PRESENTATION TEAM

• Nat Waggoner, Planning Department
• Susan Watkins, Planning Department
• Jackson Daly, City Managers Office
OUTREACH TEAM

Community Partners

• GISD- Melinda Brashear
• Georgetown Health Foundation - Suzy Pukys
• Southwestern – Paul Secord
• Chamber – Jim Johnson, Wendy Cash
• SEGCC – Norma Perales
• Georgetown Ministerial Alliance - Reverend Harriett Jones

Staff Team

• Georgetown Police Department
• Engaged Leader Series
• Communications Team
• IT Department
• GIS Team
• GUS
MEETING PURPOSE

• Update the City Council on the Comprehensive Plan Update outreach process.

• Share community feedback.

• Discuss the process for reviewing existing 2030 goals and policies.
FEEDBACK WE ARE SEEKING

• Are we meeting the Goals of the Public Engagement Plan?

• Do you understand with the themes emerging from public input? Is there anything missing?

• Do you support the methodology to review the goals and policies of the 2030 Plan?
AGENDA

Part 1 - Comprehensive Plan Update Recap
  • Elements of the Update
  • Review of Public Engagement Plan

Part 2 - Summary of public engagement and feedback received

Part 3 - Next steps - Goal and policy review

Part 4 - Direction
PART 1

Comprehensive Plan Update Recap
**UPDATE PROCESS AND ELEMENTS**

- Technical Advisory Committee
- Steering Committee
- Joint Sessions
- P&Z/Council
- General Public

- ✓ Alignment
- ✓ Updated Demographics
- ❑ Housing Element Update
- ❑ Housing Toolkit
- ❑ Gateway Development Strategies
- ❑ Williams Drive Subarea Plan
- ❑ Growth Scenarios
- ❑ Future Land Use Map Update
- ❑ Public Engagement
- ❑ Implementation Strategies
- ❑ Adoption
PUBLIC ENGAGEMENT PLANNING

• 10/2017 workshop
  • General discussion on importance of Council and public involvement

• 2/2018 workshop
  • Discussion on methods to involve Council and engage the public including the Steering Committee and joint CC/P&Z meetings

• 3/2018 workshop and legislative action
  • Review of public engagement components of project scope
  • Steering Committee appointment

• 8/28 workshop
  • Update on outreach activities to date
GOALS

GOALS OF THE PUBLIC ENGAGEMENT PLAN ARE TO

1. Provide participation opportunities where people are already gathered
2. Maximize existing networks (private and public domains)
3. Facilitate as much meaningful input as possible
4. Gain representative participation (every zip code, council district, demographic group)
5. Remove/lower barriers to participation
6. Organize and demonstrate incorporation of feedback
### ENGAGEMENT STRATEGIES

<table>
<thead>
<tr>
<th>PROVIDE CONVENIENT AND INNOVATIVE WAYS TO DOCUMENT PROJECT PROGRESS ONLINE.</th>
<th>ACKNOWLEDGE FEEDBACK THROUGH VISIBLE INCORPORATION OF PUBLIC COMMENTS.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal(s)</td>
<td>Goal(s)</td>
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<tr>
<td>Supported</td>
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<td>1.</td>
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<td>6.</td>
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</tbody>
</table>
PART 2

Public Engagement Results
PUBLIC INPUT OPPORTUNITIES

• Survey #1
  • July-October
  • Purpose
    • Inform public of project
    • Gather contact information

• On the Table Georgetown
  • October 2
  • Purpose
    • Develop strategic partnerships
    • Encourage civic dialogue about the future
SURVEY #1

- 1,455 responses
- Survey Kiosks
  - Recreation Center
  - Library
  - GMC
  - Book Mobile
- Music on Square
- Paper copies made available at speaking engagements
ON THE TABLE – CITYWIDE ENGAGEMENT DAY

• 1,411 total participants
  • 357 City of Georgetown employees
  • 455 GISD students, faculty and staff
  • 62 Southwestern students

• Over 70 different groups

• 840 unique comments
SURVEY #1 RESPONDENTS

Connection to Georgetown

- Live: 88%
- Work: 28%
- Out of City, but in WilCo: 13%
- Other: 10%
- Used to live: 3%
- Hope to live: 1%

Respondents by Zip Code

- 78626: 25%
- 78633: 39%
- 78628: 33%
- Other: 3%
REASONS PEOPLE MOVED TO GEORGETOWN

1st Small Town

2nd Sun City

3rd Family

4th Schools

5th Proximity to Austin
LIKE MOST ABOUT LIVING IN GEORGETOWN

- Small Town: 24%
- Downtown/Square: 18%
- Community: 12%
- Parks: 8%
- Safety: 7%
- Friendly/Friendliness: 6%
- Sun City: 5%
- Family: 3%
- Schools: 2%
# PLACES MOST VISITED

<table>
<thead>
<tr>
<th>Place</th>
<th>Visited Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wolf Ranch</td>
<td>29%</td>
</tr>
<tr>
<td>Restaurants</td>
<td>24%</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>23%</td>
</tr>
<tr>
<td>Library</td>
<td>16%</td>
</tr>
<tr>
<td>Square</td>
<td>13%</td>
</tr>
<tr>
<td>San Gabriel Park</td>
<td>10%</td>
</tr>
<tr>
<td>Rec Center</td>
<td>7%</td>
</tr>
<tr>
<td>Lake</td>
<td>6%</td>
</tr>
<tr>
<td>Trails</td>
<td>5%</td>
</tr>
<tr>
<td>Home Depot</td>
<td>4%</td>
</tr>
<tr>
<td>Sun City</td>
<td>3%</td>
</tr>
<tr>
<td>Palace Theater</td>
<td>3%</td>
</tr>
</tbody>
</table>
WHAT SHOULD GEORGETOWN LOOK LIKE IN 2030?

1. Keep Small Town
2. Not Round Rock
3. Effective Public Transportation
4. Improve Williams Drive
5. Improve traffic flow
6. More service to Sun City
7. Increased green space
8. Not Cedar Park
9. More affordable housing
10. Control growth
LOVE ABOUT GEORGETOWN

- Urban Design
- Recreation and Open Space
- Historic Preservation
- Family-Oriented/Small Town
- Events/Festivals
CONCERNS ABOUT GEORGETOWN

- Citizen Participation
- Economic Development
- Traffic Circulation/Public Transit
- Housing/Affordability
- Health & Human Services
(7) INPUT THEMES

- Maintain the family-oriented, small-town feel
- Continue to encourage quality urban design
- Enhance citizen participation and engagement
- Focus on housing and affordability
- Enhance economic development opportunities
- Maintain and expand existing parks and recreation amenities
- Improve and diversify the transportation network
PROGRESS TO DATE

2 x Real Estate Discussions, 86 x participants
5 x Steering Committee meetings
5 x Technical Advisory meetings
14 x Board and Commission presentations
18 x outreach events, over 700 x participants
1,455 x online survey
1,411 x participants in On the Table Georgetown
PART 3

Next Steps--2030 Update goal development process
GOAL DEVELOPMENT PROCESS

1. **Ask broad questions**
   - Survey #1
   - On the Table

2. **Develop themes**
   - Impact Report

3. **Confirm themes**
   - Council workshop
   - Steering Committee
   - Joint Workshop #1

4. **Establish goals**
   - Survey #2
   - Steering Committee
PART 4

Council Direction
FEEDBACK WE ARE SEEKING

• Are we meeting the Goals of the Public Engagement Plan?
• Do you understand with the themes emerging from public input? Is there anything missing?
• Do you support the methodology to update the goals of the 2030 Plan?