

# **City of San Marcos City Council Visioning Work Session January 11, 2019**

## **Strategic Priorities Agreed to By Council**

**The following five strategic priorities were agreed to by Council:**

### **1. Workforce Housing**

#### **A. Discussion**

- Establish emergency housing rehab
- Prevent displacement
- Long term affordability
- Home ownership

#### **B. Council agreed on the following outcomes for 2019:**

- Existing three outcomes

### **2. Multi Model Transportation**

#### **A. Discussion**

- Explore a circulator
- Explore commuter rail
- Transportation Demand Management
- Downtown parking management
- Seek to extend funding
- Transportation
  - Vision Zero
  - Bike routes/Pedestrian access to key points
  - Transportation HUB
  - Bridge over Purgatory Creek
- Connectivity of sidewalks
  - Underneath intersection
  - Between East to West
  - Crosstown pathways
  - Greenways Plan

#### **B. Council agreed on the following outcomes for 2019:**

- NOTE: Council agreed that the City Manager will draft these outcome for Council feedback and agreement

### **3. City Facilities**

#### **A. Council agreed the following outcomes for 2019:**

- Existing three outcomes
- Adding a fourth new outcome: Identify opportunities for land and/or facility acquisition

#### **4. Downtown**

##### **A. Discussion**

- Police substation
- No more bars
- Be mindful of effects on neighbors
- Height limits
- Diversified housing
- Family appeal
- Strategic Plan
- Drinking in alleys (no open container after 10 pm)
- Visually appealing store fronts
- Dress up vacancies
- Activate public spaces for community building
- Main street – econ vitality, design, promotion, organization
- Increase parking
- Parking solutions
- Traffic/Accessibility
- Live workplace
- Incomplete sidewalks
- Retail locally-owned
- Revitalize downtown
- Recruit businesses
- Business support and commerce plan
- Opposing irresponsible developments in our city
- Responsible development
- Partnership with actual people in neighborhoods
- Connect downtown to river

##### **B. Council agreed on following outcomes for 2019:**

- Increase retail, offices and vitality
  - Identify and minimize barriers
  - Activate public spaces
- Increase visual appeal
  - The look and feel of downtown
- Improve connectivity between downtown and the river
  - Appealing, walkable with art between downtown and river
- Grow and diversity housing stock
- Develop plan to accommodate growth
  - Parking

#### **5. Workforce Development**

##### **A. Discussion**

- Attention to the 14-24 age group

- For GED
    - For programs
  - Develop cradle to workforce pipeline
  - Look at SMISD and University
  - Facility on east side of city
  - Partnering and leveraging
  - Support SVS
    - Transportation daycare
    - Illiteracy
  - Inventory of existing resources (ex. Hands of Hope, Mental Health Community, and social services) Asset mapping – what is already in place
- B. Council agreed on the following outcomes for 2019:
- Leverage and partner with existing organizations
    - Find out what is already existing
    - Determine where to invest limited city money
    - Partner
    - Determine organizations with existing initiatives
  - Facilitate opportunities for job training for San Marcos residents
    - Resource center
    - East side training facility
  - Incentivize the hiring of local residents as well as advancement opportunities