



# City of Round Rock: Strategic Plan in Brief

## VISION 2036

Round Rock 2036  
is a Family-Friendly Community  
that is Safe and Distinctive by Design

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Round Rock 2036  
is “The Sports Capital of Texas”  
and Major Medical and  
Educational Destination

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Round Rock 2036  
has an Authentic Downtown  
and choice of Great Neighborhoods

## GOALS 2026

Financially Sound City  
Providing High-Value Services

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City Infrastructure: Today and for Tomorrow

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“The Sports Capital of Texas”  
for Tourism and Residents

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Great Community to Live

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Authentic Downtown –  
Exciting Community Destination

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Sustainable Neighborhoods – Old and New

## POLICY AGENDA 2021

### 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

2<sup>nd</sup> 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

### Top Priority

CO’s for Major Projects: Direction

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

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**

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| Community Survey: Presentation  | Public Safety Computer-Aided Dispatch/Records Management System: Upgrade   |
| Land Management System Replacement: Implementation                        | Zebra Mussel at Raw Water Lake Georgetown: Permanent Solution  |
| Leadership Development Program: Implementation                            | Hotel Development/Construction: Monitoring   |
| Library Book Mobile: Operational  | Indoor Sports Centers/Multi-Purpose Complex/Multi-Purpose Fields Complex: Report with Options and Direction and Funding Implementation                               |
| City Website: Upgrade   | City-Schools Relations Strategy  |
| Police Department Review: Annual Update Report                            | Façade Grants Program: Presentation  |
| Management Succession Planning and Program: Report                        | Nutty Brown Shows  |
| City Disaster Plan: After Action Report – COVID-19 & Snow/Ice Storm       | Arts Master Plan: Update   |
| Round Rock UniverCity Program: Adult and Teen                             | Mays Corridor: Design & Construction   |
| Public Safety/1 <sup>st</sup> Responders Services and Staffing: Direction | Embassy Suites Hotel Development: Monitoring Construction  |
| Community Risk Reduction Program: Report                                  | Subdivision Plats: Review – Salerno (Caffey/Ohlendorf) – Phase 1; University Heights (Sauls East) – Phase 1; Homestead at Old Settlers Park (Cressman) – Phase 1 & 2 |
| City Training Program – Diversity Equity and Inclusion: Development       | Dell Diamond AAA Requirements: Direction & Funding   |
| City Working Remotely: Evaluation & Direction                             | Big 12 Women’s Soccer Championship   |
| 620 Quarry Storage: Direction   | Downtown Events/Festival Strategy: Event Review & Evaluation, Report with Options & Direction  |
| BCRUA Phase 2: Easements & Design   | Dell Empty Buildings: Discussions with Dell & Report   |
| Wholesale Water Rate: Litigation  |  |
| Commercial Irrigation Code Amendments                                     |  |

**MAJOR PROJECTS 2021**

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| LED Lighting Initiative  | University Oaks to Sunrise: Construction   |
| Annual Street Maintenance Program  | Red Bud Lane: North and South – Design   |
| Kenney Fort: Segment 4: Developer Construction                           | Library Building: Construction   |
| Luther Peterson Commercial Grade Car Wash: Design                        | Regional Wastewater Treatment Plant Expansion: Construction  |
| Dam 101: Design & Bid  | Highway 45 Frontage (Donnell): Toll Authority Approval   |
| Logan Connection: Construction   | Heritage Trail East: Land Acquisition & Construction   |
| NE Downtown Infrastructure Project Construction                          | Bathing Beach/Heritage Trail Development: Construction   |
| Kenney Fort (Arterial A): Bid Construction - Segment 2 & Segment 3       | Adult Recreation Complex Project 1B: Construction  |
| Gattis School Road Phase 6: Bid Construction                             | Behrens Ranch Park and Trail Development: Construction   |
| BRA – Lake Stillhouse Hollow Zebra Mussel Control                        | Quiet Zone Projects: CR 172 to Burnet Street (Segment 1) & Burnet Street to Red Bud Street (Segment 2) |
| Chlorine Scrubber Unit at Lake Creek Ground Water Site: Construction     | Lake Creek Trail Development: Construction   |
| Wyoming Springs: Design  | Downtown Restrooms   |
| Chisholm Valley Area 3 Improvements: Construction                        | Lake Creek 1: Construction (UPRR Approval 8/21)  |
| Brushy Creek Trail Development: Construction (West) & Acquisition (East) |  |