



Communication, Partnerships, & Volunteerism

Mutually beneficial partnerships and volunteerism efforts, and effective communication to promote and improve them.

GOAL:

Fully utilize and coordinate with the City's many partners to address issues facing the community and region, provide services and facilities, encourage volunteerism, support and promote events and programs, and foster economic and educational growth.

Policy Statements:

- 1 Engaged and Empowered Citizens:** *Royse City will create and grow a culture of "strong citizens" who are informed, care deeply about the present and future of their community, and have a clear understanding of how to make positive contributions in their neighborhoods, throughout the community, and on city boards and commissions.*
 - 2 Collaboration with Community Organizations:** *Royse City will organize and implement processes to collaborate with local community organizations and philanthropic groups and maximize shared resources to improve the local economy, culture and quality of life.*
 - 3 Regionalism:** *Royse City will partner with other communities, counties and regional agencies to address population growth, regional transportation, air quality, water conservation, consistency with neighboring cities, emergency responsiveness, and educational opportunities.*
 - 4 Transparency and Communication:** *Royse City will improve transparency and communication with citizens, land owners and local businesses by providing regular updates and important information regarding policies, programs and decision-making using mail, meetings, websites, and social media.*
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Introduction

Royse City will experience significant growth over the next 20 years. With this plan, Royse City has defined the core values of the community, and set policy guidelines to bring the type of meaningful change that aligns with these core values and is therefore welcomed by the community. Partnerships with Rockwall, Collin, and Hunt Counties, as well as TxDOT, the school district, the local business and arts communities, and others will be important as we continually strive to be a well-rounded community with a high quality of life. Additionally, clear and open communication must be a top priority; we will make a concerted effort to improve and expand communication with citizens, between city and related agencies, and internally. While the City will initiate the implementation of this plan, meaningful change will take place one person and business at a time, neighbor to neighbor.

What We've Heard from Residents

"We have a wonderful community that supports and helps each other."

"I would like the City to find a central way (or a combination of ways) to get the news out—social media is not used by everyone."

"Royse City is a family city with big hearts. When it comes to our children, we support them wholeheartedly. Neighbors here actually offer help and go the extra mile for each other. Keep this family feeling going & we will continue to be unique."

"We are a faith-based community built around quality relationships. We love it here!"

"Communication with residents could definitely be improved."

BUILDING A COMMUNITY OF STRONG CITIZENS

One of the greatest assets a community has are its citizens. The best communities and neighborhoods tend to be ones where the residents are actively engaged. They know their neighbors, participate in block parties and homeowners' associations, and support local businesses. Some choose to donate their time to serve on city boards and commissions. Royse City will need 'Strong Citizens' to engage in the community and actively promote and participate in the implementation of the plan.

COMMUNITY AND REGIONAL PARTNERS

In addition to engaged and empowered citizens, Royse City will also need strong partnerships with other local and regional agencies such as the North Central Texas Council of Governments (NCTCOG), the Texas Department of Transportation (TxDOT), Rockwall County, Collin County, Hunt County, the North Texas Municipal Water District (NTMWD), Royse City Independent School District, Royse City Chamber of Commerce, and the Royse City Community Development Corporation. These groups can provide additional resources and expertise to assist Royse City through the various phases of growth and development. Establishing a strong vision for RC and communicating it to these entities will help align interests and improve opportunities to secure funding.

IMPROVING TRANSPARENCY AND COMMUNICATION

The citizen input received throughout this planning process has indicated that there is a need for better communication and marketing of the City. With the projected growth coming to Royse City, the demand for better communication between the City, citizens and businesses will significantly increase. Additionally, the City will need to market its new and unique identity to the region.

Policies and Priority Action Items

The following policy statements will be used to guide decisions related to partnerships, volunteerism, and communication. The priority action items are what the city should focus on in the next few years in order to get the big things right.



Community tree plantings and neighborhood intersection painting events get neighbors involved in beautifying their surroundings—and they can bring people together to socialize in new ways.

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Engaged and Empowered Citizens

Royse City will create and grow a culture of “strong citizens” who are informed, care deeply about the present and future of their community, and have a clear understanding of how to make positive contributions in their neighborhoods, throughout the community, and on city boards and commissions.

Priority Action Items

- 1 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.
- 2 Partner with HOAs and neighborhood leaders to formalize a Strong Citizen program and organize groups in every neighborhood in the city.
- 3 Introduce neighborhood improvement programs and events to strengthen community cohesion and belonging among residents.

Priority Action Items

- 4 Create a neighborhood association toolkit to assist citizens in forming neighborhood associations.
- 5 Create a young adult leadership program to engage the next generation of leaders (youth advisory council).

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Collaboration with Community Organizations

Royse City will organize and implement processes to collaborate with local community organizations and philanthropic groups and maximize shared resources to improve the local economy, culture and quality of life.

Priority Action Items

- 1 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.
- 2 Meet with the school district to review Comp Plan recommendations and discuss impacts on future school locations.
- 3 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.
- 4 Partner with local medical providers to create and health and wellness initiatives that increase active living and citizen well-being.

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Regionalism

Royse City will partner with other communities, counties and regional agencies to address population growth, regional transportation, air quality, water conservation, consistency with neighboring cities, emergency responsiveness, and educational opportunities.

Priority Action Items

- 1 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.
- 2 Meet with the adjacent cities to review recommendations in the Comp Plan and identify areas of conflict and opportunity that need to be addressed.
- 3 Identify major regional roadway and bikeway improvement projects and work with NCTCOG, TxDOT and Counties to get these on the appropriate regional master plans.
- 4 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.

Transparency and Communication

Royse City will improve transparency and communication with citizens, land owners and local businesses by providing regular updates and important information regarding policies, programs and decision-making using mail, meetings, websites, and social media.

Priority Action Items

- 1 Create a website and semi-annual mailer to promote and update progress on the Comp Plan recommendations and city initiatives.

- 2 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.

- 3 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.

- 4 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.
