

REGIONAL MARBLE FALLS

Support regional coordination to enhance quality of life and make Marble Falls a destination.

RANK	ACTION	TIME FRAME				INVOLVED ENTITIES	ACTION TYPE(S)
		S (1-3)	M (4-10)	L (10+)	ON GOING		
GROWTH: ENSURE THAT GROWTH OF MARBLE FALLS IS MANAGED AND SUSTAINABLE.							
#1	Action R.1.1: Adopt an infrastructure extension policy which requires annexation as a prerequisite to extend an urban level of infrastructure (e.g., water, wastewater, storm sewer) and services (e.g., City police and fire) to lands within the ETJ.		Short-term			City	Regulation
#2	Action R.1.2: Develop a fiscal model to evaluate development and annexation proposals to understand long-term fiscal implications to budget, public safety, infrastructure, staffing, operations, maintenance, and debt.		Short-term			City	Financial investment
#3	Action R.1.3: Consider adoption of a parkland dedication and development ordinance as a means to secure necessary greenspace concurrent with new growth and development.*		Short-term			City	Regulation
#4	Action R.1.4: Adopt decision-making criteria to ensure all decisions are viewed through a lens of balancing the small-town character and identity with growth.		Short-term			City	Regulation
#5	Action R.1.5: Conduct a study of underutilized land and work with property owners to create more infill opportunities for housing.		Short-term			City / Public	Study

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#6	Action R.1.6: Improve regulations to promote infill opportunities which allow for context-sensitive incremental increases in density and design through bonuses, incentives, or allowances.			Mid-term		City	Regulation
#7	Action R.1.7: Coordinate with development for fire station property based on the Master Fire Station Location Plan.			Ongoing		City	Study/policy
#8	Action R.1.8: Re-evaluate the project prioritization criteria for the City's Capital Improvement Program (CIP) to ensure consistency with the findings and priorities of this Comprehensive Plan.			Ongoing		City	Policy
#9	Action R.1.9: Develop relationships with landowners in the ETJ to keep abreast of their long-term goals, infrastructure desires, and timing so the City can plan ahead for future service delivery and annexation consideration.			Ongoing		City / Development Community	Operational change/policy
#10	Action R.1.10: Continue to evaluate opportunities for strategic expansion of the City limits in the City's growth areas by working with landowners in conformance with new state legislative requirements as identified on the Growth Plan.			Ongoing		City / Development Community	Study
#11	Action R.1.11: Pursue commercial establishments and job creation.			Ongoing		City / EDC	Study/policy

INTERGOVERNMENTAL COORDINATION: PROACTIVELY PURSUE REGIONAL COORDINATION AND COLLABORATION FOR MARBLE FALLS' BENEFIT.

#1	Action R.2.1: Prioritize working with CAMPO and Burnet County to advocate for the funding of the eastern or western arterial loop around Marble Falls.*			Short-term		City / Area Partners	Policy
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#2	Action R.2.2: Actively participate in regional and statewide planning activities to promote funding and improvements that benefit Marble Falls.				Short-term	City / Area Partners	Study/policy
#3	Action R.2.3: Actively participate in the planning and development of a regional animal control facility.				Mid-term	City / Area Partners	Study
#4	Action R.2.4: Continue to identify opportunities to work with other agencies to advocate for projects that benefit the long-term future of the city.				Ongoing	City / Area Partners	Policy
#5	Action R.2.5: Continue to identify opportunities to maintain and improve communications and relationships with TxDOT and CAMPO to ensure community priorities are considered during subsequent improvements to on-system roadways through Marble Falls.				Ongoing	City / TxDOT/ CAMPO	Policy
#6	Action R.2.6: Maintain and support the relationship with Marble Falls Area EMS, Air Evac, and Baylor Scott & White Hospital to ensure continued quality to the area's emergency medical services.				Ongoing	City / Area Partners	Policy
#7	Action R.2.7: Continue to foster relationships and expand the members of the regional public safety communications center, including technology improvements.				Ongoing	City / Area Partners	Policy

**TOURISM:
ENHANCE MARBLE FALLS' IMAGE AS A HILL COUNTRY DESTINATION.**

#1	Action R.3.1: Work in partnership with the convention center to develop a comprehensive strategy that promotes Marble Falls as a premier downtown and lakeside retreat.				Short-term	City / EDC / CVB	Study/policy
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#2	Action R.3.2: Develop a Tourism Master Plan.*				Short-term	City / EDC / CVB	Study
#3	Action R.3.3: Work in conjunction with the Economic Development Corporation to incentivize the development of more hotels in Marble Falls.				Mid-term	City / EDC / CVB	Regulation/ policy
#4	Action R.3.4: Pursue opportunities to attract and/or promote tourism-related industries in Marble Falls.				Mid-term	City / EDC / CVB	Policy
#5	Action R.3.5: Continue to evaluate opportunities for connecting to the regional rural tourism train route.*				Long-term	City / EDC / CVB / Area Partners	Study/policy
#6	Action R.3.6: Support community attractions and amenities that celebrate Marble Falls' unique natural and cultural attributes which set it apart from the rest of the Highland Lakes area.				Ongoing	City / EDC / CVB	Operational Change
#7	Action R.3.7: Continue to support Lake Marble Falls beautification efforts and activities on the lake.				Ongoing	City / EDC / CVB	Policy
#8	Action R.3.8: Continue to work with the Marble Falls/Highland Lakes Area Chamber of Commerce & CVB to promote downtown Marble Falls as a regional tourism destination and gateway to the Texas Hill Country.*				Ongoing	City / EDC / CVB / Chamber	Policy

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NATURAL MARBLE FALLS

Preserve and protect the natural amenities within Marble Falls.

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CONSERVATION: ESTABLISH PROTECTIONS FOR MARBLE FALLS' NATURAL RESOURCES AND AMENITIES.							
#1	Action N.1.1: Pursue opportunities to reduce or remove harmful resource extraction businesses or activities to prioritize environmental sustainability, protect local ecosystems, and promote long-term community well-being commensurate with being a destination community in the Texas Hill Country.*		Short-term			City	Study/ policy
#2	Action N.1.2: Establish a program and implement vegetation management areas with no-mow zones on City-owned property, specifically in City parks and along riparian corridors.		Short-term			City	Operational Change
#3	Action N.1.3: Develop a comprehensive regional stormwater management plan.*		Mid-term			City / County	Study
#4	Action N.1.4: Evaluate the necessary programmatic and regulatory changes needed for Marble Falls to become an International Dark Sky Community.*		Mid-term			City	Regulation

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#5	Action N.1.5: Protect the City's sensitive natural resources (e.g., floodplain) as areas of protected open space, public access to Lake Marble Falls, and the rural character of Marble Falls' extraterritorial jurisdiction (ETJ) by preventing premature urbanization through the use of proper annexation policies, rural and open space land use designations, and other land use protections.		Ongoing			City	Policy/ regulation
#6	Action N.1.6: Proactively pursue the conservation and protection of existing open space to maintain the picturesque Hill Country setting and rural atmosphere of Marble Falls.*		Ongoing			City	Policy/ regulation

**NATURAL HAZARD MITIGATION:
MITIGATE OR ELIMINATE THE LONG-TERM RISKS TO LOSS OF LIFE AND PROPERTY DAMAGE FROM NATURAL HAZARDS.**

FLOOD MITIGATION

#1	Action N.2.1: Incentivize or require the protection, and multi-benefit use, of the City's natural and man-made drainageways and floodplains for important community purposes such as stormwater conveyance, open space and biodiversity protection, and recreation, such as the expansion of the community trail and/or multi-use path network.		Short-term			City	Regulation/ policy
#2	Action N.2.2: Prioritize increased engagement and advocacy with the next round of Texas State Flood Plan to ensure Marble Falls receives necessary funding for future flood mitigation projects.		Short-term			City / Area Partners	Policy/ operational change

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#3	Action N.2.3: Identify potential Flood Management Evaluations (FMEs) for the City of Marble Falls to be submitted for the next round of the State Flood Plan process.		Short-term			City / Area Partners	Study
#4	Action N.2.4: Initiate an update to the City's Flood Insurance Rate Maps (FIRMs) as part of the City's continued participation in the National Flood Insurance Program to account for ATLAS-14 changes in rainfall data.		Mid-term			City / Area Partners	Financial investment/ regulation

GROUNDWATER PROTECTION AND RECHARGE

#1	Action N.2.5: Update and enforce the drought contingency action plan using best management practices.		Short-term			City	Study
#2	Action N.2.6: Implement the 2023 City of Marble Falls Hazard Mitigation Plan to support mitigation initiatives and polices to protect Marble Falls' natural resources.		Short-term			City	Operational change
#3	Action N.2.7: Review and amend the development regulations to require or incentivize sustainable or low impact design practices in new development.		Short-term			City	Regulation
#4	Action N.2.8: Establish a policy that encourages or requires landscaping in public medians, on City property, and within public gathering spaces to be native landscaping and drought tolerant.		Mid-term			City	Policy/ regulation
#5	Action N.2.9: Identify opportunities to sustainably use reuse water from the direct water reuse plant.		Ongoing			City	Study

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WILDFIRE							
#1	Action N.2.10: Update the Community Wildfire Protection Plan to address best management practices and new areas on wildfire, drought, and extreme heat.		Short-term			City	Study
#2	Action N.2.11: Evaluate opportunities to undertake controlled burns on public property to reduce wildfire danger to neighborhoods and other public property.		Mid-term			City	Study
#3	Action N.2.12: Continue to educate and bring awareness on fire prevention to citizens to help reduce fire hazard on private property.		Ongoing			City	Policy/ operational change

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MOBILE MARBLE FALLS

Build thoughtfully designed and connected mobility networks.

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
THOROUGHFARES: ENSURE MARBLE FALLS HAS A WELL-PLANNED THROUGHFARE NETWORK THAT PROVIDES CIRCUITOUS ROUTES.							
#1	Action M.1.1: Review and amend the development regulations and development review policy to improve overall community connectivity through implementation of the Thoroughfare Plan.				Short-term	City	Regulation
#2	Action M.1.2: Prepare an independent Mobility Master Plan to address the traffic congestion issues in further detail including developing a capital projects list and programmatic changes.				Short-term	City	Study
#3	Action M.1.3: Encourage alternative routes outside of established neighborhoods for truck traffic.				Short-term	City	Policy/ regulation
#4	Action M.1.4: Evaluate opportunities and partnerships necessary to establish another bridge crossing to connect the proposed arterial by-pass in eastern Marble Falls.*				Short-term	City / Area Partners	Study
#5	Action M.1.5: Coordinate with TxDOT and other area partners to evaluate opportunities and implement investments in transportation demand management and smart city technologies to improve transportation efficiency.*				Long-term	City / TXDOT / Area Partners	Financial investment
#6	Action M.1.6: Continue to prioritize local thoroughfare connections to provide additional transportation choices for the citizens of Marble Falls.				Ongoing	City	Policy/ regulation

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#7	Action M.1.7: Continue to advocate for improved access management and additional multimodal improvements from TxDOT along U.S. 281.*		Ongoing			City / TxDOT	Policy

**ALTERNATIVE MOBILITY:
PRIORITIZE THE DEVELOPMENT OF SIDEWALK, BIKE LANE, TRAIL, AND MULTI-USE NETWORKS.**

#1	Action M.2.1: Prepare an independent Trails Master Plan to identify to assess short- and long-term needs for full development of a Marble Falls trail system as set out in the Alternate Mobility Plan.*		Short-term			City	Study***
#2	Action M.2.2: Seek out creative financing opportunities for trail projects such as federal and state grants, partnerships with other entities, sponsorships, and volunteer-based efforts.		Short-term			City	Study
#3	Action M.2.3: Identify additional funding sources for the maintenance of trails, trail amenities, sidewalk connections, easements, and staffing.		Short-term			City	Financial investment
#4	Action M.2.4: Enhance pedestrian facilities and access to important destinations such as grocery stores, schools, parks, and others.		Short-term			City	Financial Investment
#5	Action M.2.5: Coordinate with TxDOT to evaluate opportunities to improve bicycle and pedestrian facilities across the U.S. 281 bridge at Lake Marble Falls.		Short-term			City / TxDOT	Policy
#6	Action M.2.6: Develop a plan for downtown connectivity with multi-use paths that accommodate pedestrians, bicycles, and golf carts.		Short-term			City	Study**

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#7	Action M.2.7: Evaluate opportunities to develop pilot tactical urbanism interventions to improve bicycle and pedestrian connections from the surrounding neighborhoods into downtown.		Mid-term			City	Study
#8	Action M.2.8: Review and amend the development regulations based on an assessment of emerging best practices related to potential connections for urban air mobility.		Long-term			City	Regulation
#9	Action M.2.9: Identify additional funding sources to implement new sidewalk projects.		Ongoing			City	Study/policy
#10	Action M.2.10: In conjunction with street rehabilitation or other public improvement projects, construct or reconstruct sidewalks where they do not exist or are in poor condition (particularly adjacent to schools, parks, public buildings, and other community destinations).*		Ongoing			City	Operational change/ regulation
#11	Action M.2.11: Annually update the sidewalk inventory and report on miles or linear feet of new sidewalk added each year.		Ongoing			City	Operational change
#12	Action M.2.12: Clarify the City's role relative to private property owners for sidewalk maintenance and repair and the potential need for maintenance standards to ensure consistency.		Ongoing			City	Study/policy
#13	Action M.2.13: Collaborate with community partners to promote bicycle education and awareness to promote a bicycle-supportive culture.		Ongoing			City / Area Partners	Policy

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**STREETS:
DESIGN A MOBILITY NETWORK FOCUSED ON STREET CHARACTER, CONNECTIVITY, AND SAFETY THAT IS PLANNED TO MEET THE NEEDS OF THE FUTURE.**

#1	Action M.3.1: Identify additional funding sources to allocate more resources to the maintenance of roadways throughout the City based on pavement condition.*		Short-term			City	Study
#2	Action M.3.2: Formally adopt and bring awareness to a Complete Streets Policy which declares community priority and commitment to developing a mobility system for all users.		Long-term			City	Regulation/ policy
#3	Action M.3.3: Continue and invest in the street repaving program to regularly assess pavement conditions throughout the community, primarily in older areas where additional investments may be needed.		Ongoing			City	Financial investment

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LIVABLE MARBLE FALLS

Create a vibrant community by promoting diverse housing options, enhancing public spaces, and planning for sustainable future land uses.

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FUTURE LAND USE: IMPLEMENT THE COMMUNITY VISION FOR MARBLE FALLS ESTABLISHED IN THIS PLAN.

#1	Action L.1.1: Review and amend the development regulations to undertake warranted code improvements to ensure consistency with the Future Land Use Plan and to continue to reduce code complexity, address changing development patterns and opportunities for incremental development, and adherence to changing state laws.		Short-term			City	Regulation
#2	Action L.1.2: Review and amend the development regulations to implement the proposed regulatory changes identified in the code assessment.		Short-term			City	Regulation
#3	Action L.1.3: Continue to utilize the Future Land Use Plan to guide development to ensure positive, planned growth in both greenfield and infill desired areas throughout the community.*		Short-term			City	Regulation

HOUSING & NEIGHBORHOODS: ENCOURAGE QUALITY NEIGHBORHOODS WITH FAMILY-FRIENDLY AMENITIES AND DIVERSE HOUSING OPTIONS.

#1	Action L.2.1: Work with area developers to create prototypical guidance, resources, and awareness about missing middle affordable housing options including garden/patio homes and single-family attached housing products.*		Short-term			City / Development Community	Policy/ regulation
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#2	Action L.2.2: Consider establishing streamlined development review procedures or reduced fees for new development that integrates more affordable housing options.		Short-term			City	Policy/regulation
#3	Action L.2.3: Evaluate options to incentivize affordable housing infill development options through streamlined permitting, reduced impact fees, and other options.		Short-term			City	Study/policy
#4	Action L.2.4: Review and amend the development regulations to amend the short-term rental (STR) standards to include limits to the maximum number of STRs allowed in Marble Falls or limits to certain areas of town.		Short-term			City	Regulation
#5	Action L.2.5: Evaluate opportunities to simplify and expedite the licensing and approval process for child care facilities to reduce administrative burden and encourage more providers to enter the market.		Short-term			City	Study
#6	Action L.2.6: Establish a neighborhood outreach program to improve working relationships with older and newer neighborhoods with and without HOAs to ensure long-term continuation of neighborhood quality and vitality.*		Short-term			City	Operational change
#7	Action L.2.7: Review and amend the development regulations to prepare historic district design standards applicable to properties and structures within any future historic district designation.		Mid-term			City	Regulation

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#8	Action L.2.8: Prepare a Neighborhood Special Area Plan for the older residential area west of downtown to develop specific community-determined goals and objectives, customized land use policies and zoning regulations, and needed capital investments.		Mid-term			City / EDC	Study

**PLACEMAKING:
ENCOURAGE OPPORTUNITIES FOR MARBLE FALLS TO DISTINGUISH THEMSELVES AND
CREATE A SENSE OF PLACE.**

#1	Action L.3.1: Coordinate with TxDOT to improve the appearance of the U.S. 281 / State Highway 71 interchange.*		Short-term			City / TXDOT	Financial Investment
#2	Action L.3.2: Coordinate with TxDOT to provide a central landscape median along U.S. 281 within the downtown and nearby areas.*		Short-term			City / TXDOT	Financial Investment
#3	Action L.3.3: Support opportunities for year-round programming, special event activities that reinforce community perceptions of sense of community and small-town character.		Short-term			City	Study/ operational change
#4	Action L.3.4: Invest in primary and secondary gateway signage and associated enhancements at key entry points to Marble Falls so that residents and passersby have a sense of arrival into the community.		Mid-term			City / EDC / CVB	Financial investment**

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#5	Action L.3.5: Cultivate a predictable investment climate that attracts high-quality development practices (e.g., building form, architecture, and quality signage and landscaping) by protecting property investments from incompatible or ad hoc development decisions.				Ongoing	City	Policy/ regulation
#6	Action L.3.6: Promote public and/or private investments, projects, or actions that enhance the character and aesthetic attractiveness of the City's corridors, neighborhoods, and public gathering spaces.				Ongoing	City / EDC / CVB	Policy/ regulation

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RESILIENT MARBLE FALLS

Expand the economy to create sustainable economic prosperity in Marble Falls.

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
TARGETED INDUSTRIES: PROMOTE A HIGHER DIVERSITY OF INDUSTRIES AND JOB OPPORTUNITIES IN MARBLE FALLS.							
#1	Action R.1.1: Work with the Economic Development Corporation to diversify the economy to bring higher paying jobs to Marble Falls.*		Short-term			City / EDC	Policy
#2	Action R.1.2: Identify incentives and direct outreach to encourage establishment of new industry consistent with target industries identified by the Economic Development Corporation.		Mid-term			City / EDC	Financial investment
#3	Action R.1.3: Support efforts to establish future-oriented infrastructure systems and human capital resources, such as improved broadband for enhanced telework opportunities, expanded transportation options, workforce housing and workforce training.		Long-term			City / EDC	Policy/ regulation
#4	Action R.1.4: Continue the strong relationship with the Economic Development Corporation to sustain effective and coordinated business attraction, retention, and expansion programs.*		Ongoing			City / EDC	Policy

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**DOWNTOWN:
PRIORITIZE COORDINATED IMPROVEMENTS TO DOWNTOWN TO MAINTAIN ITS COMMUNITY IDENTITY AND FUNCTION AS AN ACTIVITY CENTER.**

#1	Action R.2.1: Prepare an update to the independent Downtown Master Plan to establish a new implementation action plan for the continued redevelopment of downtown Marble Falls.				Short-term	City / EDC / CVB	Study**
#2	Action R.2.2: Develop appropriate design standards to maintain the old-town look of downtown while integrating modern elements that provide experiences for all ages.				Short-term	City	Policy/ regulation**
#3	Action R.2.3: Identify additional and on-going funding sources to redevelop blocks of streets to create on-street parking spaces within the existing rights-of-way in downtown Marble Falls.				Short-term	City	Financial Investment
#4	Action R.2.4: Support efforts to establish a shuttle or streetcar circulation around downtown during key special events.				Short-term	City	Policy/ regulation**
#5	Action R.2.5: Create a downtown landscape plan that is sustainable and can withstand the foot traffic from weekly visitors and community events.				Short-term	City	Study
#6	Action R.2.6: Create a unified vision of sign character and placement that reflects the cultural and economic character the community wants to promote.				Short-term	City	Policy/ regulation
#7	Action R.2.7: Improve the aesthetic appearance of City Infrastructure (e.g., the water treatment plant) which is located in high-traffic public areas.				Short-term	City	Financial Investment

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#8	Action R.2.8: Establish a new City Hall to anchor it as the civic hub of the community.		Mid-term			City	Financial investment
#9	Action R.2.9: Enhance the bicycle and pedestrian accommodations between the Falls on the Colorado Museum and downtown.		Mid-term			City	Financial investment
#10	Action R.2.10: Invest in new gateway signage along key entry corridors in and through downtown signifying it as a special place within the community.		Mid-term			City / EDC / CVB	Financial investment

**ECONOMIC PROSPERITY:
STRENGTHEN THE LOCAL ECONOMY IN MARBLE FALLS.**

#1	Action R.3.1: Support Economic Development Corporation efforts to increase the development of place-based economic opportunities.		Short-term			City / EDC	Policy
#2	Action R.3.2: Craft a strategic campaign focus on bolstering local businesses and retaining revenue within Marble Falls, while concurrently emphasizing sustained investments in tourism marketing and community education initiative.		Short-term			City / EDC	Policy/ operational change
#3	Action R.3.3: Partner with or maintain existing partnerships with local higher education centers, private and public schools, businesses, and other entities for workforce training program (i.e., classes/certifications through TTC Highland Lakes, local trade schools, or the Medical Center).		Ongoing			City / Area Partners / EDC	Policy

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#4	Action R.3.4: Continue to invest in the completion of the sportsplex and convention center to bring economic development dollars to the City.		Ongoing			City / EDC	Financial investment
#5	Action R.3.5: Support and/or encourage workforce education and development opportunities in the community to help residents gain the knowledge and skills necessary to support current and future businesses and to be successful and competitive in the workplace.		Ongoing			City / EDC	Policy/ operational change

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Sustain a forward-thinking and accountable City government which provides excellent public services.

RANK	ACTION	TIME FRAME				INVOLVED ENTITIES	ACTION TYPE(S)
		S (1-3)	M (4-10)	L (10+)	ON GOING		
GOVERNANCE: PROVIDE TRANSPARENT AND RESPONSIVE GOVERNANCE.							
#1	Action C.1.1: Review and amend the development regulations to further strengthen the PDD requirements to set minimum standards and encourage developers to pursue high-quality developments.		Short-term			City	Regulation
#2	Action C.1.2: Review and amend the development regulations to improve and modernize the subdivision regulations to better implement the priorities set out in the Comprehensive Plan.		Short-term			City	Regulation
#3	Action C.1.3: Develop decision-making processes which encourage elected and appointed officials to directly reference guiding principles and objectives of the Comprehensive Plan when acting on development review proposals and making decisions.		Short-term			City	Policy
#4	Action C.1.4: Review and amend the development regulations to further reduce or minimize parking minimums for appropriate infill and new development land uses.		Short-term			City	Regulation

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#5	Action C.1.5: Create a comprehensive development review guidebook which clearly specifies the development process for landowners, the development community, and other applicants.		Mid-term			City	Financial investment
#6	Action C.1.6: Prepare an update to the Comprehensive Plan within five years and a new plan within 10 years of plan adoption.		Long-term			City	Study
#7	Action C.1.7: Continue to prioritize supporting city staff and departments with adequate resources for training, hiring, and employee recruitment and retention to ensure smooth business operations.		Ongoing			City	Operational change
#8	Action C.1.8: Continue to monitor the length and effectiveness of the development review and permitting process to identify warranted improvements.		Ongoing			City	Policy
#9	Action C.1.9: Continue to build positive relationships with the local development community and area business owners through frequent outreach and opportunities for community dialogue.		Ongoing			City / Development Community / Area Partners	Policy
#10	Action C.1.10: Annually budget the necessary funds to implement identified capital projects set out in the implementation action plans of this Comprehensive Plan and other sub- or special area plans.		Ongoing			City	Financial investment

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#11	Action C.1.11: Prepare annual departmental budgets and five-year budget projections following directives from this Plan to ensure alignment and compliance with long-range planning programming and operational goals.		Ongoing			City	Study
#12	Action C.1.12: Establish an Annual Progress Report process to benchmark comprehensive plan implementation through integration of applicable departments, accountability, and comprehensive public reports on plan progress and amendments.		Ongoing			City	Study

**UTILITIES:
ENSURE EXCELLENT AND FORWARD-THINKING MUNICIPAL SERVICES.**

#1	Action C.2.1: Work with regional telecommunications providers to identify opportunities to provide affordable, reliable, high-speed internet service for Marble Falls' homes and businesses.		Short-term			City / Area Partners	Policy/ regulation
#2	Action C.2.2: Create an educational campaign to explain the benefits and importance of direct potable reuse from the new Wastewater Treatment Plant.		Short-term			City	Operational change
#3	Action C.2.3: Undertake a more in-depth study on broadband connectivity to ensure equitable access to affordable internet across the city.		Mid-term			City	Study

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#4	Action C.2.4: Evaluate the feasibility of constructing regional stormwater improvements to eliminate and/or reduce floodplains on tributaries to Lake Marble Falls and for other multipurpose benefits.		Mid-term			City	Study
#5	Action C.2.5: Prepare a Drainage Master Plan to evaluate drainage and stormwater issues throughout areas of Marble Falls to identify process and other necessary improvements.		Mid-term			City	Study
#6	Action C.2.6: Evaluate potential modifications to the City's Drainage Criteria Manual and regulations stemming from recent updates to the frequency and intensity of rainfall events.		Mid-term			City	Study
#7	Action C.2.7: Analyze the potential for the city to invest in fiber optic cable deployment to serve as a backbone for last mile providers and create increased redundancy and capacity for the city's critical infrastructure network.		Mid-term			City	Study
#8	Action C.2.8: Complete and implement the Water and Wastewater Master Plans to create an updated list of needs and projects to address changing capacity needs (e.g., upsized or replaced pipes), aging infrastructure issues (e.g., inflow and infiltration issues); continual proactive maintenance.*		Ongoing			City	Financial investment

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#9	Action C.2.9: Identify opportunities to integrate intelligent/smart city technologies to increase the effectiveness or efficiencies of the City's various utility networks.		Ongoing			City	Study
#10	Action C.2.10: Continue to plan for future water supply needs through identification of additional supply or increases in efficiency to stay ahead of changing water issues.*		Ongoing			City	Study/policy
#11	Action C.2.11: Continue to upgrade and implement solutions to the water and wastewater system to ensure compliance with State and Federal standards.		Ongoing			City	Financial investment

**PUBLIC SERVICES:
PROVIDE EXCEPTIONAL PUBLIC SERVICES TO ENSURE THE SAFETY AND ENRICHMENT OF THE COMMUNITY.**

#1	Action C.3.1: Identify additional opportunities to locate more public services south of Lake Marble Falls to adequately serve growing new development to the south.		Short-term			City	Study
#2	Action C.3.2: Develop strategies and increase enforcement of traffic laws to reduce traffic violations and improve safety.		Short-term			City	Operational change
#3	Action C.3.3: Prepare a Library Master Plan to strengthen library services and further develop it as a community destination.		Mid-term			City	Study

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#4	Action C.3.4: Prepare a plan for a governance structure for the Public Safety Communications Center to the Highland Lakes Regional Emergency Communications Center.		Mid-term			City	Study
#5	Action C.3.5: Regularly evaluate the need for new fire, police, 911 Communications, and EMS facilities to serve both the City Limits and emergency service districts commensurate with population growth and service areas.		Ongoing			City	Study
#6	Action C.3.6: Continue to provide funding and support to ensure that Marble Falls' public safety service departments continue to expand operational tools, technology, equipment, and specialized expertise and trainings.		Ongoing			City	Financial investment
#7	Action C.3.7: Continue to maintain or expand support to offer police and fire safety-related community service and educational programs to the Marble Falls' community.		Ongoing			City	Operational change

**PARKS & TRAILS:
IMPROVE RECREATIONAL OPPORTUNITIES AND AMENITIES.**

#1	Action C.4.1: Review and amend the development regulations to require dedication and development of the City spine trails system, and connections thereto, as set out in the Alternate Mobility Plan.		Short-term			City	Policy/ regulation
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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#2	Action C.4.2: Identify opportunities to develop additional tennis and pickleball courts to serve area citizens.				Short-term	City	Study***
#3	Action C.4.3: Develop an inclusive park policy that fully supports/implements all warranted ADA provisions and considerations.				Short-term	City	Policy/ regulation
#4	Action C.4.4: Prepare an update the independent Parks, Recreation, and Open Space Master Plan and prioritize the incorporation of a full (or separate) Trails Master Plan.*				Short-term	City	Study
#5	Action C.4.5: Establish community events or volunteer days in all existing parks, including new parks south of Lake Marble Falls, to enhance community connections and social cohesion with new residents				Short-term	City	Policy/ operational change
#6	Action C.4.6: Establish minimum design parameters for community, neighborhood, pocket, and linear parks.				Short-term	City	Policy/ regulation
#7	Action C.4.7: Continue to invest in the maintenance and expand operational functionality (such as spray features or other cost-effective enhancements) of current City pool.				Short-term	City	Financial Investment

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#8	Action C.4.8: Develop a strategy to ensure that the turf areas in City Park meet specific criteria for a worthwhile return on investment, including utilizing a reclaimed water source for areas exceeding one acre in size.		Mid-term			City	Study/ policy
#9	Action C.4.9: Identify an adequately sized operational hub for Parks, Recreation, and Drainage operations.		Mid-term			City	Study/ financial investment
#10	Action C.4.10: Prioritize all deficiencies within the park asset inventory, as outlined in the updated Parks, Recreation, and Open Space Master Plan to accommodate, at minimum, City of Marble Falls residents, up to the Greater Marble Falls ISD area. This includes deficient miles of trail, sports courts and fields, playgrounds, splash pads, and recreation center.		Mid-term			City / MFISD	Financial investment/ policy
#11	Action C.4.11: Establish a splash pad park asset for the community, separate from the pool facility.		Mid-term			City	Financial Investment
#12	Action C.4.12: Seek partnerships and continue initiatives to expand recreational offerings with an emphasis of activating Lake Marble Falls.		Long-term			City / Area Partners / EDC	Policy
#13	Action C.4.13: Explore partnerships for larger future pool facility, at new location.		Long-term			City	Financial Investment

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		S (1-3)	M (4-10)	L (10+)	ON GOING		
#14	Action C.4.14: Continuously explore and invest in expanding park space to accommodate community growth and improve quality of life in existing areas.		Ongoing			City	Financial investment
#15	Action C.4.15: Identify and implement opportunities to utilize green corridors and floodplains for trail corridors to connect residents with key areas within the city and the larger region.		Ongoing			City	Financial investment
#16	Action C.4.16: Continue to identify opportunities to prioritize park enhancements which add facilities and recreational programming for people of all ages.		Ongoing			City	Financial investment
#17	Action C.4.17: Continue to strengthen relationships between the City and ISD through a shared-use agreement for recreational facilities.*		Ongoing			City/ MFISD	Policy/ operational change

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