



Town Hall Meeting Welcome!





Our Team





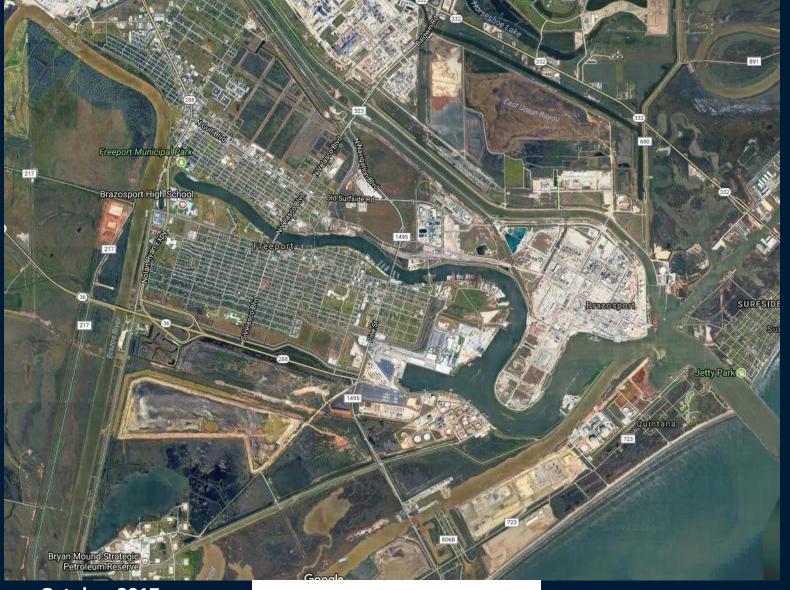




Agenda Tonight

- Welcome and Opening Remarks
- Presentation
- Facilitated Discussion
- Final Input
- Submit Questionnaires ... Have a Good Evening





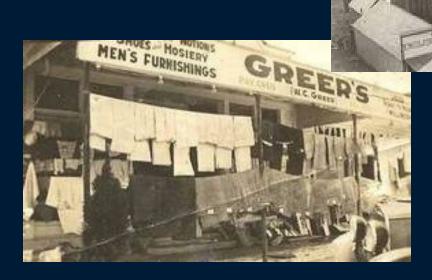
October 2017



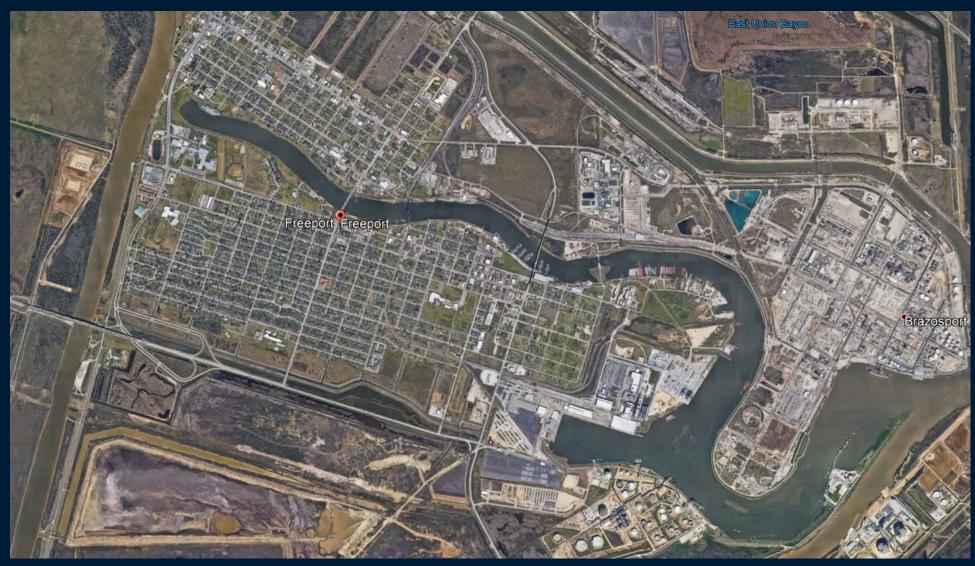


Looking Back ...









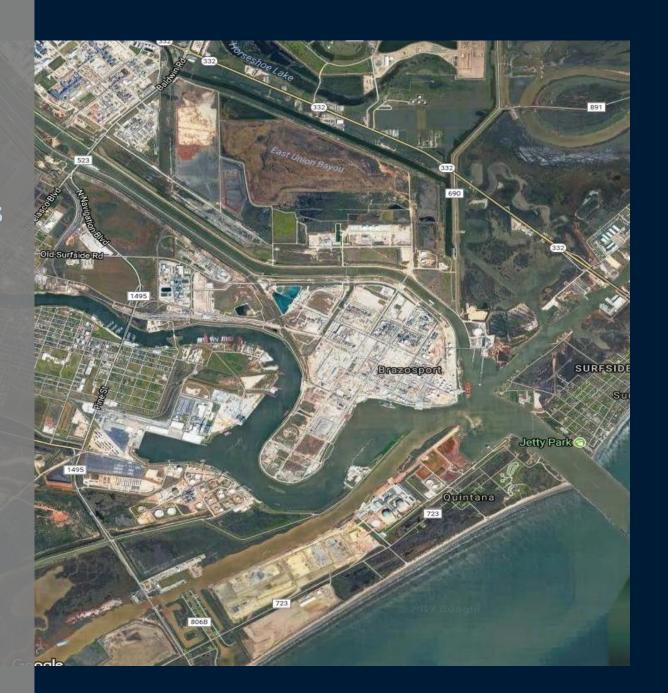


Why Plan?

- Step back from day-to-day
- Key factors shaping your community – Can you control? Influence?
- Strategic ACTIONS to achieve desired outcomes
- Supports grant efforts and partnerships

CONTEXT for this Plan

- Scale of industry investment in area
- Development constraints
- Housing limitations
- City image/perceptions
- Previous master plan efforts

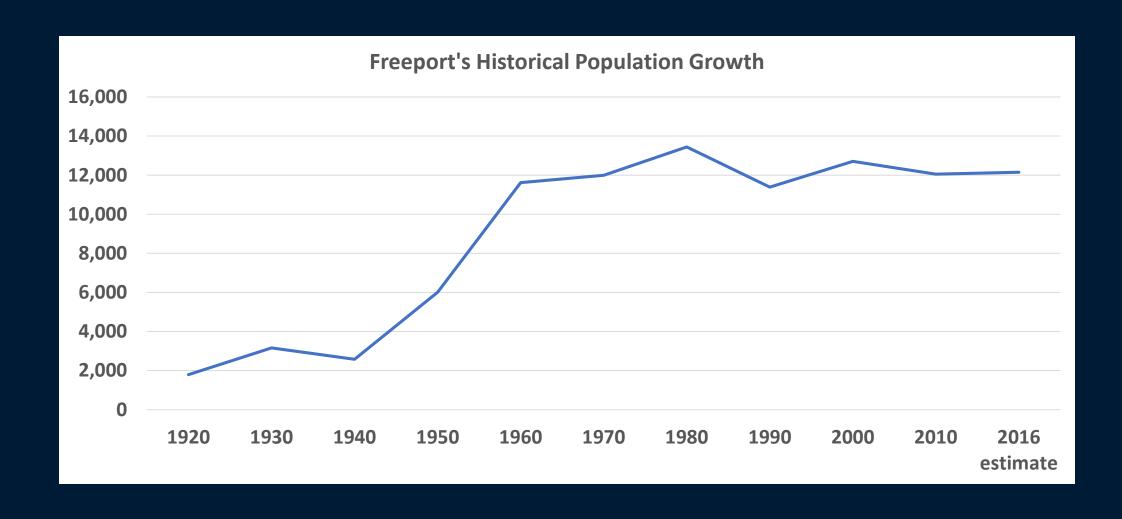


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By the Numbers



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| | Median Age | Percent Housing Units Built Since 2000 | Percent of Housing Units Renter Occupied | Median Household Income |
|-----------------|---------------|--|---|-------------------------------|
| Angleton | 36.4 | 8.9% | 39.8% | \$52,890 |
| Clute | 31.5 | 23.1% | 57.6% | \$45,307 |
| Freeport | 28.6 | 6.5% | 46.4% | \$32,060 |
| Lake Jackson | 36.3 | 12.6% | 34.3% | \$73,399 |
| Richwood | 31 | 28.5% | 35.4% | \$66,311 |
| Brazoria County | 35.9 | 32.6% | 28.2% | \$71,230 |

Looking Ahead ...





Opportunities and Challenges

Stay just the way it is?

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- Stay just the way it is?
- Needs to change next week?
- Need to address next few years?

Opportunities and Challenges

- Stay just the way it is?
- Needs to change next week?
- Need to address next few years?
- Out toward horizon, but essential?



Where to Focus

LET ME KNOW WHICH GROUP I SHOULD STOP WORKING ON.





Top 10 Strategic Issues?

- Redevelop existing housing and retail
- Create new amenities (recreational/entertainment) for residents, especially youth
- Elevate status/perception of Freeport
- Utilize waterfront assets
- Ensure compatible industrial/Port growth and benefits
- Identify areas for new growth/catalysts
- Attract new rooftops to generate market for new retail
- Identify needed infrastructure investments
- Capitalize on eco-tourism potential
- Improve regional coordination

Thoughts on Planning

A goal without a plan is just a wish.

Author Antoine de Saint-Exupéry





Plans are only good intentions unless they immediately degenerate into hard work.

Management guru Peter Drucker

Process and Timeline

Early Input

Nov - Jan

- Joint Workshop (City, EDC, Port)
- Focus group sessions
- Advisory Committee Meetings 1-2
- Town Hall Meeting 1

Existing City Report

Plan Direction / Outline Memo

- Joint Workshop 2
- Advisory Committee Meeting 3

The Future City

- Advisory Committee Meetings 4-5
- Public Open House
- Joint Workshop 3

Joint Hearing / Adoption

Feb

Mar-Apr

May-Jul

Sept-Oct

Live/Work Map

Please place a color dot where you live and where you work (if employed and not retired). If the location is off the map, place the dot on the edge of the map in the direction of the location.

- LIVE
- WORK



Help us see WHO attended this event

I Freeport

Please add to this 'graffiti' style listing of what you love about Freeport.





Potential Top Strategic Issues

Please use Post-it® notes to elaborate on what each strategic issue means to you, and the actions needed to achieve them.







| 5. | The Strategic Community Plan will address a wide range of community needs and desires. Please select and rank from 1 to 5 your top five priorities on the following list: | | | | | |
|----|--|---|--|--|--|--|
| | Greater housing variet | | Art and cultural activities | | | |
| | Growth in tax base | ,, -, | Traffic through neighborhoods | | | |
| | Shopping and services | | Public facilities (library, rec center) | | | |
| | Compatible land use n | ear homes | Police/fire/ambulance services | | | |
| | Visually attractive com | munity | Safety when walking and biking | | | |
| | Sports complex | | Quality of new development | | | |
| | Storm drainage/infras | tructure | Entertainment (especially youth | | | |
| | Waterfront/Riverfront | development | activities) | | | |
| | Upkeep of existing | | City's image and perception | | | |
| | housing/consistent code er | | Enhanced City parks | | | |
| | Other items that are not o | on this list? | | | | |
| 6. | Please indicate whether yo | lease indicate whether you agree or disagree with each of these statements: | | | | |
| | Agree Disagre | | hat Freeport revitalize existing neighborhoods City as new development occurs. | | | |
| | Agree Disagre | | nge of shopping and services available in t meet resident's needs. | | | |
| | Agree Disagre | e Preservation of F cultural) is impor | Freeport's resources (environmental, historical, tant. | | | |
| | Agree Disagre | e Freeport should i | redevelop/revitalize Downtown. | | | |
| | | | encourage a variety of housing types (for omes, patio homes, etc.) to meet the needs of tages of life. | | | |
| | Agree Disagre | | capitalize more on the Old Brazos River as a s, recreational resource, and tourism draw. | | | |
| | Agree Disagre | | focus on code compliance to avoide nuisance ons in neighborhoods and business areas. | | | |
| | Agree Disagre | | explore opportunities to expand its role as a onal sports tournaments and special events. | | | |
| | Agree Disagre | | Freeport should focus on improved truck traffic flow and safet generated by Port Freeport as a top transportation concern. | | | |
| | Agree Disagre | | cal appearance and image is very important to elopment and success as a community. | | | |
| | Other comments about any | topics above? | | | | |
| 7. | As you think about all the types of services City government provides, which are most important to you as a resident that help to improve your "quality of life"? | | | | | |
| | THANK YOU for t | aking the time to resp Please return it befo | ond to this important questionnaire. ore leaving <u>tonight</u> . | | | |

Please complete and return survey BEFORE leaving

Agenda Tonight

- **6:30** Welcome and Opening Remarks
- 6:35 Presentation
- **6:50** Facilitated Discussion
- 7:50 Final Input
- 8:00 Submit Questionnaires ... Have a Good Evening

Help Us Out

- Please keep your comments BRIEF
- Allow facilitator to keep discussion MOVING
- Don't interrupt ...
 RESPECT input of others
- Get beyond GRIPES ... what is the ISSUE and how best to address it?



