



ROUND ROCK 2030

**APPENDIX B:
PUBLIC INPUT REPORT**

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Round Rock

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INTRODUCTION

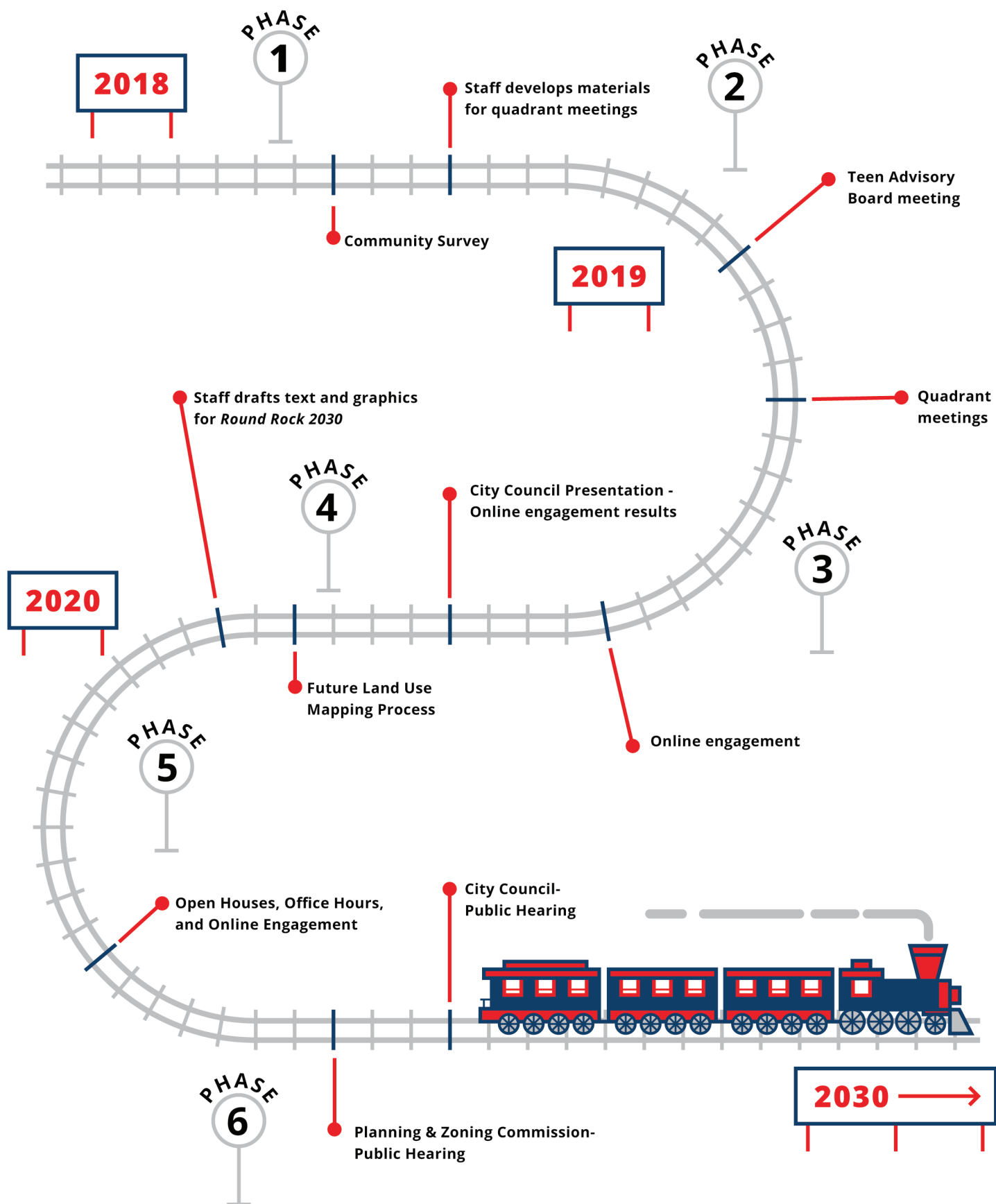
ROUND ROCK 2030

The City of Round Rock adopts a new comprehensive plan every ten years. *Round Rock 2030* highlights how Round Rock has changed over the past decade and creates a vision for the next decade. The plan is a legal document that guides land use decisions through the horizon year 2030.

Public input is an important component of the Comprehensive Plan. In the past decade, the emergence of social media and other outreach tools have provided additional opportunities to engage stakeholders. Planning staff utilized various forms of advertising, marketing, promotion, and engagement throughout the public input process. Following each phase of public input, relevant updates, data releases, and available drafts were posted on the *Round Rock 2030* website.

A snapshot of the phases provided in this appendix are included in the second section of *Round Rock 2030*. Data in this public input report is condensed in certain sections in order to summarize input collected. Full reports of the raw data, including all comments written as provided, are provided on the *Round Rock 2030* website by phase.

PUBLIC INPUT TIMELINE



PRESENTATIONS

CITY COUNCIL

July 24, 2018: *Round Rock 2030* kick off presentation. Presented the 2018 Community Survey results and a public input plan for *Round Rock 2030*.

April 25, 2019: Presentation regarding the public input received at *Round Rock 2030* Quadrant Meetings.

August 8, 2019: Presentation regarding online public engagement results and twelve policies developed for *Round Rock 2030*.

January 21, 2020: Presentation at packet briefing regarding implementation strategies for each of the twelve *Round Rock 2030* policies.

June 25, 2020: Public hearing regarding *Round Rock 2030* Comprehensive Plan. Ordinance required for adoption.

PLANNING AND ZONING COMMISSION

January 15, 2019: Presentation at annual work session regarding an update to the Comprehensive Plan.

May 1, 2019: Presentation regarding the public input received at *Round Rock 2030* Quadrant Meetings.

July 17, 2019: Presentation concerning online public engagement results and policy development associated with the Comprehensive Plan.

February 5, 2020: Presentation regarding online public engagement results and policy development associated with *Round Rock 2030*. Commissioners were invited to Open Houses in March.

May 20, 2020: Public hearing regarding *Round Rock 2030* Comprehensive Plan. With recommendation from Commission, Plan goes to City Council for consideration.

HISTORIC PRESERVATION COMMISSION

June 18, 2018: Presentation regarding updates to the city's *Historic Preservation Plan* for adoption in 2020. Commissioners were asked to think about historic preservation accomplishments of the last decade in preparation for the annual work session.

September 25, 2018: Presentation and discussion concerning the development of the city's *Historic Preservation Plan* at the Historic Preservation Commission annual work session.

August 20, 2019: Presentation regarding the public engagement results from the Quadrant Meetings and Polco.

September 17, 2019: Presentation regarding the development of the city's *Historic Preservation Plan* at the Historic Preservation Commission annual work session. Commissioners discussed implementation strategies and proposed minor edits to the draft of the *Historic Preservation Plan*.

November 19, 2019: Public hearing regarding the *Historic Preservation Plan*. Commission recommended the city's *Historic Preservation Plan* for adoption.

PHASES OF PUBLIC INPUT

The public input process was comprised of six consecutive phases; each phase collected different types of input included in *Round Rock 2030*.

PHASE

1

Land use questions included in 2018 Community Survey

PHASE

2

Visioning exercises, policy discussion, and live polling at public Quadrant Meetings

PHASE

3

Polco online engagement process with 21 standalone questions and two surveys

PHASE

4

Future Land Use mapping exercises conducted to gather input from land owning stakeholders

PHASE

5

Open Houses and Office Hours held; Online engagement conducted to gather feedback on draft of Comprehensive Plan

PHASE

6

Public hearings for *Round Rock 2030* draft as part of the adoption process

**Round
Rock**

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PHASE ONE

1

COMMUNITY SURVEY

The City of Round Rock began collecting public input for *Round Rock 2030* in 2018. Every two years, the city conducts a statistically valid city-wide survey to gauge how residents feel about city services. For the 2018 *Round Rock Community Survey*, the Planning and Development Services (PDS) Department asked five questions regarding land use in Round Rock. The results of the survey established a starting point from which further public input material was developed.

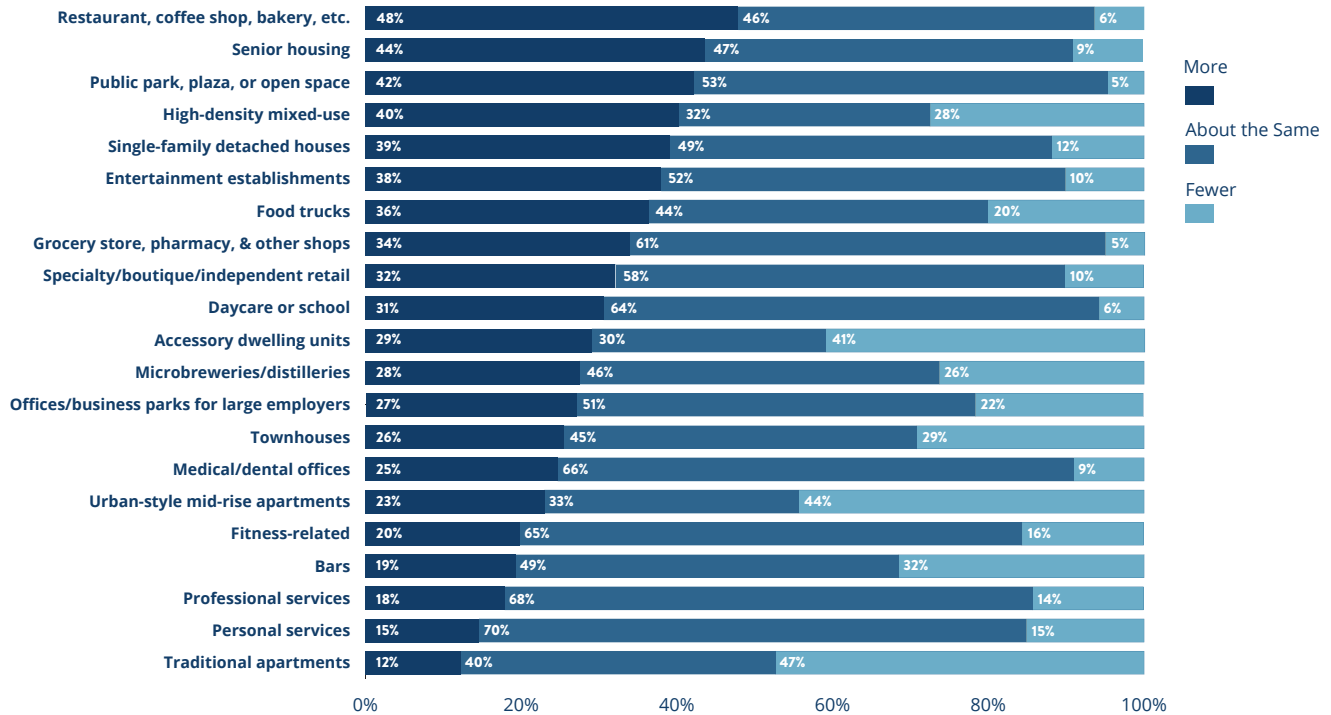
OUTREACH SUMMARY

- Communications and Marketing Department outreach for 2018 Community Survey
- Public meeting at City Council to present public engagement plan

Community Survey Questions

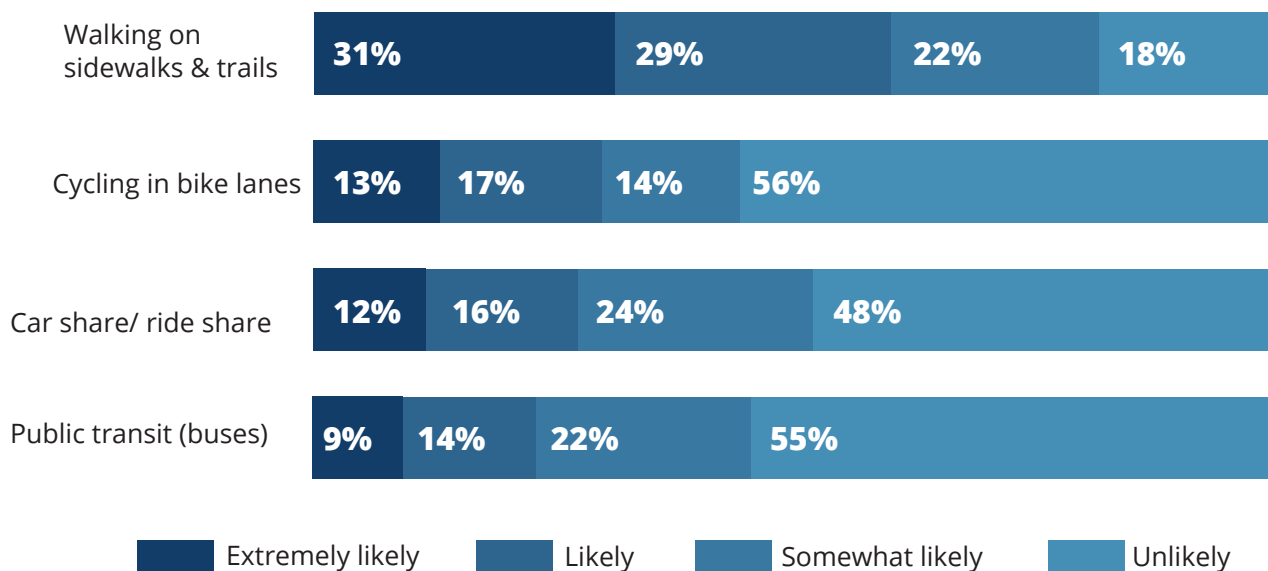
QUESTION 25

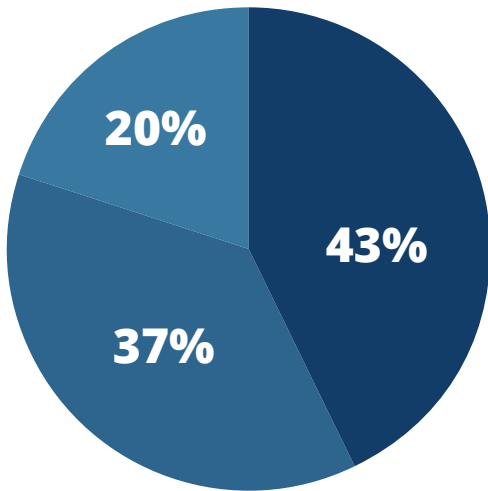
Should there be more, about the same, or fewer of the following types of places in Round Rock?



QUESTION 26

Likelihood of Using the Following Modes of Transportation in Lieu of Personal Vehicle

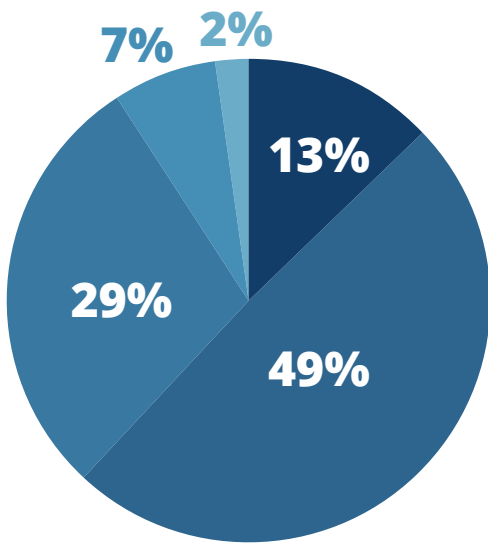




QUESTION 27

Would you prefer that new neighborhoods in the City are developed as typical suburban subdivisions or new homes be built in a mixed-use development?

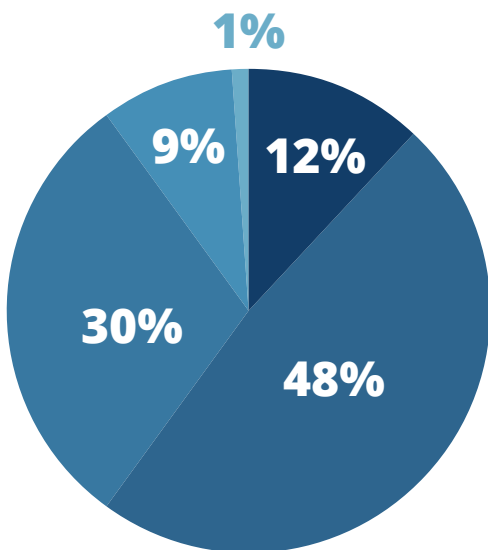
- Typical suburban subdivisions
- Mixed-use developments
- No preference



QUESTION 28

Satisfaction With the Quality/Appearance of Recent Commercial Development in the City

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied



QUESTION 29

Satisfaction With the Quality/Appearance of Recent Residential Development in the City

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

**Round
Rock**

**20
30**

PHASE TWO

2

QUADRANT MEETINGS

Throughout February and March 2019, four public meetings were held in which the community was invited to share their visions for what Round Rock will be like in 2030. A series of activities were conducted that allowed the public to share their opinions and provide feedback on preliminary Plan content. The activities conducted were consistent across all four Quadrant Meetings:

1. Visioning Exercises
2. Policy Discussion
3. Live Polling

Teenagers from all over the city were invited to participate in one teen-specific meeting. The same activities were conducted at this meeting held prior to the Quadrant Meetings. Some of the content was tailored specifically to the younger audience.

OUTREACH SUMMARY

- News items promoting Quadrant Meetings and *Round Rock 2030* webpage posted by the Communications and Marketing Department
- Web banner on City of Round Rock website
- Emails sent to *Round Rock 2030* subscribers
- Television interview promoting Quadrant Meetings on local news
- Event and website information posted to Facebook by Round Rock Independent School District
- Events and website promoted in Round Rock Chamber of Commerce Investor Connector newsletter
- Events and website promoted in Williamson County Association of Realtors newsletter
- Posters and postcards promoting Quadrant Meetings distributed at Round Rock City Hall, Round Rock Public Library, Clay Madsen Recreation Center, and the Allen R. Baca Center
- Event invitations posted to Nextdoor app for Round Rock area neighborhoods
- Facebook event pages and paid Facebook ads which reached over 25,000 people
- Utility bill insert with Quadrant Meeting information sent to 22,068 Round Rock households
- *Round Rock 2030* video promoting plan and Quadrant Meetings posted to YouTube and City of Round Rock website. Video linked in promotional materials.
- Promoted Quadrant Meetings in Parks and Recreation Department newsletter
- Presented Quadrant Meeting content at Planning and Zoning Commission annual work session for comment
- Sertoma meeting presentation about comprehensive planning process
- Advertisement in Round Rock Leader
- Advertisement in Community Impact
- Email sent to all City of Round Rock staff
- Invitations to teen meeting emailed by the Round Rock Public Library
- Public meeting at City Council to present results and next steps

MEETINGS

**Northeast:
February 26, 2019**

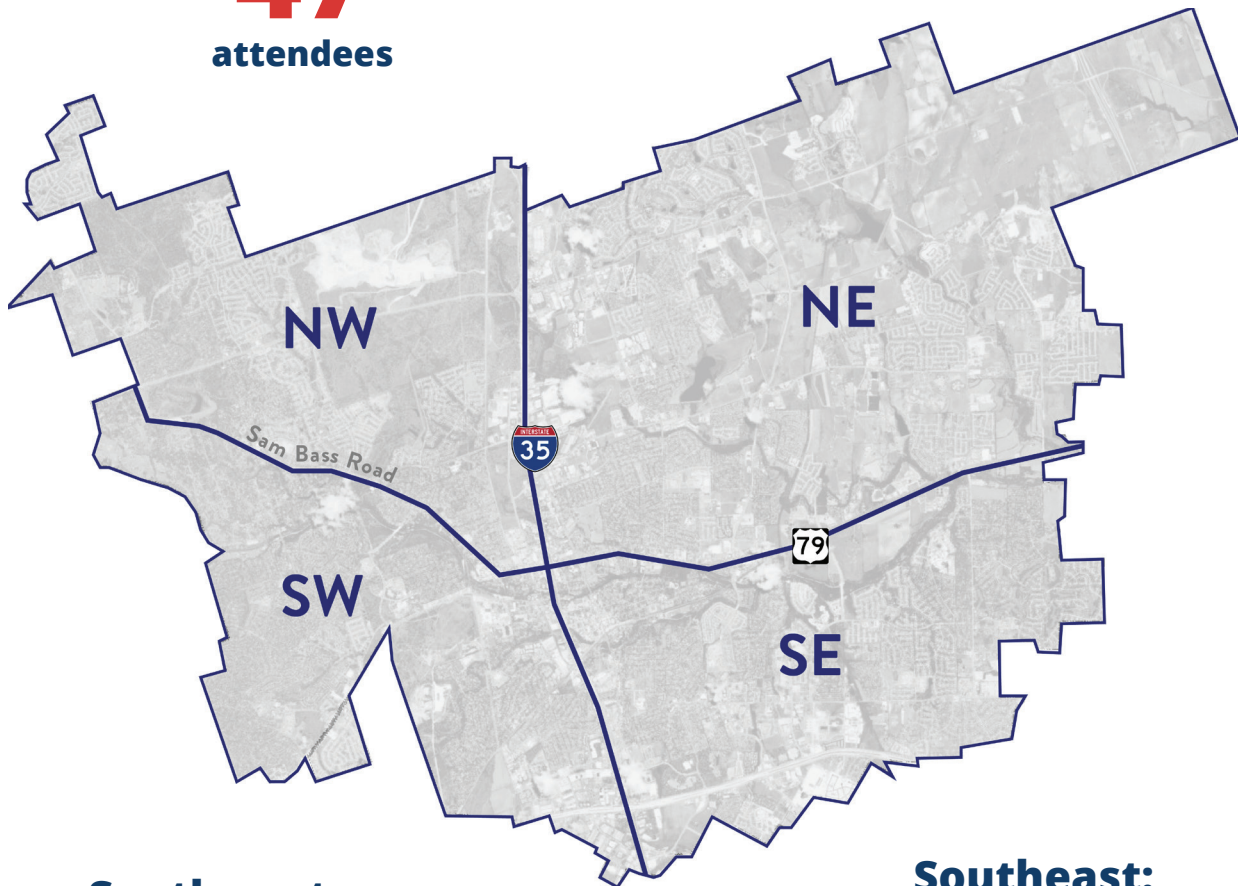
74

attendees

**Northwest:
March 5, 2019**

47

attendees



**Southwest:
February 12, 2019**

65

attendees

**Southeast:
February 5, 2019**

114

attendees

INFORMATIONAL BOARDS

A collection of eleven informational boards were displayed at each of the Quadrant Meetings. The boards contained information from several city departments as well as information about the comprehensive planning process. The following four boards are a sample of the eleven presented at the Quadrant Meetings.

ROUND ROCK 2030

Round Rock 2030
DEVELOPING THE FUTURE

The current adopted comprehensive plan, **Places & Spaces: Round Rock General Plan 2020**, was adopted by City Council in 2010. The plan is a policy guide and framework for land use decisions for 2010 to 2020. The City adopts a new comprehensive plan every 10 years. The new comprehensive plan will highlight how Round Rock has changed over the past decade and create a vision for the next decade. Round Rock 2030 will be published in a user-friendly print format and a web-based companion to facilitate the plan's use as a reference.

WHY DO CITIES PLAN?

- To guide city growth
- To influence policy decisions
- To ensure a successful future

WHAT IS A COMPREHENSIVE PLAN?

- Guide for City Leaders to decide "what goes where"
- Used by City Staff to make policy decisions about transportation, parks, utilities, economic development, land use, etc.
- Reflects the needs and wants of businesses and residents
- Critical for sustainable growth

WHO USES THE COMPREHENSIVE PLAN?

CITIZENS
Make the plan to guide city decisions
Use the plan to guide city decisions
Use the plan to guide city decisions

CITY COUNCIL
Make the plan to guide city decisions
Use the plan to guide city decisions
Use the plan to guide city decisions

CITY STAFF
Make the plan to guide city decisions
Use the plan to guide city decisions
Use the plan to guide city decisions

PLANNING & ZONING COMMISSION
Make the plan to guide city decisions
Use the plan to guide city decisions
Use the plan to guide city decisions

WHAT DO LAND USE DECISIONS IMPACT?

Land Use Decisions

- Parks & Open Space
- Community Safety
- Housing Choices
- Utilities
- Transportation
- Public Facilities & Services
- Economic Development

TRANSPORTATION

Round Rock 2030
DEVELOPING THE FUTURE

Mobility and connectivity are central to the City's vibrancy, health, and overall growth strategy. An effective transportation network allows people and goods to move through the city effectively and safely. Getting people and things where they need to be, when they need to be there, in a safe manner, is a key quality of life issue for residents and visitors to the City. The City's Transportation Master Plan was created in 2015, and updated to the plan was adopted by City Council in 2017.

The following are the goals of the Transportation Master Plan:

COMPLETING THE NETWORK

New roadways will be needed to connect people safely and efficiently to new destinations. Existing roadways already at capacity will need to be improved. The City's Transportation Master plan outlines recommendations to the ultimate roadway network that are anticipated as a result of new development. Implementation can occur when funding is identified.



PLANNING FOR TRANSIT

The City of Round Rock has been proactive in creating increased transit opportunities for its residents. The City partners with Capital Metro for transit service on local and commuter routes. Public transportation helps to lessen transportation impacts on the environment, provides different opportunities for mobility, and contributes to reduced fuel costs. Implementing new transit services and connections to regional destinations will help meet the demands of growing population, employment and travel patterns.

IMPROVING FLOW

In a rapidly growing cities, congestion often results when roads are forced to accommodate more traffic than they were designed for. Innovative intersections such as Diverging Diamonds, Continuous Flow Intersections, and Median U-Turns have been shown to be effective tools to reduce traffic congestion in a sustainable and affordable manner, and in situations where right-of-way is limited. Utilizing best practices in access management enhance the overall safety and mobility of the transportation network.

DESIGNING COMPLETE STREETS

Complete Streets seek to enhance roadway capacity while contributing to a balanced transportation network. Complete Streets include areas for inhabiting the street (sidewalk, cafes, benches) landscaping, and paths for pedestrians, cyclists, and transit as well as cars. The underlying themes of Complete Streets (community, connectivity, capacity, calm (i.e., choices) serve as guides to balance mobility goals.



ARTS, CULTURE & TOURISM

Round Rock 2030
DEVELOPING THE FUTURE

ARTS & CULTURE

The City of Round Rock Arts and Culture Office supports the economic development of the community by adding value through the arts to downtown Round Rock and other areas. Arts and culture are important to quality of life, strong communities and creating a fun, interesting place to live for our residents. As Round Rock continues its rapid pace of growth, the construction of more and higher-quality community facilities, as well as the improvement and expansion of existing facilities, will be necessary. The arts are growing as well. The need for more funding for the arts and more cultural and performing arts facilities will be necessary to make our city prosper and be whole.





SPORTS MANAGEMENT & TOURISM

Round Rock, known as the Sports Capital of Texas, has established itself in the sports tourism industry with the quality of facilities maintained and the number of events hosted. However, most of these events are mainly state and regional with a few national events. By 2030, the department aspires to become a true industry leader and host for many national events, which would call for the planning, design, and construction of three additional facilities.







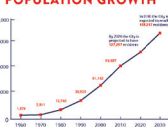
Current Facilities:

- Round Rock Sports Center
- Round Rock Multipurpose Complex
- Dell Diamond
- Forest Creek Golf Club
- Convention & Visitors Bureau

POPULATION AND HOUSING

Round Rock 2030
DEVELOPING THE FUTURE

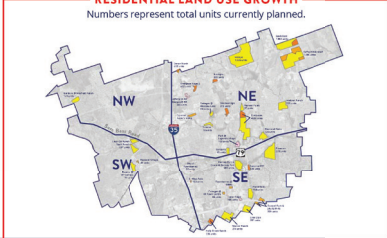
POPULATION GROWTH



Round Rock anticipates significant growth. By 2030, the City is expected to have almost 45,000 new residents! All of these new residents will require housing. Round Rock is already experiencing growth in the City's housing stock, with thousands of new units in various phases of construction. The map below shows where new housing in Round Rock is currently under construction or planned to accommodate the influx of new residents.

RESIDENTIAL LAND USE GROWTH

Numbers represent total units currently planned.



HOUSING UNITS DEVELOPMENT BY TYPE

	Units in Development (project completion 2019-2020)	Units currently in planning phases (to be completed 2020+)
Single Family	1,684	1,192
Townhomes	180	348
Multifamily	2,652	520
Senior/Housing for the Elderly	529	396
TOTAL	5,045	1,456



VISIONING ACTIVITY

Attendees were given four prompts. They were instructed to record their responses to each prompt on a sticker and place it on the corresponding board. They were also given small dots to place on other responses they agreed with. Summarized data for each of the prompts is presented in this section.

Activity Directions (as presented at Quadrant Meetings)

Write your vision on a sticker and place it on the board! When you place your vision stickers on the board, if you like someone else's vision as well, place a dot on the sticker.

Prompt: Today Round Rock Is...

234 responses total

Popular responses (recorded verbatim):

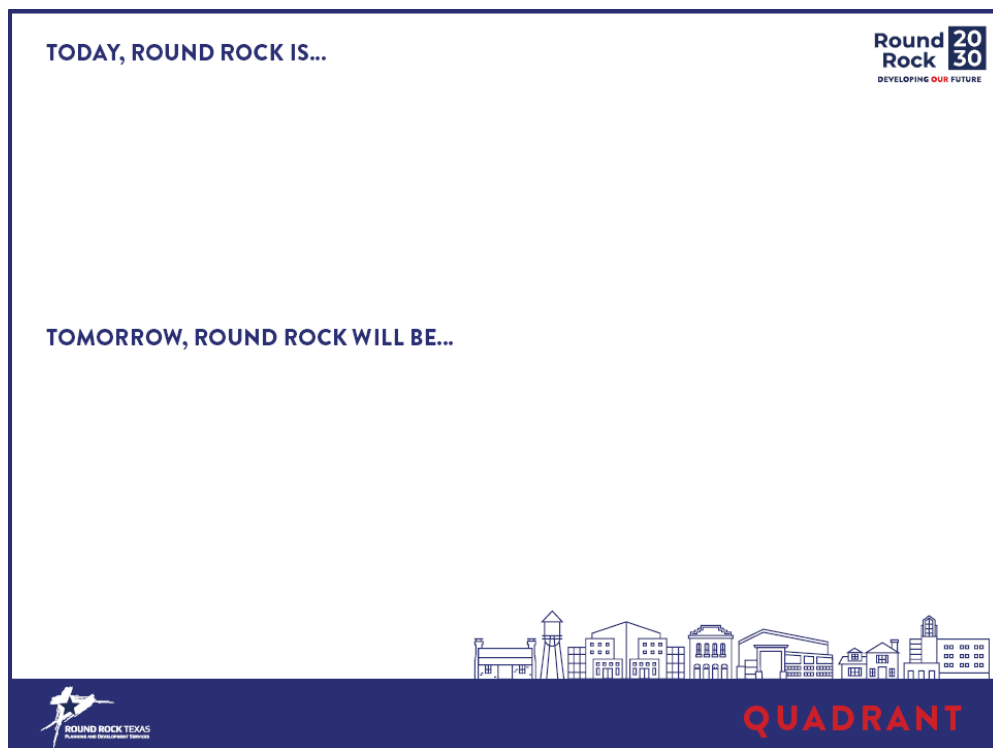
- A good place to live, work, and raise a family
- Congested with traffic
- A great place for my family with the best schools/police/fire/library
- Nice city with issues with transportation along its major arteries
- A city that is quickly becoming unaffordable for many families

Prompt: Tomorrow Round Rock will be...

230 responses total

Popular responses: (recorded verbatim)

- A vibrant, more diverse set of people with more opportunity to engage with the arts
- Keep downtown friendly, pedestrian safe + involved w/events including parades
- A shining example of what happens when a small town thoughtfully grows
- A vibrant city that recognizes its historic past and buildings, past and present
- A hip, exciting, culturally diverse community still oriented to family



Prompt: What do you like about your quadrant?

201 responses total

Popular responses (recorded verbatim):

- **SE:** Historic Main Street! Play for All Abilities! Historic architecture + homes. Music on Main. RR Library
- **SW:** Historic old town area w/museum, etc.
- **NE:** Excellent location- close to everything in RR- shopping, entertainment, medical, etc. Friendly, integrated older neighborhoods
- **NW:** Mostly residential + quiet

Prompt: What would make your quadrant better? Describe your idea and its benefits.

216 responses total

Popular responses (recorded verbatim):

- **SE:** More affordable housing close to public transportation, more bus stops, bus stops that directly connect to Austin stops
- **SW:** Protection of old town area
- **NE:** Better coordination of sidewalks + lights
- **NW:** Bike lanes - 1431 + 3406. Sync lights! Keep green spaces/trees

WHAT DO YOU LIKE ABOUT YOUR QUADRANT?

WHAT WOULD MAKE YOUR QUADRANT BETTER?
DESCRIBE YOUR IDEA AND ITS BENEFITS.

Round Rock 2030
DEVELOPING OUR FUTURE

QUADRANT

POLICY DISCUSSION

At the Quadrant Meetings, attendees were given a list of ten draft policies for the next decade that they could edit, comment on, and prioritize. They were also given the opportunity to create their own. This served as the starting point for land use policies the City of Round Rock developed for the Comprehensive Plan. This activity was the first in a series of activities that shaped *Round Rock 2030's* twelve policies.

Activity Directions (as presented at Quadrant Meetings)

Let's start a discussion! This is a starting point for land use planning policies the City of Round Rock is developing for the comprehensive plan. In the draft policies below, Planning staff has incorporated concepts from the previous comprehensive plan as well as current planning trends.

Let us know what you think of the policies by commenting in the blanks provided. Indicate the three policies that are most important to you by placing a checkmark in the boxes located directly to the left of each policy. To add new policies, write them on the back!

**WHAT WE DO
STARTS WITH YOU**

PLANNING POLICY DISCUSSION

Round Rock 2030
DEVELOPING OUR FUTURE

Let's start a discussion! This is a starting point for land use planning policies the City of Round Rock is developing for the comprehensive plan. In the draft policies below, Planning staff has incorporated concepts from the previous comprehensive plan as well as current planning trends.

Instructions: Let us know what you think of the policies by commenting in the blanks provided. Indicate the three policies that are most important to you by placing a ✓ in the boxes located directly to the left of each policy. To add new policies, write them on the back!

☐ Foster revitalization by encouraging redevelopment, infill and upkeep (maintenance) of older commercial buildings and aging commercial centers while adjusting to changes in retail markets.

☐ Increase density and building heights in certain nodes of the city where mixed use development is appropriate.

☐ Manage and guide the redevelopment of downtown as an exciting community destination. Downtown should be safe, walkable and pedestrian friendly. Attention should be given to attracting retail, residential options and daytime business.

☐ Provide a mixture of housing types to meet all residents and potential residents' housing needs.

☐ Examine the existing suburban form and develop connections between areas of the city, especially between neighborhoods.


☐ Retrofit older arterials to accommodate pedestrian facilities and improve appearance through arterial beautification projects and standards.


☐ Focus economic development initiatives on those that improve quality of life and not just those that make economic sense. Examples include those that are focused on entertainment and public gathering spaces that are connected to the community, create synergy, promote placemaking, and are iconic destinations where you can stay for a while and do multiple activities.

☐ Consider how changing technology and environmental sustainability require modifications to development codes. Examples include addressing site development layout, building design, parking standards, walkability, and changing transportation patterns.

☐ Maintain and preserve older neighborhoods and structures in the City.

☐ Continue to be the "City of Choice" for entrepreneurs and development professionals by focusing on planning policy that promotes high quality development projects reviewed by City Staff with an unmatched level of service.





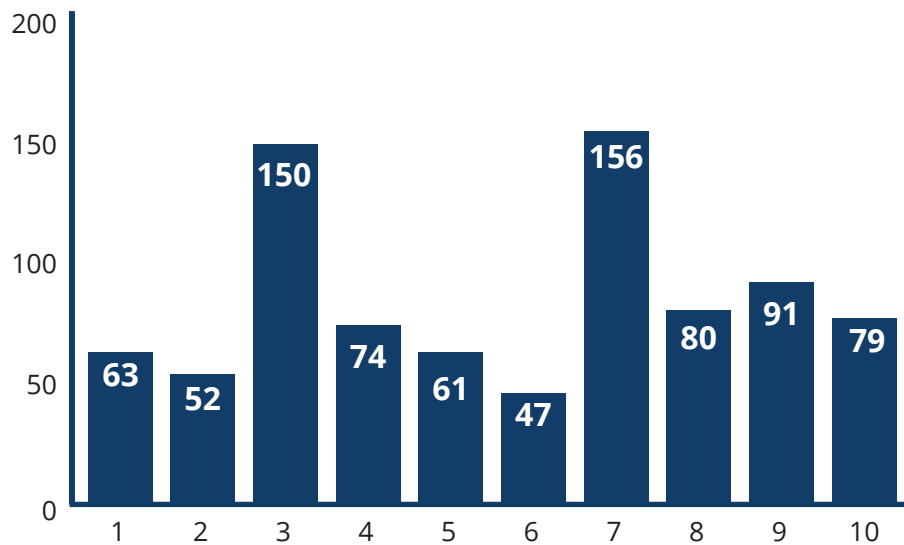
10 Draft Policies (as presented at Quadrant Meetings)

1. Foster revitalization by encouraging redevelopment, infill and upkeep (maintenance) of older commercial buildings and aging commercial centers while adjusting to changes in retail markets.
2. Increase density and building heights in certain nodes of the city where mixed-use development is appropriate.
3. Manage and guide the redevelopment of Downtown as an exciting community destination. Downtown should be safe, walkable and pedestrian friendly. Attention should be given to attracting retail, residential options and daytime business.
4. Provide a mixture of housing types to meet all residents and potential residents' housing needs.
5. Examine the existing suburban form and develop connections between areas of the City, especially between neighborhoods.
6. Retrofit older arterials to accommodate pedestrian facilities and improve appearance through arterial beautification projects and standards.
7. Focus economic development initiatives on those that improve quality of life and not just those that make economic sense. Examples include those that are focused on entertainment and public gathering spaces that are connected to the community, create synergy, promote placemaking, and are iconic destinations where you can stay for a while to do multiple activities.
8. Consider how changing technology and environmental sustainability require modifications to development codes. Examples include addressing site development layout, building design, parking standards, walkability, and changing transportation patterns.
9. Maintain and preserve older neighborhoods and structures in the City.
10. Continue to be the "City of Choice" for entrepreneurs and development professionals by focusing on planning policy that promotes high quality development projects reviewed by City Staff with an unmatched level of service.

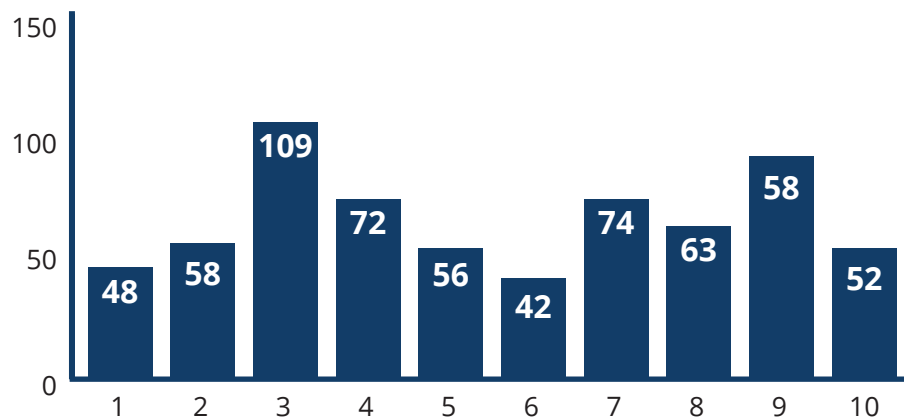
Policy Discussion Results

After the quadrant meetings, the results of the policy discussion were recorded and tallied. In the Total Checks Per Policy graph below, the totals indicate the number of times a policy was identified as one of three policies the respondent felt was most important. This does not prioritize any specific policy over another. In the Comments Per Policy graph, the totals indicate the number of comments that were provided under each policy across all public meetings. Just as before, the totals do not prioritize any specific policy over another.

TOTAL CHECKS PER POLICY



TOTAL COMMENTS PER POLICY



Policy Data Summary

Policy 1: Foster revitalization by encouraging redevelopment, infill and upkeep (maintenance) of older commercial buildings and aging commercial centers while adjusting to changes in retail markets.

Comment Summary: Update, revitalize, utilize older developments; maintain open space; Focus on older, neglected retail

Checks: 63 Comments: 48

Policy 2: Increase density and building heights in certain nodes of the city where mixed use development is appropriate.

Comment Summary: 48% support increasing density; 24% against increasing density; fear of impact on traffic due to increased density

Checks: 52 Comments: 58

Policy 3 - In Top 3: Manage and guide the redevelopment of downtown as an exciting community destination. Downtown should be safe, walkable and pedestrian friendly. Attention should be given to attracting retail, residential options and daytime business.

Comment Summary: Aren't enough family-friendly things to do downtown; new entertainment options (theatre or cultural/arts center)

Checks: 150 Comments: 109

Policy 4: Provide a mixture of housing types to meet all residents and potential residents' housing needs.

Comment Summary: 39% mentioned affordability as a concern; 26% want a better mixture of housing types in Round Rock; need a better balance of housing types to support the changing needs of residents

Checks: 74 Comments: 72

Policy 5: Examine the existing suburban form and develop connections between areas of the city, especially between neighborhoods.

Comment Summary: Issues getting around Round Rock; concerns about traffic; concerns about walkability and sidewalk networks

Checks: 61 Comments: 56

Policy 6: Retrofit older arterials to accommodate pedestrian facilities and improve appearance through arterial beautification projects and standards.

Comment Summary: Improve roads to be more pedestrian and bike friendly; add bike lanes to major thoroughfares; improve aesthetic qualities of major roads

Checks: 47 Comments: 42

Policy 7 - In Top 3: Focus economic development initiatives on those that improve quality of life and not just those that make economic sense. Examples include those that are focused on entertainment and public gathering spaces that are connected to the community, create synergy, promote placemaking, and are iconic destinations where you can stay for a while to do multiple activities.

Comment Summary: Desire for entertainment options beyond tourist attractions; desire for unique places, theatre, culture, arts that locals can enjoy; preservation of open and green spaces

Checks: 156 Comments: 74

Policy 8: Consider how changing technology and environmental sustainability require modifications to development codes. Examples include addressing site development layout, building design, parking standards, walkability, and changing transportation patterns.

Comment Summary: Concerns of changing traffic patterns; concerned with impact of growth and change on traffic congestion

Checks: 80 Comments: 63

Policy 9 - In Top 3: Maintain and preserve older neighborhoods and structures in the City.

Comment Summary: Protect and preserve the city's heritage and roots beyond what is considered "historic"

Checks: 91 Comments: 58

Policy 10: Continue to be the "City of Choice" for entrepreneurs and development professionals by focusing on planning policy that promotes high quality development projects reviewed by City Staff with an unmatched level of service.

Comment Summary: Create jobs, encourage innovation, create business-friendly environment; ensure large businesses pay their fair share for the community

Checks: 79 Comments: 52

Additional Policy Responses

Participants were able to provide additional policies/comments that they felt weren't adequately addressed in the ten draft policies. Additional responses fell into two categories. The first category of comments could be included with comments for an existing policy. The second category could be considered as new language which fell into two categories: growth and safety.

LIVE POLLING

About Live Polling

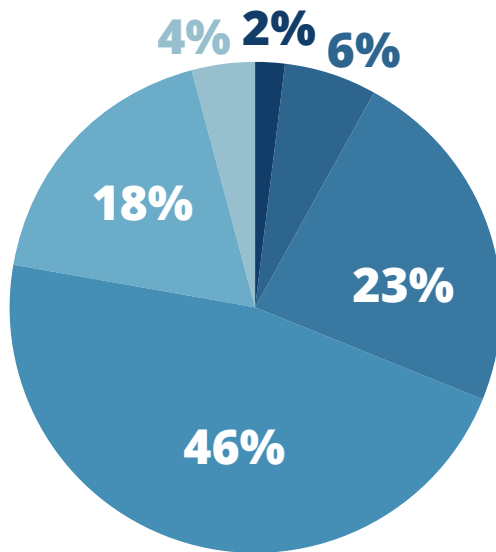
The city utilized Poll Everywhere to conduct live polling. The polling exercise was anonymous. Participants responded with their cell phones by texting or with a tablet using a web browser. Paper copies were provided for participants who did not use a device.

Questions

1. When was the last time you ate a Round Rock Donut?
2. Which quadrant do you live in?
3. What is your age?
4. How many years have you lived in Round Rock?
5. Which statement best describes where you see yourself living in 10 years?
6. Which of the following statements best describes your current employment status?
7. If employed, which city or zip code do you primarily work?
8. In which of the following type of housing are you now living?
9. Round Rock has enough housing choices for me to be able to up-size or downsize throughout my life without having to leave Round Rock.
10. Which type of new housing developments would you like to see built in Round Rock?
11. Which of the following was the reason your family decided to live in Round Rock?
12. Regarding your neighborhood, what would you say is its most appealing quality?
13. How could your neighborhood be improved?
14. Some new developments are planned so that people can live, work, shop, and dine in a pedestrian-friendly area. How strongly do you agree that this type of development is good for Round Rock?
15. What statement best describes how you currently move around within the city limits of Round Rock?
16. Do the existing bus services options within Round Rock meet your needs?
17. How important are alternative modes of transportation besides cars to increase travel options in Round Rock?
18. Aside from traffic, what do you think are the biggest issues Round Rock will face within the next ten years? Select all that apply.
19. How could the quality/appearance of commercial development in Round Rock be improved?
20. Compared to what the City has now, what type of land use do you think Round Rock needs more of than any other?
21. How did you find out about this meeting?
22. Overall, I feel that I know more about comprehensive planning in Round Rock than before this presentation.

Live Polling Results

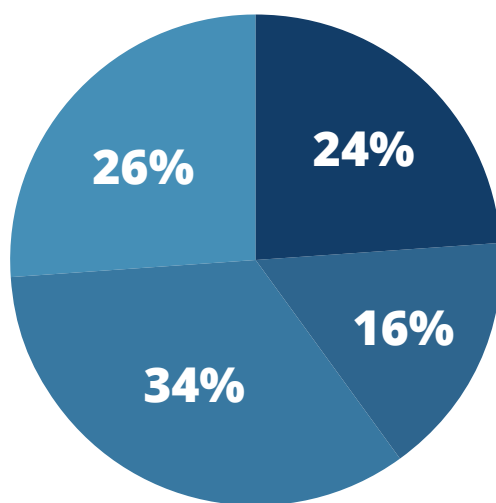
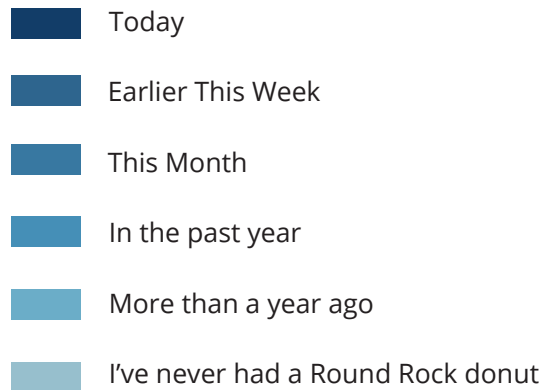
The results presented in this section are aggregated (all four Quadrant Meetings) and do not reflect the results in a specific quadrant. Due to live polling software, some figures are rounded and may not total to exactly 100%.



Due to rounding, total is not 100%

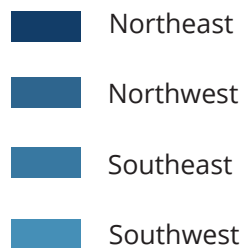
Question 1

When was the last time you ate a Round Rock donut?



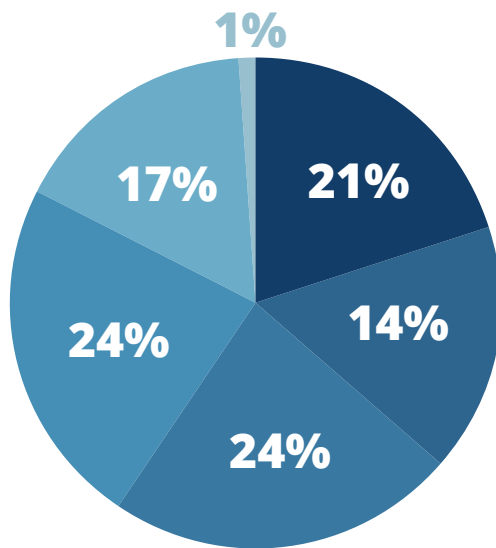
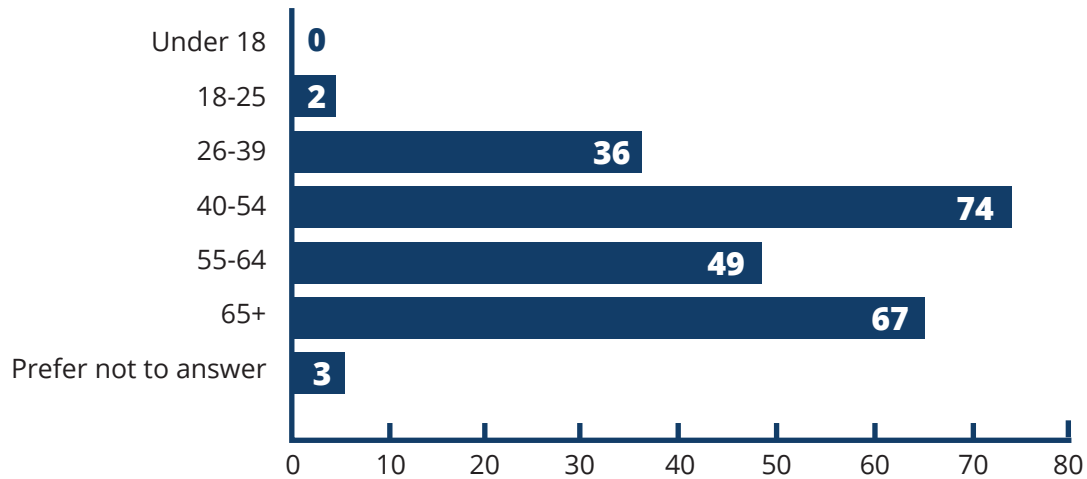
Question 2

What quadrant do you live in?



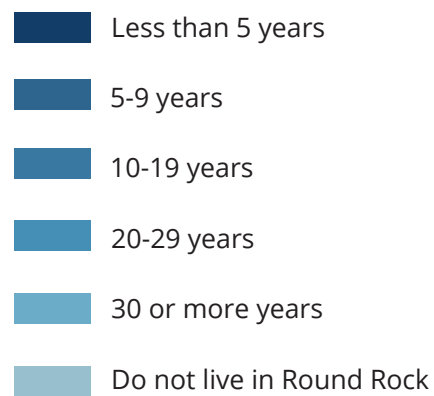
Question 3

What is your age?

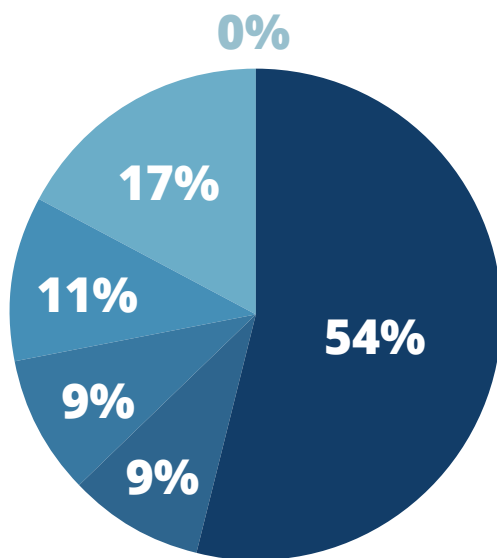


Question 4

How many years have you lived in Round Rock?



Due to rounding, total is not 100%



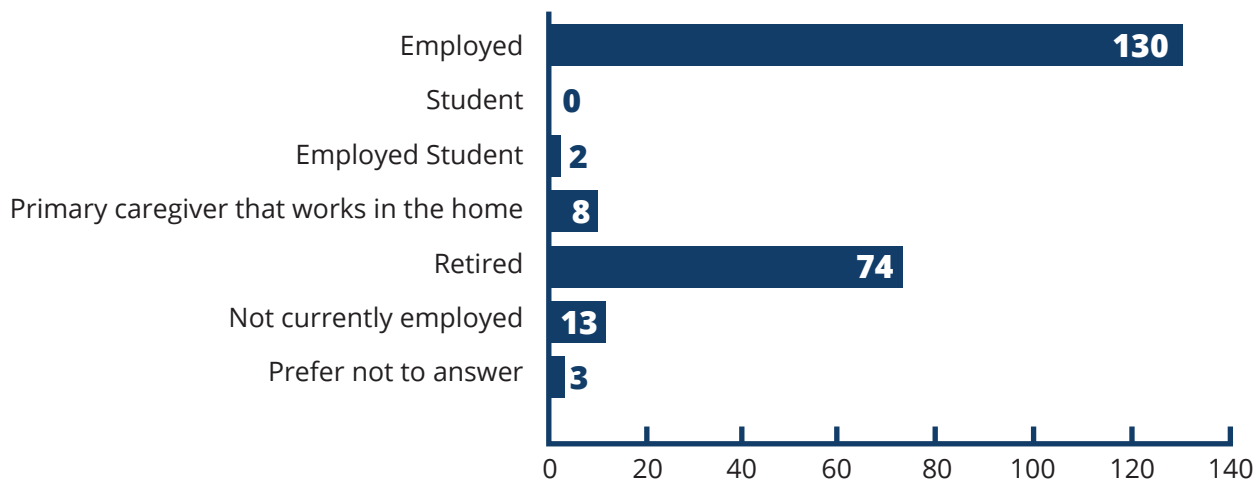
Question 5

Which statement best describes where you see yourself living in 10 years?

- Still living at my current Round Rock address
- Living elsewhere in RR in the same type of housing
- Living in RR in a different type of housing
- Moved out of RR
- Unsure
- Do not live in RR

Question 6

Which of the following statements best describes your current employment status?



Question 7

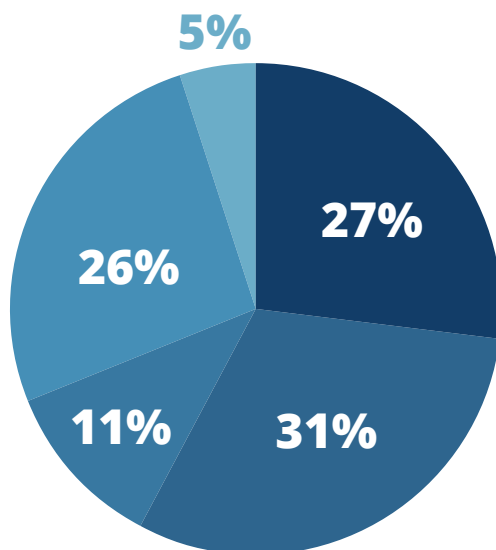
If employed, which city or zip code do you work?

To see the results for this question, which included 165 responses, see the *Round Rock 2030* Aggregated Quadrant Meeting Results Report for raw data.

Question 8

In which of the following type of housing are you now living?

RESPONSE	COUNT	PERCENT
Single-family detached home	217	95%
Apartment	6	3%
Townhouse/condominium	2	1%
Duplex	1	0%
Senior	0	0%
Other	2	1%
I do not live in Round Rock	1	<1%



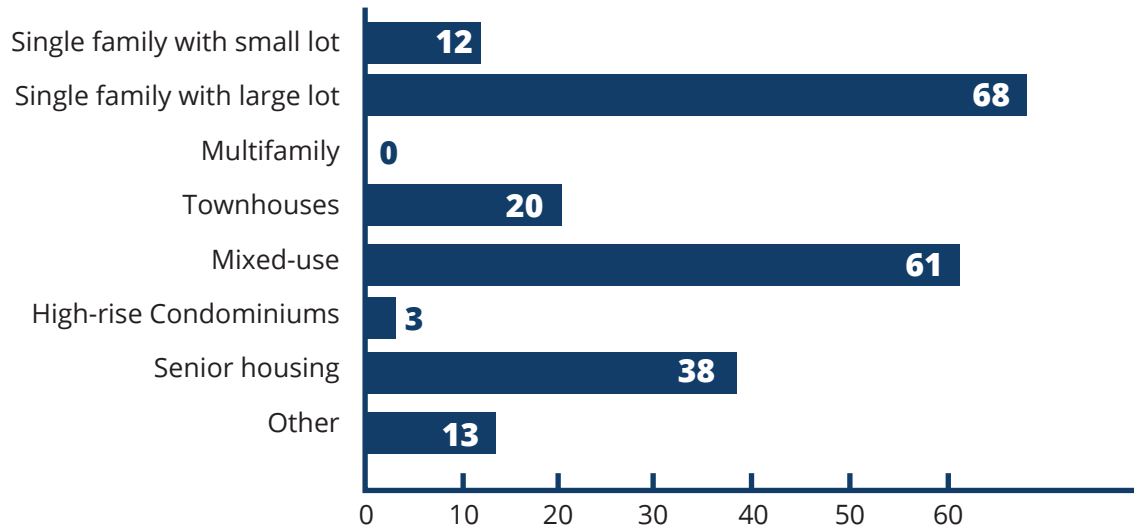
Question 9

Round Rock has enough housing choices for me to be able to up-size or down-size throughout my life without having to leave Round Rock.



Question 10

Which type of new housing developments would you like to see built in Round Rock?



Question 11

Which of the following was the primary reason you decided to live in Round Rock?

RESPONSE	COUNT	PERCENT
Small town feel	21	9%
To live in close proximity to Austin	15	7%
To be close to work/school	46	20%
To live near family or friends	26	12%
To raise a family/ family friendly	46	20%
A good place to retire	7	3%
Availability of City Services	3	1%
Affordability	35	16%
Parks/trails/open space	10	4%
Born and raised in Round Rock	10	4%
Low crime rate/safety	5	2%
I do not live in Round Rock	1	<1%

Due to rounding, total is not 100%

Question 12

Regarding your neighborhood, what would you say is its most appealing quality?

RESPONSE	COUNT	PERCENT
Like the design of the neighborhood and the way the houses look	26	12%
Affordable housing	14	6%
Sense of community/good neighbors/family-oriented	48	22%
Big trees/lots of trees	39	18%
Well-maintained/landscaped	5	2%
Quiet/peaceful	19	9%
Close to everything/convenient location	59	27%
Has a homeowner's association (HOA)	3	1%
Safe	3	1%
No applicable. I do not live in Round Rock.	2	1%

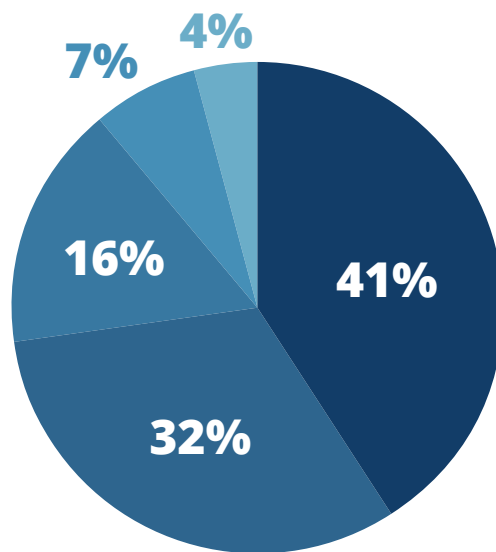
Due to rounding, total is not 100%

Question 13

How could your neighborhood be improved?

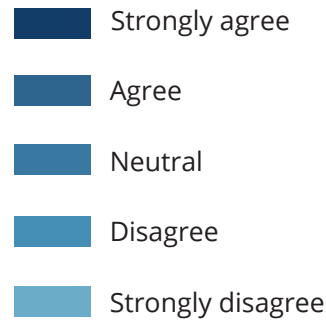
RESPONSE	COUNT	PERCENT
I like my neighborhood the way it is now. It does not need to be improved.	61	27%
Better connectivity between neighborhoods/ease of getting around.	41	18%
More code enforcement	23	10%
Better appearance of buildings	13	6%
More/better landscaping	10	4%
Improved parks/open spaces	37	17%
Better retail and services in close proximity	36	16%
No applicable. I do not live in Round Rock.	2	1%

Due to rounding, total is not 100%



Question 14

Some developments are planned so that people can live, work, shop, and dine in a pedestrian-friendly area.

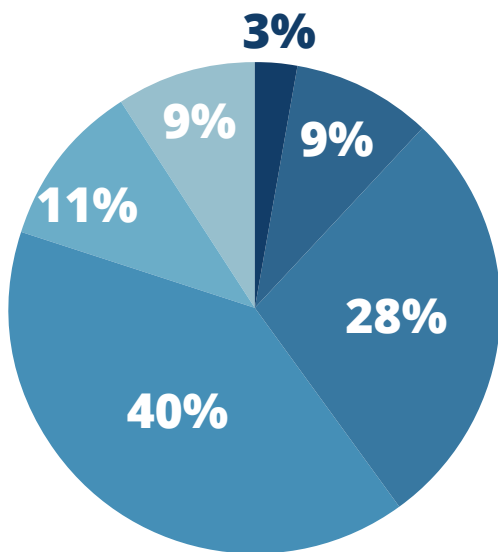


Question 15

What statement best describes how you currently move around within the city limits of Round Rock?

RESPONSE	COUNT	PERCENT
I only use a vehicle	156	69%
I drive a vehicle, but I like to bike or walk when possible	66	29%
I drive a vehicle, but I use public transportation when possible	4	2%
I do not have a vehicle so I rely on other ways to get around	0	0%
I rely on carpooling/rideshare/ride service more than any of way of getting around.	0	0%
I bike or walk more than any other form of transportation	1	<1%

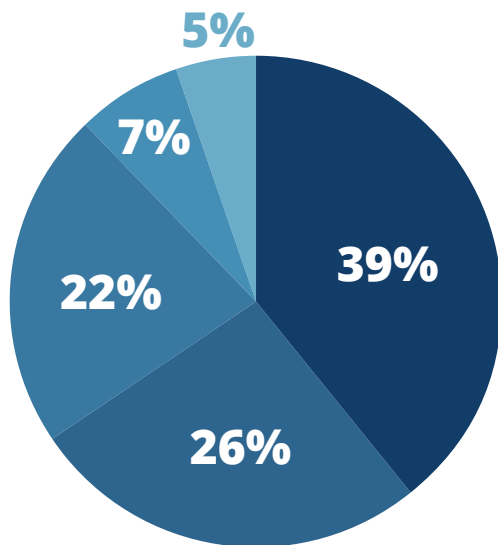
Due to rounding, total is not 100%



Question 16

Do the existing bus service options in Round Rock meet your needs?

- I am able to use the bus service to meet my everyday needs
- I would use the bus if it ran at the times that I needed to use it
- I would use the bus, but it does not go where I need it to
- I would not use the bus
- I would not use the buses, but I would use another form of public transportation
- I did not know there were buses



Question 17

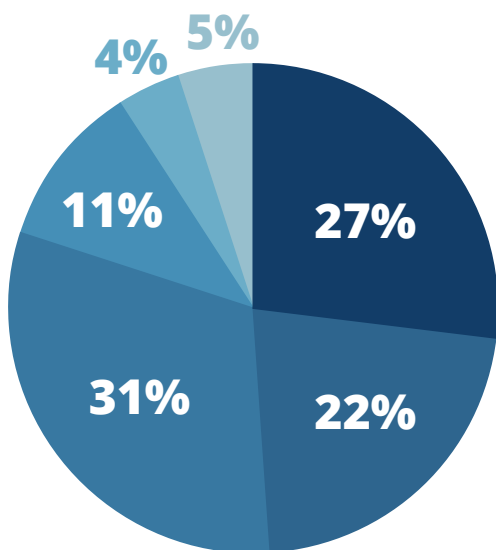
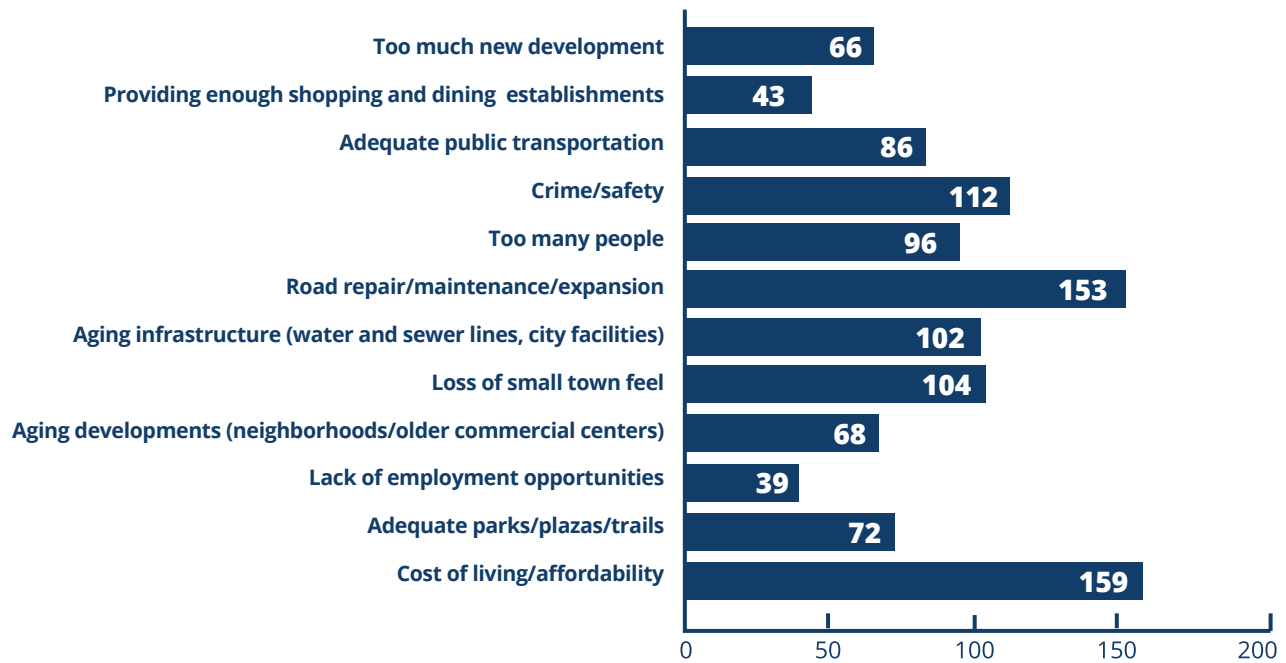
How important are alternative modes of transportation besides cars to increase travel options in Round Rock?

- Very Important
- Important
- Neutral
- Unimportant
- Very Unimportant

Due to rounding, total is not 100%

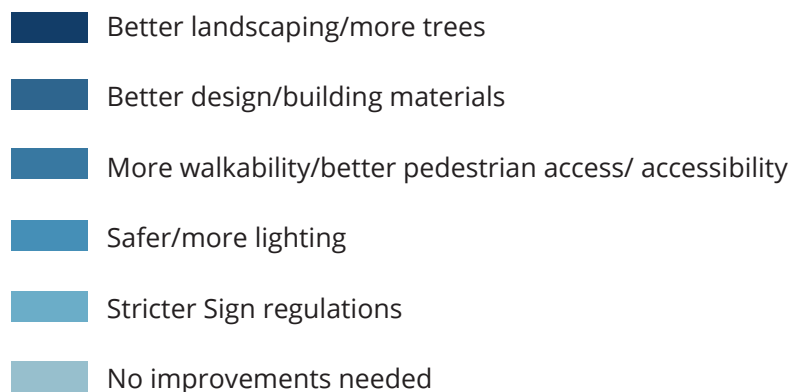
Question 18

Aside from traffic, what do you think are the biggest issues Round Rock will face within the next 10 years? Select all that apply.



Question 19

How could the quality/appearance of commercial development in Round Rock be improved?



Question 20

Compared to what the City has now, what type of land use do you think Round Rock needs more of than any other?

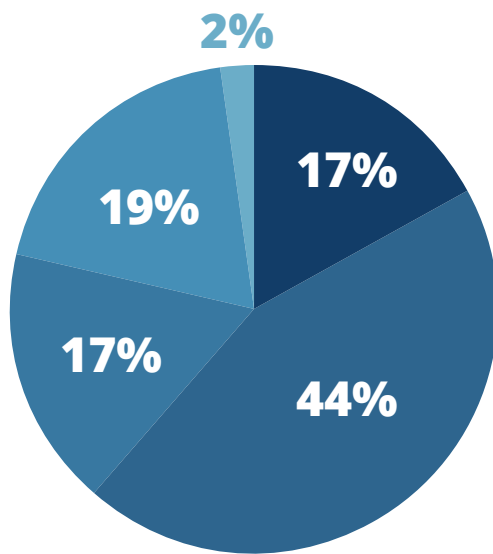
RESPONSE	COUNT	PERCENT
Restaurants	18	8%
Entertainment	17	8%
Cultural/arts	54	25%
Parks and trails	54	25%
Retail	8	4%
Public gathering spaces/plazas	24	11%
Agricultural	14	6%
Better variety of residential options	30	14%

Due to rounding, total is not 100%

Question 21

How did you find out about this meeting?

RESPONSE	COUNT	PERCENT
Email	36	16%
Facebook	47	21%
Nextdoor	26	12%
Print ad	48	22%
City of Round Rock website	13	6%
Word of mouth	28	13%
Other	23	10%



Due to rounding, total is not 100%

Question 22

Overall, I feel that I know more about comprehensive planning in Round Rock than before this presentation.

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

TEEN MEETING

Youth Outreach

On January 29, 2019 the Planning and Development Services (PDS) Department held a meeting separate from the Quadrant Meetings for teens to collect input for *Round Rock 2030*. Nineteen teenagers from the Library Teen Advisory Board (TAB) and volunteers from the 2018 Summer Reading Challenge attended the meeting.

At the meeting, teens were shown an introductory “What is a comprehensive plan?” presentation before starting a series of three exercises. The first exercise comprised of a series of open-ended questions, which attendees wrote their answers on stickers and placed them on boards. They then had the opportunity to place dots to agree with other answers. The second exercise got the teens involved in the policy-making process. Attendees were given a list of ten draft policies for the next decade that they could edit, comment on, and prioritize. They were also given the opportunity to create their own. The third exercise was a live polling exercise in which attendees could answer questions and immediately see how other people in the community answered.

The exercises were nearly identical to the exercises used in the Quadrant Meetings. However, some content was tailored to be more relevant to the this age group.



Visioning Activity Summary

Prompt: Today Round Rock Is...

Popular responses (recorded verbatim):

- A medium sized, peaceful town. Safe
- A place where the people are very friendly
- Safer than most places in Austin. It is also a great place for families to live

Prompt: Tomorrow Round Rock will be...

Popular responses (recorded verbatim):

- Over-populated
- Much larger and busier
- A town that everyone will want to live in

Prompt: What do you like about Round Rock?

Popular responses (recorded verbatim):

- How safe it is compared to other cities
- The library, the people, the vibes
- RR is not filled with people & buildings

Prompt: What could improve Round Rock? Describe your idea and its benefits.

Popular responses (recorded verbatim):

- Better schools
- Houses are expensive & property tax is rising
- Free Wi-Fi. It will attract more businesses and people like Dell and will affect our growth

Live Polling Activity Summary

- 43% of teens disagree or strongly disagree about the availability of housing types.
- A majority of teens (95%) agree or strongly agree that developments where people can live, work, shop, and dine in a pedestrian-friendly area are good for Round Rock. The remaining responses were neutral.
- Teens would most like to see single-family homes with large lots and high-rise condominiums built in Round Rock. Some teens also wanted to see mixed-use, multifamily, and townhouses.
- In the next decade, teens thought that adequate transportation, crime/safety, and cost of living/affordability are the biggest issues Round Rock will face.
- Compared to what the city has now, teens feel that entertainment and cultural/arts land uses are needed more than any other.
- A majority of teens (83%) feel that it is important or very important to have alternative modes of transportation besides cars to increase travel options in Round Rock. Only 6% of teens disagreed and the other responses were neutral.

**Round
Rock**

**20
30**

PHASE THREE

3

ONLINE ENGAGEMENT

The city conducted its third phase of public input for *Round Rock 2030* from mid-April through mid-June 2019 using Polco, an online public engagement tool. 21 standalone questions and two surveys were developed based on input received at the in-person Quadrant Meetings hosted by the city during Phase Two. Respondents were encouraged to read descriptions for each online question to learn more about the topic prior to responding. To provide staff with additional feedback, respondents were encouraged to leave comments after each question answered. The activities posted to Polco for engagement included:

1. 21 Standalone Questions
2. Historic Preservation Survey
3. Policy Discussion Survey

OUTREACH SUMMARY

- News items promoting online engagement using Polco posted by the Communications and Marketing Department
- Emails sent to *Round Rock 2030* subscribers, which included Quadrant Meeting attendees, subscribers from the *Round Rock 2030* website, and various community groups
- Facebook posts promoting online engagement posted by Round Rock Independent School District
- Promoted online engagement in Round Rock Chamber of Commerce Investor Connector
- Promoted online engagement in Williamson County Association of Realtors newsletter
- Posters and postcards promoting online engagement distributed at Round Rock City Hall, Round Rock Public Library, Clay Madsen Recreation Center, the Allen R. Baca Center, and Austin Community College- Round Rock
- Paid Facebook ads which reached over 137,000 people and got over 6,400 link clicks
- Polco promotion in city utility bill newsletter
- Email to all Texas State University Round Rock students
- City of Round Rock Facebook wall post promoting online engagement
- Polco promoted at City of Round Rock's annual Health and Safety Conference
- Polco promoted at annual Neighborhood Planning Conference
- Online engagement results posted to Nextdoor
- Web banner on City of Round Rock website
- Emails promoting Historic Preservation Survey to Williamson Museum, Round Rock Preservation, and Historic Preservation Commission
- Historic Preservation Survey promoted at Music on Main
- Email sent to all City of Round Rock staff
- Public meeting at City Council to present Polco results and policies
- Public meeting at Planning and Zoning Commission to present Polco results and policies
- Public meeting at Historic Preservation Commission to present Polco results

ABOUT POLCO

Types of Respondents

Polco is an online engagement tool that helps local leaders collect civil, insightful ideas and feedback from the community in real time. It is an easy way for residents to learn about and participate in key initiatives and decisions. Polco uses a variety of publicly available data to verify residency and voter status of respondents. Polco never shares individual level data or responses (other than anonymous comments) with the city or anyone else. Both of these are important; the verification helps city staff have more confidence in the data, and the strict privacy helps foster an environment of safe participation online. Listed below are the categories Polco uses to report data.

All Respondents: all users that responded to a question regardless of demographic data

Registered Voters in Round Rock, TX: users that are registered to vote in Round Rock as verified by Polco using public records

Live in Round Rock, TX – Self-reported: users that self-identified as living in Round Rock regardless of voter verification information

Registered Voters from Anywhere: users that are registered voters as verified by Polco using public records, regardless of where they are registered to vote

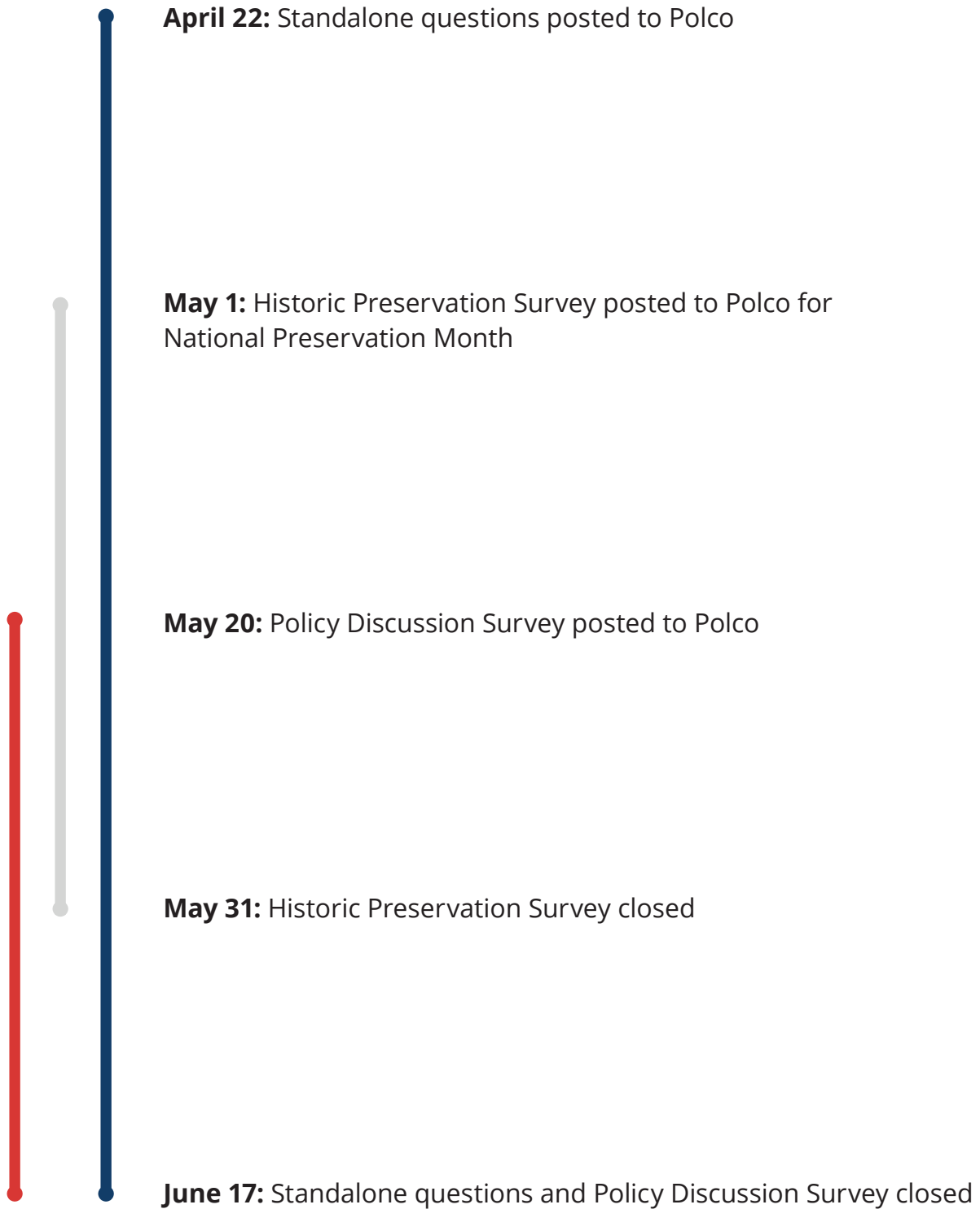
Participation Summary

1,261 participants: This number represents the amount of people that signed up for a Polco account to respond to questions on the *Round Rock 2030* Polco page. This does not indicate that each person that participated responded to each question and/or survey.

10,184 responses: This number represents the amount of responses to all questions posted to the *Round Rock 2030* Polco page. It is important to note that each completed survey counts as a single response, regardless of the number of questions within the survey.

1,311 comments: This number represents the amount of responses to open-ended questions as well as the amount of comments on standalone questions. This number does not account for open-ended questions within the two surveys that were posted.

Online Engagement Timeline



STANDALONE QUESTIONS

Questions

Background information was included for each question. This allowed respondents to become familiar with unfamiliar content and ultimately give educated responses. The 21 standalone questions, sans background description, are listed below.

- Are there enough housing choices for you to be able to up-size or down-size throughout your life without having to leave Round Rock?
- What does large lot housing mean to you?
- What specific types of homes do you think are missing in Round Rock?
- How important is having the ability to walk from where you live (or would like to live) to retail/restaurants/services and public transit?
- What does affordable housing mean to you?
- What price do you consider affordable for home purchase?
- Should the City adopt policies that require developers to provide affordable housing units?
- What types of housing should the City allow to facilitate more affordable housing?
- Should the City prioritize funding for public transportation improvements?
- If public transportation in Round Rock were more frequent and expanded to new areas of the city, would you use it for day-to-day activities?
- If available, would you use public transportation for your daily commute?
- How could the bus system be improved?
- Are there specific arts/culture/entertainment/activities that you would like to have in Round Rock?
- Should the City allocate funding to public arts and culture facilities, such as a performing arts venue?
- Are there certain underutilized public spaces in the city that could be improved for public use?
- Do you feel safe in the following areas of the City? I feel safe...
- What should the City do to address safety as we grow?
- Based on the photos provided in the background for the question, which type of mixed use development do you prefer?
- The most critical impact of projected growth in Round Rock is (select up to 3 responses)
- Should the City require developers to adhere to a certain standard of energy efficiency and natural resource conservation for new development projects?
- In what ways can the City facilitate conservation?

For the sake of staff analysis, responses are grouped by category in this section. Full reports of the raw data, including all comments written as provided, are provided on the *Round Rock 2030* website by phase.

Housing Type Summary

- **51%** felt that they would be able to up-size or down-size throughout their life and stay in Round Rock.
- **80%** of participants perceived large lots as being **1/2 acre to 1 acre**. Only 10% of participants thought large lot meant 2 or more acres.
- Participants identified missing housing types: small single family homes (40%), senior/age-restricted communities (29%) and small multi-family complexes of two stories, usually less than 20 units (28%).
- Walkability to retail/restaurants/services and public transit was not important for **41%** of participants.

Housing Affordability Summary

- 226 participants explained what housing affordability meant to them. Highlights include: concerns about high property taxes, ownership vs. rental, housing that is affordable for public employees, housing that is affordable for families, and quality in relation to housing cost.
- 372 participants responded about affordable housing costs. A majority (74%) of responses felt that affordable housing cost between **\$150,000 and \$300,000**.
- **54%** agree that the city should require developers to provide affordable housing units (or fee in lieu) in multifamily development.
- A majority (77%) responded that they would support **smaller houses or houses on less land** as an option for affordable housing in Round Rock. Almost half (48%) responded that they would support **smaller multifamily projects**.

Transportation Summary

- **66%** of participants supported prioritized funding for public transportation improvements.
- **48%** of respondents said that if public transportation were more frequent and expanded to new areas, they would use for daily activities.
- **49%** said they would use public transit to commute.
- A majority would like to see improvements to public transit: **77%** supported expanded routes to places it doesn't go now, **57%** supported more frequent service or extended hours, and **49%** supported better stops/shelters for transit.

Entertainment Summary

- A majority of respondents (**73%**) supported the allocation of city funding for public arts and culture facilities.
- Participants would like to see the following come to Round Rock: live concerts (**74%**), Broadway and regional shows (**57%**) and Local arts entertainment (**55%**).

Safety Summary

- When asked about whether they feel safe in certain parts of the city, **40%** were concerned about safety at parks and along trails and suggested **better lighting and/or safety call boxes**.
- Participants showed support for **increasing police/fire/EMT staffing and facilities** to support the growing population. This was an open-ended question. Other participants were concerned about downtown bars, traffic safety, lighting, immigration, and density.

Growth Summary

- A visual preference question about mixed-use development received 252 responses. “Mueller style” received **37%** support, while the “Domain style” only had **16%**. **42%** did not pick one of the two options; common themes from these responses were anti-growth and anti-Austin.
- **80%** of participants responded that **increased traffic and delays** was one of the most critical impacts of projected growth in Round Rock. Others include: cost of providing infrastructure (**46%**), crime and safety (**45%**), housing affordability (**41%**), protection of the natural environment (**41%**).

Environment Summary

- **88%** of participants felt that the city should require developers to adhere to a certain standard of **energy efficiency** and **natural resource conservation** for new development projects.
- Participants felt that the city could facilitate conservation by preserving open space (**79%**), recycling/composting (**68%**), promoting environmentally-friendly building materials (**67%**), conserving water (**63%**).

HISTORIC PRESERVATION SURVEY

Background

During National Preservation Month (May), staff posted a historic preservation survey to both educate the public about the city's historic preservation program and to gather input for the update to the City's *Historic Preservation Plan* incorporated into the Comprehensive Plan, *Round Rock 2030*.

A brief overview of historic preservation in Round Rock was provided at the beginning of the survey to help familiarize respondents with survey content. Respondents were then encouraged to answer a series of questions related to historic preservation. There were six questions in the survey, but participants were only required to answer questions 1, 2, and 5 in order to submit the survey. Questions 3, 4, and 6 were open-ended.

Questions

1. Prior to this survey, did you know that Round Rock has a historic preservation program?
2. How strongly do you agree that the preservation of historic properties in Round Rock benefits the City culturally, educationally, and economically?
3. What designated historic landmarks in Round Rock do you think are the most threatened? What are these threats?
4. Are there historic resources not currently designated as historic landmarks that should be preserved?
5. Which of the following historic preservation programming options should the City allocate the most resources to?
6. Do you have any additional comments about historic preservation in Round Rock?

Participation Summary

- **229** Respondents
- **252** Comments
- **44%** of respondents were unaware that Round Rock has a historic preservation program prior to the survey.
- **89%** of respondents agreed or strongly agreed that preservation of historic buildings benefits the city.
- Generally respondents were concerned about the preservation of the water tower, the round rock, Downtown, Chisholm Trail, Kenney Fort, and open spaces.
- Respondents think the city should allocate funding to maintain and restore city-owned historic properties and for the establishment of a historic archive.

POLICY DISCUSSION SURVEY

Background

In mid-May the city added a policy discussion survey to the city's Polco page. This policy discussion is an important step in creating land use policies for *Round Rock 2030*. Policies are meant to be general statements that guide the Comprehensive Plan. City staff incorporated concepts from the 2010 Comprehensive Plan and current trends in planning practice to draft the initial policies.

The first policy discussion activity took place during a series of public meetings in February and March. Attendees were given a list of ten draft policies for land use decisions throughout the next decade that they could edit, comment on, and prioritize. They were also given the opportunity to create their own new policies. After the Quadrant Meetings, Planning and Development Services (PDS) staff reworked the draft policies to reflect the 745 public comments received.

The online policy exercise allowed participants to tell city staff whether or not they support the draft policies, and to suggest changes to the wording of the policies. With the Polco feedback, planning staff adjusted the policies again to reflect the online input.

Policy Discussion Questions

Respondents were asked whether or not they support each of the twelve draft policies in a multiple choice format. The answer choices were:

- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy

Respondents were prompted "If you said you would change the wording for Policy ___, what changes would you make?" However, due to the limitations of Polco, respondents were able to comment on each policy regardless of their answer choice.

At the end of the survey, respondents were prompted "Please leave any additional comments you have about the draft policies." In order to submit the survey, respondents were required to answer all multiple choice questions. Respondents were encouraged but not required to provide comments.

DRAFT POLICIES AS POSTED TO POLCO

Quality of Life: Focus economic development initiatives on those that improve quality of life and not just those that make economic sense. Invest in community gathering spaces for all ages that support the arts, culture and entertainment.

Economic Development: Continue to be the “City of Choice” for entrepreneurs by focusing on planning policy that promotes high quality, attractive development while ensuring that the City has adequate infrastructure and services to accommodate growth.

Downtown: Manage and guide the redevelopment of downtown as a safe and walkable community destination with exciting and unique activities for all.

Commercial Centers: Foster revitalization, maintenance, and reuse of aging commercial centers while adapting to shifts in consumer preferences.

Neighborhoods: Maintain older neighborhoods to ensure longevity and desirability.

Historic Preservation: Preserve buildings and sites that contribute to Round Rock’s history.

Roadway Function: Enhance the appearance and function of transportation corridors. Upgrade older arterial roadways to accommodate safe pedestrian and bicycle travel.

Mobility: Develop multimodal connections within and between neighborhoods and local destinations.

Housing: Enable a mixture of housing types to meet all residents’ housing needs and preferences. Residents should be able to up-size or down-size through all stages of life without leaving the city.

Mixed-use: Accommodate mixed use development by increasing density and building heights at intersections of major arterials and along highways.

Adapting to Change: Consider modifications to development codes to account for transportation innovations, changing technology, and consumer behavior.

Sustainability: Consider policies that promote environmental sustainability while accommodating growth. Facilitate development that incorporates natural resource conservation and energy efficiency.

POLICY DISCUSSION SURVEY DATA SUMMARY

443
RESPONDENTS

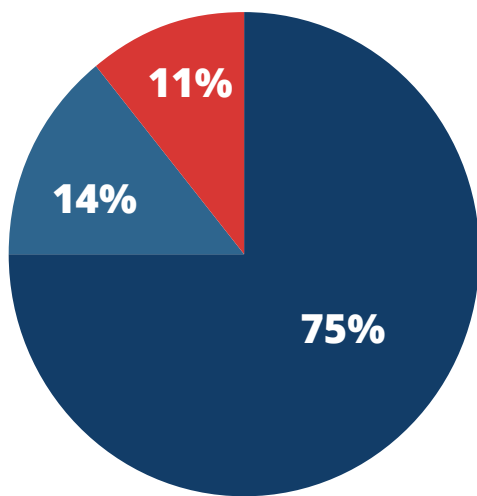
28
DAYS
the survey was available online

723
COMMENTS

86%
AVERAGE APPROVAL
(With and Without Edits)

88%
HIGHEST APPROVAL
(Without Edits): Policy F – Historic Preservation

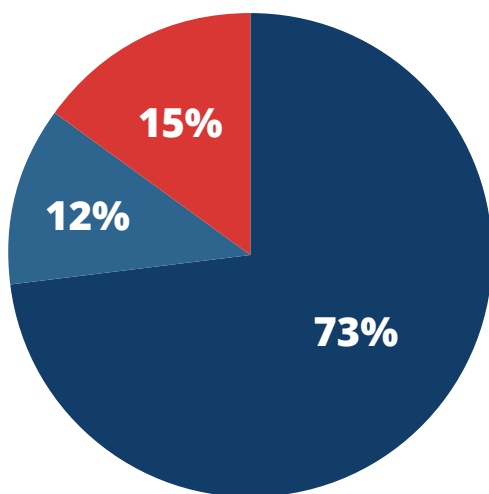
51%
LOWEST APPROVAL
(Without Edits): Policy J – Mixed-use



Quality of Life

Focus economic development initiatives on those that improve quality of life and not just those that make economic sense. Invest in community gathering spaces for all ages that support the arts, culture and entertainment.

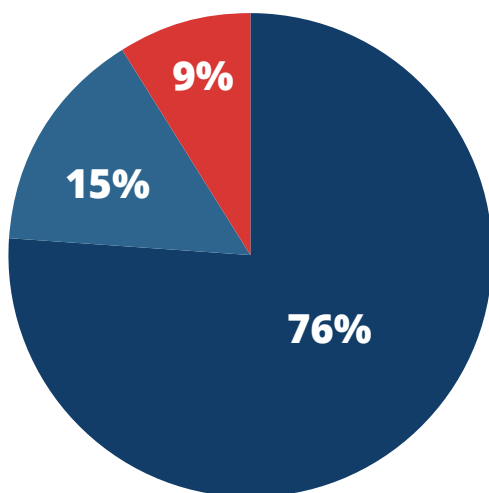
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Economic Development

Continue to be the “City of Choice” for entrepreneurs by focusing on planning policy that promotes high quality, attractive development while ensuring that the City has adequate infrastructure and services to accommodate growth.

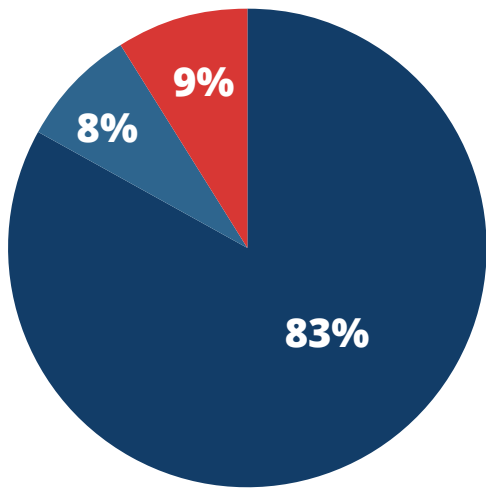
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Downtown

Manage and guide the redevelopment of Downtown as a safe and walkable community destination with exciting and unique activities for all.

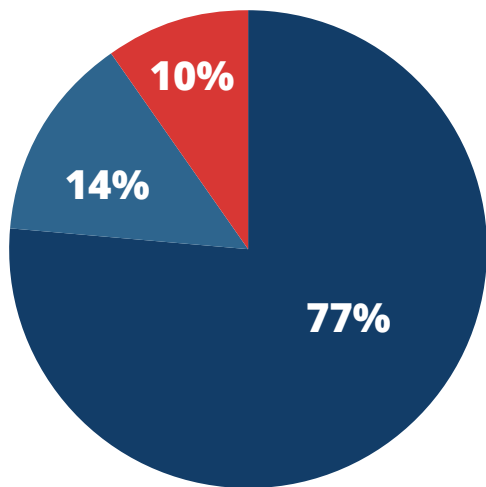
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Commercial Centers

Foster revitalization, maintenance, and reuse of aging commercial centers while adapting to shifts in consumer preferences.

- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy

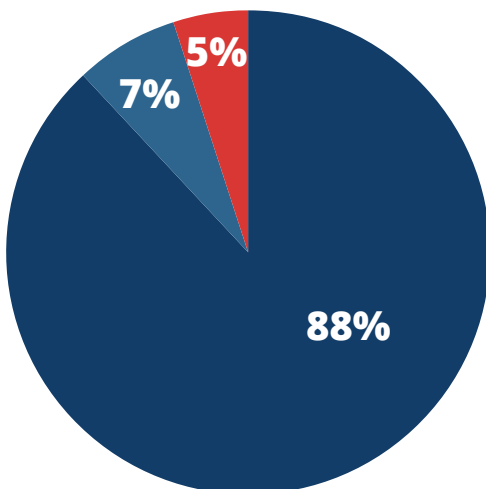


Neighborhoods

Maintain older neighborhoods to ensure longevity and desirability.

- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy

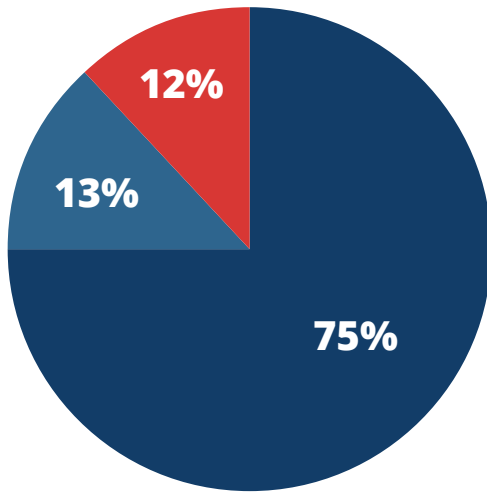
Due to rounding, total is not 100%



Historic Preservation

Preserve buildings and sites that contribute to Round Rock's history.

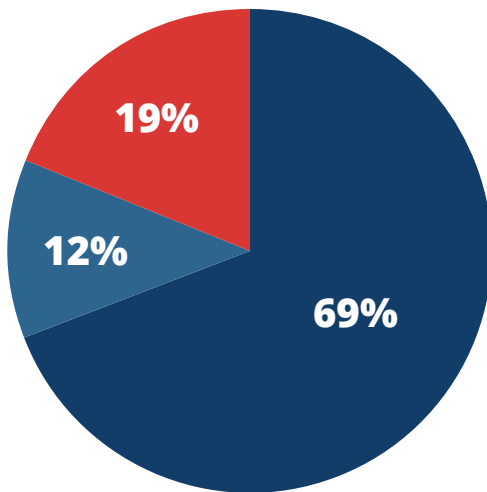
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Roadway Function

Enhance the appearance and function of transportation corridors. Upgrade older arterial roadways to accommodate safe pedestrian and bicycle travel.

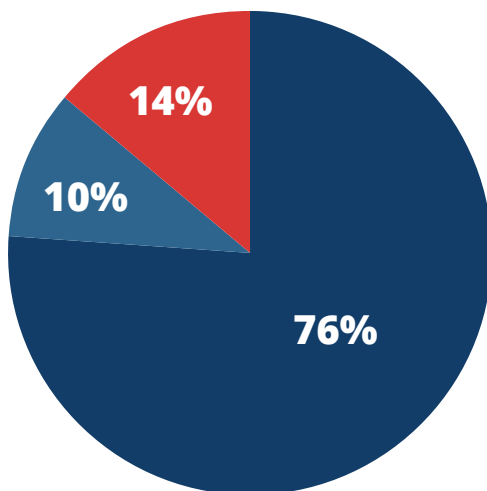
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Mobility

Develop multimodal connections within and between neighborhoods and local destinations.

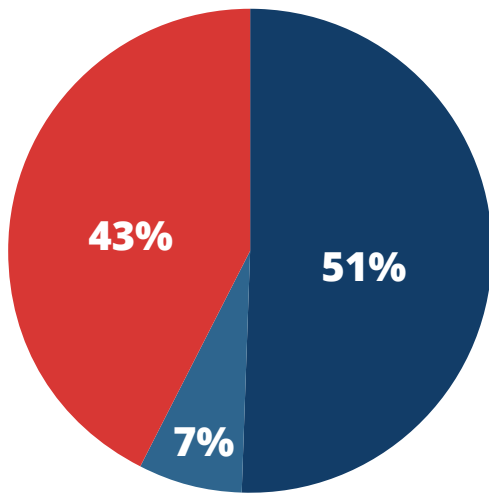
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Housing

Enable a mixture of housing types to meet all residents' housing needs and preferences. Residents should be able to up-size or down-size through all stages of life without leaving the city.

- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy

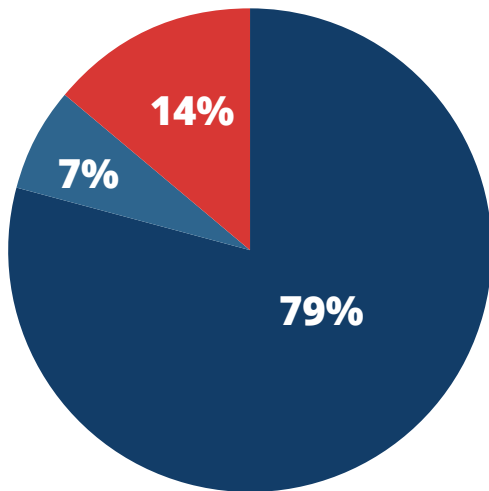


Due to rounding, total is not 100%

Mixed-Use

Accommodate mixed use development by increasing density and building heights at intersections of major arterials and along highways.

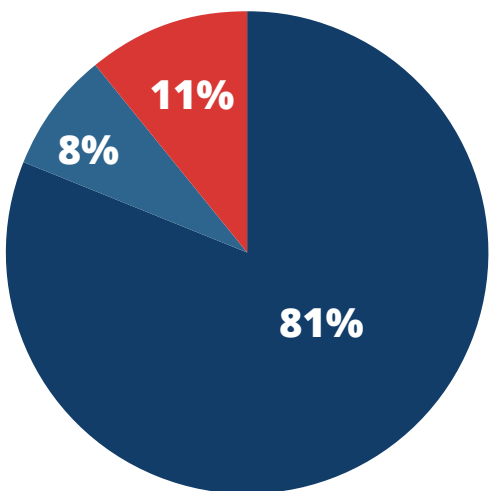
- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Adapting to Change

Consider modifications to development codes to account for transportation innovations, changing technology, and consumer behavior.

- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy



Sustainability

Consider policies that promote environmental sustainability while accommodating growth. Facilitate development that incorporates natural resource conservation and energy efficiency.

- Yes, I support the policy the way it is worded
- Yes, I support the policy but would change the wording
- No, I do not support the policy

DRAFT POLICIES AS PRESENTED TO CITY COUNCIL

Below are the twelve draft policies revised using Polco feedback as they were presented to the Planning & Zoning Commission and City Council following the conclusion of online engagement.

**changed as a result of staff input after the City Council presentation*

Quality of Life: Focus economic development initiatives on those that improve quality of life while remaining fiscally responsible. Invest in community gathering spaces for all ages that support the arts, culture, recreation and entertainment.

Economic Development: Continue to be the “City of Choice” for new and existing businesses by focusing on quality development standards that promote and sustain economic growth while providing sufficient infrastructure and services.

***Downtown:** Manage and guide the revitalization of downtown as a safe and pedestrian-friendly community destination for all.

Commercial Centers: Foster maintenance, reuse, or redevelopment of aging commercial centers while adapting to shifts in consumer preferences.

Neighborhoods: Maintain older neighborhoods to ensure longevity and desirability.

Historic Preservation: Preserve buildings and sites that contribute to Round Rock’s history.

Roadway Function: Enhance the function and appearance of transportation corridors while accommodating safe pedestrian and bicycle travel where feasible.

Mobility: Develop transportation options within and between neighborhoods and local destinations.

Housing: Enable a mixture of housing types within the city to meet all residents’ needs and preferences through all stages of life.

Mixed-use: Encourage mixed-use development in locations that are compatible with the surrounding area and supported by employment and transportation infrastructure.

Adapting to Change: Adapt development codes to reflect transportation innovations, evolving technology, and changing consumer preferences.

Sustainability: Promote environmental sustainability by facilitating energy efficient development that conserves natural resources and open space.

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PHASE FOUR

4

FUTURE LAND USE EXERCISE

The city conducted its fourth phase of public input for *Round Rock 2030* from late June to late August 2019. A component of *Round Rock 2030* is the Future Land Use Map (FLUM). The FLUM establishes the general distribution, location, and extent of land uses which include open space, residential, commercial, etc. Every ten years, the city examines the entire map and adopts a new FLUM as part of its Comprehensive Plan. Stakeholders owning property of five or more acres in the city limits or extraterritorial jurisdiction (ETJ) boundaries of the city were able to give input on how their land could be developed or redeveloped in the future.

The FLUM is a living document with the flexibility to be amended to reflect changing development trends and land use proposals through 2030.

OUTREACH SUMMARY

- Calls placed inviting stakeholders to meetings with planning staff
- Letters mailed inviting stakeholders to Future Land Use Mapping exercise

FUTURE LAND USE MAPPING

The Future Land Use mapping process initially engaged stakeholders rather than the general public to ensure that landowners that may plan to develop their land were represented.

1

PDS reviewed and adjusted location criteria. Most of the land use designations in the Plan have unique location criteria. These criteria are applied to guide zoning decisions and minimize land use conflicts.

2

PDS identified stakeholders associated with 402 parcels of land that were five or more acres in size.

3

PDS conducted a preliminary review of the existing Future Land Use Map from the 2010 Comprehensive Plan and identified potential revisions.

4

Individual future land use mapping meetings conducted to gather input from land-owning stakeholders that own over 100 acres of land.

5

FLUM Open House held on July 22, 2019. Previously identified stakeholders and their representatives were invited to review and discuss proposed map with PDS, Transportation and Parks staff.

6

PDS edited the FLUM based on input received and contacted stakeholders to inform them of any proposed changes. Draft FLUM posted to website for comments.



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PHASE FIVE

5

OPEN HOUSES, OFFICE HOURS, AND ONLINE ENGAGEMENT

The city conducted its fifth phase of public input for *Round Rock 2030*, an update to the city's Comprehensive Plan, from February to April 2020. The city invited stakeholders to review the draft of *Round Rock 2030* prior to commencement of the adoption process. Stakeholders could view a copy of the draft online or review a paper copy of the draft that was made available at the Round Rock Public Library and the Planning and Development Services Office, located at 301 W. Bagdad Ave., Suite 210.

Open Houses were held March 7, 2020 and March 10, 2020 to allow stakeholders to give feedback and tell the city their vision for Round Rock's future. Much like the prior public meetings, the community was invited to interact with and learn about the Comprehensive Plan. Unlike some of the earlier meetings, the Open Houses were not specific to particular areas of the city.

In addition to the two Open Houses, the city planned to hold three sets of Office Hours where stakeholders could view the Open House materials and talk to staff about the draft. Office Hours were held on March 12, 2020; however, they were cancelled for March 18 and March 23 due to Covid-19 gathering restrictions. Additionally, the adoption process was suspended, postponing public hearings originally scheduled to commence on April 1.

Throughout this phase of public input, the city offered an online alternative for input as an alternative for in-person meetings using Polco, an online public engagement tool. The questions posted on the *Round Rock 2030* Polco page were open ended, to gather feedback about the *Round Rock 2030* draft and the Future Land Use Map (FLUM). Online input was originally proposed to conclude on March 24, 2020. However, when the adoption process was postponed, the online comment period was extended through Sunday, April 26.

OUTREACH SUMMARY

- City news item and newsletter
- Paid Facebook ads which reached over 78,000 people
- NextDoor posts
- Round Rock Independent School District outreach
- Billboard Ad on IH-35 on 3/5 and 3/9
- Advertisement in Round Rock Leader
- Advertisement in Community Impact and listed on Community Impact events calendar
- Emails to *Round Rock 2030* subscribers
- Promoted open houses in Round Rock Chamber of Commerce Investor Connector
- Promoted open houses in Williamson County Association of Realtors newsletter

TIMELINE

February 21: *Round Rock 2030* draft released to public.

February 25: *Round Rock 2030* draft survey posted to Polco

March 7: Open House at The Allen R. Baca Center Dining Room, 10AM-2PM.

March 10: Open House at the Rabb House, 6-8PM.

March 12: Office Hours at Planning and Development Services Office.

March 18: Office Hours at Planning and Development Services Office (cancelled).

March 23: Office Hours at Planning and Development Services Office (cancelled).

March 24: Original comment period closure date.

April 14: Added language to survey context about extension to April 26.

April 26: *Round Rock 2030* draft and FLUM Polco comment period closed.

DATA SUMMARY

- **76 people** attended the Open Houses
 - 48 at the Allen R. Baca Center on 3/7
 - 28 at the Rabb House on 3/10
- **84 comments** received at Open Houses
 - 10 comments on infrastructure
 - 3 comments on community facilities and services
 - 64 comments on policies and implementation
 - 7 comments on miscellaneous
- **25 people** engaged with content on Polco
 - 18 comments regarding the draft overall
 - 17 comments regarding the Future Land Use Map (FLUM)

OPEN HOUSES

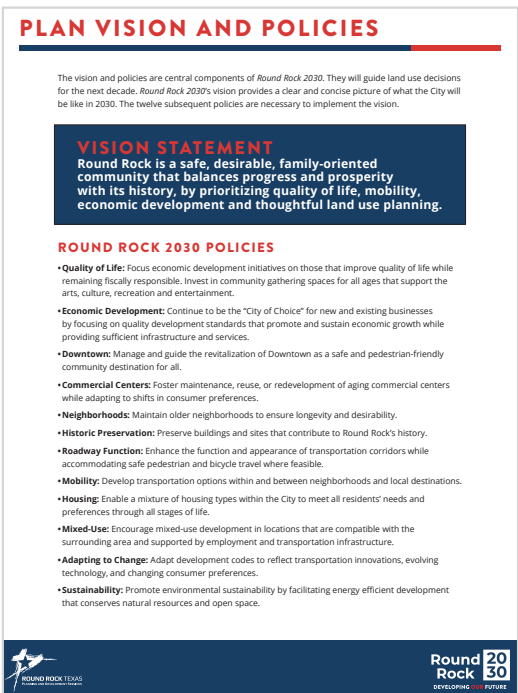
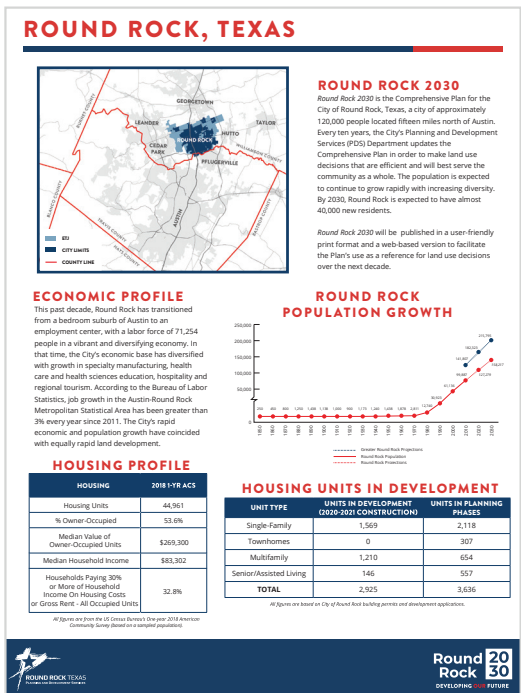
The Open Houses were not formal presentations. Rather, the community was invited to review plan content, interact with planners, and give their input at any time during the event. Additionally, staff from the Transportation and Parks and Recreation Departments were available for questions, as well as staff from the Community Development Division of the Planning and Development Services Department.

At the Open Houses a printed copy of the Future Land Use Map (FLUM) was available, and participants were encouraged to talk to staff and write comments directly onto the map. Boards summarizing each section of *Round Rock 2030* and boards with each of the twelve policies and corresponding implementation strategies were displayed at the Open Houses and Office Hours. Participants had the opportunity to comment on each of the boards. All boards displayed are available on the *Round Rock 2030* website.



Informational Boards

A collection of 21 informational boards were displayed at each of the Open Houses, much like the Quadrant Meetings. The boards contained information from several departments throughout the city, information about the comprehensive planning process, and the implementation strategies associated with the twelve *Round Rock 2030* policies. The following four boards are a sample of the 21 presented at the Open Houses.



DRAFT VISION AND POLICIES AS PRESENTED AT THE OPEN HOUSES

The vision and policies are central components of *Round Rock 2030*. They will guide land use decisions for the next decade. The following are the vision and policies for Phase 5, which have remained unchanged since Fall 2019.

VISION STATEMENT

Round Rock is a safe, desirable, family-oriented community that balances progress and prosperity with its history, by prioritizing quality of life, mobility, economic development and thoughtful land use planning.

Quality of Life: Focus economic development initiatives on those that improve quality of life while remaining fiscally responsible. Invest in community gathering spaces for all ages that support the arts, culture, recreation and entertainment.

Economic Development: Continue to be the “City of Choice” for new and existing businesses by focusing on quality development standards that promote and sustain economic growth while providing sufficient infrastructure and services.

Downtown: Manage and guide the revitalization of Downtown as a safe and pedestrian-friendly community destination for all.

Commercial Centers: Foster maintenance, reuse, or redevelopment of aging commercial centers while adapting to shifts in consumer preferences.

Neighborhoods: Maintain older neighborhoods to ensure longevity and desirability.

Historic Preservation: Preserve buildings and sites that contribute to Round Rock’s history.

Roadway Function: Enhance the function and appearance of transportation corridors while accommodating safe pedestrian and bicycle travel where feasible.

Mobility: Develop transportation options within and between neighborhoods and local destinations.

Housing: Enable a mixture of housing types within the City to meet all residents’ needs and preferences through all stages of life.

Mixed-Use: Encourage mixed-use development in locations that are compatible with the surrounding area and supported by employment and transportation infrastructure.

Adapting to Change: Adapt development codes to reflect transportation innovations, evolving technology, and changing consumer preferences.

Sustainability: Promote environmental sustainability by facilitating energy efficient development that conserves natural resources and open space.

ONLINE ENGAGEMENT

In addition to the in-person meetings in March, the public was invited to comment on the *Round Rock 2030* draft and the Future Land Use Map (FLUM) using Polco, an online public engagement tool. The online engagement period was open from February 25 to April 26, 2020.

Polco is an online engagement tool that helps local leaders collect civil, insightful ideas and feedback from the community in real time. It is an easy way for residents to learn about and participate in key initiatives and decisions. Polco uses a variety of publicly available data to verify residency and voter status of respondents.

Polco never shares individual level data or responses (other than anonymous comments) with the city or anyone else. Both of these are important; the verification helps city staff have more confidence in the data, and the strict privacy helps foster an environment of safe participation online.

The following information appeared on Polco to provide background information and links to the Plan draft and FLUM. There were two open-ended questions where respondents could comment on the Plan draft and FLUM. There was no limit on the length of comments.

Round Rock 2030 Draft Released - Comment Now



The City of Round Rock invites you to review the draft of *Round Rock 2030*, an update to the City's comprehensive land use plan prior to commencement of the adoption process. The Plan is a policy guide and framework for land use decisions for the next decade. *Round Rock 2030* highlights how the City has changed over the past decade and creates a vision for this decade.

View the [Round Rock 2030 draft](#).

The Future Land Use Map (FLUM) establishes the general distribution, location, and extent of land uses which include open space, residential, commercial, etc. Every ten years, the City examines the entire map and adopts a new FLUM as part of its Comprehensive Plan.

View the [Future Land Use Map \(FLUM\)](#).

Update: The context for the survey was updated on April 14, 2020 to include the following language:

The adoption process for *Round Rock 2030* has been extended due to the impacts of COVID-19. This online survey will be available through Sunday, April 26. For more information, visit roundrocktexas.gov/roundrock2030.

CONCLUSION

Open Houses, Office Hours, and online engagement via Polco were the components of this phase of public input. Online engagement via Polco closed on April 26, 2020. This phase of public input acted as a transition point from Plan development to the adoption process.

A new draft of *Round Rock 2030* was released upon completion of this phase, prior to the commencement of the formal adoption process. The public still had the opportunity to comment at public hearings that occurred during each phase of the adoption process.

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PHASE SIX

6

ADOPTION

Adoption of *Round Rock 2030* included two public hearings. The first hearing occurred at the Planning and Zoning Commission where the Commission considered the Plan for recommendation to City Council. A second public hearing was held when the final draft of the Plan was presented to the City Council for adoption. Texas State Law requires a public notification process at the time of Plan consideration. The public was notified in the local newspaper, and a physical notice was posted at City Hall prior to each public hearing. After adoption, printed copies of *Round Rock 2030* were made available and the Plan was published on the city's website.

OUTREACH SUMMARY

Outreach for Phase 6 was conducted prior to each public hearing. City news items were posted following each public hearing with results.

- City news items
- Round Rock Independent School District outreach
- Listed on Community Impact events calendar
- Emails to *Round Rock 2030* subscribers
- Promoted public hearings in Round Rock Chamber of Commerce Investor Connector
- Promoted public hearings in Williamson County Association of Realtors newsletter
- Public notice in Round Rock Leader
- Public notice posted per city requirements

The original adoption timeline, intended to begin on April 1, 2020, was postponed due to COVID-19 gathering restrictions. On March 16, 2020 Governor Greg Abbott issued a proclamation suspending various provisions of Chapter 551, Government Code, relating to Open Meetings. Following that proclamation, the city hosted public meetings subject to the Open Meetings Act through videoconferencing powered by Zoom, in order to advance the public health goal of limiting face-to-face meetings.

IMPLEMENTATION STRATEGIES ADDED TO MAY 6th DRAFT

Following Phase 5 of public input additional implementation strategies were added to address comments recieved, including strategies to address COVID-19 concerns. The new strategies are listed by policy:

Quality of Life

- Consider locations for cultural development and community facilities outside of the downtown area.

Downtown

- Improve the downtown pedestrian experience by providing features such as pet stops, shade structures, and litter control facilities.
- Explore options to attract retail other than dining downtown.
- Ensure adequate loading areas for equipment, deliveries and passenger drop off and pick up.
- Inventory existing ADA facilities and parking downtown to ensure they continue to meet people's needs.
- Assess connectivity to downtown from surrounding areas for all modes of transportation.

Roadway Function

- Encourage attractive xeriscaping and design elements in medians and high traffic areas.
- Explore options for park-and-ride lots and rideshare parking.

Neighborhoods

- Promote the Community Development Division of Planning and Development Services as a point of contact for residents to navigate city services.

Mobility

- Evaluate potential impacts of bike share and micromobility options to balance community needs and city policy preferences.
- Assess connectivity to downtown from surrounding areas for all modes of transportation.
- Assess mobility needs for underserved populations from a land use perspective.

Adapting to Change

- Evaluate potential impacts of bike share and micromobility options to balance community needs and city policy preferences.
- Utilize NOAA Atlas 14 data to adopt new floodplain and drainage regulations.
- Explore the creation of a Continuity of Operations Plan for the Planning and Development Services Department to ensure mission essential functions continue should the City face a declared disaster or other catastrophic event.*
- Consider land use and physical design implications related to modernization of communications infrastructure, while ensuring the accommodation of a more advanced network.
- Consider the planning implications of the Covid-19 pandemic and other similar global or national crises. Combine crisis response with long term land use planning solutions that are mindful of current uncertainties and adapt to changing development concepts and trends.*

* Implementation strategy added to address COVID-19 concerns.

Sustainability

- Create programs to educate residents and developers on sustainable development practices adopted by the city.
- Utilize NOAA Atlas 14 data to adopt new floodplain and drainage regulations.

LAND USE CHANGES INCORPORATED INTO MAY 6th DRAFT

The Future Land Use Map (FLUM) and associated location criteria were also updated to reflect comments received during Phase 5 of public input.

- Removed Planned Unit Developments (PUDs) as a land use category on FLUM in favor of showing allowable and existing PUD land uses.
- Added location criteria for single family detached condos.

TIMELINE

May 6: Release of final draft including edits resulting from Phase 5 of public input.

May 20: *Round Rock 2030* recommendation by Planning and Zoning Commission with public hearing.

June 25: *Round Rock 2030* presented to City Council public hearing.

ORDINANCE

Adoption of *Round Rock 2030* occurred on June 25, 2020 per ordinance O-2020-0175

CONCLUSION

Adoption of the *Round Rock 2030* Comprehensive Plan includes the new Future Land Use Map and other existing plans noted in the introduction of the Plan. Adoption is meant to be a starting point for land use planning for the next decade, during which time updates and amendments will occur per the implementation strategies outlined by policy in *Round Rock 2030*.

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DEVELOPING OUR FUTURE

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Adopting Ordinance O-2020-0175