



## City of San Marcos FY 2009-2010 City Council Goals

Goal
<b><u>A. Expand economic development.</u></b>
<ul style="list-style-type: none"> <li>• Conduct a strategic plan.</li> <li>• Identify perpetual funding sources (including incentives).</li> <li>• Expand higher educational opportunities for citizens (become annexed into the Austin Community College District)</li> <li>• Provide workforce retraining for citizens.</li> <li>• Fund elements of the Downtown master plan.</li> </ul>
<b><u>B. Improve the image of the City of San Marcos.</u></b>
<ul style="list-style-type: none"> <li>• Get the branding RFP out. This RFP should define what the City wants to be, improve customer service, reflect an openness for commercial and business development, and address expansion of parks and open space.</li> <li>• Partner with school district to publicize positive aspect of education in San Marcos.</li> </ul>
<b><u>C. Enhance region's transportation grid.</u></b>
<ul style="list-style-type: none"> <li>• Obtain funding to make City more bike/pedestrian friendly.</li> <li>• Connect to major road projects in the region.</li> <li>• Create a transit TOD plan that allows for commuter rail development.</li> <li>• Partner with Texas State University (TSU) on plans for a mass transportation system.</li> <li>• Evaluate ordinances associated with the creation of City-wide cab system.</li> </ul>
<b><u>D. Improve collaboration between the City of San Marcos and regional entities.</u></b>
<ul style="list-style-type: none"> <li>• Attend regional entity meetings and report back to City Council. City Council members and City Management staff members should jointly attend these meetings.</li> <li>• Determine which boards have a regional impact and ensure the City is represented either as a voting or ex officio member.</li> <li>• Work with Hays County and other entities to assess the need for a county-wide EMS system.</li> <li>• Create a more "formal" relationship between the City of San Marcos and Texas State University.</li> </ul>
<b><u>E. Support Environmental Protection and Smart Growth.</u></b>
<ul style="list-style-type: none"> <li>• Protect the San Marcos and Blanco Rivers, watersheds, and parklands.</li> <li>• Commit to safe, quiet and quality neighborhoods.</li> <li>• Beautify the City of San Marcos (landscaping, aesthetics, and general clean-up of the City).</li> </ul>