

# STRATEGIC PLAN UPDATE

Fiscal Year 18-19, Quarter I  
City Council Meeting:  
January 15, 2019

# ECONOMIC DEVELOPMENT

## DIRECTOR OF ECONOMIC DEVELOPMENT AND DIRECTOR OF COMMUNICATIONS

### **Initiative 1: Encourage Activity Centers within Planning Areas and Special Districts**

Goal 1.2 - Provide Resources for businesses during SH 146 Expansion

#### Success!

Redesigned SH146.com is now live with updates being made on a regular basis

## DIRECTOR OF COMMUNITY DEVELOPMENT/ASST CITY MANAGER

### **Initiative 3: Update and implement changes to major codes and ordinances**

Goal 1.4 - Zoning Ordinance Update

#### Success!

Community Development collaborated with staff and board to develop new zoning districts for  
SH146 – South  
SH146 – Main

A joint meeting of council and Planning and Zoning was held October 30, 2018 to discuss the changes.  
City Council will consider the 1<sup>st</sup> reading on January 15, 2019.

# GOVERNANCE

## CITY SECRETARY AND DIRECTOR OF COMMUNICATIONS

### **Initiative 1: Active Engagement for Council Leadership Roles**

Goal: 3.2 Transfer of Communication Between Council and Boards

#### Success!

Regular Council agenda item on the checklist to regularly have reports by council liaisons on updates

## CITY SECRETARY AND DIRECTOR OF COMMUNICATIONS

### **Initiative 2: Improve Volunteer and Commission/Board Processes**

Goal 3.3 Volunteer and Board Recruitment Strategies

#### Success!

Website updated and City Review will advertise Board and Commission vacancies and opportunities

Process streamlined into one volunteer interest form on the city website

# COMMUNICATION AND IMAGE

## DIRECTOR OF COMMUNITY DEVELOPMENT / ASST CITY MANAGER / DIRECTOR OF ECONOMIC DEVELOPMENT

Goal 4.2 Establish Citywide Beautification Program

### Success!

- Ordinances for new SH146 and Main Street Zones with architectural standards
- Scenic City Certification (2013-18)
- Governor's Community Achievement Award 2018 - \$160,000

## DIRECTOR OF COMMUNICATIONS

Goal 4.4 Publicize Positive Messages

### Success!

- Continued effort to promote city awards and accolades
- Developed new procedure and protocol for event management and promotions

## DIRECTOR OF COMMUNICATIONS & DIRECTOR OF PUBLIC WORKS

Goal 4.5 Environmental Stewardship

### Success!

- Highlight Birding Trail Info and birding events
- Tree Planting announcements and events
- Cease the Grease Program with Galveston Bay Foundation

## DIRECTOR OF COMMUNICATIONS

Goal 4.6 Promotion of the Arts and Beautification

### Success!

- Encourage and develop new art murals. Meador Park mural added during Celebration Seabrook
- Keep Texas Beautiful and other Clean Up Events
- New Arts Murals and Pelicans

# MOBILITY AND INFRASTRUCTURE

## PD/ CITY MANAGEMENT/ COMMUNICATION/ EMERGENCY MGMT

Goal 5.1 Focus on the SH 146 Expansion Mobility Issues

### Success!

Kick Off Meeting successful, SH146.com active, City Review highlights and Electronic Message Boards

## DIRECTOR OF PUBLIC SAFETY AND DIRECTOR OF COMMUNICATIONS

Goal 5.2 Residential Traffic Management Plan

### Success!

2 Subdivisions applied and in process for Permanent Speed highlights and Electronic Message Boards  
Ordinance Change to Speed Limits to bring conformity with state law  
City Review highlighted program and procedures

## CITY MANAGEMENT/ COMMUNICATIONS/ PUBLIC WORKS

Goal 5.6 Water Conservation

### Success!

TML Magazine Feature on the Seabrook Rain Barrel Event  
Geographic Information System (GIS) – New department allows for all main meters to be located and tracked on the mapping system that holds data for replacement schedule

Lakeside Water Tank Relocation – 1) New tank allowed for enlarged reserve capacity to allow for a full 1 million gallons if needed at peak capacity times  
2) New mechanical system offers better monitoring of disruptions to service or water loss scenarios

### SCADA

(Wired/Wireless Telemetry System) – Configuration underway and full implementation expected in 2019 to link all the Water Infrastructure in to new system and software allowing for precise and improved real time monitoring city wide.

# QUALITY OF LIFE

## DIRECTOR OF COMMUNICATIONS

Goal 6.1 Expand Community Events

Success!

- Coffee with a Cop
- Held a Rain Barrel Event for the Seabrook Community
- Planning 'Coffee with the Mayor' event
- Birding Events

## COMMUNICATIONS / COMMUNITY DEVELOPMENT / CITY MANAGEMENT

Goal 6.2 Continue to Focus on the City's Appearance

Success!

- Keep Texas Beautiful Events (Trash Bash)
- Parks Volunteer Program to date = 1200+ hours

## COMMUNITY DEVELOPMENT

Goal 6.5 Preservation and Development of Special Zoning Districts

Success!

- Old Seabrook – New Zoning District Ordinance

# SAFE AND SECURE CITY

## CHIEF OF POLICE / DIRECTOR OF COMMUNICATIONS

Goal 7.2 Enhance Department Training and Operational Enhancements for Community Safety

Success!

- Safe Zone complete and advertised in City Review (Open to community)
- Mandatory De-Escalation Training (Local and Regional)
- Marine Safety Enforcement Officer Training (Local)
- Medical First Aid Training (Local)
- DUI – Officer Recognized from MADD and Space City Rotary
- Increased hours in the parks and trails with use of Bike Patrol and other equipment

## MUNICIPAL COURT

Goal 7.5 Establish and Implement a plan for new violation code integration with Brazos Tech for construction areas

Success!

- Codes uploaded in city system and officers aware of state regulation (ongoing training)

## EMERGENCY MANAGEMENT

Goal 7.8 Seek Grant Funding

Success!

- HMGP Submitted and comments submitted for revisions
- FMA workshops held for public and interested homeowners are in progress
- SOPs refined and republished

# SH 146 EXPANSION

## CITY MANAGEMENT

Goal 8.1 Develop Construction Management Plan

### Success!

Kick-off Meeting: Released timeline and anticipated phases on SH146.com

Coordination meetings held with CCISD

Other signage – Economic Development working on commercial signage purchase to assist businesses in corridor

## CHIEF OF POLICE / DIRECTOR OF COMMUNICATIONS

Goal 8.3 Develop a proactive approach to managing traffic issues

### Success!

Electronic signage – Analytics from websites are showing that it works

Social Media – With a recent accident, communication is key and appreciated by the public

Speed Watch Program – Keeping a normal rotation on the speed display and volume collection

Speed Calming Solutions Implemented – Striped median plans and New Speed Ordinance