



City of Round Rock: Strategic Plan - 2019

VISION 2033

Round Rock 2033
is a Family-Friendly Community that is Safe and
Distinctive by Design

Round Rock 2033
is “The Sports Capital of Texas” and
Major Medical and Educational Destination

Round Rock 2033
has an Authentic Downtown and
choice of Great Neighborhoods

GOALS 2023

Financially Sound City Providing High
Value Services

City Infrastructure: Today and for Tomorrow

Great Community to Live

“The Sports Capital of Texas” for
Tourism and Residents

Authentic Downtown – Exciting
Community Destination

Sustainable Neighborhoods – Old and New

POLICY AGENDA 2019

Top Priority

CO’s for Major Projects

Road Impact Fees

Comprehensive Water Strategy/Future
Alternatives for Water

Library Project: Land Acquisition

Sports Center Facilities/Multiuse Fields Future
Direction: Land Acquisition

Comprehensive Plan 2030: Update

High Priority

216 E. Main St. (Current Library): Direction

Venue Tax Amendment: Referendum

Commercial Redevelopment Plan

School Police: SRO Phase Out

Park Projects: Review, Priority and Funding
Mechanism

The District Development: Development
Agreement

Project Water Tower Development

MANAGEMENT AGENDA 2019

Top Priority

Body Worn/In Car Camera: Direction & Funding

Kenney Fort (Arterial A): Segment 2 & 3

Kalahari Resort Development

Nutty Brown Oakmont Access Development

Downtown Noise Ordinance

City Master Plan for Facilities

High Priority

Community Communications & Outreach
Enhancement

Gattis School Road: Next Steps

Nutty Brown Development

Kinningham House: Direction & Funding

BRA Contract: Negotiation on Contract

The Depot Development

Moderate Priority

Emergency Management – Preparedness,
Response and Recovery: Status and Update

The Flat Neighborhood Improvements

Fire Station 10 & 11: Location & Funding

Conference/Convention Marketing Program

City of Round Rock: Management in Progress 2019

Round Rock UniverCity Program: Next Sessions

Library Take Home Technology: Pilot Project

Library Meeting Room Reservation Software

Cloud Hosted Phone System: Pilot

HOT Audit: Initiated

Jail to Jobs Program

Fiber/RRTX Wi-Fi Expansion: FS# 8 to OSP to FS#3

Citywide eNewsletter

Financial Reporting: Expansion

Ladders to Leaders Program

Citywide Digital Asset Management System Software

5-Yr Business Analysis & Planning Models: Update

Health and Safety Conference

Requisition to Check Processes Expanded Internal Controls

Fire Strategic Plan: Update

Fire Academy Certification

Office 365: Ream Stream Rollout

Arc GIS Enterprise Implementation

Current Magazine Area Redesign

Contract Management Tracking Policies and System:
Implementation

Multi-Year PC, Network and Data Center Hardware Refresh

Technology to: Luther Peterson & Fire Station 3

Management & Employee Succession Plan: Implementation

Human Resources Strategic Plan: Completion

Fire Standards of Coverage

Fire Marshal Permits and Services Fees: Evaluation

Employee Performance Module – Pay for Performance

Employee Self Service – Time off Requests

Fire Pay Cycle: 21 days to 14 days

Cityview Replacement (Public Online GIS System)

Trails Web/Mobile App

Communications Video Production Space

Brainfuse Online Homework Launch

Cyber Security: Council Briefing

Online Citizen Engagement

Customer Information System/Customer Engagement
Software Utility Billing: Completed

Real Time Crime Center: Camera/Video Feed

Fire Regional Response Agreements

Fire Policy Management: Online

Fire House Upgrade/Replace

Police Online Reporting System

Risk Management Plan: Annual Update

Court Collections Report

Facility Security Badging System/Video Mgmt. Platform

In Car 1 Body Cam Video Solution

Library Health and Wellness Series Development

Environmental Service Fee: Implementation

Smart Parking Phase 2: City Hall Garage & Main Street

Street Sign GIS Based Inventory

TCEQ Variance: Reduction of Utilities Dead-end Main –
Flushing

Water Conservation Plan: Update

Zebra Mussel at Raw Water Lake: Temporary/Permanent

In House Cross Connection Control and Backflow
Prevention: Improvements

FEMA – National Flood Insurance Program: Adoption

Design and Construction Standard (DACS)

Utilities Warehouse Scanning/Inventory System

Certificate of Convenience and Necessity (CCN) Wastewater

Smart Irrigation System Controller Program: Expansion

Commercial Water Meters to AMI: 4” and Smaller/Larger

Digital Information Hub for Transportation Projects

Water System Model with SCADA System

Mokan Study (Regional)

Lake Travis Water – No Net Loss Study and
Final/Preferred Solution (with BRA and LCRA)

Public/Urban Space Art: Traffic Signal Cabinets –
Mays/Main & Kinetic Sculptures

Turf Tank Robot: Implementation

Mobile Food/Beverage Option at MPC

Sports Tourism for Residents’ Benefit: Public Information

Economic Impact Studies on Tourism: Completion

Information Market Study – Part Time Employees

Pop Up Art (Round Rock Arts)

ArtSpace Enhancement

City of Round Rock: Major Projects 2019

Human Resources Remodel	Mays Street Extension (County project): Construction
Police Department Painting	Red Bud Lane & Hwy 79: Construction
BACA Rooftop A/C Unit Replacement	Logan Connection: Construction
Luther Peterson Complex; Completion Phase 1	University Corridor (Oak to Sunrise)
Intermodal LED Lighting Replacement	BCRUA Phase 2 - Deep Water Intake: Extension Design
CMRC LED Lighting Replacement	BCRWWS East WWTP Expansion
Fire Station 3: Architectural Design & Construction	State Hwy 45 Frontage (Donnell): Toll Authority Approval
Water Plant LED Light Replacement	Edwards Aquifer Wastewater Collection System
BCRUA Zebra Mussel Control	Inspection and Rehabilitation Program
Lake Creek 1: Design, Permitting & Construction	Sidewalk Gaps Program
WTP Phase 3 and 4 Filter Rehabilitation	CMRC Park – ADA Improvements: Construction
Dry Branch and Tributaries: Increase Capacity	Quiet Zone Projects: St. William/Burnet Street/Co. Rd. 172
Clear Well No. 2 Rehabilitation	Frontier Park: Construction
Lake Creek 10 and 11: Design & Construction	Adult Softball: Construction
Raw Water Line Relocation: DB Wood and Highway 29	Lake Creek Trail Development: Construction
Gattis School Wastewater Extension	Bathing Beach/Heritage Trail Development: Construction
Downtown Trash: Phase 1	Heritage Trail East: Land Acquisition & Construction
Kensington Regional Detention: Construction	Behrens Ranch Park and Trail Development: Construction
Regional Wastewater Treatment Plant Expansion: Engineering & Design	Trail Western to A.W. Grimes: Construction
Traffic Signals (3)	Lake Creek Trail Utility Project: Construction
Main Street Improvements	Virg Rabb Pavilion and R/C Plane Area: Construction
McNeil Extension: Construction	Old Settlers Park Disc Golf: Construction
Oak Bluff: Design and Construction	CMRC Skate Park Rehabilitation: Design
Hwy 79 at Harrell Parkway: Construction	Multi-Purpose Complex Clubhouse Buildout
Asbestos – Cement Water Line Replacement Program	Dell Diamond Stadium Seating Replacement
Arterial H - Phase 2	Adult Sports Complex – Softball
Water Sampling Sites (5)	Downtown Streetscape Improvements
Dam 101: Design and Permitting	Water Tower Rehabilitation/Lighting
BRA – Lake Still House Hollow Zebra Mussel Control	Lisa Rae Infrastructure