City of San Marcos

Work Session Meeting Agenda - Final
City Council

Tuesday, November 17, 2020  3:00 PM  Virtual Meeting

Due to COVID-19, and as long as the State Disaster Declaration is in effect, this will be a virtual meeting. To view the meeting please go to www.sanmarcostx.gov/videos or watch on Grande channel 16 or Spectrum channel 10.

I. Call To Order

II. Roll Call

PRESENTATIONS

1. Receive a staff presentation, hold discussion, and provide direction regarding the Comprehensive Plan Rewrite.

III. Adjournment.

POSTED ON FRIDAY, NOVEMBER 6, 2020 @ 2:00PM

ELIZABETH TREVINO, INTERIM DEPUTY CITY CLERK

Notice of Assistance at the Public Meetings

The City of San Marcos does not discriminate on the basis of disability in the admission or access to its services, programs, or activities. Individuals who require auxiliary aids and services for this meeting should contact the City of San Marcos ADA Coordinator at 512-393-8000 (voice) or call Texas Relay Service (TRS) by dialing 7-1-1. Requests can also be faxed to 855-461-6674 or sent by e-mail to ADArequest@sanmarcostx.gov
AGENDA CAPTION:
Receive a staff presentation, hold discussion, and provide direction regarding the Comprehensive Plan Rewrite.
Meeting date: November 17, 2020

Department: Planning and Development Services

Amount & Source of Funding
Funds Required: n/a
Account Number: n/a
Funds Available: n/a
Account Name: n/a

Fiscal Note:
Prior Council Action: n/a

City Council Strategic Initiative:
Workforce Housing
Multi Modal Transportation
Downtown Vitality

Comprehensive Plan Element(s):
☒ Economic Development - Choose an item.
☒ Environment & Resource Protection - Choose an item.
☒ Land Use - Choose an item.
☒ Neighborhoods & Housing - Choose an item.
☒ Parks, Public Spaces & Facilities - Choose an item.
☒ Transportation - Choose an item.
☐ Core Services
☐ Not Applicable

Master Plan:
Vision San Marcos - A River Runs Through Us

Background Information:
The City Council provided direction to rewrite the City’s current comprehensive plan, Vision San Marcos, originally adopted in 2013. This comprehensive plan rewrite project will establish the goals and vision for the future of San Marcos for the next 20 years. The comprehensive plan rewrite will create a visionary policy document that guides long-term decision-making for key components in San Marcos such as housing, the environment, economic development, transportation, and land use. The rewrite will include significant public engagement to obtain input from the public, stakeholders, and organizations in San Marcos throughout the planning process.

The purpose of this City Council Work Session is to discuss:

- the role and scope of the comprehensive plan and area plans,
- the vision and goals framework,
- small area plan type and location identification, and
- project branding and next steps.

Please see the attached memo and presentation for additional information.

Council Committee, Board/Commission Action:

n/a

Alternatives:

n/a

Recommendation:

n/a
To: City of San Marcos City Council Members

We look forward to commencing our work with you on this important Comprehensive Plan and Area Planning effort for the San Marcos community. In advance of the first of three Work Sessions with the City Council that we will facilitate over the course of this process, we would like to provide you with a bit of background information to stimulate some thinking in advance, and to try to make our time with you all as efficient as possible. For future Work Sessions, you can expect to have more detailed materials to review in advance, but given the early state of this process, the background materials for this first Work Session will be light.

For this first Work Session, we will be including the following topics in the agenda:

- Welcome / Project Team Intros
- Public Participation / Vision & Goals Framework
  - Draft of a condensed Public Participation Plan for the project attached, for your reference
- Role and Scope of the Comprehensive Plan & Area Plans
- Area Plan Type & Location Identification
- Project Branding / Next Steps

In order to make the most of our time at the meeting, we ask that you please be prepared to answer the following questions:

1. **What are your two top priorities for the San Marcos community over the next 20-30 years?**
   - As we work to establish the Vision and Goals for this effort, we would ask that you revisit the Visions, Goals and Objectives from the 2013 Comprehensive Plan ([https://user-3vpeqil.cld.bz/Vision-San-Marcos-Comprehensive-Plan/32/](https://user-3vpeqil.cld.bz/Vision-San-Marcos-Comprehensive-Plan/32/)), as we will explore using those as a jumping off point to establish this effort’s Vision.
   - We would encourage you to be bold and aspirational in articulating these priorities, as they will help set the trajectory for the how this Comprehensive Plan and Area Plans guide the evolution of San Marcos in the coming decades.

2. **What types of Area Plans should be prioritized in this effort, and in what locations should they work to provide guidance?**
   - Building upon elements of the Small Area Plan Program ([https://www.sanmarcostx.gov/1607/Small-Area-Plan-Program](https://www.sanmarcostx.gov/1607/Small-Area-Plan-Program)), on-going existing conditions analysis, and using this project as an opportunity to hone in on areas of the greatest need for
planning and policy guidance, we will be asking you all to help inform the types of Area Plans that this effort will include, and importantly, what the geographies of those Area Plans should be.

- While this effort will include approximately 12 Area Plans that are developed concurrently with the Comprehensive Plan, they will play a key role in setting the foundation for others to be developed in the future, should the need arise.
- As a part of this portion of the Work Session, we will also present key takeaways from the Comprehensive Plan Steering Committee’s feedback on the priority Area Plan types for San Marcos.

3. Which of the two project logos/brands that have been developed do you prefer?
   - The presentation includes two logos that we would like to get your opinion on. The chosen logo will serve as a brand for this project, as well as the other projects, such as the Area Plans.

   **Option #1**

   ![Option #1 Logo]

   **Option #2**

   ![Option #2 Logo]

Again, we look forward to beginning this exciting work with you all; helping to realize the vision of San Marcos community members for the years to come. Thank you in advance for your collaboration!
Presentation

Item 1

Receive a staff presentation, hold discussion, and provide direction regarding the Comprehensive Plan Rewrite.
Topics and Actions

• Welcome / Project Team Intros

• Public Participation / Vision & Goals Framework
  • Individual ask of each Council Member

• Role and Scope of the Comprehensive Plan & Area Plans

• Area Plan Type & Location Identification
  • Facilitated Discussion with Council

• Project Branding / Next Steps
  • Opportunity for Council Preference
Project Team Introductions
Introductions – Org Chart by Expertise

Project Management, Vision, Goals & Guiding Principles

- Facilitation & Community Engagement
- Land Use, Urban Design, Health & Environment
- Economic Development & Housing Analysis
- Transportation Planning & Engineering
Public Participation / Vision & Goals
Process & Approach

- Project Management
- Public Participation Plan and Implementation
- Vision and Goal Setting
- Guiding Principles
Public Participation Plan - Phases of Engagement

1. Kickoff, Vision, and Goals
2. Guiding Principles and Existing Conditions
3. Area Plans
4. Planning Elements and Recommendations
5. Implementation Strategies
6. Plan Drafting and Finalization
## Types of Engagement

<table>
<thead>
<tr>
<th>Small Group/ Stakeholder</th>
<th>Community-Wide</th>
<th>Broadcast Notifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 Focus Groups</td>
<td>3 Community Workshops</td>
<td>Social media, e-mail, NextDoor and web announcements for meetings, engagement tools, and educational posts</td>
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<tr>
<td>8 Comprehensive Plan Steering Committee Meetings</td>
<td>3 Virtual Open Houses</td>
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<tr>
<td>3 City Council Workshops</td>
<td>4-5 Web-based Surveys</td>
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<tr>
<td>2 Community Toolkits</td>
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<tr>
<td>Biweekly Staff Meetings</td>
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Comprehensive Plan Steering Committee

A diverse collective of community members that represent the varying demographics within the City. They will provide feedback on each element and phase of the planning process. Eight proposed meetings:

1. Vision, Goals, and Guiding Principles
2. Area Plans
3-7. Five meetings for Plan Element Recommendations
8. Draft Plan and Implementation
City Council

Touchpoints will occur at key intervals to keep members up to date on the process and bought-in to the outcomes. Three proposed workshops:

1. **Workshop 1**: Vision and Goal Setting & Area Plan Identification

2. **Workshop 2**: Area Plan Recommendations & Plan Elements

3. **Workshop 3**: Public Review Draft Plan
Vision and Goal Setting

• Built upon this City Council Work Session & the first engagement series

• Vision Framework may help inform enhancements to the structure of the Plan

• Refinement and finalization of Plan Elements
Guiding Principles

• Contextually-specific to ensure meaningful concept development

• Derived from background document review, City Staff and stakeholder inputs

• Planning Element strategies and recommendations will be measured against these principles
Existing Comprehensive Plan Vision Framework

Plan Elements +
Vision Statements;
Goals & Objectives

- Economic Development
- Environment & Resource Protection
- Land Use
- Neighborhoods & Housing
- Parks, Public Spaces & Facilities
- Transportation
Existing Framework

• Vision Statements = “We envision San Marcos . . .”

• Each Plan Element has 1 – 7 Goals

• Each Goal has 2 – 8 Objectives

What resonates with existing structure?

What could be improved?

How is success measured?
Vision and Goals for this Process

Council Direction Needed

• What are your two top priorities for the San Marcos community over the next 20-30 years?
Role of the Comprehensive Plan and Area Plans
Role of the Comprehensive Plan

• The Comprehensive Plan will establish the **vision, goals, and policy direction** for the next 20 years.

• The Comprehensive Plan is an umbrella document that will **integrate high level direction from past and current planning efforts**.

• It is a plan that will establish the **types of neighborhoods and districts** we want moving forward.
  • What types of housing, workplaces, and shopping do we want and where should they go?
  • What amenities and infrastructure do these places need?

• The Plan will include an **implementation strategy** with specific phasing and action items.
Process & Approach

- Project Management
- Public Participation Plan and Implementation
- Vision and Goal Setting
- Guiding Principles
- Planning Elements
Planning Elements

- Land Use
- Economic Development
- Housing
- Community Design and Character
- Arts and Culture
- Parks, Public Spaces and Facilities
- Transportation
- Environment and Resource Protection
- Health, Safety and Wellness
- Intergovernmental Coordination
Land Use

- Areas of Stability and Change Analysis
  - Economic Opportunity
  - Land Use Opportunity
  - Community Character

- Land Use Scenarios

- Fiscal Impact Analysis
Economic Development & Housing

- Economic Opportunities
- Leverage assets
- University
- Diversification of economic base

- Housing
- Future demand & needed types
- Increasing access/opportunity
- Enhancing existing housing/neighborhoods
• Catalog and summarize existing design and neighborhood character
• Celebrate historic and cultural assets
• Assess potential impacts to that character within growth scenarios
• Recommendations that promote physical and programmatic aspects of arts and culture
• Integrate on-going Downtown Design Standards project
Parks, Public Spaces and Facilities

- Integrate recent parks planning
- Layering on a 10-minute walk analysis to determine access to active and passive recreation amenities
- Leverage partnerships and other infrastructure
Transportation

• Layered Priority Network Map  
  (Gap Analysis & Alignment Considerations)
  o Based on public and stakeholder input

• Focus on Complete Streets
  o Meet the needs of all transportation users
Recommendations and strategies for sustainability and resiliency build around land conservation and development best management practices.

Use the COVID-19 pandemic as a launching off point to consider how all other Planning Elements contribute or detract from individual and community health and wellness.
Intergovernmental Coordination

- Incorporate regional partners and other agencies into the process at the early stages

- Utilize CAMPO Platinum study to help inform Critical Area Plan efforts that build upon each other

- Leverage momentum from recently completed and on-going plans
Process & Approach

- Project Management
- Public Participation Plan and Implementation
- Vision and Goal Setting
- Guiding Principles
- Planning Elements
- Area Plans
- Implementation Strategy/Action Steps/Comprehensive Decision-Making Packages
Scope of Area Plans

- Downtown Plan
- Neighborhood Plans
- Center Plans
- Corridor Plans
- Infill/Development Parcel
- Intersection/Streetscape
- Greenfield Development
Area Plans – Downtown Plan

- Detailed Land Use Plan
- Economic Development Strategy
- Retail Strategy
- Public Realm Conceptual Design
- Mobility & Parking
- Organization & Operations Guidance
- Implementation Strategy
Area Plans – Neighborhood Plans

- SWOT Analysis
- Neighborhood Character ID
- Compatible Infill/Redevelopment
- Connectivity Strategies
- Amenities Planning
- Implementation Strategy
Area Plans – Center Plans

- Opportunity Site Analysis
- Detailed Land Use Plan
- Conceptual Design
- Public Realm and Infrastructure Plan
- Multi-modal Mobility & Parking
- Implementation Strategy
Area Plans – Corridor Plans

- Transportation Analysis
- Land Use Assessment & Recommendations
- Streetscape & Access Plan
- Branding & Identity
- Other types can be river corridor and/or greenway corridor-oriented
Area Plans – Infill / Development Parcel

- Context Analysis
- Market Opportunity Assessment
- Private Development Concept/s
- Public Realm Conceptual Design
- Critical Element ID
Area Plans – Intersection / Streetscape

- Transportation, Safety and Access Assessment
- Conceptual Design Alternatives
- Preferred Concept Design Renderings
- Critical Element ID
Area Plans – Greenfield Development

• Market Opportunity Assessment
• Conceptual Site Planning
• Design Vision and Intent
• Recommended Standards and Guidelines
Area Plan Type & Location ID
Area Plan Types

- Downtown Plan
- Neighborhood Plans
- Center Plans
- Corridor Plans
- Infill/Development Parcel
- Intersection/Streetscape
- Greenfield Development
Pending - To be populated with data inputs generated from the Comprehensive Plan Steering Committee initial meeting, as well as graphic / map supplements
Area Plan Types and Locations

Council Direction Needed

• What types of Area Plans should be prioritized in this effort, and in what locations should they work to provide guidance?
Project Branding / Next Steps
Project Branding – VisionSMTX

Option 1

Option 2
Project Branding – VisionSMTX

- Cohesiveness with other planning efforts
Project Branding

Council Direction Needed

• Which of the two project logos/brands that have been developed do you prefer?

Option 1

Option 2
Next Steps

• Launch Project Website & Branding – **December 2020**

• Confirm Area Plan Types & Locations – **Targeting End of Year**
  • Preliminary Existing Conditions Analysis being done concurrently

• Advance Vision & Goals Framework through Public Participation and establish Guiding Principles – **Q1 2021**

• Next Council Work Session – **Q2 2021**
  • Focused on Planning Element and Area Plan development
PUBLIC PARTICIPATION PLAN – DRAFT

PROJECT TITLE: City of San Marcos Comprehensive Plan Rewrite & Area Plans

GOALS:

- Engage a diverse and representative group of stakeholders and community members
- Explain project goals, scope, process, and purpose
- Use community knowledge to evaluate existing conditions data
- Identify and confirm each of the subareas for further detailed planning
- Develop, communicate, and confirm the vision, values, and goals for the Comprehensive Plan and each plan area
- Develop, communicate, and confirm scenarios, recommendations, and strategies that achieve the community’s stated vision and address each of the planning elements
- Collect demographics of participants at meetings and via online surveys whenever possible to help track, and continually correct for, the goal of representative participation. Some of these include:
  - Geography
  - Race
  - Socioeconomic Status
  - Age
  - Gender Identity
  - Other: Veterans, persons with disabilities, home/business owners, etc.

TARGET AUDIENCES: Local governments/elected officials; land owners; small business owners; major employers; residents; K-12 students; Texas State University students; technical school students; school teachers and administrators; University professors and administrators; pedestrians, cyclists, and transit riders; and other community-oriented groups; marginalized groups such as racial and ethnic minorities, persons with disabilities, and seniors; advocacy groups; homeowners’ or Neighborhood Associations; and others identified during the plan development process.

SUCCESS: The engagement process for the San Marcos Comprehensive Plan will be successful if we achieve our target engagement numbers, offer a variety of ways to provide input, interact with a representative group of community members throughout the planning process, engage traditionally underrepresented groups, and receive meaningful and actionable feedback from all engagement activities. Additionally, the engagement process will be successful if participants can clearly see how their involvement and input shaped the scenarios, policies, and strategies recommended in the Comprehensive Plan and Area Plans.

OVERALL STRUCTURE + APPROACH:
The San Marcos Comprehensive Plan will engage a diverse range of stakeholders early and often, creating continuous opportunities for the public to be involved. Engagement will ensure that
traditionally underserved or difficult-to-reach groups, such as seniors, minorities, low-income households, people with disabilities and people with limited (or no) English proficiency have opportunities to contribute their ideas to the planning process.

Opportunities for engagement will be announced to the community in a timely and informative manner. These opportunities include online polling and surveys, virtual open houses, virtual stakeholder and committee meetings, and virtual or in-person community and city council workshops. The meeting times and locations, online or in-person, will attempt to accommodate meetings are convenient and accessible.

Community meetings, workshops, and surveys will educate participants about the project and process and collect practicable feedback through a variety of engaging activities. Meeting materials, supplemental information and notices will also be available online. Following all community engagement, the inputs will be analyzed, summarized, and used to inform decision making and future engagement.

For events not outlined in the Detailed Community Engagement Plan, a Speaker’s Bureau and Ambassador Toolkit will be used to provide presentations and meeting materials to the community.

**ENGAGEMENT STRATEGY:**

The proposed engagement strategy for the Comprehensive Plan will consist of a series of meetings with a variety of groups corresponding to each general phase of the Plan. A broad range of coordinated approaches and techniques will be used to engage people during each phase – including community-wide public events, small-group and stakeholder techniques, online and mobile engagement, and broadcast notification. Each phase will include the priority messaging and objectives for that portion of the planning process. These phases will generally follow the topics and timing below:

- **Phase 1: Kickoff, Vision, and Goals** – October 2020 – February 2021
  - Corresponds with Task 3 in scope/schedule
- **Phase 2: Guiding Principles and Existing Conditions** – December 2020 – February 2021
  - Corresponds with Task 4 in scope/schedule
- **Phase 3: Area Plans** – October 2020 – June 2021
  - 6.1 Area Identification – October 2020 – December 2020
  - Corresponds with Task 6 and Task 10 in scope/schedule
- **Phase 4: Planning Elements and Recommendations** – January 2021 – August 2021
  - Corresponds with Task 5 in scope/schedule
- **Phase 5: Implementation Strategies** – August 2021 – November 2021
  - Corresponds with Task 7 in scope/schedule
- **Phase 6: Plan Drafting and Finalization** – July 2021 – December 2021
  - Corresponds with Task 9 in scope/schedule

Those Tasks in the scope not represented here are those that are incorporated into every phase of engagement.

In general, MIG Team members will lead the design and development of activities, events, and media for public engagement. The Team will conduct all meetings, workgroups, and similar that fall inside the
project scope, while the City will conduct additional and dispersed engagement activities, as desired. MIG and the City will share responsibilities to document engagement activities and events hosted; and the MIG team will analyze and summarize inputs collected.

Each of the phases will include the following engagement opportunities:

- **Community-Wide Engagement**
  - 3 Community Workshops including a presentation, visual materials, and an input activity
  - 2-3 Virtual Community Open Houses
  - 4-7 web-based surveys or polls

- **Small Group/Stakeholder Engagement**
  - 8-12 Focus Groups
  - 8 Comprehensive Plan Steering Committee Meetings
  - 3 City Council Workshops
  - 2 Toolkits for use at community group/organization meetings, neighborhood gatherings, and one-on-ones with individual residents

- **Broadcast Notification**
  - Social media, e-mail, and NextDoor announcements for meetings and online engagement tools
  - Social media, e-mail, and NextDoor informational or educational posts
  - Information in other publications as needed or available

**ENGAGEMENT ACTION ITEMS CHECKLIST:**

In order to ensure an equitable engagement process that is meaningful to participants, several steps should be taken leading up to, during, and after each community engagement opportunity. These steps will help boost engagement numbers and keep the community involved throughout the process.

- Send invitations, flyers, brochures, and email updates across the community. Use a wide range of advertising for all engagement opportunities.
  - Increase engagement by using empowering language in the “you” or “we” that suggests collaboration and communication.
  - Provide a clear date and time. Give participants all the information they will need in an easy to find location.
  - Follow up with additional reminders leading up to engagement opportunity.

- All engagement should accommodate other language and ADA needs. In-person events (if able to be conducted later in the process) should consider childcare, refreshments, and take-home information.

- Collect anonymous demographics data during all outreach. This could include online surveys or short-form handouts at events.
  - Analyze the demographics data and compare it to the overall City makeup.
  - Identify underrepresented groups and take steps to further engage them.

- Include information about next steps, how the input will be used, and ways to stay involved at the end of every in-person or online interaction.

- Follow up with a thank-you to all those involved and additional ways to engage with the project.
OUTREACH GROUPS:

FOCUS GROUP PARTICIPANTS:

Focus Group participants will set a foundation of the community engagement process. The feedback from these individuals will inform priorities of goals of the community. Engagement with these participants will begin in the first months of the planning process and subsequent meetings will occur throughout the planning process, as necessary.

Purpose and Role: The focus group participants selected will include a diverse group of direct stakeholders in the Plan’s outcomes, including owners or representatives from San Marcos businesses, organizations, neighborhoods, or institutions. The group’s representation will aim to strike a balance between community leaders, advocates for underrepresented groups, and local knowledge. The purpose of these groups is to provide specific input and guidance on each step of the Planning process.

Organization: Approximately 8 – 12 total Focus Group meetings are planned to take place at six intervals throughout the Planning process. Some of the groups will have a less specific make-up, representative of the larger San Marcos community, while the more thematic Focus Groups will have specialized participants with particular interest or expertise in the topic. The groups should not be larger than 8-10 people per session. These groups will be kept informed about the Comprehensive Plan throughout the process in order to create more buy-in and advocacy for the process. During their specific group sessions they will be informed in more detail about the topic of the meeting and asked a variety of questions, either open-ended to brainstorm about the topic, or respond to already generated content. The proposed Focus Group layout and make-up is outlined below:

1. Vision and Goals
   - Diverse representation of community members
2. Guiding Principles
   - Diverse representation of community members
3. Area Plans
   - Diverse representation of community members that represent the Area Plan areas
   - Downtown residents and business owners
4. Land Use and Transportation
   - Landowners, developers, transportation representatives, cyclists, public transportation riders, pedestrians, and advocates
5. Economic Development and Housing
   - Business owners, major employers, homeowners, renters, and housing developers
6. Environment & Resource Protection and Health, Safety, & Wellness
   - Conservation groups, public health representatives, law enforcement, first responders, healthcare workers, and green industry workers
7. Community Character; Parks, Public Spaces and Facilities; and Arts and Culture
   - Community groups, museums, neighborhood groups, local artists, maintenance staff, theater, and gallery owners
8. Intergovernmental Coordination and Implementation
   - Representatives from City, County, Texas State University, San Marcos Consolidated Independent School District, and other internal partners
9. Draft Plan
Objectives: The group will aim to provide valuable feedback that is unique to their knowledge base and ultimately informs a variety of decisions throughout the plan. Additional goals include identifying potential issues or hang-ups with the Plan or community and resolving them to receive full buy-in from these crucial community members.

PROJECT AMBASSADORS:

This group will focus on grassroots engagement efforts to inform the community on the Comprehensive Plan and Area planning process. Ambassadors provide balance in the engagement process and will aid in reaching difficult to reach or underserved groups.

Purpose and Role: Project Ambassadors are representatives from the community that will meet with community groups, associations, and individual residents to introduce the City’s efforts and generate interest and involvement. Follow up meetings will be conducted to update the community as the draft Comprehensive Plan and Area Plans develop. During each of these meetings Ambassadors will receive and collect input from the community.

Organization: Each ambassador will use an Outreach Toolkit to conduct two sets of meetings with a variety of community groups, associations, and individual residents. These toolkits will include a discussion guide and a short PowerPoint presentation that will be presented as appropriate.

- Toolkit 1: Materials created to inform the community of the planning process and generate interest.
- Toolkit 2: Follow-up meeting to be conducted during the planning process. Ambassadors will receive training on how to use materials in this toolkit. These materials will provide an overview of the draft Comprehensive Plan as it exists at that time.

Objectives: The objective of this group is to reach those underserved communities that they have access to. They serve as the experts on the ground that live and work with their community groups and associations and individual residents on a daily basis.

COMPREHENSIVE PLAN STEERING COMMITTEE:

This committee will serve as overarching stakeholder group throughout this process. They will inform decision making from commencement to final draft.

Purpose and Role: The Comprehensive Plan Steering Committee will be a diverse collective of community members that represent different districts and varying demographics within the City. In addition to these community members, the Comprehensive Plan Steering Committee will include representatives from the San Marcos Consolidated Independent School District, Texas State University, Hays County, and City Council. They will provide input and feedback on each element of the planning process, including preliminary plan vision and goals, guiding principles, base concept development and strategies, element policies and priority actions, implementation strategies, subarea concepts and recommendations.
Organization: Throughout the planning process there will be eight Comprehensive Plan Steering Committee meetings held.

Objectives: The objective of this group is to serve as a foundational set of stakeholders throughout the process. Members will be expected to advocate for the constituency or subject matter expertise that they represent. Based on this knowledge, they will provide feedback on the feasibility and implementation of recommendations. Critically, these members will be asked to serve as champions for the adoption of the Comprehensive Plan and Area Plans at the end of the planning process, so their candid feedback throughout the process to promote consensus in the plans will be paramount.

CITY COUNCIL:

The San Marcos City Council is comprised of one at-large Mayor and six at-large Council Members. They are tasked with ensuring the Comprehensive Plan meets the needs and vision of the community and provides guidance on future growth of the City.

Purpose and Role: Meetings with the San Marcos City Council, will occur at key intervals during the process to keep the members up to date on the Plan process and bought-in on the continued progress and decisions. This will ensure that the Comprehensive Plan will be representative of the community’s the Council represents and will help create a smooth adoption and implementation process.

Organization: The Project Team will present a project update, including past and on-going community engagement, engagement demographics, recent deliverables, technical analyses, and other outputs from the Plan process, during three key touchpoints with the City Council. Their primary role will be in reviewing the information presented and providing comments to ensure the Plan is in-line with their constituents needs and interests. They will also aid the Planning process by using their detailed knowledge and insight into the community to set a unified overarching objective for the Area Plans and to help recommend the locations and types of Area Plans to be created as part of the Comprehensive Plan. The main focus of the three workshops will be:

- Workshop 1: Vision and Goal Setting and Area Plan Type and Geography Identification
- Workshop 2: Area Plan Recommendations and Planning Elements Development

Objectives: The key objective is for the City Council to fully buy-in to, and even advocate for, the Comprehensive Plan and Area Plans. This will reflect support both from their constituents as well as from important decision makers in the region. Achieving this will require consistent and informative updates to these groups, as well as an ongoing effort to act upon any feedback received from them.

GENERAL PUBLIC:

The residents of San Marcos will provide input on the planning process during the virtual community meetings and open house events.

Purpose and Role: Receiving ongoing input from the community is fundamental to creating a Comprehensive Plan that serves them and meets their vision for San Marcos’s future. Continued buy-in
from the public will help the Comprehensive Plan through its completion and implementation. Community meetings and well thought out broadcast notifications will also help people understand why a Comprehensive Plan is being created and how it will impact them.

**Organization:** Community members will be invited and encouraged to attend three virtual Community Meetings with supplemental Online Open Houses for those who cannot attend the specific meeting time. These meetings will occur at key intervals throughout the process to allow the general public to weigh-in on key milestones. As the process goes on, additional feedback may be needed to supplement missing demographic groups and stakeholders or underrepresented communities. Supplemental Focus Groups can be added throughout the process to fill these needs as they arise. The focus of the three Meetings and Open Houses will be:

- Community Meeting 1: Vision and Goal Setting for the Comprehensive Plan
- Community Meeting 2: Initial Plan Concepts and Strategies
- Community Meeting 3: Final Plan and Recommendations

**Objectives:** The primary goal of the engagement process is for the general public to be continually informed about the Comprehensive Plan, including how it can benefit them, and to feel that their input is a meaningful part of the process. Honest communication with these groups will help ensure a Plan that meets the community’s goals, which is the Plan’s priority, and an implementation process that is predictable and well-supported.