



# Town Hall Meeting Welcome!



# Our Team

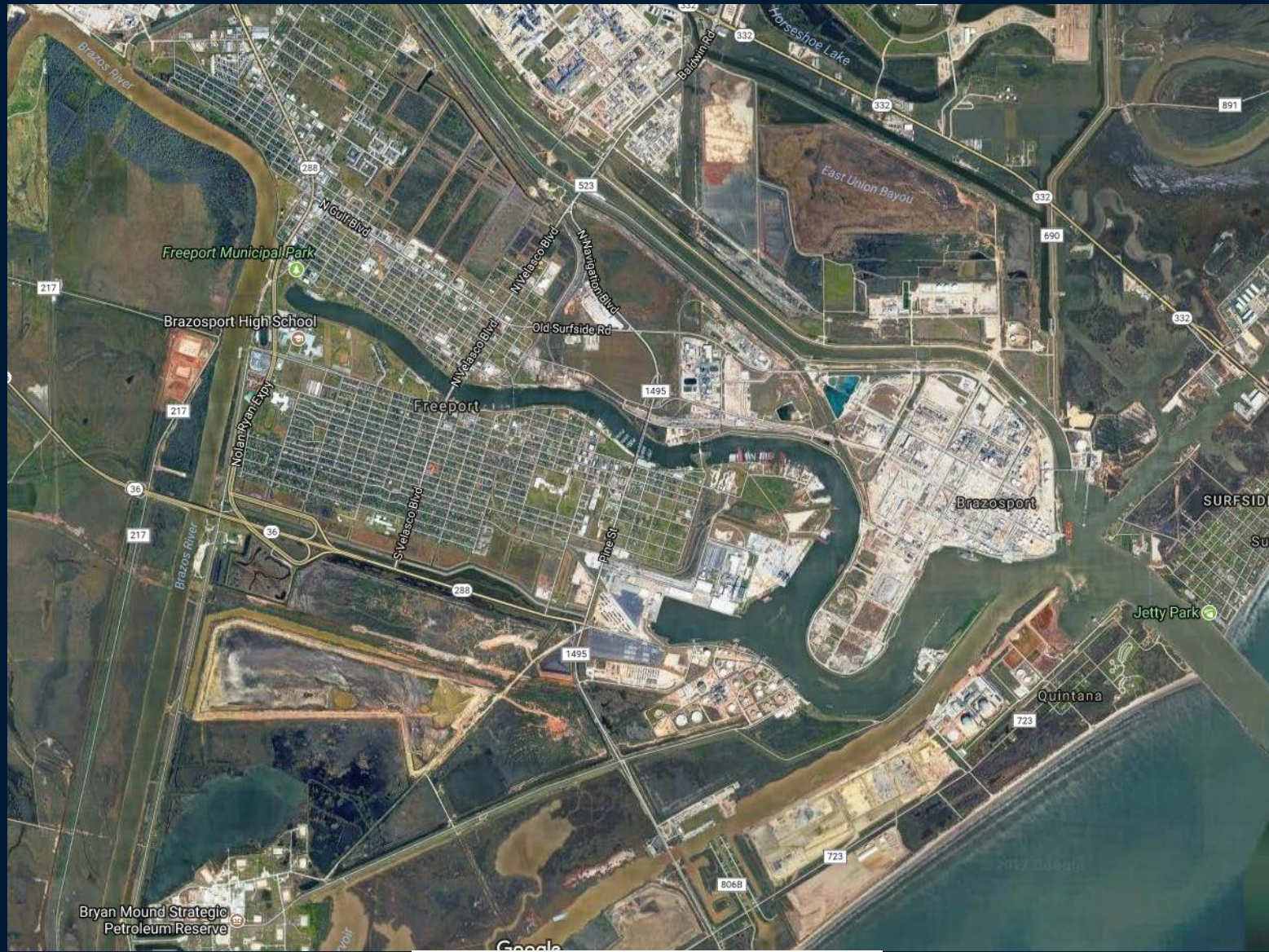


# Agenda Tonight

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







October 2017





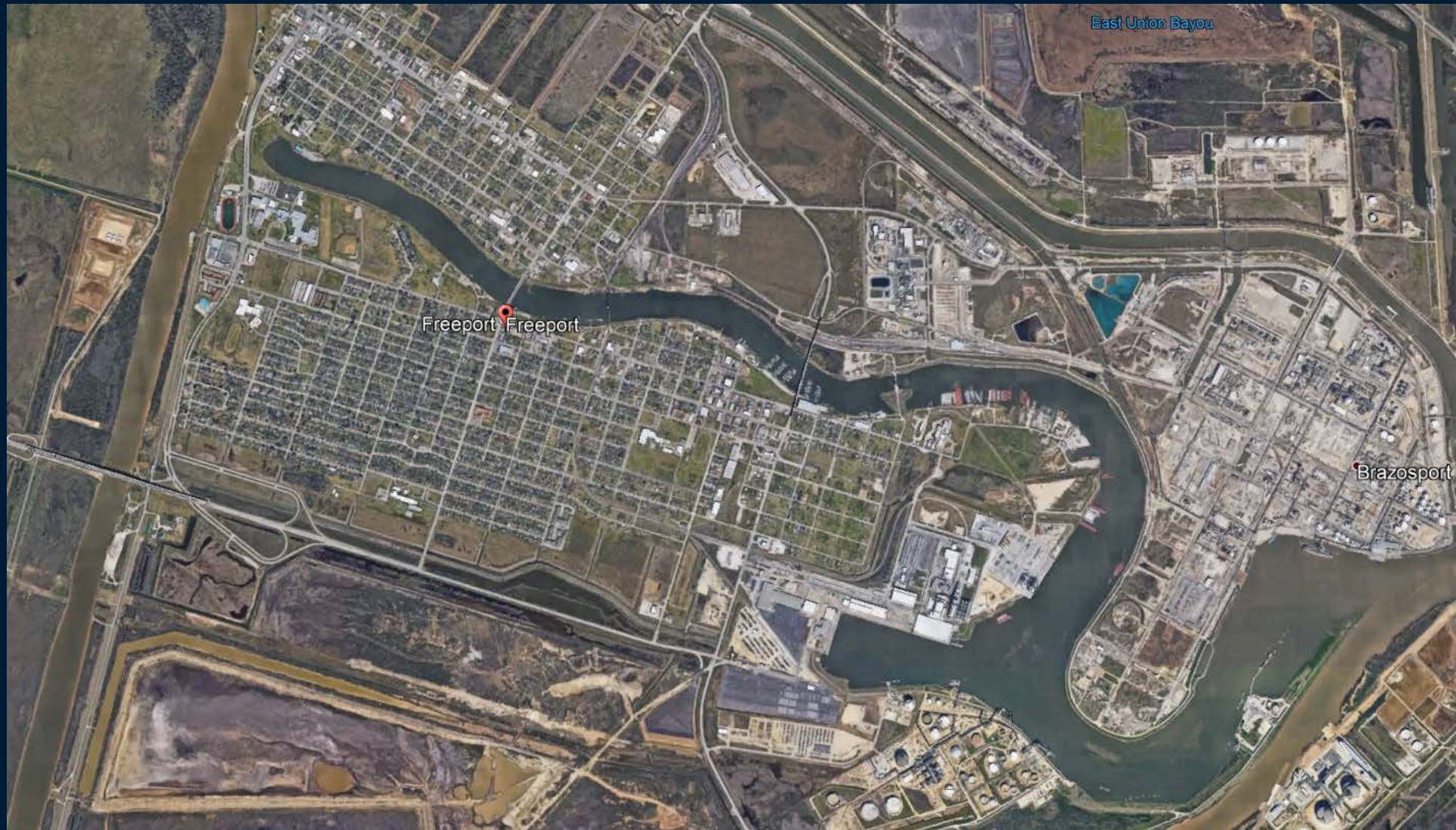
# Looking Back ...





1944





2017





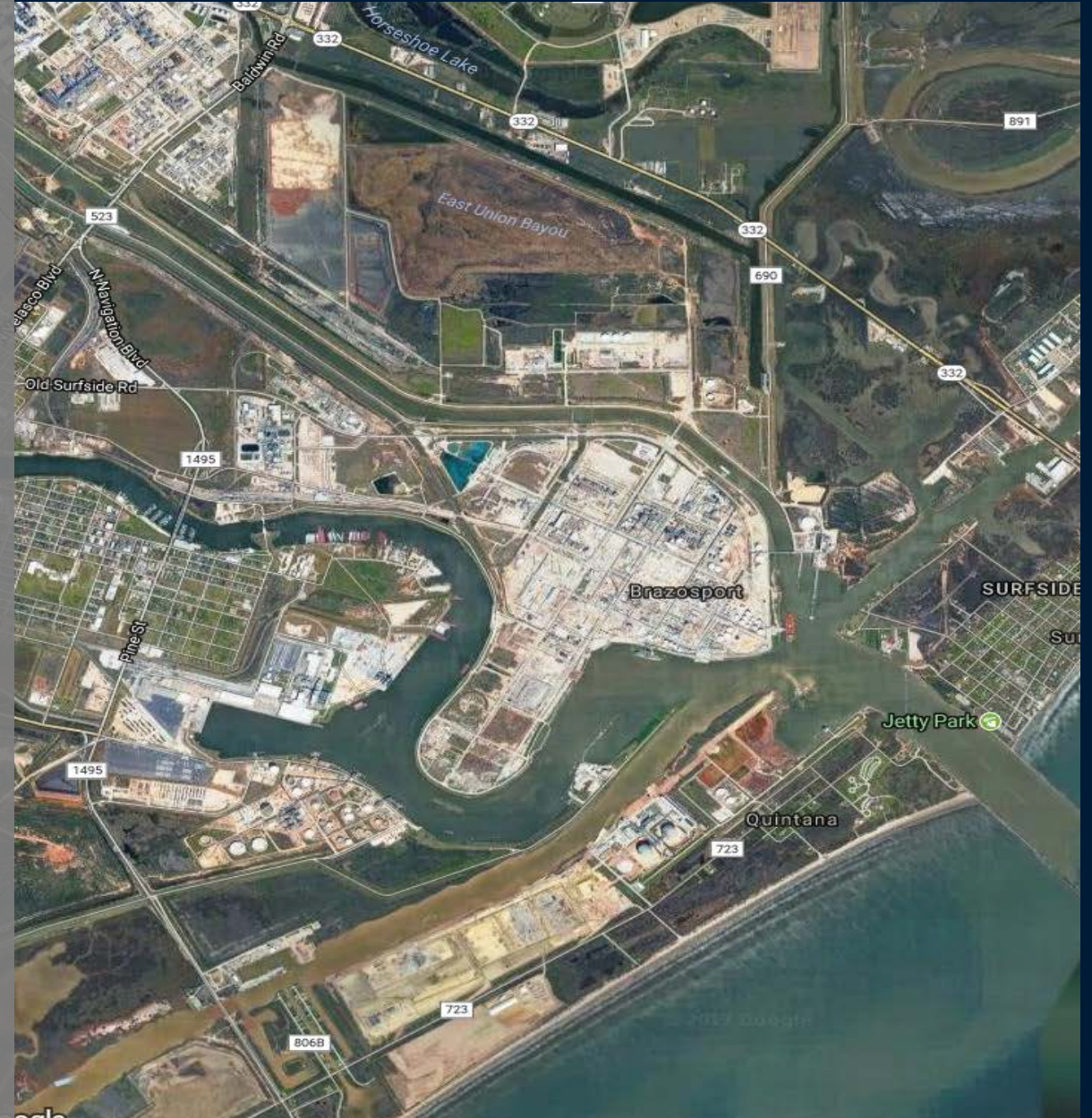
# Why Plan?

- 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





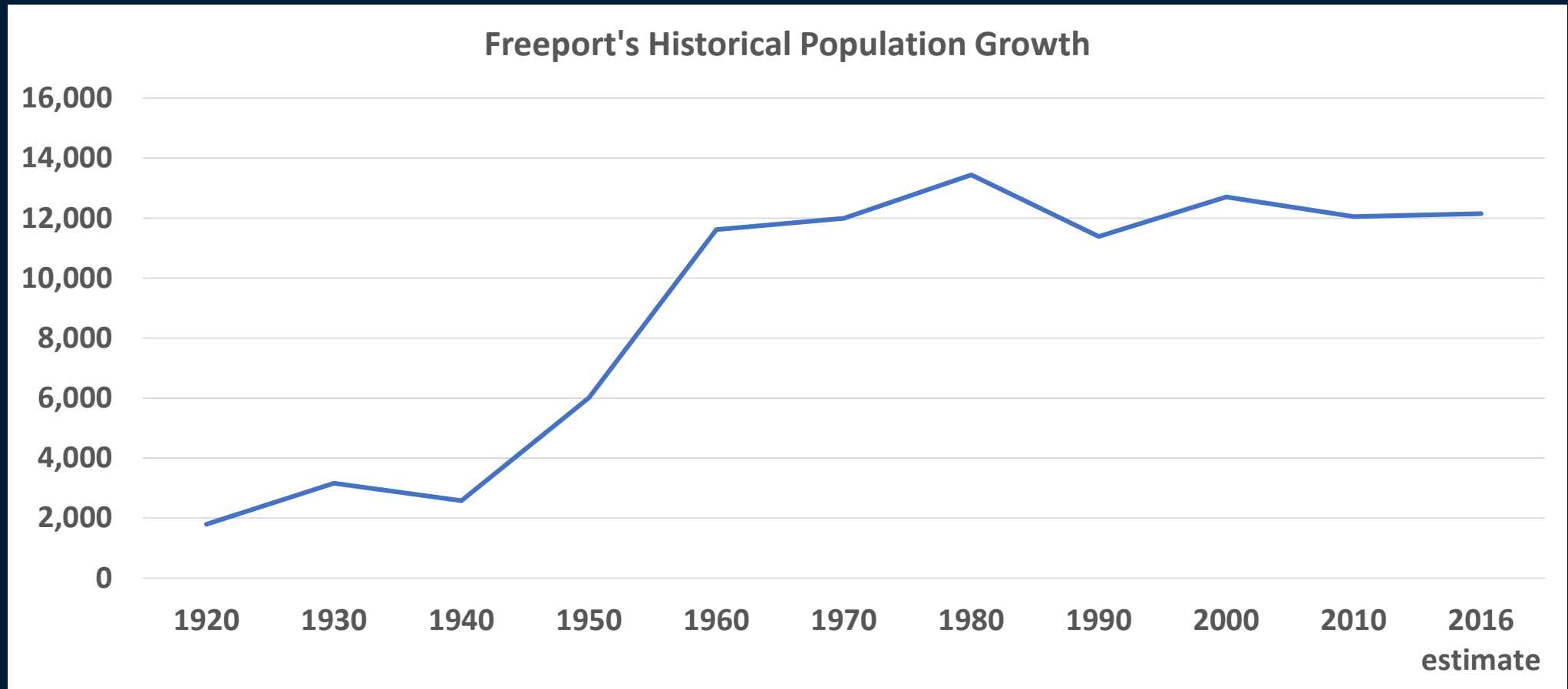
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# By the Numbers



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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
<b>Freeport</b>	<b>28.6</b>	<b>6.5%</b>	<b>46.4%</b>	<b>\$32,060</b>
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?



# Opportunities and Challenges

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

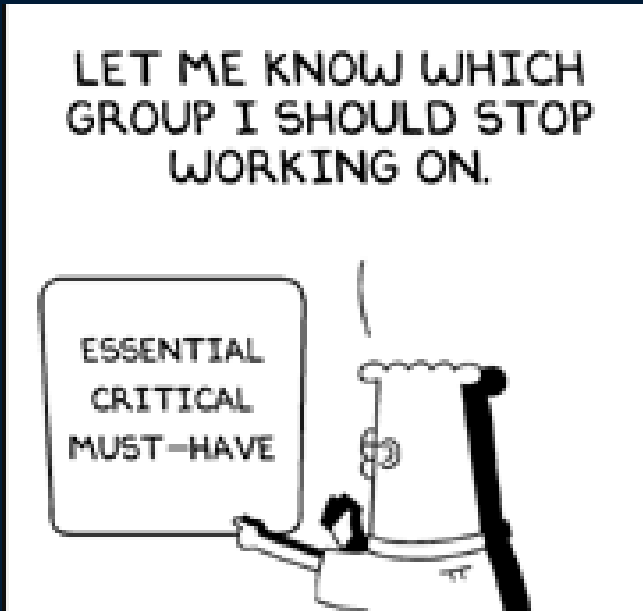
# Opportunities and Challenges

- **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



# 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

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

*Nov - Jan*

## Existing City Report

*Feb*

## Plan Direction / Outline Memo

*Mar-Apr*

- Joint Workshop 2
- Advisory Committee Meeting 3

## The Future City

*May-Jul*

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

## Joint Hearing / Adoption


*Sept-Oct*

# Other Input Tonight

## 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



# Other Input Tonight

I ♥ Freeport

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

**FREEPORT**

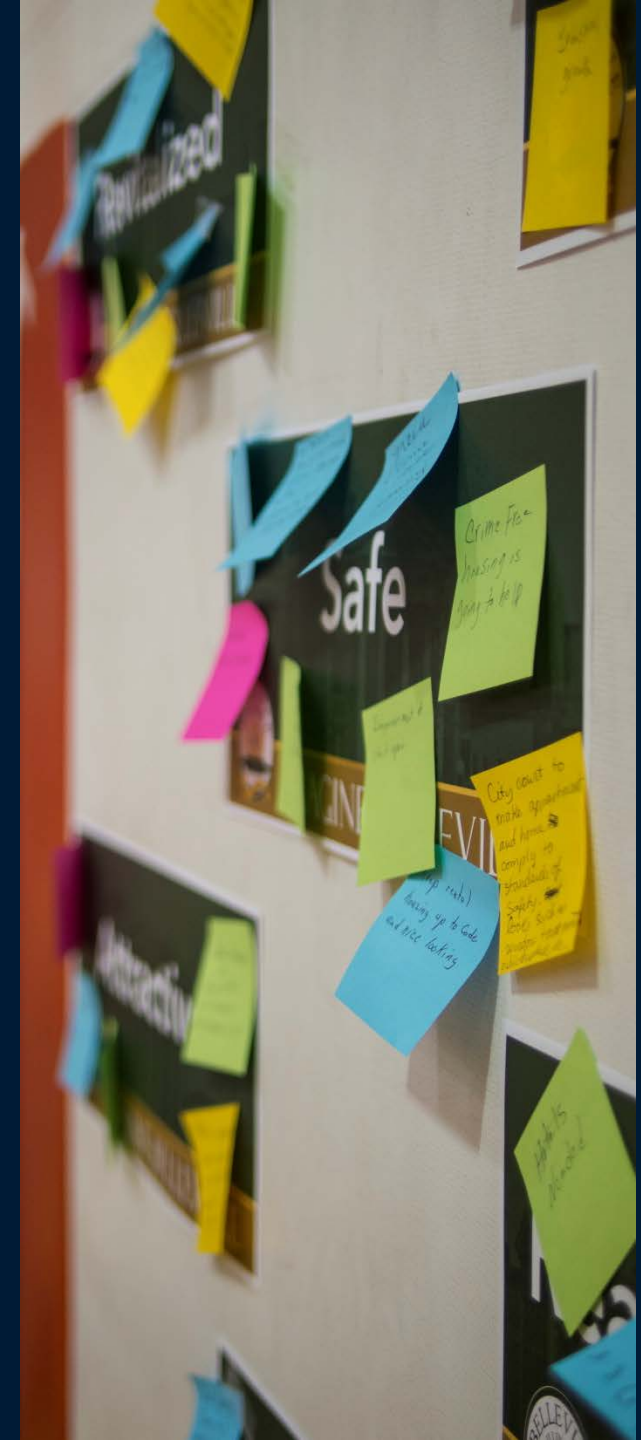


# Other Input Tonight

## 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.

**FREEDORT**







# 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?





