

Table of Contents

EXECUTIVE SUMMARY

Strategic Planning for the City of Round Rock	1
Round Rock Vision 2036	2
City of Round Rock Plan 2021 – 2026	7
City of Round Rock Action Agenda 2021	20

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STRATEGIC FRAMEWORK

VISION 2036

“Desired Destination for Round Rock”

PLAN 2026

“Map to Round Rock’s Destination”

EXECUTION

“Route for Next Year”

MISSION

“Responsibilities of Round Rock Government”

BELIEFS

“Expectations of Round Rock Employees”

**Round Rock
Vision 2036**

**Round Rock 2036
is a Family-Friendly Community ^(A)
that is Safe ^(B)
and Distinctive by Design ^(C),**

**Round Rock 2036
is “The Sports Capital of Texas” ^(D)
and Major Medical and
Educational Destination ^(E)**

**Round Rock 2036
has an Authentic Downtown ^(F)
and choice of Great Neighborhoods ^(G)**

Vision 2036

Guiding Principles

PRINCIPLE A

FAMILY-FRIENDLY COMMUNITY

► Means

1. Sense of community, identity and pride
2. Strong community events, festivals and activities
3. Top quality schools and educational programs
4. National recognition as a “family friendly” community
5. Strong presence of faith institutions
6. Strong cultural arts: residents engaged or participating in programs and activities
7. Outdoor gathering places and parks for family activities: active and passive
8. Reputation: great place for family living
9. Small town character and feeling
10. Housing options for all family generations at various price points

PRINCIPLE B

SAFE

► Means

1. Timely response to emergency calls for service
2. Save and secure water supply
3. Police working with the community to create a safe community
4. Mental health services and programs serving our community
5. Recognition as one of the safest communities in the U.S.A.
6. Top-quality public safety services, facilities, staffing and training
7. No tolerance for criminal activities
8. Effective stormwater management and flood protection programs

PRINCIPLE C

DISTINCTIVE BY DESIGN

► Means

1. Eclectic mixed buildings: historic character and modern
2. Attractive, redeveloped commercial centers
3. Well-designed, well-maintained City buildings, facilities, landscaping parks and trails
4. Beautiful Brushy Creek area with public access and enjoyment
5. Design creating a “sense of place”
6. New developments and major buildings designed for attractiveness
7. Native water-wise landscaping in public and private areas

PRINCIPLE D

THE SPORTS CAPITAL OF TEXAS

► Means

1. First-class sports facilities and fields: state of the art and well-maintained
2. Attraction of regional and national tournaments
3. Second indoor sports facility to support attraction of national tournaments
4. Range of activities and experiences to enjoy Round Rock between games and while in our community
5. Round Rock expanded national brand as: “The Sports Capital of Texas”
6. Expanded number of multi-purpose fields and facilities for practice and games
7. Variety of quality hotels to support our guests

PRINCIPLE E

MAJOR MEDICAL AND EDUCATIONAL DESTINATION

► Means

1. World-class hospitals and medical facilities
2. Successful Kalahari Resort with expanding conferences/convention business activities
3. Expanded DOD-related businesses
4. Job opportunities for residents – working near your home
5. Positive climate for small businesses to start and grow – a place for innovators and entrepreneurs
6. Medical research, biotech, and technology businesses
7. Expanded educational institutions: Austin Community College, Texas A & M Medical School, Texas State, Trade and Technical Educational Schools

PRINCIPLE F

AUTHENTIC DOWNTOWN

► Means

1. Successful modern Library providing services and programs responsive to our residents and community
2. Quality residential options in Downtown
3. Range of family-friendly venues/activities and businesses
4. Variety of entertainment venues and activities, restaurants, bars and live music
5. Additional service and retail businesses
6. Reputation as an exciting, “trendy” place to go and hang out
7. Public spaces and commercial businesses along Brushy Creek

PRINCIPLE G

CHOICE OF GREAT NEIGHBORHOODS

► Means

1. Range of housing choices: town homes, patio homes, upscale homes, condos and starter homes
2. Easy access to open spaces, neighborhoods, recreation and leisure facilities and activities
3. Walkable pedestrian-friendly neighborhoods
4. Connectivity through trails and bike lanes
5. Effective roads that support efficient traffic flow
6. Public transportation services responsive to our community needs
7. Active home-owner associations and organizations for socializing and sharing responsibility for the neighborhood

City of Round Rock Goals 2026

Financially Sound City Providing High-Value Services



City Infrastructure: Today and for Tomorrow



“The Sports Capital of Texas” for Tourism and Residents



Great Community to Live



Authentic Downtown – Exciting Community Destination



Sustainable Neighborhoods – Old and New

GOAL 1

FINANCIALLY SOUND CITY PROVIDING HIGH-VALUE SERVICES

► Objectives

1. Diversify City revenues to support defined City services and service levels
2. Expand the City tax base through economic expansion and diversity
3. Maintain responsible financial reserves consistent with City financial policies and national standards
4. Maintain City facilities, equipment and apparatus
5. Develop, update and use long-range organization and strategic master planning
6. Hire and retain top-quality, diverse City workforce dedicated to serving the Round Rock community

► Short-Term Challenges and Opportunities

1. State legislative and administrative actions on City service delivery and revenues
2. Expanding and diversifying existing revenues: sales tax, property tax, fees
3. Responding to potential law changes to sales tax allocation methodology
4. Additional demands for City Services while remembering Core Service
5. Sustaining a strong financial position
6. Ensuring City data integrity and security in an increasingly volatile world
7. Aging City facilities and infrastructure needing repairs, major maintenance or replacement
8. COVID-19 Pandemic long-term impacts and short-term actions

► **Actions 2021**

Policy Agenda

- | | |
|---|---------------|
| 1. Williamson County and Cities Health District (WCCHD): Outcomes, Service Level, Governance Structure Assessment and Direction | Top Priority |
| 2. Solid Waste Service Single Provider for Commercial: Outcomes, Direction and Contract | High Priority |
| 3. Bond Election 2023: Timing and Direction | High Priority |
| 4. State Legislative Agenda and Advocacy | High Priority |
| • Sales Tax | |
| • General Legislation | |
| • Kalahari Resolution | |

Management Agenda

- | | |
|---|---------------|
| 1. CO’s for Major Projects: Direction | Top Priority |
| • Roads | |
| • Convention Center-Kalahari Offsite Infrastructure | |
| • Onsite Infrastructure | |
| 2. Kinningham House: Report with Options, Direction, and Funding | Top Priority |
| 3. Drainage Utility Model and Rate Update, Water, Wastewater and Stormwater | High Priority |
| 4. City Transportation Impact Fees: Evaluation, Report, Plan/ Update Report | High Priority |
| 5. City Financial Plan/Model: Update and Monitoring | High Priority |
| 6. Command Vehicle: Direction and Funding | High Priority |
| 7. City Working Remotely: Evaluation and Direction | |

Management in Progress

1. Community Survey: Presentation
2. Land Management System Replacement: Implementation
3. Leadership Development Program: Implementation
4. Library Book Mobile: Operational
5. City Website: Upgrade
6. Police Department Review: Annual Update Report
7. Management Succession Planning and Program: Report
8. City Disaster Plan: After Action Report
 - a. COVID-19
 - b. Snow/Ice Storm
9. Round Rock UniverCity Program: Adult and Teen

► **Actions 2021** (*Continued*)

Management in Progress

10. Public Safety/1st Responders Services and Staffing: Direction (Funding Budget FY '22)
11. Community Risk Reduction Program: Report
12. City Training Program – Diversity Equity and Inclusion: Development
13. Public Safety Computer-Aided Dispatch/Records Management System: Upgrade (Funding Budget FY '22)

GOAL 2

CITY INFRASTRUCTURE: TODAY AND FOR TOMORROW

► Objectives

1. Maintain responsible potable water use by City customers, City facilities and parks
2. Invest in City infrastructure to support future community growth and economic development
3. Expand water reuse throughout the City where feasible
4. Improve mobility throughout the City and the region
5. Upgrade and expand roads
6. Upgrade and expand drainage and stormwater system

► Short-Term Challenges and Opportunities

1. Land acquisition with high costs and funding
2. Securing future water sources – long term
3. Funding for roads and transportation projects for maintenance and construction, including new road needs (\$1.2 billion)
4. BCRUA – Phase 2 permitting and construction
5. Uncertain dollars and regulations from Federal government and State of Texas
6. Increasing traffic congestion and limited road capacity
7. Aging, deteriorating and erosion of existing stormwater infrastructure and drainage ways

► **Actions 2021**

Policy Agenda

- 1. Comprehensive Water Strategy/Future Alternative Water Supply Strategy: Partnership with Brazos River Authority (BRA) Top Priority
- 2. City Hall Long-Term Plan: Needs Assessment, Report with Options, Direction, Funding Mechanism and City Actions Top Priority
- 3. 620 Quarry Storage: Direction

Management Agenda

- 1. Transit Plan: Update High Priority
- 2. BCRUA Phase 2: Easements and Design
- 3. Wholesale Water Rate: Litigation
- 4. Commercial Irrigation Code Amendments

Management in Progress

- 1. Zebra Mussel at Raw Water Lake Georgetown: Permanent Solution

Major Projects

- 1. LED Lighting Initiative
- 2. Annual Street Maintenance Program
- 3. Kenney Fort: Segment 4: Developer Construction
- 4. Luther Peterson Commercial Grade Car Wash: Design
- 5. Dam 101
 - a. Design
 - b. Bid
- 6. Logan Connection: Construction
- 7. NE Downtown Infrastructure Project Construction
- 8. Kenney Fort (Arterial A): Bid Construction
 - a. Segment 2
 - b. Segment 3
- 9. Gattis School Road Phase 6: Bid Construction
- 10. BRA – Lake Stillhouse Hollow Zebra Mussel Control
- 11. Chlorine Scrubber Unit at Lake Creek Ground Water Site: Construction
- 12. Wyoming Springs: Design
- 13. Chisholm Valley Area 3 Improvements: Construction
- 14. Brushy Creek Trail Development
 - a. Construction (West)
 - b. Acquisition (East)
- 15. Lake Creek 1: Construction (UPRR Approval 8/21)
- 16. University Oaks to Sunrise: Construction
- 17. Red Bud Lane: North and South – Design

► **Actions 2021** (*Continued*)

Major Projects

18. Library Building: Construction
19. Regional Wastewater Treatment Plant Expansion: Construction
20. Highway 45 Frontage (Donnell): Toll Authority Approval

GOAL 3

**“THE SPORTS CAPITAL OF TEXAS” FOR
TOURISM AND RESIDENTS**

► Objectives

1. Expand sports facilities (Sport Center/Multi-Purpose Complex) to support tourism
2. Increase number of tournaments: regional and national
3. Develop/maintain additional sports fields – practice, games, sports tourism
4. Upgrade the quality and maintenance of current City sports facilities
5. Increase revenues from sports tourism/convention for benefit of residents and the local economy
6. Expand conventions/conferences

► Short-Term Challenges and Opportunities

1. Funding for sports facilities repairs, replacements and amenities due to aging facilities
2. Tapping the full potential of Kalahari Resort
3. Expanding “The Sports Capital of Texas” market
4. Additional facilities for larger tournaments
5. Uncertain future for the Express
6. Increasing number of events and tournaments impacting facilities maintenance and conditions
7. Residents understanding/promoting the community benefits/use from sports tourism and hotel tax generation

► **Actions 2021**

Policy Agenda

1. Dell Diamond AAA Requirements: Direction and Funding

Management Agenda

1. Big 12 Women’s Soccer Championship

Management in Progress

1. Hotel Development/Construction: Monitoring
2. Indoor Sports Centers/Multi-Purpose Complex/Multi-Purpose Fields Complex:
Report with Options and Direction and Funding Implementation

GOAL 4

GREAT COMMUNITY TO LIVE

► Objectives

1. Expand and diversify the local business and job opportunities for residents
2. Redevelop older commercial areas and corridors
3. Expand/maintain quality of life amenities for residents
4. Build a community where people prefer to live
5. Diversify housing opportunities
6. Expand education campuses and programs
7. Expand medical/healthcare businesses

► Short-Term Challenges and Opportunities

1. Managing rapid future growth and development
2. Strategic land acquisition for economic development opportunities
3. Mobility within city and region
4. Unattractive commercial centers with full occupancy
5. Vacant/empty buildings and some retail centers
6. Attracting high-quality mixed-use developments
7. Funding for redevelopment
8. Attracting the “right” targeted businesses to Round Rock (Chamber of Commerce)

► **Actions 2021**

Policy Agenda

- | | |
|---|---------------|
| 1. Mental Health Team: Assessment, Report with Findings, Direction, and Funding | Top Priority |
| 2. Strategic Land Acquisition: Actions | Top Priority |
| 3. The District Development: Zoning, Agreement, Modified Development Agreement | High Priority |
| 4. 2 nd Recreation Center: Needs Assessment, Report with Findings and Options, Direction, Funding Mechanism and City Actions | High Priority |

Management Agenda

- | | |
|--|--------------|
| 1. Redevelopment Strategy: Outcomes, Problems – Current and Potential, Report with Options, Strategic Direction and City Actions | Top Priority |
| 2. Dell Empty Buildings: Discussions with Dell, and Report | |

Management in Progress

1. City-Schools Relations Strategy
2. Façade Grants Program: Presentation
3. Nutty Brown Shows
4. Arts Master Plan: Update (Funding Budget FY '22)
5. Mays Corridor:
 - a. Design
 - b. Construction
6. Embassy Suites Hotel Development: Monitoring Construction

Major Projects

1. Heritage Trail East
 - a. Land Acquisition
 - b. Construction
2. Bathing Beach/Heritage Trail Development: Construction
3. Adult Recreation Complex Project 1B: Construction
4. Behrens Ranch Park and Trail Development: Construction
5. Quiet Zone Projects
 - a. CR 172 to Burnet Street (Segment 1)
 - b. Burnet Street to Red Bud Street (Segment 2)
6. Lake Creek Trail Development: Construction

GOAL 5

**AUTHENTIC DOWNTOWN – EXCITING
COMMUNITY DESTINATION**

► Objectives

1. Increase public and commercial use of Brushy Creek
2. Expand housing opportunities: townhomes, apartments, condos
3. Develop The Depot and Tower Project
4. Increase Downtown connectivity
5. Provide safe, convenient, lighted parking
6. More attractive, aesthetically pleasing Downtown

► Short-Term Challenges and Opportunities

1. Investing in the infrastructure to support Downtown redevelopment
2. Managing and guiding the redevelopment of Downtown
3. Managing events/festivals with some events outgrowing the area outgrowing Downtown
4. Delivering on major private development projects
5. Getting the “right” mix of business tenants
6. Developing residential options for Downtown
7. Linking Downtown and Brushy Creek

► **Actions 2021**

Policy Agenda

1. Old Library Site: Direction Top Priority
2. Downtown Nightlife: City Regulations Review, Direction and City Actions High Priority
3. Downtown Events/Festival Strategy: Event Review/Evaluation, Report with Options and Direction

Management Agenda

1. Crow Property: Direction and Development Agreement Top Priority
2. The Depot Development: Timing Top Priority

Major Projects

1. Downtown Restrooms

GOAL 6

SUSTAINABLE NEIGHBORHOODS – OLD AND NEW

► Objectives

1. Maintain reputation as a safe city
2. Upgrade older housing stock: exterior and interior
3. Ensure homes and commercial areas complying with City codes
4. Increase neighborhood connectivity through streets and trails
5. Increase effectiveness of homeowner associations/ neighborhood associations
6. Repair, upgrade neighborhood infrastructure: streets, sidewalks, utilities, fences, streetscapes
7. Upgrade neighborhood parks and open spaces

► Short-Term Challenges and Opportunities

1. Additional neighborhood connectivity helping to relieve congestion on arterials
2. Working with residents for neighborhood revitalization and safety
3. Changing housing trends – less interest in homeownership, more interest in non-traditional housing, accessory dwelling unit
4. Aging housing stock, needing maintenance and modernization
5. Limited opportunities for annexation

► Actions 2021

Management in Progress

1. Subdivision Plats: Review
 - a. Salerno (Caffey/Ohlendorf) – Phase 1
 - b. University Heights (Sauls East) – Phase 1
 - c. Homestead at Old Settlers Park (Cressman) – Phase 1 and 2

Policy Agenda 2021 Targets for Action City of Round Rock

TOP PRIORITY

Comprehensive Water Strategy/Future Alternative Water Supply Strategy:
Partnership with BRA

Mental Health Team:
Assessment, Report with Findings, Direction, and Funding

Williamson County and Cities Health District (WCCHD):
Outcomes, Service Level, Governance Structure Assessment and Direction

City Hall Long-Term Plan:
Needs Assessment, Report with Options, Direction,
Funding Mechanism and City Actions

Strategic Land Acquisition: Actions

Old Library Site: Direction

HIGH PRIORITY

Solid Waste Service Single Provider for Commercial:
Outcomes, Direction and Contract

The District Development:
Zoning, Agreement, Modified Development Agreement

Downtown Nightlife:
City Regulations Review, Direction and City Actions

2nd Recreation Center:
Needs Assessment, Report with Findings and Options,
Direction, Funding Mechanism and City Actions

Bond Election 2023: Timing and Direction

State Legislative Agenda and Advocacy

Management Agenda 2021 Targets for Action City of Round Rock

TOP PRIORITY

CO's for Major Projects: Direction

Redevelopment Strategy:
Outcomes, Problems – Current and Potential, Report with Options,
Strategic Direction and City Actions

Kinningham House: Report with Options, Direction, and Funding

Crow Property: Direction and Development Agreement

The Depot Development: Timing and Direction

HIGH PRIORITY

Transit Plan: Update (5-Year)

Drainage Utility Model and Rate Updates – Water, Wastewater &
Stormwater:

City Transportation Impact Fees: Evaluate and Update Report

City Financial Plan/Model: Update and Monitoring

Command Vehicle: Direction and Funding

Management in Progress 2021

City of Round Rock

► Management in Progress 2021

1. Community Survey: Presentation
2. Land Management System Replacement: Implementation
3. Leadership Development Program: Implementation
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 - b. University Heights (Sauls East) – Phase 1
 - c. Homestead at Old Settlers Park (Cressman) – Phase 1 and 2

Major Projects 2021

City of Round Rock

► Major Projects 2021

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24. Behrens Ranch Park and Trail Development: Construction

► **Major Projects 2021** *(Continued)*

- 25. Quiet Zone Projects
 - a. CR 172 to Burnet Street (Segment 1)
 - b. Burnet Street to Red Bud Street (Segment 2)
- 26. Lake Creek Trail Development: Construction
- 27. Downtown Restrooms