

Greetings Round Rock,

Our City is a growing, dynamic community that we are fortunate to call home. Through the years, residents and businesses have chosen to put their roots down here for a variety of reasons. These include attractive neighborhoods, a business-friendly climate, a thriving economy, award-winning schools, recreational opportunities, low crime, and affordability. These desirable characteristics did not occur by accident. They were made possible via strategic planning supported by an engaged citizenry, a focused private sector, and a dependable local government.

As we look towards the future, I like our chances of building upon these successes as well as overcoming any challenges. What are the challenges we will face as a community in the next 10 years? They are many, and some of which are unknown. The challenges we are aware of include increasing traffic congestion; affordability; older and declining retail centers; aging infrastructure; competition for employment; growing pains in the downtown; economic downturns; and unpredictable environmental factors such as droughts and floods.

As I write this letter, we are in the midst of dealing with the health and economic fallout of the COVID-19 pandemic. What a difference a few months can make. It was just back in December that a communal area of our department was filled with Christmas cookies and other holiday goodies. It is now replaced with gallons of hand sanitizer and disinfectant wipes. What this experience is showing us is that we need to be ready for unexpected change. Challenges we did not expect or create will confront our community. How do we plan, adapt, and overcome?

The elements that made Round Rock a success story are present today. I arrive at this conclusion after being involved in the *Round Rock 2030* process. Our community is thoroughly engaged in the future. Never has Round Rock received such community-wide engagement in the comprehensive planning process. The open houses were more well attended than we expected. The technology available for this plan resulted in us reaching more people than ever before. The forward thinking that our staff heard and recorded during this process cannot help but energize a planner!

We are well prepared for the future. That is due to the efforts of our community at large. The residents, businesses, and government leaders all play a critical role and that was present during this process. As staff, we look forward to the future and implementing your vision. Your vision told us to balance economic development with quality of life; properly site new development projects in appropriate locations; address traffic congestion; work on affordability; and make downtown a community destination for all types of pursuits, not just nightlife. We look forward to working with all of you over the next 10 years to *Make it Happen*.

Sincerely,



Brad Wiseman, AICP, CNU-A  
Director of Planning and Development Services