Town Hall Meeting
Welcome!
Our Team
Agenda Tonight

• Welcome and Opening Remarks
• Presentation
• Facilitated Discussion
• Final Input
• Submit Questionnaires ... Have a Good Evening
Looking Back ...
Why Plan?

- Step back from day-to-day
- Key factors shaping your community – *Can you control? Influence?*
- Strategic **ACTIONS** to achieve desired outcomes
- Supports grant efforts and partnerships
CONTEXT for this Plan

- Scale of industry investment in area
- Development constraints
- Housing limitations
- City image/perceptions
- Previous master plan efforts
CONTEXT for this Plan

- Scale of industry investment in area
- Development constraints
- Housing limitations
- City image/perceptions
- Previous master plan efforts

Focus Areas
- Land Use and Development
- Transportation
- Growth Capacity
- Economic Development
- Recreation and Amenities
## By the Numbers

<table>
<thead>
<tr>
<th></th>
<th>Median Age</th>
<th>Percent Housing Units Built Since 2000</th>
<th>Percent of Housing Units Renter Occupied</th>
<th>Median Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Angleton</td>
<td>36.4</td>
<td>8.9%</td>
<td>39.8%</td>
<td>$52,890</td>
</tr>
<tr>
<td>Clute</td>
<td>31.5</td>
<td>23.1%</td>
<td>57.6%</td>
<td>$45,307</td>
</tr>
<tr>
<td><strong>Freeport</strong></td>
<td><strong>28.6</strong></td>
<td><strong>6.5%</strong></td>
<td><strong>46.4%</strong></td>
<td><strong>$32,060</strong></td>
</tr>
<tr>
<td>Lake Jackson</td>
<td>36.3</td>
<td>12.6%</td>
<td>34.3%</td>
<td>$73,399</td>
</tr>
<tr>
<td>Richwood</td>
<td>31</td>
<td>28.5%</td>
<td>35.4%</td>
<td>$66,311</td>
</tr>
<tr>
<td>Brazoria County</td>
<td>35.9</td>
<td>32.6%</td>
<td>28.2%</td>
<td>$71,230</td>
</tr>
</tbody>
</table>

2016 American Community Survey
Looking Ahead ...
Opportunities and Challenges

- Stay just the way it is?
Opportunities and Challenges

- Stay just the way it is?
- Needs to change next week?
- Need to address next few years?
Opportunities and Challenges

- Stay just the way it is?
- Needs to change next week?
- Need to address next few years?
- Out toward horizon, but essential?
Where to Focus

LET ME KNOW WHICH GROUP I SHOULD STOP WORKING ON.

CHANGED PRIORITIES AHEAD

ESSENTIAL CRITICAL MUST-HAVE
Top 10 Strategic Issues?

- Redevelop existing housing and retail
- Create new amenities (recreational/entertainment) for residents, especially youth
- Elevate status/perception of Freeport
- Utilize waterfront assets
- Ensure compatible industrial/Port growth and benefits
- Identify areas for new growth/catalysts
- Attract new rooftops to generate market for new retail
- Identify needed infrastructure investments
- Capitalize on eco-tourism potential
- Improve regional coordination
Thoughts on Planning

A goal without a plan is just a wish.  

*Author Antoine de Saint-Exupéry*

Plans are only good intentions unless they immediately degenerate into hard work.  

*Management guru Peter Drucker*
Process and Timeline

Early Input
- Joint Workshop (City, EDC, Port)
- Focus group sessions
- Advisory Committee Meetings 1-2
  - Town Hall Meeting 1
  
Existing City Report
  
Plan Direction / Outline Memo
  
The Future City
  
Joint Hearing / Adoption

Nov - Jan
Feb
Mar-Apr
May-Jul
Sept-Oct
Other Input Tonight

Live/Work Map

Please place a color dot where you live and where you work (if employed and not retired). If the location is off the map, place the dot on the edge of the map in the direction of the location.

- **LIVE**
- **WORK**

Help us see **WHO** attended this event.
Other Input Tonight

I ♥ Freeport

Please add to this ‘graffiti’ style listing of what you love about Freeport.
Other Input Tonight

Potential Top Strategic Issues

Please use Post-it® notes to elaborate on what each strategic issue means to you, and the actions needed to achieve them.
Please complete and return survey **BEFORE** leaving.
Agenda Tonight

6:30  Welcome and Opening Remarks
6:35  Presentation
6:50  Facilitated Discussion
7:50  Final Input
8:00  Submit Questionnaires  ... Have a Good Evening
Help Us Out

- Please keep your comments BRIEF
- Allow facilitator to keep discussion MOVING
- Don’t interrupt … RESPECT input of others
- Get beyond GRIPES … what is the ISSUE and how best to address it?