i>
3.3 Maintenance	Review and implement established best practices to advance voluntary compliance and progressive code enforcement alternatives.	Citywide	Programs and Partnerships	Immediate (0-1 yrs)	Facilities/Code Enforcement
3.3 Maintenance	Use Code Enforcement and the Housing Rehabilitation Program to provide assistance to those with special needs (elderly, disabled and economically disadvantaged persons) as part of the strategy for helping neighborhoods remain desirable over time.	Citywide	Programs and Partnerships	Immediate (0-1 yrs)	Facilities/Code Enforcement
3.3 Maintenance	Evaluate and leverage technology to increase the effectiveness of on-site residential inspections and enhance communication with citizenry.	Citywide	Programs and Partnerships	Immediate (0-1 yrs)	Facilities/Code Enforcement

3. HOUSING & NEIGHBORHOODS

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
3.3 Maintenance	Incorporate the use of volunteers to address routine property maintenance violations.	Citywide	Programs and Partnerships	Immediate (0-1 yrs)	Facilities/Code Enforcement

4. MOBILITY

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
4.1 Multimodal Mobility	Update and formally adopt a new Thoroughfare Plan and Roadway Impact Fees that reflects the recommendations in this Plan.	Citywide	Guidelines	Short (1-2 yrs)	Dev Svcs/Planning
4.1 Multimodal Mobility	Talk with TxDOT about possibility of making Erby Campbell/FM940/FM2642 the SH66 bypass route around downtown.	Town Center	Programs and Partnerships	Immediate (0-1 yrs)	City Manager
4.1 Multimodal Mobility	Review existing transportation corridors to compare them to their designated corridor types and identify strategies to convert them over time.	Citywide	Guidelines	Short (1-2 yrs)	Dev Svcs/Planning
4.1 Multimodal Mobility	Work with counties and adjacent cities to develop a long-term public transportation plan for incorporating a bus circulator or some form of area public transportation that can connect key destinations in Royle City and adjacent communities.	Regional/Multi-Agency	Programs and Partnerships	Long (5+ yrs)	City Manager
4.2 Safe and Connected Pedestrian Bicyclist Network	Partner with residents and neighborhood groups to identify areas where inexpensive improvements such as painting bike lanes or crosswalks and filling in gaps in existing sidewalks will improve pedestrian safety and mobility within and between neighborhoods and activity centers.	Citywide	Tactical/Community Projects	Immediate (0-1 yrs)	Engineering/Public Works
4.2 Safe and Connected Pedestrian Bicyclist Network	Partner with developers to build trails as part of new developments.	Citywide	Financial & Process Incentives	Immediate (0-1 yrs)	Dev Svcs/Planning
4.2 Safe and Connected Pedestrian Bicyclist Network	Adopt a Multimodal Streets Ordinance to meet the standards for a Bicycle Friendly Community as determined by the League of American Bicyclists.	Citywide	Regulations	Short (1-2 yrs)	Dev Svcs/Planning
4.2 Safe and Connected Pedestrian Bicyclist Network	Update and adopt an official Parks & Trails Master Plan that expands on the recommendations in this Plan.	Citywide	Capital Investments	Mid (3-5 yrs)	Parks

4. MOBILITY

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
4.2 Safe and Connected Pedestrian Bicyclist Network	Partner with Rockwall County and NCTCOG to get Veloweb trails designed and constructed. The east/west trail along the railroad should be the top priority.	Regional/Multi-Agency	Capital Investments	Mid (3-5 yrs)	City Manager
4.3 Accessible Transportation for Everyone	Partner with STAR and rideshare services to provide transportation for all users, especially for the ones who cannot drive.	Citywide	Programs and Partnerships	Mid (3-5 yrs)	City Manager
4.3 Accessible Transportation for Everyone	Conduct a citywide "Accessibility Audit" to identify places that are not compliant with Americans with Disability (ADA) standards and retrofit them.	Citywide	Capital Investments	Mid (3-5 yrs)	Engineering/ Public Works
4.4 Traffic Congestion and Transportation Demand	Identify the busiest intersections and implement the appropriate traffic calming measurements such as roundabouts, traffic signals, shared space, and stop signs.	Citywide	Capital Investments	Mid (3-5 yrs)	Engineering/ Public Works
4.4 Traffic Congestion and Transportation Demand	Anticipate where the biggest traffic issues will take place as the city density grows, and implement traffic control measurements in advance to shape the transportation demand.	Citywide	Capital Investments	Mid (3-5 yrs)	Engineering/ Public Works
4.5 Flexible Roadways and Corridors	Review Thoroughfare Plan, Future Land Use Plan and design standards a minimum of every five years and update to reflect the current uses and future interests of the community.	Citywide	Guidelines	Mid (3-5 yrs)	Engineering/ Public Works
4.5 Flexible Roadways and Corridors	Design and build major mobility corridors with the ability to transform and adapt to changes in surrounding land use over time (by adding/removing travel lanes, bike lanes, on street parking, transit stops, etc)	Citywide	Guidelines	Mid (3-5 yrs)	Engineering/ Public Works
4.6 Regional Connectivity	Continue participating in the Rockwall County, Collin County, and Hunt County regional transportation discussions and actively advocate for Roysse City's regional roadway, bikeway and public transit improvement needs.	Citywide	Capital Investments	Mid (3-5 yrs)	Engineering/ Public Works
4.6 Regional Connectivity	Take a leadership role for Rockwall and Hunt Counties in NCTCOG's regional bike plan efforts (BPAC) and get the appropriate facilities added to the regional Veloweb and Mobility Master Plans.	Regional/Multi-Agency	Programs and Partnerships	Immediate (0-1 yrs)	City Manager

5. PARKS, RECREATION & OPEN SPACE

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
5.1 Park Accessibility and Functionality	Conduct walking audits with residents in existing neighborhoods to identify location(s) for pocket parks and develop low-cost tactical strategies to activate these spaces.	Citywide	Capital Investments	Immediate (0-1 yrs)	Parks
5.1 Park Accessibility and Functionality	Improve access and wayfinding to existing parks by adding/connecting sidewalks and creating dedicated bike paths between the parks and surrounding neighborhoods.	Citywide	Capital Investments	Short (1-2 yrs)	Parks
5.1 Park Accessibility and Functionality	Prepare and adopt an official Parks, Recreation & Trails Master Plan that expands on the recommendations in this Plan. Update the plan every five years.	Citywide	Capital Investments	Short (1-2 yrs)	Parks
5.1 Park Accessibility and Functionality	Review and update the city's ordinances to include components for park dedication and fees, trail construction and tree preservation/planting.	Citywide	Regulations	Short (1-2 yrs)	Parks
5.2 Open Space and Nature Connections	Explore partnerships and funding opportunities to create a regional public park in the large floodplain area in the center of the city.	Regional/Multi-Agency	Capital Investments	Long (5+ yrs)	Parks
5.2 Open Space and Nature Connections	Initiate and facilitate discussions about the multiple benefits of regional detention and low impact development with land owners and developers in areas where heavy development is anticipated.	Citywide	Education and Communication	Immediate (0-1 yrs)	Dev Svcs/Planning
5.2 Open Space and Nature Connections	Review and update the city's ordinances to include components for floodplain and habitat preservation, integrated stormwater management (ISWM), and regional detention.	Citywide	Regulations	Short (1-2 yrs)	Dev Svcs/Planning
5.3 Connecting People to Places	Conduct walking audits with residents in existing neighborhoods to identify location(s) where sidewalks and crosswalks are needed or that are in need of repair, and work to address them.	Citywide	Capital Investments	Short (1-2 yrs)	Parks
5.3 Connecting People to Places	Improve walking and cycling access and safety within and between neighborhoods and activity centers by adding/connecting sidewalks and creating dedicated bike paths.	Citywide	Capital Investments	Short (1-2 yrs)	Parks

5. PARKS, RECREATION & OPEN SPACE

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
5.3 Connecting People to Places	Explore partnerships and funding opportunities to build the "Interurban Trail" that extends from the Fate/Royse City boundary to downtown (or eventually the regional park).	Citywide	Capital Investments	Long (5+ yrs)	Parks
5.4 Community Partnerships and Recreational Facilities/ Programming	Conduct a "Recreational Facilities Planning Workshop" with the citizens, businesses, school district, local churches, healthcare industry contacts and developers to discuss the sports and recreation needs of the community and identify short-term strategies to leverage land, financial and other resources from each group to expand these programs in the community.	Citywide	Programs and Partnerships	Immediate (0-1 yrs)	Parks
5.4 Community Partnerships and Recreational Facilities/ Programming	Identify and acquire property for two future "community park" sites where future sports and recreation facilities can be built in the future when funding is available - one site on the north of I-30 and one site south of I-30.	Citywide	Capital Investments	Long (5+ yrs)	Parks

6. INFRASTRUCTURE & NATURAL RESOURCES

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
6.1 Sustainable Site and Building Design	Utilize LEED, LEED-ND, Sustainable Sites, Envision, STAR and other sustainable design guidelines in the siting, design and operations of all municipal facilities.	Citywide	Guidelines	Immediate (0-1 yrs)	Dev Svcs/Planning
6.1 Sustainable Site and Building Design	Review and update existing building codes and provide incentives for developers to incorporate sustainable design elements such as: solar energy, natural lighting, reflective roofs or green roofs, low volatile organic compounds (VOCs) materials and ventilation, HVAC energy performance and efficiency systems, on-site renewable energy, waste minimization, and water reclamation and conservation.	Citywide	Regulations	Short (1-2 yrs)	Dev Svcs/Planning

6. INFRASTRUCTURE & NATURAL RESOURCES

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
6.1 Sustainable Site and Building Design	Conduct an energy efficiency audit of existing municipal facilities and develop a plan to address inefficiencies.	Citywide	Capital Investments	Mid (3-5 yrs)	Facilities/Code Enforcement
6.2 Functional and Efficient Infrastructure Systems	When extending utility infrastructure to serve new development, partner with developers to size and construct lines to serve the anticipated future buildout.	Citywide	Financial & Process Incentives	Immediate (0-1 yrs)	Engineering/Public Works
6.2 Functional and Efficient Infrastructure Systems	Utilize LEED, LEED-ND, Sustainable Sites, Envision, STAR and other sustainable design guidelines in the siting, design and operations of all municipal infrastructure and facilities.	Citywide	Guidelines	Immediate (0-1 yrs)	Engineering/Public Works
6.2 Functional and Efficient Infrastructure Systems	Conduct an infrastructure audit to document the location, size, and condition of existing streets, water, wastewater and drainage facilities.	Citywide	Capital Investments	Short (1-2 yrs)	Engineering/Public Works
6.2 Functional and Efficient Infrastructure Systems	Develop a GIS database and pavement management system for infrastructure asset management.	Citywide	Capital Investments	Short (1-2 yrs)	Engineering/Public Works
6.2 Functional and Efficient Infrastructure Systems	Update the city's Water and Wastewater Master Plans and Impact Fees to reflect the Future Land Use Plan and growth management strategies and recommendations in this Plan.	Citywide	Guidelines	Short (1-2 yrs)	Engineering/Public Works
6.2 Functional and Efficient Infrastructure Systems	Develop a 5-Year Capital Improvement Program (CIP) that prioritizes infrastructure investments to align with maintenance needs and recommendations in this Plan.	Citywide	Capital Investments	Short (1-2 yrs)	Engineering/Public Works
6.3 Water Resource Conservation	Assume a regional leadership role regarding water issues and partner with North Texas Municipal Water District (NTMWD) and its member organizations to educate the community and encourage more efficient water use and conservation.	Regional/Multi-Agency	Education and Communication	Immediate (0-1 yrs)	City Manager
6.3 Water Resource Conservation	Apply adopted water conservation measures even during periods of adequate supply, not just during droughts.	Citywide	Regulations	Immediate (0-1 yrs)	City Manager

6. INFRASTRUCTURE & NATURAL RESOURCES

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
6.3 Water Resource Conservation	Incentivize the use of rainwater harvesting, green infrastructure and appropriately designed landscape and soil materials to reduce the use of water for outdoor irrigation of private landscapes and public spaces.	Citywide	Financial & Process Incentives	Immediate (0-1 yrs)	Engineering/ Public Works
6.4 Integrated Stormwater Management and Green Infrastructure	Prepare a citywide Stormwater Master Plan that delineates major watersheds and subwatersheds, locates priority areas for regional detention, and prioritizes watersheds for more detailed study and project development.	Citywide	Guidelines	Short (1-2 yrs)	Engineering/ Public Works
6.4 Integrated Stormwater Management and Green Infrastructure	Establish a Stormwater Utility Fee to be dedicated for future stormwater management and flood control projects.	Citywide	Guidelines	Short (1-2 yrs)	Engineering/ Public Works
6.4 Integrated Stormwater Management and Green Infrastructure	Prepare a detailed watershed study and project recommendations for the watershed encompassing Town Center.	Town Center	Capital Investments	Short (1-2 yrs)	Engineering/ Public Works
6.4 Integrated Stormwater Management and Green Infrastructure	Adopt and implement an appropriately designed version of NCTCOG's integrated stormwater management (iSWM) ordinance and associated criteria.	Citywide	Guidelines	Short (1-2 yrs)	Dev Svcs/Planning
6.4 Integrated Stormwater Management and Green Infrastructure	Identify opportunities to partner with the school district, non-profits and other organizations to create green infrastructure demonstration projects.	Citywide	Programs and Partnerships	Short (1-2 yrs)	Engineering/ Public Works
6.5 Ecosystem and Habitat Preservation	Partner with NCTCOG to identify and map the ecological assets and natural characteristics of the community.	Citywide	Programs and Partnerships	Mid (3-5 yrs)	Dev Svcs/Planning
6.5 Ecosystem and Habitat Preservation	Partner with land owners to implement conservation easements and other preservation and conservation strategies to limit or prevent development in critical habitat areas and the rural perimeter of the city.	Citywide	Financial & Process Incentives	Immediate (0-1 yrs)	Dev Svcs/Planning
6.6 Renewable Energy Supply	Promote and incentivize residents and businesses to retrofit existing buildings and properties with renewable energy improvements.	Citywide	Financial & Process Incentives	Immediate (0-1 yrs)	Engineering/ Public Works
6.6 Renewable Energy Supply	Develop a strategy and timeline to replace city vehicles with alternative fuel technology vehicles.	Citywide	Capital Investments	Mid (3-5 yrs)	Engineering/ Public Works

6. INFRASTRUCTURE & NATURAL RESOURCES

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
6.7 Recycling and Waste Management	Promote and incentivize residents and businesses to implement recommended waste management practices.	Citywide	Financial & Process Incentives	Immediate (0-1 yrs)	Engineering/ Public Works
6.7 Recycling and Waste Management	Adhere to the North Central Texas Regional Compost Program in conjunction with North Texas Municipal Water District.	Citywide	Guidelines	Immediate (0-1 yrs)	Engineering/ Public Works
6.7 Recycling and Waste Management	Partner with schools to develop an environmental education program that gets kids involved in city's sustainability initiatives.	Citywide	Education and Communication	Immediate (0-1 yrs)	Marketing/ Communications

7. FACILITIES & PUBLIC SAFETY

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
7.1 Efficient Facility Use, Planning and Design	Conduct an internal workshop with police and fire chiefs, planning department, and emergency services partners to review and discuss the pros and cons of various approaches and commit to a strategy forward that can be integrated into updated ordinances and design standards.	Citywide	Regulations	Immediate (0-1 yrs)	Dev Svcs/Planning
7.1 Efficient Facility Use, Planning and Design	Identify a site for a future fire station on the south side of I-30 and secure the land.	Citywide	Capital Investments	Short (1-2 yrs)	Dev Svcs/Planning
7.1 Efficient Facility Use, Planning and Design	Implement the regional vehicle idling policies local government vehicle fleets established by the North Central Texas Council of Governments (NCTCOG).	Citywide	Regulations	Short (1-2 yrs)	City Manager
7.1 Efficient Facility Use, Planning and Design	Design and construct new fire station on the south side of I-30	Southeast	Capital Investments	Mid (3-5 yrs)	Engineering/ Public Works
7.1 Efficient Facility Use, Planning and Design	Identify sites for future fire stations in each Development Zone and secure the land.	Citywide	Capital Investments	Mid (3-5 yrs)	Dev Svcs/Planning
7.1 Efficient Facility Use, Planning and Design	Prepare a plan for expansion of City Hall and associated municipal services (public works, police, animal services) and purchase additional land in Town Center for facilities and parking.	Town Center	Capital Investments	Mid (3-5 yrs)	City Manager
7.1 Efficient Facility Use, Planning and Design	Enable city vehicles to use alternative fuel technology.	Citywide	Capital Investments	Long (5+ yrs)	City Manager

7. FACILITIES & PUBLIC SAFETY

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
7.2 Community Health and Safety	Conduct citizen outreach events periodically throughout the year to establish relationships between residents and public safety personnel, educate residents on public safety issues, and encourage them to be proactive regarding personal property and share responsibility for community safety.	Citywide	Education and Communication	Immediate (0-1 yrs)	City Manager
7.2 Community Health and Safety	Promote and assist with formation of neighborhood watch programs in all neighborhoods.	Citywide	Programs and Partnerships	Immediate (0-1 yrs)	Police/Fire
7.2 Community Health and Safety	Evaluate the option of having a paid fire department (every 2 years)	Citywide	Capital Investments	Mid (3-5 yrs)	City Manager
7.3 Emergencies and Natural Disasters	Review and update the city's Emergency Management Plan at least once every five years.	Citywide	Programs and Partnerships	Mid (3-5 yrs)	City Manager
7.3 Emergencies and Natural Disasters	Expand emergency management initiatives and education to prepare better the public and city staff during emergencies.	Citywide	Education and Communication	Mid (3-5 yrs)	City Manager
7.4 Extending Education Opportunities to Everyone	Partner with Royse City ISD to confirm needs and locations for future elementary, middle and high school facilities and coordinate with property owners and developers to secure land for these facilities.	Citywide	Programs and Partnerships	Mid (3-5 yrs)	Dev Svcs/Planning
7.4 Extending Education Opportunities to Everyone	Partner with Royse City ISD, home school groups, local businesses, churches and other community groups to provide quality education facilities and programs for people of all ages, education levels and income levels.	Citywide	Programs and Partnerships	Mid (3-5 yrs)	Dev Svcs/Planning
7.4 Extending Education Opportunities to Everyone	Enhance and expand the existing library services to accommodate additional community needs	Citywide	Capital Investments	Long (5+ yrs)	Parks

8. ECONOMY & WORKFORCE		Lead		
Policy	Actions	Timeframe		
	Dev. Zone	Type		
8.1 Entrepreneurship and Local Business	Review and update ordinances and introduce aggressive incentive policies related to improving buildings in downtown.	Regulations	Immediate (0-1 yrs)	Facilities/Code Enforcement
8.1 Entrepreneurship and Local Business	Develop a local economic gardening program to identify, connect and support local businesses through incentives, resource/service exchange programs, and public recognition efforts.	Education and Communication	Immediate (0-1 yrs)	CDC Director
8.1 Entrepreneurship and Local Business	Promote events and pop-up/tactical strategies to test different kinds of innovative businesses in different parts of the city, to give residents the chance to test their ideas and the city the opportunity to find catalyst locations for the economic revitalization of the city.	Tactical/Community Projects	Immediate (0-1 yrs)	CDC Director
8.1 Entrepreneurship and Local Business	Organize an "Entrepreneur and Small Developer Boot Camp" to identify, connect and train existing and potential business owners and small developers.	Education and Communication	Immediate (0-1 yrs)	CDC Director
8.1 Entrepreneurship and Local Business	Create a website and social media channels for Town Center and use them to publish promotional videos highlighting local businesses and events.	Education and Communication	Immediate (0-1 yrs)	CDC Director
8.1 Entrepreneurship and Local Business	Create an entrepreneurial network to strengthen businesses and give them more chances to succeed.	Education and Communication	Short (1-2 yrs)	CDC Director
8.1 Entrepreneurship and Local Business	Encourage peer and mentor networks so new entrepreneurs can learn and get guidance from experienced ones.	Education and Communication	Short (1-2 yrs)	CDC Director
8.1 Entrepreneurship and Local Business	Develop a space to act as an incubator for new local businesses and co-working space for freelancers.	Programs and Partnerships	Mid (3-5 yrs)	CDC Director
8.2 Attractive and Unique I-30 Corridor	Identify key sites along the I-30 corridor (those identified as Urban Village Place Types in Future Land Use Plan) and partner with land owners and interested developers to conduct small area planning studies to further define the type and scale of development best suited for these sites now and in the future.	Programs and Partnerships	Short (1-2 yrs)	CDC Director
8.2 Attractive and Unique I-30 Corridor	Develop a branding, wayfinding and signage strategy for the I-30 corridor.	Guidelines	Short (1-2 yrs)	Dev Svcs/Planning

8. ECONOMY & WORKFORCE

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
8.3 Attracting Business and Talent through Placemaking	Invest in infrastructure, building improvements and event programming in Town Center that will strengthen and improve the live/work/play environment in and around downtown so that downtown can be effectively marketed to entrepreneurs and small business owners.	Town Center	Capital Investments	Short (1-2 yrs)	CDC Director
8.3 Attracting Business and Talent through Placemaking	Partner with the CDC, Chamber and downtown organizations to develop and implement a placemaking strategy for downtown that focuses on attracting small businesses in a traditional mixed-use environment, such as Bishop Arts District or Grapevine Main Street.	Citywide	Education and Communication	Short (1-2 yrs)	CDC Director
8.3 Attracting Business and Talent through Placemaking	Partner with land owners and developers to develop small area plans and form-based codes for Urban Village Place Types that focus on larger corporate facilities, business incubators and co-working spaces, and regional retail, office and commercial.	Citywide	Programs and Partnerships	Short (1-2 yrs)	CDC Director
8.4 Competitive Workforce	Partner with Royse City ISD, home school groups, local businesses, churches and other community groups to provide quality education facilities and programs for people of all ages, education levels and income levels.	Citywide	Programs and Partnerships	Mid (3-5 yrs)	CDC Director
8.4 Competitive Workforce	Partner with school district, Chamber, and local businesses to develop an internship program where local students and unemployed residents can gain new job skills and experience while working on projects that support the local community.	Citywide	Programs and Partnerships	Mid (3-5 yrs)	CDC Director
8.4 Competitive Workforce	Identify a location and organize a "maker-space" district where materials and equipment can be shared between businesses and the school district to connect, train, and develop skill sets related to construction, manufacturing and the arts.	Citywide	Programs and Partnerships	Long (5+ yrs)	CDC Director

9. COMMUNICATION, PARTNERSHIPS & VOLUNTEERISM

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
9.1 Engaged and Empowered Citizens	Hold a community orientation meeting annually for residents and business owners to meet and interact with city leaderships, provide updates on key initiatives and projects, and introduce leadership and training programs that encourage and support representation on local boards and commissions.	Citywide	Education and Communication	Immediate (0-1 yrs)	City Manager
9.1 Engaged and Empowered Citizens	Partner with HOAs and neighborhood leaders to formalize a Strong Citizen program and organize groups in every neighborhood in the city.	Citywide	Education and Communication	Immediate (0-1 yrs)	Dev Svcs/Planning
9.1 Engaged and Empowered Citizens	Introduce neighborhood improvement programs and events to strengthen community cohesion and belonging among residents.	Citywide	Education and Communication	Immediate (0-1 yrs)	Dev Svcs/Planning
9.1 Engaged and Empowered Citizens	Create a neighborhood association toolkit to assist citizens in forming neighborhood associations.	Citywide	Education and Communication	Immediate (0-1 yrs)	City Manager
9.1 Engaged and Empowered Citizens	Create a young adult leadership program to engage the next generation of leaders (youth advisory council).	Citywide	Education and Communication	Immediate (0-1 yrs)	City Manager
9.2 Collaboration with Community Organizations	Identify the main partners of the city and hold quarterly meetings with each of them to discuss recommendations in the Comprehensive Plan and identify opportunities to collaborate for implementation.	Citywide	Education and Communication	Immediate (0-1 yrs)	City Manager
9.2 Collaboration with Community Organizations	Meet with the school district to review Comp Plan recommendations and discuss impacts on future school locations.	Citywide	Education and Communication	Immediate (0-1 yrs)	City Manager
9.2 Collaboration with Community Organizations	Meet with the Chamber, Main Street, Heritage District committee and HOT RC groups to review and update roles and responsibilities for Town Center and Main Street.	Citywide	Education and Communication	Immediate (0-1 yrs)	City Manager
9.2 Collaboration with Community Organizations	Partner with local medical providers to create and health and wellness initiatives that increase active living and citizen well-being.	Citywide	Education and Communication	Immediate (0-1 yrs)	City Manager

9. COMMUNICATION, PARTNERSHIPS & VOLUNTEERISM

Policy	Actions	Dev. Zone	Type	Timeframe	Lead
9.3 Regionalism	Identify the main regional partners of the city and hold meetings with each of them to discuss recommendations in the Comprehensive Plan and identify opportunities to collaborate for implementation. These include the counties, NCTCOG, TxDOT and NTMWD.	Regional/Multi-Agency	Programs and Partnerships	Immediate (0-1 yrs)	City Manager
9.3 Regionalism	Meet with the adjacent cities to review recommendations in the Comp Plan and identify areas of conflict and opportunity that need to be addressed.	Regional/Multi-Agency	Programs and Partnerships	Immediate (0-1 yrs)	City Manager
9.3 Regionalism	Identify major regional roadway and bikeway improvement projects and work with NCTCOG, TxDOT and Counties to get these on the appropriate regional master plans.	Regional/Multi-Agency	Programs and Partnerships	Immediate (0-1 yrs)	City Manager
9.3 Regionalism	Partner with NCTCOG, Rockwall County Open Space Alliance, Collin County Open Space Program, Texas Water Development Board and Texas Parks and Wildlife to advance planning and development of the large regional open space amenity and community park/regional detention sites.	Regional/Multi-Agency	Programs and Partnerships	Immediate (0-1 yrs)	City Manager
9.4 Transparency and Communication	Create a website and semi-annual mailer to promote and update progress on the Comp Plan recommendations and city initiatives.	Citywide	Education and Communication	Immediate (0-1 yrs)	City Manager
9.4 Transparency and Communication	Set up a website, social media channels and a "suggestion box" at City Hall to actively seek - and adapt to - feedback from the residents of the city.	Citywide	Education and Communication	Immediate (0-1 yrs)	City Manager
9.4 Transparency and Communication	Facilitate opportunities for neighborhood representatives, business organizations, non-profit organizations and agencies, and other stakeholders to meet regularly with and obtain information from city staff on initiatives and activities.	Citywide	Education and Communication	Immediate (0-1 yrs)	City Manager
9.4 Transparency and Communication	Hold an annual Council workshop to review and refine the strategic vision, core values and operating principles for the City, and communicate these to the community regularly via the city website, social media and mailers.	Citywide	Education and Communication	Short (1-2 yrs)	City Manager

