

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