



Action Agenda Quarterly Update

2nd & 3rd Quarter 2021



Introduction

Plan 2035 was adopted by City Council in April 2016. The Comprehensive Plan reflects the community's vision as well as a guide for the future of Victoria. Plan 2035 is a long-range plan that covers a planning horizon of 20-years. Plan 2035 aids our community in making critical decisions for our future, providing a big picture direction for implementing key strategies for growth and improved quality of life in future places throughout Victoria.

The Action Agenda is a companion document to Plan 2035. The Action Agenda guides City staff in the implementation of key strategies or goals identified throughout Plan 2035. The current Action Agenda was officially adopted by Council on February 2, 2021, and has 42 short-term or mid-term action agenda items.

Of the 42 Action Agenda Items approved by Council on 02/ 2/ 21:

- 9 Action Agenda Items have been completed;
- 9 are In Progress;
- 22 are Action Agenda Items that are Completed, with Ongoing Work; and,
- 2 have not started or are paused.



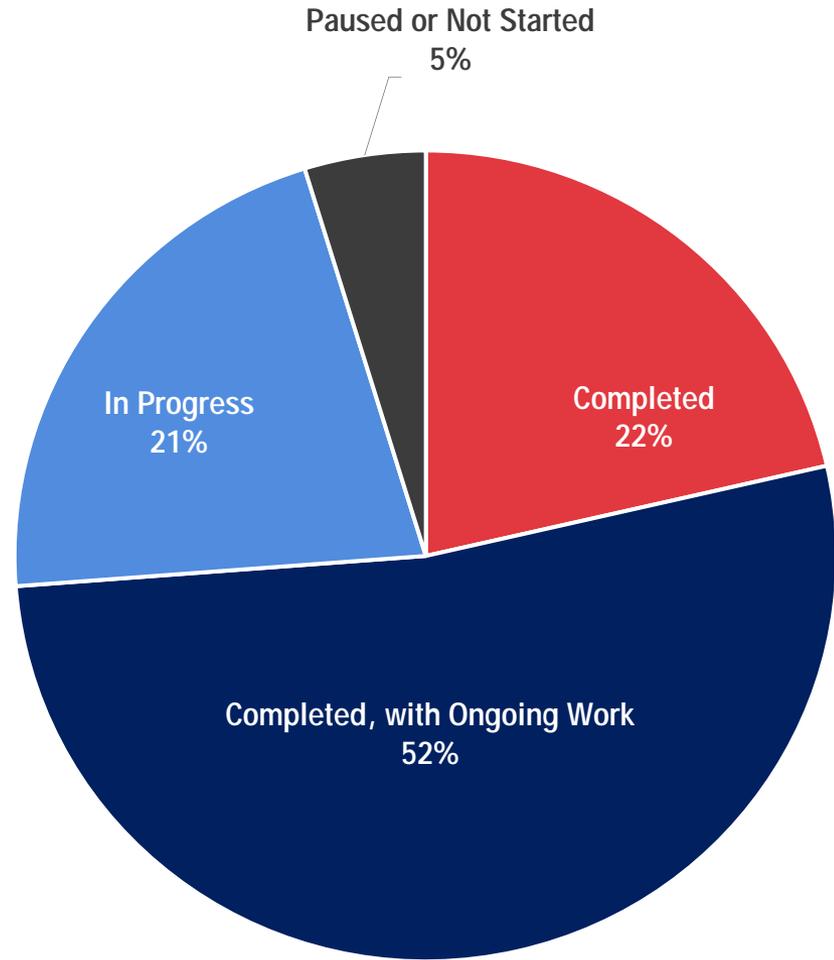
2nd Quarter Updates: Summer 2021

1. Achieve Texas Film Friendly and Texas Music Friendly community designations through Office of the Governor.
2. Establish Victoria Tourism Advisory Board.
3. Design and launch new ExploreVictoriaTexas.com website.
4. Explore the possibility of hosting the Texas Amateur Athletic Federation (TAAF) Winter Games.
5. Determine potential street needs based on a Street Assessment Study.
6. Update 5-year CIP.
7. Update the Thoroughfare Master Plan.
8. Create a Court of Record for Victoria.

3rd Quarter Updates: Fall 2021

New Items: Fall 2021

- Downtown Master Plan
- Storm Drainage Master Plan
- Parks & Recreation Master Plan
- Affordable/Workforce Housing Initiatives
- City Beautification Efforts
- Increasing Broadband Infrastructure



Status of FY 2021- 2024 Action
Agenda Items

Design and Launch new ExploreVictoriaTexas.com website.



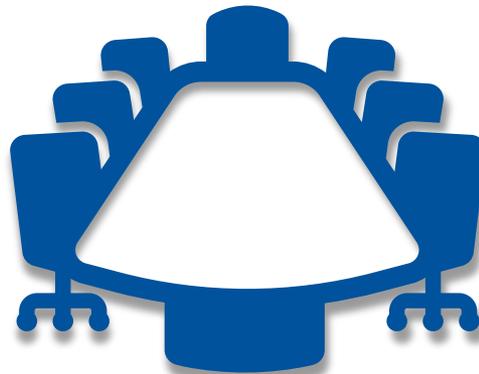
Achieve Texas Film Friendly and Texas Music Friendly Community designations through the Office of the Governor.



Explore the possibility of hosting the Texas Amateur Athletic Federation (TAAF) Winter Games



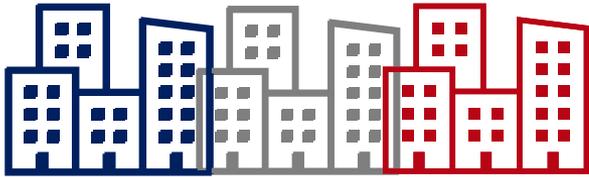
Establish the [Victoria Tourism Advisory Board](#).



Quarterly Highlights: Economic Development

Quarterly Highlights:

Affordable & Workforce Housing Initiatives

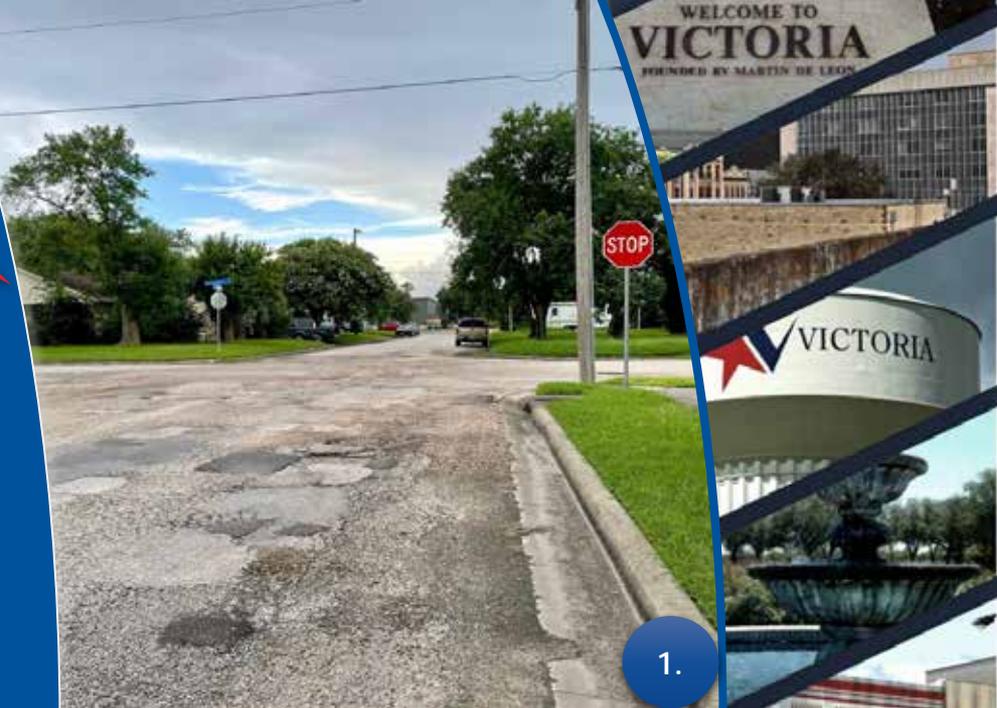


- On August 11, 2021, Realtex Development Corporation held a groundbreaking ceremony to kick-off the start of constructing the 168-unit affordable housing development.
 - Click on the provided hyperlink for more information on [Enchanted Gardens Apartments](#).
- On September 7, 2021, Victoria City Council approved a resolution to support the construction of the Odem Street Apartments. The Odem Street Apartments, if funded, will be another affordable/workforce housing development for Victoria's residents'.
 - Click on the provided hyperlink for more information on the [Odem Street Apartments](#).

1. [Determine potential streets needs based on a Street Assessment Study.](#)
2. [Update the 5-year CIP.](#)

Quarterly Highlights: Growth, Development, and Quality of Life Action Agenda Items

3. [Update the Thoroughfare Master Plan \(TMP\).](#)
4. [Create a Court of Record for Victoria.](#)

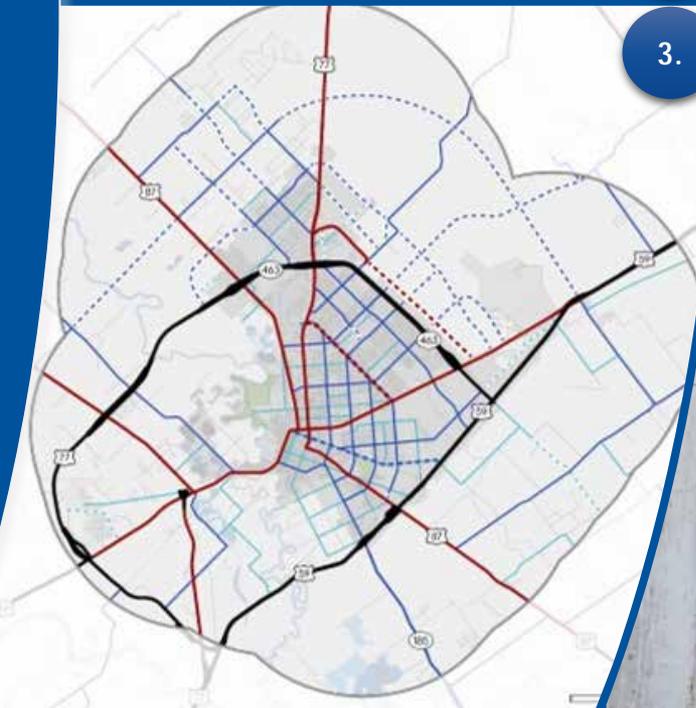


1.

2.

CAPITAL
IMPROVEMENT
PROGRAM

FIVE YEAR
2022-2026
FISCAL YEAR 2022 VERSION



3.

4.

MUNICIPAL
COURT
107 W. JUAN LINN





Completed Action Agenda Items

.....

Completed Action Agenda Items

Downtown Master Plan



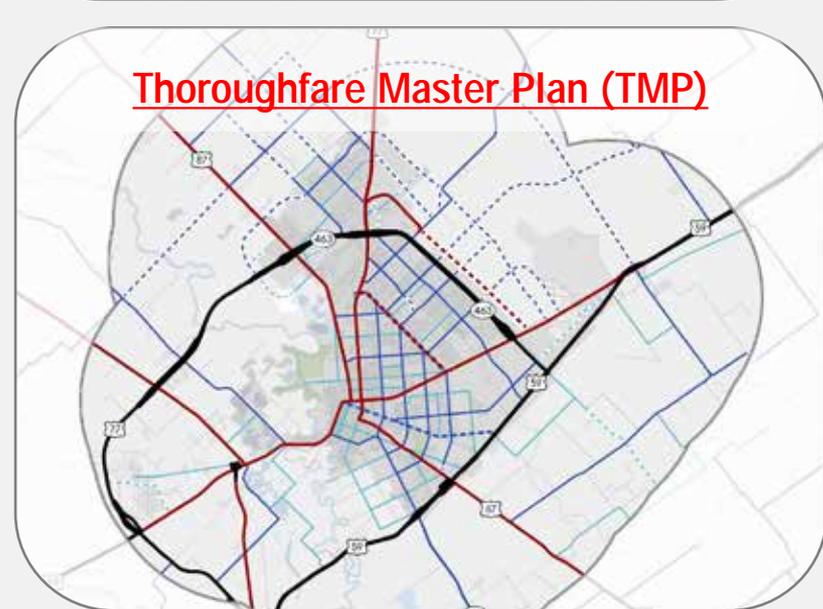
Storm Drainage Master Plan



Parks & Recreation Master Plan



Thoroughfare Master Plan (TMP)



Action Agenda Items

Public Services & Safety Agenda Items

- Ensure the safe and efficient flow of traffic.
- Complete landfill expansion project to add 100 years of landfill life to the Victoria Landfill.
- Impact and reduce Class One Violent Crimes by 2%.
- Respond to calls for service in 7 minutes or less.
- Impact and reduce Class One Crimes by 2%.
- Build a new aquifer Storage and Recovery well.
- Maintain Texas Police Chiefs Association Best Practice accreditation.
- Impact and reduce Class One Property Crime by 1%.
- Maintain ISO 2 or better designation.
- Continue to incorporate conjunctive use sidewalks in both street and drainage projects.



Growth & Development Plans Agenda Item

- [Determine potential street needs based on a Street Assessment Study.](#)
- [Drainage study\(s\) for identified areas of future development.](#)
- [Develop Downtown Master Plan.](#)
- [Update 5-year CIP.](#)
- Economic Study.
- Develop a Unified Development Ordinance (UDO).
- [Update the Thoroughfare Master Plan.](#)
- [Conduct an Aquifer Storage and Recovery Assessment.](#)
- [Develop a Parks Master Plan- Hike & Bike Trail.](#)
- Develop adequate convention center/arena capacity to meet demand for additional public meeting space and tourism.
- Affordable/workforce housing and infill development on a City-wide scale.



Legend:  = Completed Ongoing Policies, Plans, or Initiatives |  = Completed Action Agenda Item

Action Agenda Items

Quality of Life & Community Livability Agenda Items

Revitalize Downtown Victoria as a balanced work, housing, cultural, and entertainment center- a place where there is a variety of day-to-day activities.	
Revitalize existing parks.	
Continue to work through Community Appearance and Solid Waste Departments to clean the Mall and Target Area monthly, and around the City for litter clean up and beautification projects.	
Promote "Keep Victoria Beautiful" by conducting quarterly pickups and beautification projects.	
Establish additional recreational opportunities and events that attract tourism.	
Develop and maintain beautification projects on Loop 463, at all entryway signs, and other areas around town with native plants and lighting.	
Secure Youth Baseball Tournament Director contract and continue working with Softball Tournament Director to attract additional tournaments and increase participation in ongoing tournaments.	
Market downtown area as a tourist destination with the Library offering services to various tourists.	
Create a Court of Record for Victoria.	
Partner with Victoria Main Street on an event for Downtown Victoria.	
Increase broadband infrastructure and capacity.	

Economic Development Agenda Items

Continue to support event coordinators that host special events that attract overnight visitors to Victoria with the support of the Legal Department.	
Continue to support events hosted by local organizations with traditional, digital, and social media advertising to tourists.	
Explore the possibility of hosting the Texas Amateur Athletic Federation (TAAF) Winter Games.	
Achieve Texas Film Friendly and Texas Music Friendly community designations through Office of the Governor.	
Establish sports & outdoor recreation trail to highlight area attractions and attract outdoor enthusiasts.	
Establish Victoria Tourism Advisory Board.	
Establish a Downtown Visitors Center.	
Design and launch new ExploreVictoriaTexas.com website.	
Establish Cultural District in Downtown Victoria through Texas Commission on Arts.	
Establish tourism hospitality training program in partnership with UHV-SBDC tailored to Victoria Tourism Product.	

Legend: = Completed Ongoing Policies, Plans, or Initiatives | = Completed Action Agenda Item