

	A	B	C	D	E	F	G
1	PRIORITY	STRATEGIC INITIATIVE	GOALS	ACTION STEPS	OWNER	December 2024 Update	Status
2	Downtown	Enhance and manage the continued development of downtown	Update the downtown master plan to address density, historic guidelines, and transition zones	Updated Downtown Master Plan to include the following areas: Vision for Downtown, land use/density, transition zones between commercial and residential, Historic Preservation, Placemaking, and Parking	CMO, Downtown & Tourism, Planning	DMP implementation study session complete. UDC Update work will include changes to incorporate items from the DMP, including land use, height, transition zones, and parking requirements.	2024 Completed
3	Economic Development	Promote quality economic growth	Develop and maintain a roadmap for economic growth	Complete Economic Development Plan and prioritize implementation schedule	Economic Development	E.D. strategic plan updated. Targeted recruitment of businesses has shifted to reflect the updates from the new Economic Development Strategic Plan.	2024 Completed
4	Governance	Communication & Engagement with citizens and board members	Improve information flow on the Vision and Strategic Planning process to Boards and Commissions	Add training on visions and goals to Board orientation, and improve strategic alignment of Boards/Commissions through year-round training opportunities.	CMO & City Secretary	Completed as part of board and commission onboarding	2024 Completed
5	Growth	Maintain high customer service levels.	Improve response to persons experiencing mental health crises	Improve GPD's ability to respond to residents experiencing mental health crises by implementing and evaluating the Crisis Intervention unit, and evaluating other expanded services.	Police	CIT program activated; regular coordination between departments on homelessness response	2024 Completed
6	Downtown	Implement the goals and action steps of the Downtown Master Plan.	Promote a vibrant downtown	Develop Downtown Master Plan Implementation to include project prioritization and funding strategies.	CMO, Downtown & Tourism, Planning	Council Special Workshop on DMP Implementation was held in fall 2024 and Council provided direction on implementation priorities, which will begin with preliminary engineering for Austin Avenue and the Square Enhancements.	2024 In Progress
7	Downtown	Enhance partnerships for downtown	Work with County on government facilities plan for downtown	Create regular dialogue on short-term and long-term downtown facility planning with the County	CMO, Downtown & Tourism	Ongoing; County discussion on future justice center in December	2024 In Progress
8	Downtown	Enhance and manage the continued development of downtown	Address infrastructure needs such as trash collection and street maintenance due to growth in downtown	Implement enhanced downtown trash collection and identify future needs	Public Works	Currently working with City Post and Covey Landscape Architects to enhance the dumpster pad in Block 40 (the alley behind City Post). Ambassadors planned for hire in FY26	2024 In Progress

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9	Governance	Communication & Engagement with citizens and board members	Improve opportunities for residents to raise and resolve service issues/requests	Develop enhanced 311 “like” system to improve resident accessibility to service requests	Customer Care & IT	Go live for Ask GTX portal planned for February including marketing & public outreach campaign	2024 In Progress
10	Growth	Ensure financial capacity to manage growth	Promote public/private partnerships (PPP) to fund infrastructure needs related to growth and development	Research federal and state grants and low interest loans for infrastructure and explore other special funding mechanisms for development and City projects	Finance	<p>Research continuing with Finance; Significant work being done related to water resource P3 and/or public funding options. We are working on water developer utility service agreements for funding additional water supplies and are working on applications for Texas Water Development Board for water infrastructure funding</p> <p>All new MUD negotiations include requiring developers to build out regional infrastructure, where possible, to reduce the burden on existing tax payers. Transportation has actively pursued grant opportunities for road projects and active transportation projects, which will help fund projects that support pedestrian safety and connectivity.</p>	2024 In Progress
11	Growth	Proactively plan for growth	Update the UDC to reflect Council's land development	Complete a full UDC update.	Planning	On target for Spring 2025 adoption	2024 In Progress
12	Growth	Develop and manage water supply sources and treatment capacity for future growth	Actively develop additional water resources	Evaluate aquifer storage and recovery (ASR) strategies and potential partnerships	Water	Seeking legislative change in 2025 and discussing options with BRA	2024 In Progress
13	Growth	Develop and manage water supply sources and treatment capacity for future growth	Actively develop additional water resources	Pursue water supply agreement and water rights for up to 70,000 AF of groundwater from EPCOR/Carrizo-Wilcox.	Water	We are working through the EPCOR negotiations and are evaluating two additional water supply options from the Carrizo-Wilcox	2024 In Progress
14	Growth	Develop and manage water supply sources and treatment capacity for future growth	Actively develop additional water resources	Complete reclaimed water master plan and evaluate treatment of effluent to include in the water supply.	Water	Draft completed; we anticipate completing the Reclaimed MP in early 2025 and are also evaluating a partnership with BRA to claim downstream WW discharge and treat for water supply	2024 In Progress

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15	Growth	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	Create expanded water education and enforcement program	Water	<p>Enforcement enhanced in 2024. We are implementing Western District AMI so that customers can monitor their use. We have also expanded the rebate program.</p> <p>Revised landscaping requirements being implemented in the UDC Update and a team to review and inspect residential landscaping is in the works, with plans to bring a budget amendment for funding in March, 2025.</p>	2024 In Progress
16	Risk Management	Provide a well-planned and coordinated risk and emergency management system for all city services	Maintain and establish infrastructure maintenance and security protocols	Continue implementation of water and wastewater resiliency improvements in compliance with Senate Bill 3 (SB3) to prepare for extreme weather.	Water	Key projects awarded in 2024; all new projects to include standard resiliency infrastructure; upgrades to existing infrastructure being phased in.	2024 In Progress
17	Governance	Foster cooperation with City partners.	Collaborate with local partners for program support.	Coordinate and maintain strong relationships with GISD & Southwestern on facility planning and potential workforce partnerships.	CMO	GISD ILA approved; Monthly development meeting with GISD and Southwestern Ongoing	2024 Ongoing
18	Growth	Proactively plan for growth.	Develop a long-term strategy to adjust city services in response to ETJ disannexations caused by SB 2038.	Evaluate the impacts of SB 2038 through a series of Council workshops. Amend master plans to account for ETJ disannexation scenarios.	CMO, City Secretary, City Attorney	Water/Wastewater MP update in 2025; Active 2025 legislative advocacy; Ongoing special district strategy negotiations	2024 Ongoing

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19	Downtown	Enhance and manage the continued development of downtown	Develop strategy on transitioning Williamson County out of downtown Georgetown.	Work with Williamson County on facility transitions	CMO & Council	NA	2025 New Goal
20	Economic Development	Promote quality economic growth	Recruit entertainment companies and retail to central areas	Look for other potential areas and evaluate which development tools could be applied	Economic Development	NA	2025 New Goal
21	Growth	Maintain high customer service levels.	Create strategy around service levels inside vs. outside city limits.	Examine fees, cost of service, facility planning, infrastructure planning, bond program, special districts policy, development requirements and other aspects of service levels inside vs. outside city limits.	CMO& Finance	NA	2025 New Goal
22	Growth	Develop and manage water supply sources and treatment capacity for future growth	Enhance water conservation efforts related to native plants.	Expand public education around native plants and native plant sourcing.	CMO & Water Utility	NA	2025 New Goal
23	Risk Management	Provide a well-planned and coordinated risk and emergency management system for all city services	Protect residents from losses due to cyber-attacks and scams.	Evaluate strategies to support residents targeted by cyber criminals	GPD	NA	2025 New Goal