



CITY OF COLLEGE STATION
Home of Texas A&M University®

IMPLEMENTATION PROGRESS REPORT

2019-2023



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INTRODUCTION

The Comprehensive Plan identifies 98 action items intended to achieve the community's vision and goals for the future. This report compiles the status of each action item, along with metrics and community changes over the past five years. In 2022, the City began to use collaborate project management software to track the implementation of the Comprehensive Plan in real time. Data from this program, along with information gathered during interviews and staff research, was used to inform the action item updates below.

STATUSES

On track: The action item is progressing as expected.

Off track: The item is not progressing as expected; there are issues or delays.

At risk: The action item is in danger of not being achieved. If the issues are resolved, the action item may still be completed.

Not started: The action item has not yet begun.

Achieved: The action item has been completed and resulted in the intended outcome.



CHAPTER 2

DISTINCTIVE PLACES

GOAL: Vibrant and distinct districts, attractive neighborhoods, revitalized gateways and corridors, and conserved natural areas, grounded in environmental stewardship and resiliency.

HIGHLIGHTS SINCE 2019

2 Small Area Plans Created

7 Plans Retired

REZONINGS 2019-2023

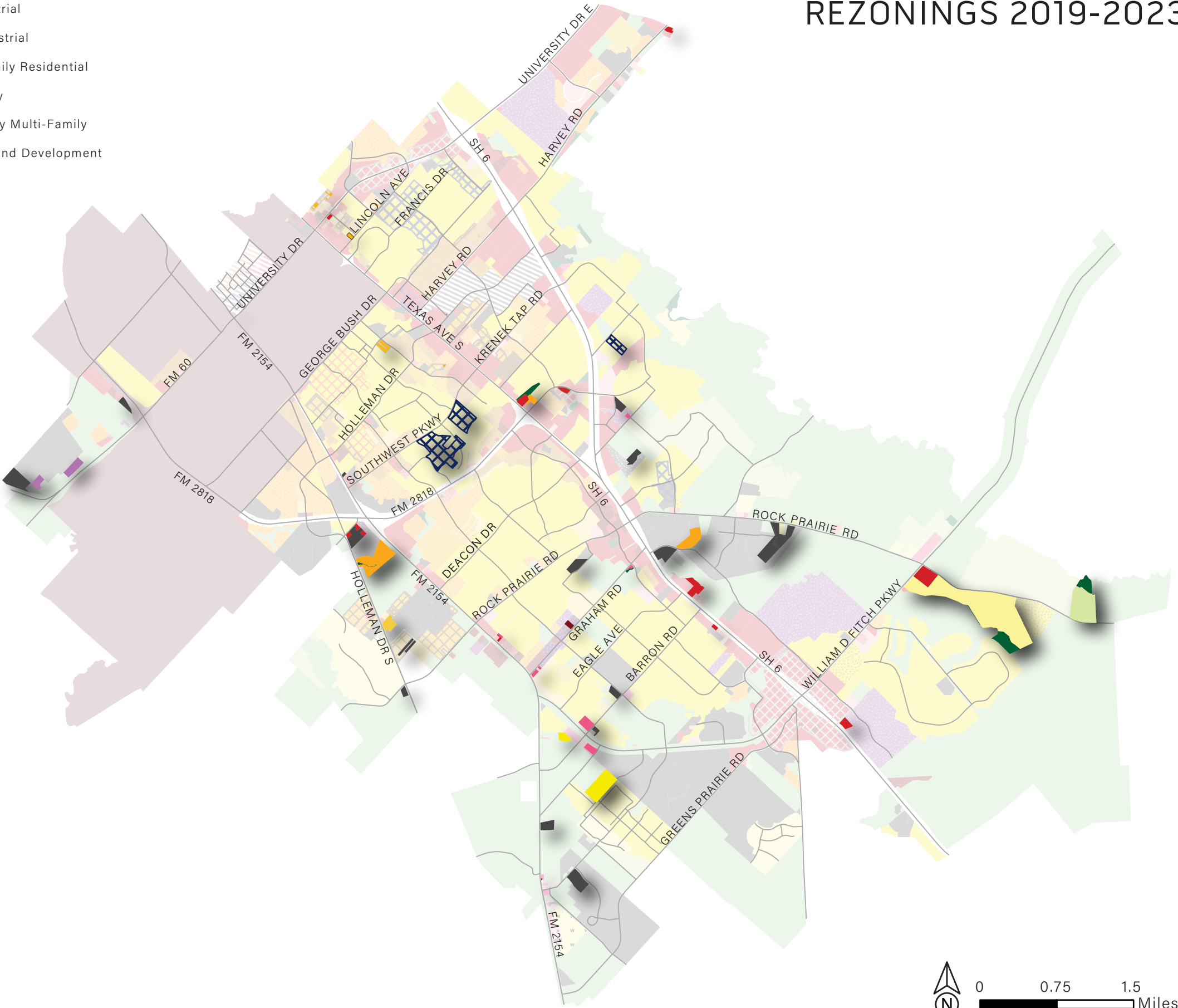
- NAP Natural Areas Protected
- R Rural
- W W

WE Wellborn Estate
- E Estate
- W W

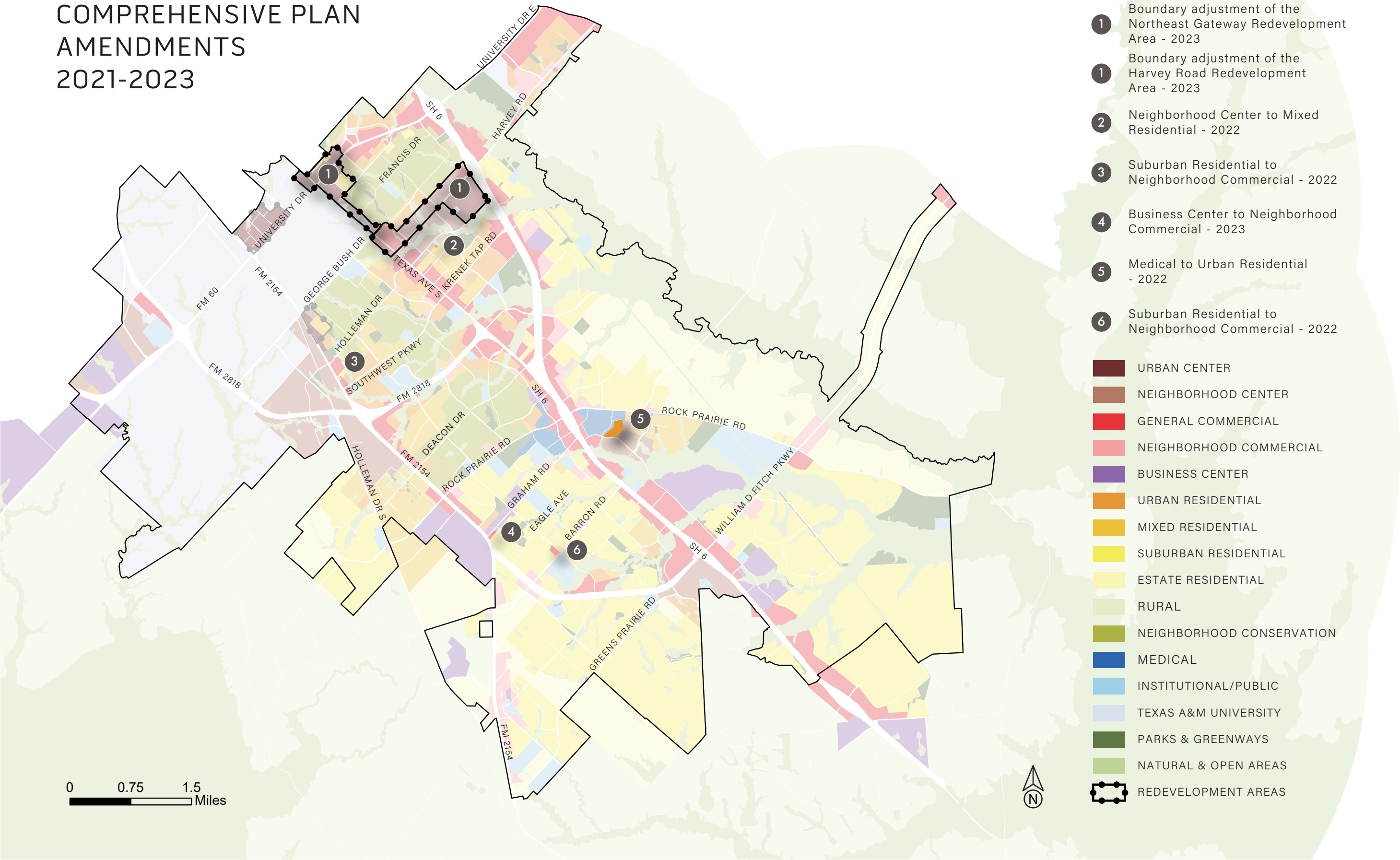
WRS Wellborn Restricted Suburban
- RS Restricted Suburban
- GS General Suburban
- D Duplex
- T Townhouse
- MH Middle Housing
- MF Multi-Family
- MU Mixed-Use
- MHP Manufactured Homes
- O Office
- W W

WC Wellborn Commercial
- SC Suburban Commercial
- GC General Commercial
- CI Commercial Industrial
- BP Business Park
- BPI Business Park Industrial
- C-U College and University
- P-MUD Planned Mixed-Use Development
- PDD Planned Development District
- NG-1 Core Northgate
- NG-2 Transitional Northgate
- NG-3 Residential Northgate
- WPC Wolf Pen Creek
- OV Corridor Overlay
- RDD Redevelopment District
- NPO Neighborhood Prevailing Overlay
- NCO Neighborhood Conservation Overlay
- ROO Restricted Occupancy Overlay
- HOO High Occupancy Overlay
- C-3 Light Commercial

- M-1 Light Industrial
- M-2 Heavy Industrial
- R-1B Single Family Residential
- R-4 Multi-Family
- R-6 High Density Multi-Family
- R&D Research and Development



COMPREHENSIVE PLAN
AMENDMENTS
2021-2023



ACTION ITEM STATUSES

2.1	On Track	Review and undertake amendments to the Unified Development Ordinance's zoning districts.
2020 Amendments - Single-Family Residential Dimensional Standards Ordinance Amendment - Adopted January 23, 2020. - Allowed flexibility in the design and layout of detached single-family subdivisions through an additional side setback option, while maintaining the fifteen (15) feet of building separation intended for these types of developments. - Neighborhood Conservation Overlay Ordinance Amendment - Adopted March 9, 2020. - Removed references to the Neighborhood Prevailing Overlay and the Conservation Study. Added Garage Requirement and Garage Size to the Options for Inclusion. Updated the Tree Preservation section to clarify that trees are to be barricaded and preserved during demolition and/or construction as measured by a radius and adds the option to exclude specific tree species from preservation requirements. Provided the Neighborhood Conservation Overlay (NCO) Petition Committee the option to include a maximum number of Off-Street Parking spaces, parking area and location per yard, and required driveway width between 12 and 25 feet. Allowed for anyone to be a member of the Petition Committee for any subdivision. Added meeting sign-in sheets, and minutes signed by a Petition Committee member to the list of requirements for a complete NCO application. - Neighborhood Prevailing Overlay Ordinance Amendment - Adopted June 11, 2020. - Established the Neighborhood Prevailing Overlay as a retired district. Established the NPO as a retired district, did not change the requirements for the one existing NPO in the Glenhaven Estates subdivision. Ensured that no one may request an NPO in the future. If a subdivision wishes to establish a single-family overlay district, they should petition for a Neighborhood Conservation Overlay (NCO). 2021 Amendments - Restricted Occupancy Overlay (ROO) Ordinance Amendment - Adopted April 19, 2021. - Created a new overlay zoning option for single-family subdivisions to restrict occupancy to no more than two unrelated persons. An application for a ROO requires a majority (50% + one) of a subdivision's property owners to sign a petition supporting the application. A legacy (grandfather) clause allows existing occupancy levels up to four unrelated persons to continue under certain conditions. The City's existing restrictions of no more than four unrelated persons remained for all areas without the overlay.		

2022 Amendments

- Shared Housing Ordinance Amendment
 - Adopted October 13, 2022.
 - Created a new use known as Shared Housing, which allows for more than four unrelated persons to occupy a single dwelling unit. This ordinance established which zoning districts the use is allowed in, development standards for the use, and eliminated the Northgate High Density Dwelling Unit use.
- Single-Family Overlay Amendment (ROO & NCO) Ordinance Amendment
 - Adopted October 27, 2022.
 - Amended the single-family overlay application process for the Restricted Occupancy Overlay (ROO) and Neighborhood Conservation Overlay (NCO) to allow multiple contiguous phases of original subdivisions to apply jointly, submit one application, and pay one application fee.
- Middle Housing Ordinance Amendment
 - Adopted October 27, 2022.
 - Created a new Middle Housing zoning district, which allows for a flexible mix of housing types between single-family homes and multiplexes and established development standards for each housing type.

2023 Amendments

- Conditional Use Permit Ordinance Amendment
 - Adopted March 23, 2023.
 - Amended Conditional Use processing, specifically giving the UDO Administrator the ability to approve minor changes to a Conditional Use permit, stating the duration of a Conditional Use permit, giving the City the ability to temporarily suspend a Conditional Use for public health and safety reasons, clarifying how a violation of the terms of a Conditional Use permit is unlawful, and establishing a process to revoke a Conditional Use permit.
- High Occupancy Overlay (HOO) Ordinance Amendment
 - Adopted September 14, 2023.
 - Created a new overlay zoning district that allows Shared Housing uses.
- Middle Housing Zoning District Parking Ordinance Amendment
 - Adopted September 14, 2023.
 - Modified the current ordinance to allow up to four vehicles to park in the front yard area of a lot that is zoned MH Middle Housing. Also, clarified access requirements for parking in the rear yard area.
- Shared Housing Ordinance Amendment
 - Adopted October 26, 2023.
 - Modified the current ordinance to permit Shared Housing uses in the MH Middle Housing zoning district only when there is also a HOO High Occupancy Overlay.
- Flood Ordinance Amendment
 - Adopted December 11, 2023.
 - Modified the current ordinance to include requirements for replacement of manufactured homes in existing manufactured home developments.

2024 Amendments

- Conditional Use Permits and Nonconforming Uses Ordinance Amendment
 - Adopted October 24, 2024.
 - Modified conditional use permit requirements and the expiration of conditional use permits and nonconforming uses, and required nightclubs, bars, and taverns in NG-1 and NG-2 to follow the conditional use permit process.

2.2	On Track	Prioritize and undertake detailed plans for priority neighborhoods, districts, corridors, or redevelopment areas.
		- Wellborn District Plan updated and adopted 10/12/2023 - This update covers 2023-2033 and serves as a statement of the Wellborn community's vision for the future. It provides goals and actions on a broad range of topics and provides strategic direction to maintain the rural character of Wellborn while managing small-scale growth and maintaining a high quality of life. - Northeast Gateway Redevelopment Plan created and adopted 9/28/2023 - The plan imagines changes to the area to better serve the two major corridors that intersect within the redevelopment area and complement the nearby hospitality corridor, Eastgate area, and Texas A&M University campus.
2.3	On Track	Creative incentives and programs to revitalize existing areas and established neighborhoods.
		- HOME Investment Partnerships American Rescue Plan Program (HOME-ARP) Grant - The LEAD Program created in 2024 addresses the needs of vulnerable residents by using trauma-informed case management, family counseling, support services, benefits navigation, and life/financial coaching as well as assisting clients financially to stabilize the household to prevent homelessness. - Section 108 Loan - Adopted the LULAC Oak Hill Apartment Rehabilitation in 2021 This effort includes the rehabilitation of a 50-unit complex with land use restrictions ensuring availability to low-income elderly renters. - The Community Development Block Grant CARES Act (CDBG-CV) Program - The COVID Disaster Response Program 2020 included numerous programs to assist residents with rental and utility payments among other necessities, as well as to provide local business with support during the pandemic.
2.4	On Track	Evaluate existing policies and create incentives for low impact and sustainable development.
		- Impervious Cover Ordinance Amendment - Adopted March 9, 2020. - Provided a maximum percentage of the lot that may be covered with impervious surfaces. These percentages vary and are implemented and assessed based on the property's zoning district. The amendment only applies to single-family residential zoning districts. There is additional flexibility that allows for different percentages to be used if an accepted drainage analysis or study is performed. - Housing Action Plan - Adopted September 12, 2024. - The Housing Action Plan was with the support of a citizen steering committee with the goal of recommending available tools to create or incentivize affordable housing opportunities for residents. - Landscape Requirements update in progress. This update is intended to create to a more user-friendly format for customers and staff, provide alternative landscaping guidelines (Xeriscaping), promote the protection of existing canopy trees, and alleviate some of the heat island effects through canopy tree placement.

2.5	On Track	Pursue feasibility of a tree preservation and/or tree planting incentive program.
- Created the Cooling College Station Plan - Secured grant funding and planted 117 trees in two City parks since 2023. - In 2024, the Parks and Recreation Department coordinated two tree giveaways: - Texas Native Tree Giveaway (1450 trees). - Loblolly Pine Tree Giveaway (1500 seedlings).		
2.6	Achieved	Create additional incentives for conservation design and evaluate the effectiveness of cluster development standards in the Unified Development Ordinance.
- Cluster Subdivisions Ordinance Amendment - Adopted July 28, 2022. - Amended the Cluster Developments section of the Unified Development Ordinance to reduce the minimum lot width and depth of a residential lot and increase the amount of required open space.		
2.7	On Track	Integrate parks, greenways, and community facilities within new neighborhoods.
- Multi-Family Park Land Dedication Ordinance Amendment - Adopted July 29, 2019. - Updated the Parkland Dedication section by modifying the fee schedule so that land dedication requirements for multifamily developments are proportional to the fee-in-lieu dedication. - Parkland Dedication Ordinance Amendment - Adopted June 9, 2022. - Eliminated the distinction between community and neighborhood parks for dedication purposes, reduced the number of parkland dedication zones to four, added an appeals process, allowed developers of private parks to receive up to a 25% credit, and updated the dedication and fee amounts. - New Park Developments: 2019: - Northgate - Fun For All Playground - Greens Prairie Reserve 2020: - Midtown Reserve - The Planning & Development Department continued to formalize connectivity through the platting process. Connectivity to Texas Independence Park was incorporated in the expansion of the Midtown Reserve subdivision in 2024, with the Midtown's preliminary plan ensuring connections to the park.		

2.8	On Track	Evaluate and update development standards in the Unified Development Ordinance.
2019 Amendments ▪ Sidewalk Fee In Lieu Ordinance Amendment ▪ Adopted March 14, 2019. ▪ Allowed Fee in Lieu of Construction for sidewalks to be determined by the Administrator rather than the Planning & Zoning Commission. ▪ Block Length Ordinance Amendment ▪ Adopted March 28, 2019. ▪ Removed Block Perimeter requirements and exemptions from block length requirements were added for single-family development plats and minor plats. In addition, the Thoroughfare Plan Functional Classification and Context Class Map is now the measurement guide for Block Length and Cul de Sac Length. ▪ Lots Made Nonconforming by Annexation Ordinance Amendment ▪ Adopted August 8, 2019. ▪ Updated the Nonconformities section to explicitly state that lots and platted or partially platted building plots made nonconforming through annexation are allowed to replat, provided the replat brings the property closer to compliance with current zoning district standards. 2022 Amendments ▪ Cluster Subdivisions Ordinance Amendment ▪ Adopted July 28, 2022. ▪ Amended the Cluster Developments section of the Unified Development Ordinance to reduce the minimum lot width and depth of a residential lot and increase the amount of required open space. ▪ Sidewalks Ordinance Amendment ▪ Adopted October 27, 2022. ▪ Amended Sidewalks section of the Subdivision Regulations to reduce the number of zones for fee in lieu of sidewalk construction to four, added an appeals process, allowed staff to require fee in lieu, and required sidewalks along thoroughfares in rural context areas. 2023 Amendments ▪ Lot-by-Lot Grading Ordinance Amendment ▪ Adopted June 12, 2023. ▪ Created a requirement that single family construction must account for, and provide, lot grading information to mitigate drainage issues between properties upon redeveloped and initial development. ▪ Off-Street Parking Requirements Ordinance Amendment ▪ Adopted August 10, 2023. ▪ Amended Sections 5.8.B Northgate by adding tandem parking as a design option for structured parking garages. Amended Section 7.2.J Bicycle Facilities by removing bicycle requirements and placing them in Section 7.3 "Off-Street Parking Standards." Amended Section 7.3 by adding in bicycle parking, updating minimum and maximum ratios, removing minimum parking requirements from redevelopment areas, and adding additional reductions to parking requirements.		
2.9	Not Started	Develop or refine incentives to promote high quality design.

2.10	On Track	Encourage parking alternatives to support redevelopment opportunities.
- Off-Street Parking Requirements Ordinance Amendment - Adopted August 10, 2023 - Amended Sections 5.8.B Northgate by adding tandem parking as a design option for structured parking garages, Section 7.2.J Bicycle Facilities by removing bicycle requirements and placing them in Section 7.3., and Section 7.3 by adding in bicycle parking, updating minimum and maximum ratios, removing minimum parking requirements from redevelopment areas, and adding additional reductions to parking requirements.		
2.11	On Track	Continue to initiate proactive zoning map updates.
Initiated proactive rezonings to Middle Housing in strategic areas to help provide more housing options and to implement the community's vision expressed in the Comprehensive Plan. Allowed private owners, developers, and the market to add needed housing stock in appropriate areas over time as a neighborhood evolves. - Completed Phase 1 of City-initiated MH Middle Housing rezoning in 2023. 1753 Lots. 363.33 Acres. - Completed Phase 2 of City Initiated MH Middle Housing rezoning in 2024. 254 Lots. 43.88 Acres.		
2.12	On Track	Continue beautification programs.
- Maintained partnership with Keep Brazos Beautiful. - Public Works relocated trees from the intersection of State Highway 6 and University Drive to various corridors and parks. Moved the trees to various locations, including near the intersection of Texas Avenue and FM 2818 and in front of the College Station post office. - Public Works is currently determining median plantings for recently completed road projects and is considering using drought tolerant native plantings to enhance the median while using less or no irrigation.		



CHAPTER 3

STRONG NEIGHBORHOODS

GOAL: Viable and attractive neighborhoods that maintain long-term neighborhood integrity while collectively providing a wide range of housing options and other services for a diverse population.

HIGHLIGHTS SINCE 2019

4 New Parks

Housing Action Plan
Adopted in 2024

+2,963
Multi-Family Units

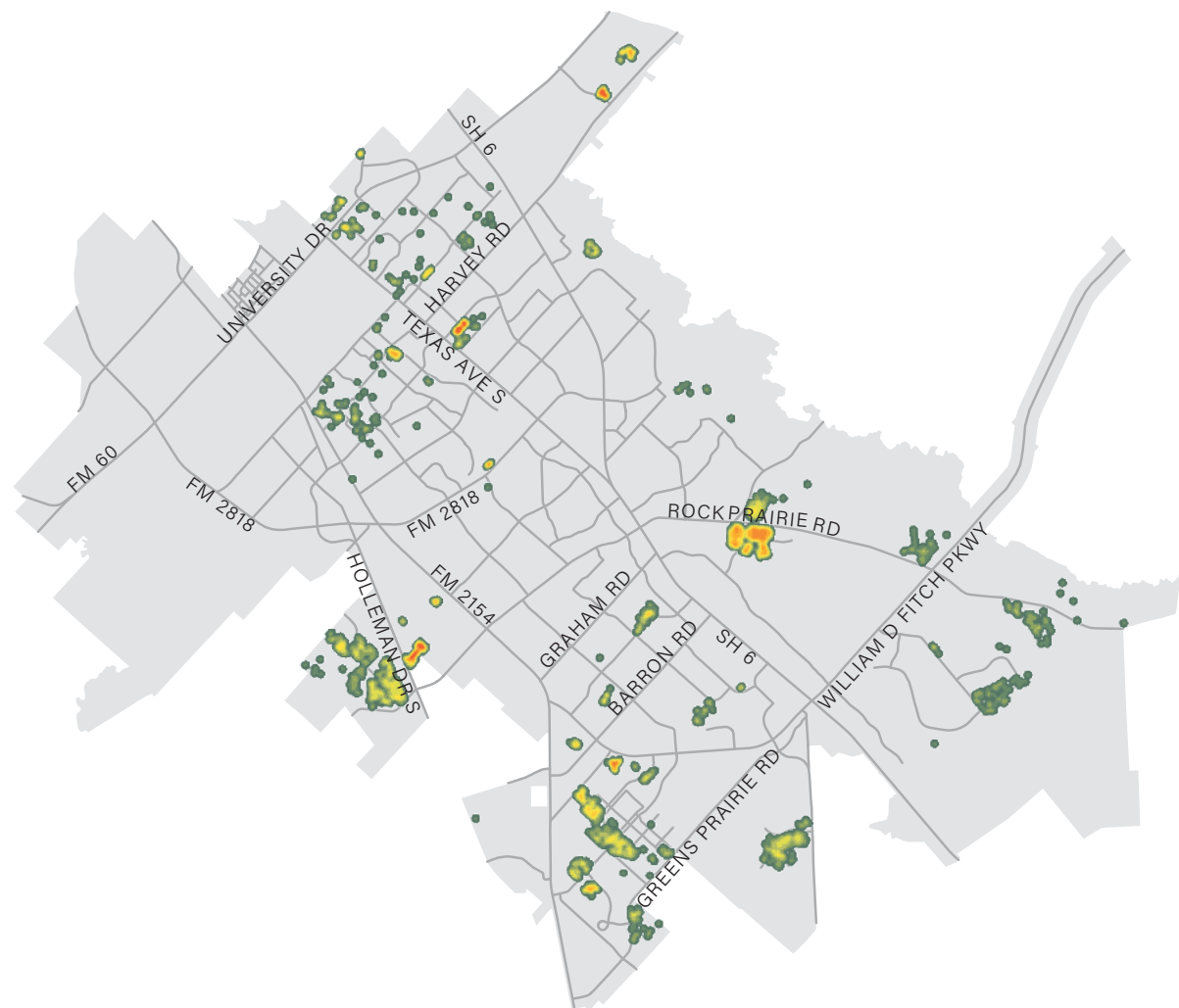
+2,282
Single-Family Units

+152
Duplex Units

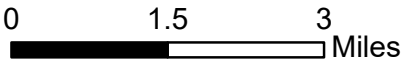
+281
Townhouse Units

NEW RESIDENTIAL HOUSING UNITS 2019-2023

SINGLE FAMILY



MULTI-FAMILY



RESIDENTIAL DENSITY BASED ON NUMBER OF UNITS



3.1	Not Started	Evaluate the effectiveness and refine neighborhood compatibility standards in the UDO.
3.2	On Track	Create a neighborhood planning toolkit. - The Neighborhood Toolkit program was created 10+ years ago and is updated every 2 years to ensure it is relevant and reflects the most current policies and information. - Created a toolkit specifically for starting new neighborhood associations to assist groups who need help getting started with the organization process.
3.3	On Track	Create and promote a housing maintenance educational program. - The Community Services Department is developing a series of housing maintenance education videos for public consumption. - Compiled scripts for the videos and began pre-production with the Public Communications department.
3.4	On Track	Expand affordable housing and workforce housing. - The Community Services Department made significant strides in expanding affordable and workforce housing opportunities by implementing strategic initiatives, funding programs, and partnerships to support low- and moderate-income residents in College Station. - Released the 2024 Affordable Housing Request For Proposal, solicited proposals from local partners for the expansion of affordable housing opportunities in College Station. - Created the Housing Action Plan in 2024. The plan seeks to provide new avenues for providing affordable housing as well as programs to increase homeownership. - Contributed Community Development Block Grant funds towards the demolition of a dilapidated structure to allow for the construction of Unlimited Potential facilities. - Unlimited Potential aims to provide comprehensive support and resources to empower young adults aging out of foster care as they transition into independent living. - Partnered with Elder Aid, a local Certified Housing Development Organization (CHDO), following their response to an Affordable Housing Request for Proposal to develop a funding agreement that will allow for the construction of a new housing unit to be maintained as a rental unit for low-and-moderate income citizens of College Station
3.5	At Risk	Develop a parking strategy for neighborhoods near the university. Conducted a paid parking pilot program in FY24. In 2024, City Council provided direction that a permanent parking program was not to be pursued at this time.

3.6	On Track	Develop and refine data monitoring processes to analyze housing trends and define a strategic set of actions to address housing affordability, diversity, and gentrification.
- The Community Services Department performed multiple actions to monitor data and analyze trends: - Adopted the Housing Action Plan in 2024. The goal of the Housing Action Plan is to investigate available tools to create or incentivize affordable housing opportunities for residents. - Developed an internal dashboard to monitor progress on and reporting mechanisms for field devices for the Housing Conditions Survey. - Completed the Housing Conditions Survey in 2020, initiated process for the 2025 survey. - Completed the Affirmatively Furthering Fair Housing report, a document that aims to contextualize historic and systemic housing issues faced by the citizenry in 2023. - Conducted annual Point in Time Count, a count of people experiencing homelessness who are sheltered in emergency shelters, transitional housing, and Safe Havens on a single night. The count informs strategic planning as it pertains to homeless populations.		
3.7	On Track	Continue to track neighborhood change.
- The Community Services Department tracked neighborhood character through ongoing updates to its Rental Registration Program and Short-Term Rental lists, using third-party analysis and internal screenings develop a better understanding of neighborhood character. - The City conducts a Housing Conditions Survey every five years. The last survey was completed in 2020.		
3.8	Achieved	Evaluate relevancy of neighborhood and small area plans that are beyond their planning horizon.
In 2022, the Planning & Development Services Department developed a process to evaluate and retire small area plans that are beyond their planning horizon. - Adopted Phase 1 of the Small Area Plan Audit in 2022. Retired the following 4 plans: - The Central College Station Neighborhood Plan, 2010 - The Eastgate Neighborhood Plan, 2011 - The Southside Area Neighborhood Plan, 2012 - The South Knoll Area Neighborhood Plan, 2013 - The 2013 Wellborn Community Plan was retained and updated in 2023 to the Wellborn District Plan. - Phase 2 of the Small Area Plan Audit was adopted in 2024. Retired the following 3 plans: - The 1996 Northgate Redevelopment Plan with the 2003 Northgate Redevelopment Implementation Plan - The 1987 Wolf Pen Creek Master Plan - The 2012 Medical District Master Plan		

3.9	On Track	Continue partnering with local nonprofit organizations and area partners to support affordable housing options.
▪ The Community Services Department has partnered with numerous nonprofit organizations, including: ▪ Elder-Aid ▪ BVCAP ▪ LULAC ▪ Twin City Mission ▪ Received the 2024 CDBG Best Project Recognition Award by HUD for the work done with the LULAC non-profit organization. ▪ Maintained representation in the Health, Housing, Homelessness, and Hunger Coalitions. ▪ Sustained ongoing partnerships with 10 local nonprofit organizations ▪ Hosted the United Way Fundraiser and Fall Festival in 2024. ▪ Partnered with LULAC Oak Hill to rehabilitate 50 units of affordable housing for income-qualifying residents of College Station. ▪ Issued a Request For Proposal and collaborated with Elder Aid to acquire a duplex intended for use as low- and moderate-income housing. ▪ Provided funding to three public service agencies (Catholic Charities, Big Brothers Big Sisters, and the Prenatal Clinic). ▪ Developed a new Public Service Agency evaluation committee that evaluated 6 new applications for PSA funding.		
3.10	On Track	Continue outreach and educational efforts to support existing and encourage new neighborhood organizations.
▪ The Neighborhood Services Department operated several programs: ▪ The Weekly Neighborhood Newsletter sent to registered homeowners and neighborhood associations. ▪ The Monthly Seminar Supper, which highlights a topic of conversation or provides updates for different neighborhood stakeholders. ▪ The Annual Citizens University, an annual, 12- week behind the scenes program that allows citizens to see how the City of College Station operates. ▪ Developing a high school version of Citizens University be done either in late May or early June 2025. ▪ Took over the monthly Community Living Course in 2024 where people aged 18-24 years-old who have been sent by the Municipal Court Judge take a class that features information on being a good neighbor, City ordinances, and more. ▪ Partnered with the Aggie Moms to provide them with welcome bags to share with their children that are students at Texas A&M. ▪ Distributed welcome bags to neighborhood groups and citizens.		

3.11	On Track	Continue to fund the Neighborhood Grant Program
- The Neighborhood Grant program continued to be funded each year by the Council. It has been expanded several times over the last few years beyond landscaping projects. - Responded to the requests from neighborhoods to make the program easier to use and more flexible to account for the various sizes of our neighborhoods and their ability to do projects. - Allowed for sign toppers. - Customized street signs. - Increased flexibility with adopted projects. - Currently anticipate having at least 4-6 applications from the neighborhoods. - One active recipient is the Devonshire HOA for landscaping and irrigation.		
3.12	On Track	Require neighborhood meetings for certain development applications.
- As of 2022, Project Proposal Meetings with neighborhoods and surrounding residents are required for all proposed Comprehensive Plan Amendments. - Neighborhood meetings are required for all Single-Family Overlay Zoning requests including the Neighborhood Conservation Overlay (NCO) and Restricted Occupancy Overlay (ROO).		
3.13	On Track	Maintain property maintenance enforcement efforts.
Code Enforcement continued to employ best practices involving Property Maintenance issues and continued to educate owners on issues within the City.		
3.14	On Track	Evaluate the effectiveness of short-term rental regulations.
- The Community Services Department employs a third-party data collection agency to scour the internet for newly listed short-term rentals. - Identified 406 Short-Term Rentals not registered.		
3.15	On Track	Evaluate and refine the rental registration program.
- Developed new analysis techniques in GIS to maintain programmatic sustainability and help identify rental properties which are not registered with the Rental Registration program - Registered 4,406 long term rentals since 2019.		



CHAPTER 4

PROSPEROUS ECONOMY

GOAL: A diversified economy with a wide variety of competitive jobs and support for entrepreneurs that provides a tax base to support the City's ability to foster a high quality of life where economic prosperity is widespread.

Unlike the other chapters of the Comprehensive Plan, the action items in chapter 4 are contained in a separate Master Plan.

The College Station Economic Development Master Plan was adopted by the City council in 2020 and guides the community's economic development path for the next 5-10 years. The intent of the master planning process is to ensure growth and development advance the City's economic development objectives. The process should also further College Station's goal of "ensuring a diversified economy, generating quality, stable, full-time jobs; bolstering the sales and property tax base; and contributing to a high quality of life."

The following table contains the action items and status updates of the Economic Development Master Plan

SUPPORT AND PARTNER WITH REGIONAL ALLIES TO ATTRACT HIGH-END INVESTMENT	
1	Focus efforts on recruiting Aggie-owned and led businesses to College Station - Executed contract with The Cannon to establish a virtual incubator concept for small business owners/entrepreneurs and provide local resources for College Station's current and future businesses. - The Economic Development Department engaged with local entrepreneur groups, including weekly meetings with One Million Cups to network with area entrepreneurs/business leaders.
2	Continue partnerships with regional economic development partners such as the Brazos Valley Economic Development Corporation (BVEDC) to raise the profile and compete for high-end investment opportunities. Continued partnerships and collaboration with Greater Brazos Partnership (GBP, formerly BVEDC), Brazos County, and TAMU affiliates to market eligible sites for significant industrial development, including the City's Midtown Business Park.
3	Maintain direct dialogue with existing businesses to aid in their abilities to expand their presence in the community. - Hosted quarterly "Business Over Breakfast" events as a business retention and expansion program. - Economic Development served as a liaison with local business owners to keep businesses informed on City projects and events. - Created a monthly newsletter through partnership with Tourism and Economic Development to keep businesses updated on events and anticipated visitors coming to the area, as well as a mobile visitors pass to entice visitors to visit local establishments while in town. - Added an annual Christmas mobile pass.
4	Focus on retaining students by connecting them with internships, and post-graduation employment. Action was not pursued.
5	Engage in frequent communication and cooperation with Texas A&M and the Texas A&M System, especially regarding opportunities in the private sector (e.g. RELLIS). - Maintained communication with various TAMU system agencies and departments, including Texas A&M AgriLife Extension and the system real estate office. - The Economic Development Department presented biannually to TAMU's student Economic Society.

SUPPORT RETAIL DEVELOPMENT AND REDEVELOPMENT OPPORTUNITIES

1 Continue to promote the City's market opportunities to retailers and developers trying to enter the local market on the economic development website.

- Continued collaboration with The Retail Coach regarding attracting desired retailers/developers to College Station.
- Attended ICSC and Retail LIVE.
- Currently preparing for the execution of a real estate agreement with a developer on the City-owned 28-acre site next to Costco.
- New marketing collateral to assist with representing underutilized areas and vacant spaces to potential users.

2 Develop retail reinvestment strategies to enhance mixed-use opportunities and commercial area upgrades.

- The City purchased the former Macy's building at Post Oak Mall and has engaged with mall ownership and other entities for the prospective redevelopment of the site. Maintained communication with area developers/brokers regarding specific properties and locations along key thoroughfares, such as University Drive/Texas Avenue.
- Pursuing a redevelopment effort in the Northgate area.

3 Ensure land use planning and development regulations provide for adequate ability to respond to market opportunities.

- Worked in conjunction with Planning & Development Services Department regarding proposed land uses and redevelopment areas such as the Northeast Gateway Redevelopment Plan.

4 Use financial and other incentives to aid underperforming or underutilized business sites when appropriate.

- Partnered with Community Development Department to coordinate delivery of Community Development Block Grant CARES Act (CDBG-CV) Program funds because of the COVID-19 pandemic.
- Collaborated with various public agencies on the development of a bridge loan program to help support ailing businesses.

5 Start retail business retention and expansion (BRE) visits to encourage growth and additional locations.

- Attended Chamber of Commerce ribbon cuttings, participated in annual Chamber Day visits, established a monthly newsletter for local businesses with information regarding the number of visitors expected for sports events and conventions.
- Attended Pre-Application-Conferences and assisted as needed with facilitating communication between various departments.

6 Pursue retail entertainment opportunities.

- Continued collaboration with The Retail Coach regarding marketing the community to desired entertainment users.
 - Attended ICSC and Retail LIVE annually to assist with recruitment of entertainment users.
-

7 Consider establishment of a gateway improvement incentive program.

- Action was not pursued. Analyzing potential of gateway program with the recently adopted Northeast Gateway Redevelopment Plan.
-

8 Encourage retail redevelopment where ample infrastructure exists.

- Actively marketed second-generation spaces to backfill via The Retail Coach, tradeshow attendance, and collaboration with local brokers.
 - Successfully redeveloped the former Albertson's along University Drive into a new center that includes a fitness user and an elevated outdoor retailer.
-

9 Seek retail opportunities near City assets (e.g. Texas Independence Ballpark and Veterans Park).

- Continued discussion with TAMU System real estate office regarding TAMU-owned property and their plans for development.
 - Undertook the marketing and potential sale of 28-acres next to Costco across from Midtown Business Park.
 - The ballpark referenced in this action item is no longer being pursued, but the potential of additional ballfields at Veterans Park is being analyzed.
-

SUPPORT EXPANSION AND RELOCATION OF CORPORATE INVESTMENT AND PEOPLE

1 Continue to promote market opportunities to companies, realtor/brokers, and site selectors to attract of high-end jobs and investment in biotechnology, advanced manufacturing, and other key industries that can utilize our highly skilled workforce.

- Continued outreach and collaboration with GBP, Brazos County, local realtor/brokers, potential users, and site selectors regarding opportunities at City-owned and private business parks.
 - Sold the last remaining lots within the College Station Business Center for office/manufacturing/distribution uses.
 - Reviewed targeted industries, updating marketing collateral; focused additional efforts on Animal Health in partnership with TAMU.
-

2 Coordinate outreach to these sectors through direct City marketing as well as regional partners such as Texas A&M and BVEDC.

- Greater Brazos Partnership (GBP) attended various site selector events and signature industry gatherings, such as the BIO International Convention, representing College Station and the Brazos Valley area.
 - Focused efforts to market through university and system channels to former Aggies who are leaders in their respective industries.
-

3 Ensure land use planning and development regulations provide adequate opportunities to respond to market opportunities.

- The Economic Development Department collaborated regularly with the Planning & Development Services team on prospective projects and participated in the review of commercial and industrial permits and related activities.
 - Conducted regular “Business over Breakfast” engagement opportunities with local business leaders, the Economic Development Department leveraged this feedback mechanism to influence City approaches.
-

4 Ensure necessary infrastructure and public services are adequate and available when needed to serve development opportunities.

- The Economic Development Department coordinated regularly with fellow City staff from Electric, Water/Wastewater, Public Works, CIP, and others to stay well-informed of new projects and system improvements.
 - Focus has been devoted to the Midtown Business Park, which is the City’s most recent and largest space available for industrial development. Over this plan period, the Economic Development Department refined infrastructure capacities and cost proposals for prospective development.
-

5 Support infrastructure to ensure critical sites (e.g. Midtown) are ready for development.

- The Economic Development Department, in coordination with the Capital Improvement Projects Department and Fiscal Services, maintained cost estimates for needed infrastructure for the build-out of the business park, which is contingent upon the sale of the property for industrial development.
 - The portion of the park fronting onto Midtown Drive has been heavily marketed, as the infrastructure is online, making this site (approx. 45 acres) shovel ready.
-

6 Highlight business parks and other available sites on the economic development website.

- Worked in conjunction with the Public Communications Department regularly to ensure the industry and business park portions of the website are up-to-date and marketed accurately.
-

7 Maintain dialogue with existing business to support their expansion.

- The Economic Development Department coordinated business retention and expansion activities with the Greater Brazos Partnership (GBP), including visits to companies within the targeted industries.
 - Collaborated with fellow public partners on a \$300 million expansion of the FUJIFLM Diosynth Biotechnologies, LLC campus in 2021/2022, along with a Texas Enterprise Zone Program nomination for the project.
 - FERA Diagnostics and Biologicals purchased property in a City-owned business park in 2024, growing from a smaller location in Aggieland Business Park to this new company headquarters and manufacturing facility.
-

8 Pursue Foreign Trade Zone designation for sites in College Station.

Action was not pursued.

9 Advance efforts to retain students' post-graduation and re-attract Aggies of all ages.

- Executed contract with The Cannon to establish a virtual incubator concept for small business owners/entrepreneurs and provide local resources for College Station's current and future businesses.
 - Engaged with local entrepreneur groups, including weekly meetings with One Million Cups to network with area entrepreneurs/business leaders.
-

10 Directly contact U.S. market areas with large senior populations that are considering relocation and communicate College Station's many advantages.

- Leveraged social media to demonstrate its advantages as a senior destination, often touting rankings and recognitions resonating with that demographic. For example, in 2024, Realtor.com named College Station as one of the top 10 cities to retire.
-

**SUPPORT ATTRACTION AND EXPANSION OF DESTINATION ENTERTAINMENT
AND HOSPITALITY ACTIVITIES**

1 Expand and enhance City and partner facilities to attract athletic, cultural, and business events.

- With the inclusion of Visit College Station, the City brought the tourism convention and visitor bureau services within direct City oversight and joined it alongside Economic Development.
 - Collaborates regularly with Texas A&M representatives amongst athletics and various departments with respect to convention and sports events.
 - Undertaking analyses for a recreation center and convention center to supplement the existing civic facilities.
-

2 Expand partnerships with hospitality groups and providers (EBCS, Texas A&M) to target and promote select events.

- In 2020, the City of College Station brought College Station tourism in-house and rebranded as Visit College Station, encompassing all leisure, meetings, and sports sales and servicing activities.
 - Expanded partnerships with Texas A&M athletics and the local hospitality market through signature events and activities, as well as dedicated campaigns like “Christmas in College Station.”
-

3 Tie those opportunities to strategies to augment existing venues such as Wolf Pen and select areas such as the Northgate District.

- The Northgate District has been featured annually through the “Christmas in College Station” campaign as home to the department’s signature holiday market event, Howdy Holly-Days, as well as spring and fall vendor markets to coincide with other major on-campus events.
 - The Wolf Pen Creek amphitheater continued to be utilized as an open-air space for music and celebration, hosting welcome gatherings for large events and an annual concert series.
 - The Economic Development Department engaged with prospective retailers on adjacent sites to better activate the space around the park.
-

4 Partner with and strengthen existing events in the community and on campus.

- The City partnered with Texas A&M and the City of Bryan to create a new university liaison position to help coordinate events and activities on campus.
 - The Tourism team worked with Texas A&M athletics on several major initiatives, including youth championship track and field events at Texas A&M facilities as well as two signature sports/concert events in summer 2024 at Kyle Field.
-

5 Combine entertainment recruitment efforts with TAMU wherever possible.

- Maintained continuous communication with TAMU staff and work in conjunction on various events utilizing TAMU’s facilities.
-

6 Explore retail opportunities surrounding athletic complexes.

- Continued collaboration with the TAMU System real estate office regarding TAMU-owned property around Veterans park and other areas throughout the City.
-

7 Focus on mid-week business conferences and meetings (corporate tourism).

- The Tourism sales team attended tradeshow actively marketing College Station and its facilities to potential clients.
 - Hosted the annual Meeting Planners Showcase each March, connecting prospective meeting planners to local hospitality providers.
 - Maintained relationships with area hotels to increase number of room nights booked and worked in conjunction with TAMU on various events.
-

8 Seek ways to enhance the use of and activities at Wolf Pen Creek.

- Promoted the former Sears Service Center which is adjacent to Wolf Pen Creek Park to various “eatertainment concepts” to further enhance the walkability and entertainment focus of the area.
-

9 Highlight City assets such as Northgate and Wolf Pen Creek as viable entertainment venues.

- Organized and promoted recurring events in the Northgate District such as Homegrown at Northgate and Howdy Holly-Days.
 - The Economic Development and Tourism Department worked in conjunction with the Parks Department to assist with proposed development ideas regarding the former Sears Service Center adjacent to Wolf Pen Creek.
-

SUSTAIN AND ENHANCE HIGH QUALITY OF LIFE

1 Continue to promote enhanced mobility options for residents and visitors.

- Integrated shared micromobility options for students and visitors and continued to augment its provision of bike lanes, especially in heavily trafficked areas.
 - Collaborating with the Brazos Transit District and Texas A&M Transportation on public transit alternatives, especially for major events.
-

2 Seek high quality entertainment and arts opportunities for residents and visitors.

- Continued focus on recruitment of entertainment concepts with our retail consultant, The Retail Coach.
 - The Economic Development Department facilitated the Popstroke development adjacent to Century Square, offering a new form of activity/entertainment to locals and visitors alike.
-

3 Support walkable development with a concentration of activities.

- The Economic Development Department encouraged additional development near major assets, including the university.
 - Century Square, a Public-Private Partnership on land owned by the Texas A&M System, has grown to become the area’s signature entertainment district, with space to live, work, dine, and play.
 - Additional development is anticipated near the site to create a walkable destination for both residents and visitors.
 - Other areas of focus include future commercial retail development in south College Station.
-

4 Promote enhanced flight options at Easterwood Airport.

- Maintained ongoing dialogue with airport operations and assist as needed in their recruitment of additional carriers.
 - In 2022, United Airlines ceased operations at Easterwood Airport as part of a wider contraction, resulting in currently only one carrier with daily flights to DFW.

5 Message quality of life amenities to the community and beyond.

- Created marketing materials to illustrate Quality of Life amenities available to potential employers through a "Live, Learn, Play" campaign.

6 Recruit a variety of internet service providers to community.

- Suddenlink, the primary area internet service provider, rebranded to Optimum and continued to invest in upgrading its infrastructure for both business and residential customers.
- Frontier has installed new fiber throughout the community, and Comcast plans to enter the College Station market with fiber infrastructure installation anticipated over the next few years.

7 Focus on land use planning and redevelopment opportunities surrounding campus and in key corridors.

- Maintained continuous communication with TAMU Real Estate staff to discuss potential development opportunities on A&M-owned property.
- Created various promotional materials and marketed opportunities to desired entertainment/retail users and developers.
- The Economic Development Department continued to work closely with developers on prime privately-owned tracts near TAMU campus to identify desired uses.

8 Create and maintain high quality and diverse employment opportunities.

- Longitudinal industry data has demonstrated further diversification in the College Station economy, with a larger share of employment opportunities growing in the private sector compared to the public sector. Those industries with the greatest annual percentage growth are typically those with higher average wages - specifically management occupations, healthcare, and legal services.

ENHANCE COMMUNITY HEALTH AND WELLNESS

1 Support hospital systems in their efforts to grow and diversify medical facilities and service offerings (mental health, wellness programs).

- The City maintains flexible guidelines on incentive-based development agreements for occasions that may arise, including those related to the medical ecosystem in College Station. Both systems have supplemented their offerings: CHI St. Joseph acquired the former College Station Medical Center, and Baylor Scott & White is constructing a new surgical center adjacent to the existing hospital building.

2	Ensure land use planning and development regulations provide adequate options to respond to market opportunities.
	Land use planning and zoning provide for compatible uses near Baylor Scott & White and CHI St. Joseph hospitals
3	Maintain ongoing dialogue with providers to aid in their ability to expand their presence in the community.
	Maintained connections with local hospital systems and regularly collaborates with the regional economic development corporation concerning healthcare and medical services infrastructure.
4	Ensure connectivity between City-sponsored health, wellness, and fitness programs and the regional medical community.
	The City has partnered with both health systems regarding the provision of its health and wellness programs. Continued to sponsor the annual BCS Marathon along with Baylor Scott & White. This partnership demonstrates the City's commitment to wellness and functions as a tourism driver, bringing visitors from all over to run in the event, which acts as a Boston Marathon qualifier.
5	Strategically use incentives to attract key medical services and aid existing providers in their ability to expand services (e.g. Strategic Behavioral Health).
	An Incentives webpage was added to the economic development website, which references what the City can offer to facilitate development, including those in medical services.
6	Highlight City's medical infrastructure as a recruitment tool on the economic development website.
	The healthcare ecosystem is highlighted on the existing economic development website (grow.cstx.gov) under Quality-of-Life amenities. The City will undertake a redesign of the existing website within the next year, and additional improvements to the content and layout will follow.
7	Consider complimentary medical uses around major hospitals.
	In recent years, senior housing has been developed near each hospital, providing convenient access for residents.
8	Maximize City assets such as walking and biking trails.
	Continued to invest in multimodal transportation, and the Economic Development Department highlights pedestrian- and bike-friendly routes in business recruitment collateral to showcase the City's quality-of-life amenities.



CHAPTER 5

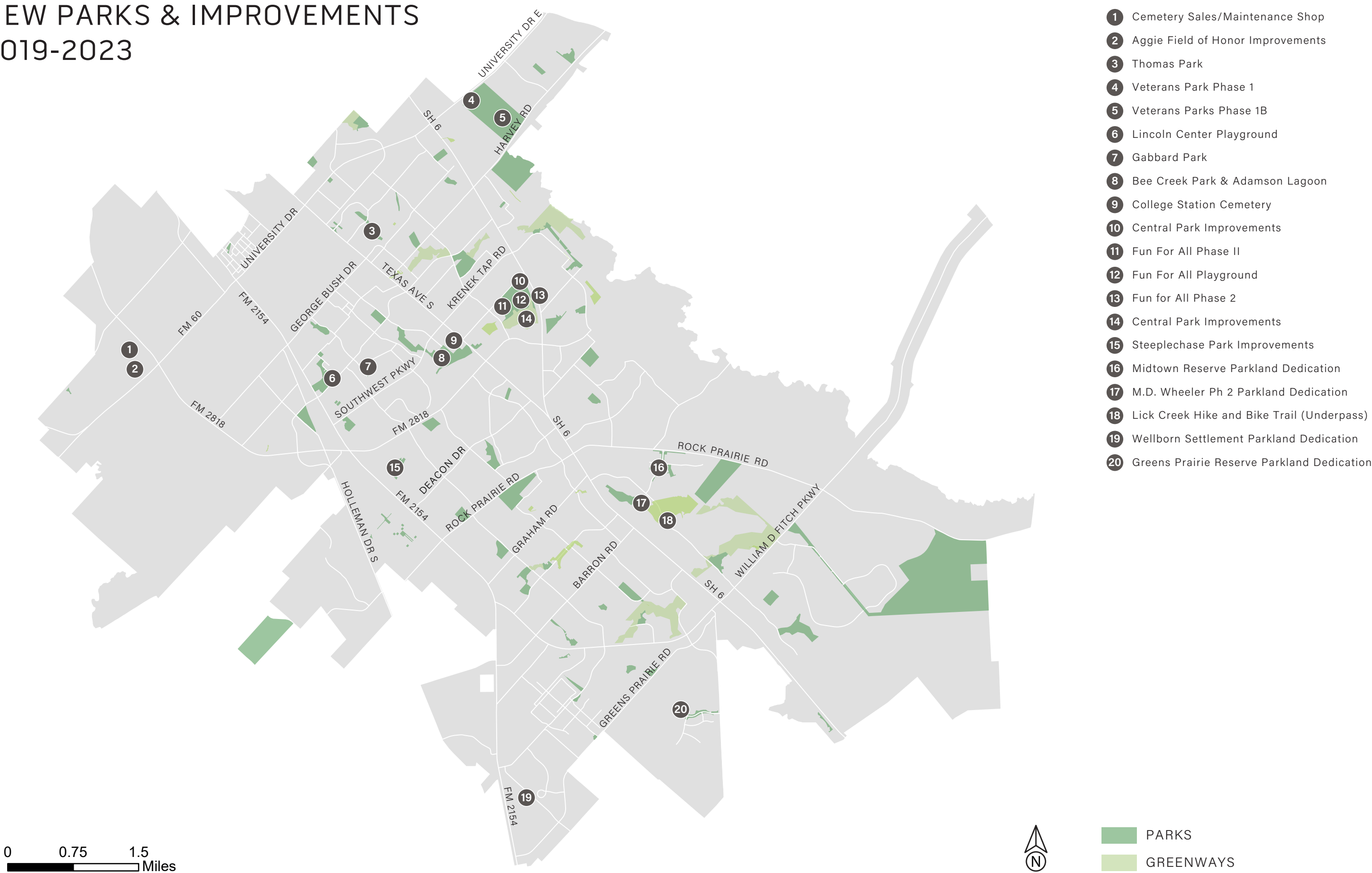
ENGAGING SPACES

GOAL: Highly desirable parks, greenways, arts and cultural amenities that support high-quality experiences for residents and visitors.

Highlights Since 2019

4 NEW PARKS

NEW PARKS & IMPROVEMENTS 2019-2023



ACTION ITEM STATUSES

5.1	On Track	Continue to support, promote, and operate major arts, entertainment, sporting, and cultural destinations through cumulative actions.
- Hosted over 20 sporting events per year at Veterans Park and Athletic Complex (VPAC), sports complexes, and school district facilities. - Secured and hosted major tournaments, including: - Triple Crown Sports Southwest Summer Nationals - Alliance Southern Championship - State 7v7 Football Tournament - Concerts & Arts Events: - Supported multiple arts events across College Station. - Planned and hosted the Starlight Music Summer Concert Series. - Community Celebrations & Engagement: - Hosted the first-ever "I Heart America" 4th of July event in 2024 at Wolf Pen Creek, featuring fireworks, a drone show, and live music. - Released the Seasonal Guide, promoting recreational activities across the community		
5.2	On Track	Maintain and expand community-based greenway and open space preservation programs.
- The Adopt-a-Greenway program continued to engage community volunteers in maintaining parks and greenways. - Collected 74 forty-gallon trash bags from 264 acres of adopted greenways and parks in 2024. - Expanded the program to include stormwater outfall inspections, supporting the City's MS4 requirements and goals. - The Parks Department assumed stewardship of greenways. - City Council approved a new position for FY 25, a Volunteer and Community Engagement Coordinator.		
5.3	On Track	Continue to expand outreach about the parks and greenway system.
- The Parks & Recreation Department engaged in community outreach through various marketing and communication efforts. - Maintained an updated and user-friendly website. - Highlighted articles in local and regional publications. - Engaged with the community through media interviews and radio advertising. - Released seasonal Parks & Recreation Guides, including: - The Spring Guide (January–April). - The Summer Guide (May–August). - The Fall Guide (September–December). - Used flyers, sandwich board notifications, and online announcements to promote events and programs. - Hired a Marketing Coordinator to develop marketing strategies. - Regularly updated the City website calendar to keep the public informed. - Provided information through the new "I Heart CS" digital monthly newsletter and appearances on What's Up College Station.		

5.4	On Track	Support a community-wide public art program.
- Worked with the Arts Council of the Brazos Valley to initiate a mural program. - Held an inaugural mural festival to celebrate the completion of the murals. - Completed five murals - Additional opportunities for murals or other public art identified for future years will be considered by City staff in coordination with the Arts Council of the Brazos Valley.		
5.5	On Track	Continue leisure, health, and educational programming.
- The Parks & Recreation Department continued to offer a variety of leisure, health, and educational programs for residents of all ages, with ongoing efforts to expand and refine offerings based on community interest. - Spring 2024 Programs: - Educational & Outdoor Activities: - World Migratory Day, Park in the Dark, City Nature Challenge Observation Day - Health & Wellness: - Holistic Health, Meditation, Senior Fitness Classes, Karate, Birding 101, Fly Fishing - Summer Offerings: - Youth Programs, Nature Center, Mini Camps, Survival Adventures, Nature's Science Academy, Fly Tying Class - Public Swim Lessons - Wellness & Outdoor Activities - Meditation, Birding 101, Holistic Health Days - Senior Programs: - Fitness & Recreation - Walking groups, Fitness center access, Body/brain games - Social & Leisure Activities - Table games, Arts and crafts, Potluck socials, Bingo, Dances		
5.6	On Track	Identify and secure public and private funds for the acquisition of parks, greenways, and facilities.
- The College Station Parks Foundation was formed in 2023. - Updated the Fun for All Playground (FFAP): - Completed bench and table installations. Additional play structures, shade, swings, and fall zone construction completed in the fall of 2024. - Moved the Plaza/Donor Wall Enhancement Project forward with funds allocated by the FFAP Committee. - Submitted Texas Independence Park Texas Parks and Wildlife Community Park Grant application for further enhancements in 2024.		

5.7	On Track	Continue inter-agency coordination and establish new public-private partnerships to provide additional amenities, funding, networking, and co-production opportunities.
▪ Mow and Grow Zones established for urban stream restoration and riparian habitat improvement. ▪ Partnered with Texas Water Resources Institute (TWRI), Texas Commission on Environmental Quality (TCEQ), and volunteer organizations. ▪ Native plant installation and erosion monitoring over a three-year period. ▪ Heat Island Tree Planting Project at Tarrow Park & Bee Creek Park. ▪ Worked with Texas A&M Forest Service, Brazos County Master Naturalists in 2024. ▪ Supported Native Seed Bank & Tree Planting Initiatives. ▪ Submitted application for a \$750,000 Texas Parks and Wildlife Department Outdoor Grant for Texas Independence Park construction in 2024. ▪ Currently planning the annual Games of Texas event ▪ Collaboration between school districts, Texas A&M University, City of Bryan, and private businesses to bring a statewide event to Bryan/College Station.		
5.8	On Track	Evaluate, amend, and develop relevant ordinances to protect natural resources, habitats, and green-water infrastructure.
▪ Parkland Dedication Ordinance Amendment ▪ Adopted June 9, 2022. ▪ Eliminated the distinction between community and neighborhood parks for dedication purposes, reduced the number of parkland dedication zones to four, added an appeals process, allowed developers of private parks to receive up to a 25% credit, and updated the dedication and fee amounts.		
5.9	Not Started	Investigate the feasibility of incorporating riparian buffer standards to preserve sensitive land along waterways.
5.10	On Track	Consider new and enhanced natural resource management strategies that promote environmental sustainability and stewardship and improve quality of life.
▪ Initiated execution of the “No mow zone” at Wolf Pen Creek as part of a three-year erosion study. ▪ Finalized planned improvements to Butterfly Alley to enhance and support butterfly migration awareness. ▪ Submitted the Bird City USA application. ▪ Implemented the Urban Heat Island Mitigation Tree Planting. ▪ 988 15-gallon trees and 1,500 5-gallon seedlings.		

5.11	On Track	Invest in the redevelopment of existing parks.
- Completed - Lick Creek Bird Blinds - New construction of two bird blinds - Under Construction - Bachmann Park - Little League, Senior League, and Soccer building demolition and reconstruction - Bee Creek & Central Park - Tennis court improvements - Fun For All Playground - Expanded park play structures & shading - Bee Creek & Central Park - Tennis court renovations - Anderson Park - New futsal/multi-use courts and four pickleball courts. - Central & Bee Creek Parks - New tennis court construction		
5.12	On Track	Conduct community-wide parks and recreation needs assessments and pursue recommended improvements.
- Started Parks & Recreation Department Master Plan update - Gathered public input on Southeast College Park - Developed Park Condition Assessment Plan while collecting data for parks asset management work order system to better monitor and plan for park maintenance. - Began Community Recreation Center feasibility study. - Received and incorporated public comments, requests and concerns regarding the construction of three new Baseball fields planned for the Veterans Park and Athletic Complex (VPAC).		
5.13	Not Started	Identify a land acquisition strategy and integrate additional greenspace.

5.14	On Track	Create connections between key elements of the parks, recreation, greenways systems, and destinations.
- Completed Lick Creek/Midtown Trail Hike and Bike Trail improvements. - Completed connectivity improvements to the Lick Creek/Midtown Hike and Bike Trail in 2024. - Plans included a connected trail design from the Smith tract to the Art & Myra Bright Park & Carter's Creek Park. - Applied for a grant to construct segment of Spring Creek Hike and Bike trail. - Approved the Texas Independence Park Master Plan in 2024. - This new park will highlight the use of trails within the park as well as making connections to the Lick Creek Trail and the new pedestrian shared use path being constructed along Rock Prairie Rd.		
5.15	On Track	Design and construct inclusive, accessible, and sustainable parks and greenway trails.
- Completed an improved trail access/connection at the Mid-Town bridge along the Lick Creek Corridor. - Developed design elements at Thomas Park and Texas Independence Park which include inclusive, accessible and sustainable park considerations. - Constructed a new inclusive playground for 2–5-year-old children in 2024 at the Fun For All Playground located within Central Park. - This unique park encourages children of all abilities to share experiences and play together while removing boundaries and creating a sense equality and inclusion.		



CHAPTER 6

INTEGRATED MOBILITY

GOAL: An innovative, safe, and well-connected, multi-modal mobility system serving all user types that is designed to support the surrounding land uses.

Highlights Since 2019

11.6 MILES OF NEW MULTI-USE PATHS

7.6 MILES OF NEW BIKE PATHS

MOBILITY IMPROVEMENTS
2019-2023



- INTERSECTION IMPROVEMENTS
- NEW STREETS
- STREET WIDENINGS
- STREET RECONSTRUCTIONS

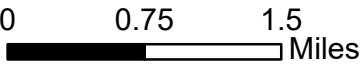
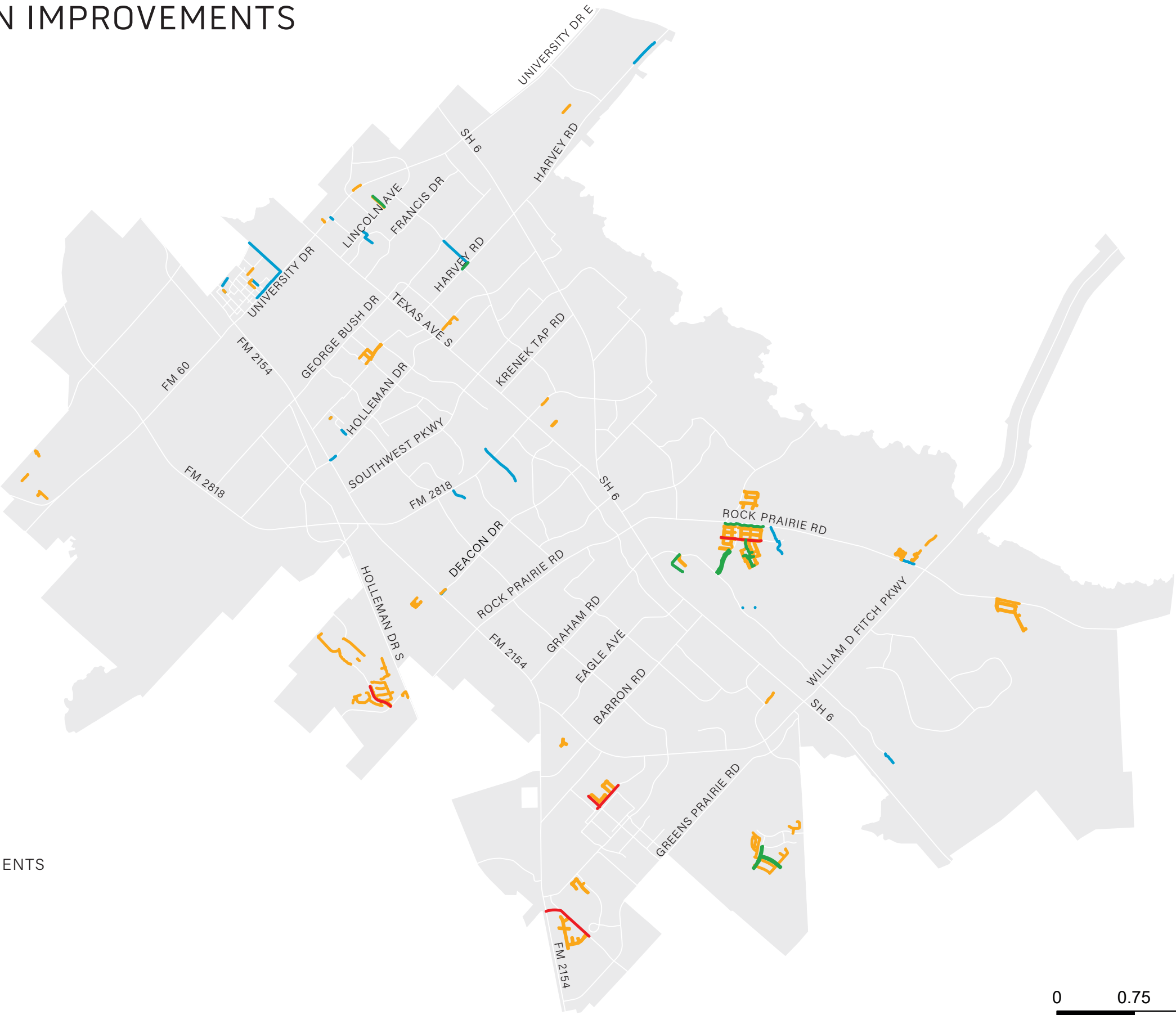


0 0.75 1.5
Miles

BICYCLE & PEDESTRIAN IMPROVEMENTS 2019-2023



-  BICYCLE & PEDESTRIAN IMPROVEMENTS
-  SHARED USE PATHS CONSTRUCTED
-  SIDEWALKS CONSTRUCTED
-  BIKE FACILITIES CONSTRUCTED



ACTION ITEMS STATUSES

6.1	On Track	Implement complete street and context sensitive design.
- Worked with the City of Bryan to update the Streets section of the Bryan/College Station Unified Design Guidelines, including implementation of complete street designs. - Context-sensitive design continued to be standard practice for the Planning & Development Services and Capital Improvement Departments. - Currently evaluating the feasibility of updating the City's thoroughfare cross sections to offer more alternatives for consideration in street design and construction. - The creation of a new Active Transportation Master Plan is underway and may identify other best practices to be considered for implementation.		
6.2	On Track	Conduct a Thoroughfare Plan audit.
- Adjusted the Thoroughfare Plan with the adoption of the Comprehensive Plan in fall 2021. - The Traffic Congestion & Mobility Analysis is in progress and is assessing 50 intersections for potential modifications to relieve traffic congestion while accommodating other modes of travel.		
6.3	On Track	Enhance and upgrade intersections.
- The Capital Improvement Department managed several intersection upgrade projects. In total, more than 20 street projects with intersection upgrades are under design or construction. These include: - Durham Loop and Midtown Drive - University Drive Pedestrian Improvements Project from Boyett Street to South College Avenue - William D Fitch Parkway and Pebble Creek Parkway to Lakeway Drive - Holleman Drive / Wellborn Road (FM 2154) Intersection project initiated by TxDOT - University Drive East and Veterans Park - State Highway 30 (Harvey Rd) Widening - Holleman Dr West/ Jones Butler Rd Roundabout - Barron And Decatur - Pebble Creek Pkwy and William D. Fitch - Greens Prairie & Arrington Intersection		
6.4	On Track	Continue to evaluate and implement best management practices to increase bicycle and pedestrian use.
- Currently evaluating best management practices as part of a potential update of the City's thoroughfare street cross sections that includes alternatives for bicycle and pedestrian facility design. - Currently updating the Bicycle, Pedestrian, and Greenways Master Plan as a new Active Transportation Master Plan. This plan will include a level of traffic stress assessment for the existing bicycle and pedestrian network and potential updates to the current practices and program.		

6.5	On Track	Undertake streetscape improvements within gateways and image corridors.
- The third gateway sign located at the intersection of Highway 47 and Raymond Stotzer Parkway is under construction and is expected to be complete in FY 2025. - The FY 2025 budget included a fourth gateway.		
6.6	On Track	Evaluate transit funding partnerships.
The FY25 City budget included funding for Brazos Transit District (BTD) to assist in closing the funding gap created by the reduction in federal and state funds. Brazos County and City of Bryan are providing funding as well. BTD has established the Brazos Urbanized Area committee comprised of executive staff of local jurisdictions and transit advocates to assist with recommendations on service levels and funding needs in upcoming years.		
6.7	Not Started	Prioritize programs and improvements that will reduce vehicular demand.
6.8	On Track	Maintain the various funding programs for mobility projects.
- Assisted the Bryan-College Station Metropolitan Planning Organization (MPO) in developing its next 25-year Metropolitan Transportation Plan (MTP), which was adopted in December 2024. - Included future TxDOT funding for projects along high priority corridors of State Highway 6, FM 2154, SH 30, SH 40, FM 2818, FM 2347, and the Bush/Wellborn Interchange. - Implementation of the projects in the adopted City capital improvements program, including those from the 2022 bond election, is on-going. - Continued collaboration with several regional mobility partners on project funding, including the Brazos County Regional Mobility Authority, the Bryan-College Station Metropolitan Planning Organization's Transportation Improvement Program, and the Texas Department of Transportation.		
6.9	On Track	Fund bicycle and pedestrian infrastructure and safety improvements.
- Council adopted significant funding for sidewalk and trail projects in summer 2024. These funds will be used to construct priority sidewalk and trail projects identified in the Bicycle, Pedestrian, and Greenways Master Plan. - Recently funded road rehabilitation projects for improvements to bicycle and pedestrian infrastructure and safety include: - Foster Avenue - Lincoln Avenue - George Bush Drive - Rock Prairie Road - Consultant selection is underway for design and construction of high priority sidewalk and trail projects identified in the Bicycle, Pedestrian, and Greenways Master Plan. - Currently evaluating potential additional funding available through the Bryan-College Station Metropolitan Planning Organization (MPO) and state and federal grant programs.		

6.10	Not Started	Develop performance measures, collect transportation data, and monitor trends.
6.11	Not Started	Evaluate Traffic Impact Analysis (TIA) requirements.
6.12	Not Started	Evaluate and update access management strategies.
6.13	Not Started	Develop and implement a travel demand management program.

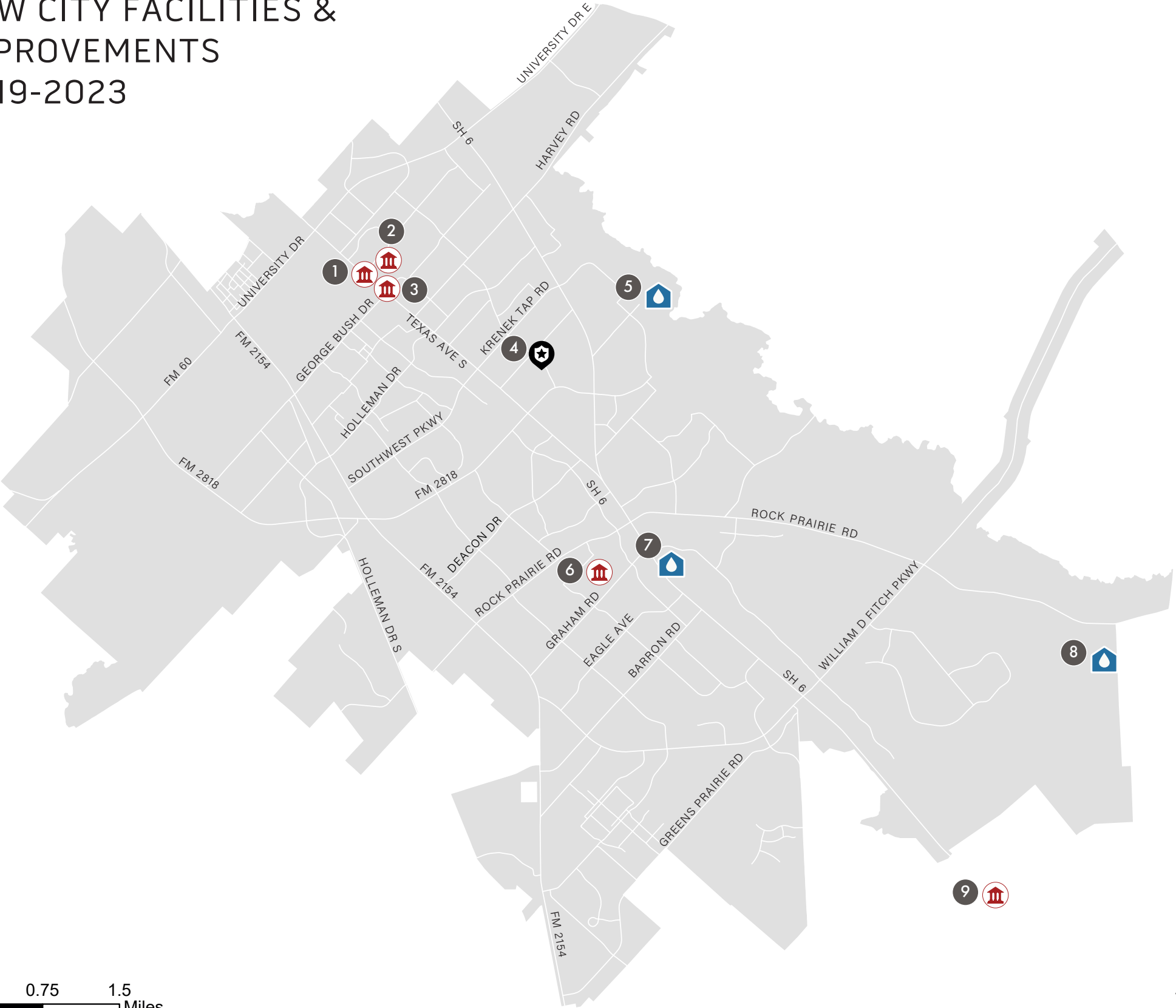


CHAPTER 7

EXCEPTIONAL SERVICES

GOAL: Exceptional municipal facilities and services that meet community needs, contribute to community character, exhibit environmental stewardship and resiliency, support surrounding land uses, incorporate full life-cycle costs, and are coordinated and fiscally responsible .

NEW CITY FACILITIES &
IMPROVEMENTS
2019-2023



- 1 I Heart Aggieland Sign
- 2 New City Hall
- 3 1207 Texas Avenue-Visit College Station
- 4 New Police Headquarters
- 5 CCWWTP Centerifuge
- 6 Arnold Road Fuel Station
- 7 Rock Prairie Road Water Tower
- 8 Lick Creek Wastewater Treatment Plant
- 9 City Gateway Sign

0 0.75 1.5
Miles



-  PUBLIC SAFETY
-  GENERAL SERVICES
-  WATER/WASTEWATER

ACTION ITEMS STATUSES

7.1	On Track	Prioritize utility and service improvements in existing areas.
▪ Capital Improvement Projects to accomplish this action item ▪ FY19 ▪ Carter's Creek Wastewater Treatment Plant Office Remodel ▪ Phase: Construction ▪ Estimated construction completion: Spring 2025 ▪ City Gateway Sign #3 (West) ▪ Phase: Construction ▪ Estimated construction completion: 2025 ▪ Lick Creek Wastewater Treatment Plant Capacity Expansion ▪ Phase: Warranty ▪ Estimated construction completion: Fall 2023 ▪ Marion Pugh -Holleman to George Bush ▪ Phase: Design ▪ Estimated construction completion: Late 2026 ▪ McCulloch Rd Rehab (wastewater) ▪ Phase: Design ▪ Estimated construction completion: Winter 2025 ▪ Summit Crossing Park ▪ Phase: Bidding ▪ Estimated construction completion: 2025 ▪ Victoria Roundabout ▪ Phase: Design ▪ Estimated construction completion: Spring 2026 ▪ FY20 ▪ James/Puryear Rehab ▪ Phase: Design ▪ Estimated construction completion: Pending ▪ Luther Rehab (Marion Pugh to Penberthy) ▪ Phase: Construction ▪ Estimated construction completion: Fall 2024 ▪ Rock Prairie Rd East Widening ▪ Phase: Construction ▪ Estimated construction completion: Fall 2025 ▪ Security Fencing for Well #5 ▪ Phase: Construction ▪ Estimated construction completion: Winter 2023 ▪ WD Fitch Rehab Ph1 (SH30 to Tonkaway) ▪ Phase: Construction ▪ Estimated construction completion: Fall 2025 ▪ WD Fitch Rehab Ph2 (Tonkaway to Rock Prairie) ▪ Phase: Design ▪ Estimated construction completion: Summer 2026		

- FY21
 - Francis Drive Phase 3
 - Phase: Design
 - Estimated construction completion: Pending
 - Holleman Dr W at Jones Butler Rd. Roundabout
 - Phase: Bidding
 - Estimated construction completion: Fall 2025
 - Krenek Tap Rehab
 - Phase: Design
 - Estimated construction completion: Winter 2025
 - SH40 Water Line (Victoria-Sonoma)
 - Phase: Design
 - Estimated construction completion: TBD
- FY22
 - FM2818 Utility Relocations
 - Phase: Complete
 - Estimated construction completion: Spring 2024
- FY23
 - 1207 Texas Avenue Renovation
 - Phase: Complete
 - Estimated construction completion: Summer 2023
 - Drainage Improvements at Milliff and Redmond
 - Phase: Construction
 - Estimated construction completion: Fall 2025
 - Drainage Improvements at Stallings Drive and University Oaks Blvd.
 - Phase: Complete
 - Estimated construction completion: 2024
 - Midtown Crossing
 - Phase: Complete
 - Estimated construction completion: Fall 2023
- FY24
 - Bee Creek Phase 3
 - Phase: Construction
 - Estimated construction completion: Fall 2024
 - Carter Creek Blower Buildings Nos. 2 & 3
 - Phase: Construction
 - Estimated construction completion: Winter 2024
 - Jones Butler Extension and Roundabout
 - Phase: Design
 - Estimated construction completion: 2028
 - McCulloch Rehab
 - Phase: Construction
 - Estimated construction completion: Winter 2025
 - SH 40 Waterline (Graham- Baron)
 - Phase: Design
 - Estimated construction completion: TBD
 - Water Wells 10, 11, 12
 - Phase: Design
 - Estimated construction completion: 8/15/2028
 - Water Wells Collection Line
 - Phase: Design
 - Estimated construction completion: 8/15/2028

7.2	On Track	Develop a comprehensive facilities plan.
- Completed the first iteration of a facilities master plan in April 2024. This focused on municipal Court, Utility Customer Service, Public Works Operations, College Station Utilities, and Parks Administration. - Potentially conducting two additional phases to provide a comprehensive analysis of all City facilities. - Phase 2 would capture all other City buildings not included in Phase 1 (approximately 39 buildings). - Phase 3 would provide a lifecycle analysis for all buildings addressed in Phases 1 and 2. Additional funding will be needed for these phases.		
7.3	On Track	Continue capitalizing on opportunities to achieve multiple community objectives through coordinated infrastructure projects.
- Capital Improvement Projects Department coordinated with Public Works, Water Services, Electric, and Planning & Development Services on all capital projects as needed and appropriate. Several projects in FY25 involve this coordination, including: - The College Heights Utility Rehab - The McCulloch Road Rehab and Krenek Tap Reconstruction		
7.4	On Track	Continue to build resiliency in municipal operations and services.
- Development and adoption of the Brazos County Hazard Mitigation Action Plan continued in FY24, with implementation to follow. - Several actions proposed in the plan will help build resiliency within municipal operations and services, including a collaborative strategy on sheltering during extreme weather events.		
7.5	Achieved	Evaluate the utilization of community paramedicine.
The College Station Fire Department evaluated the feasibility of community paramedicine and determined that this community's demand does not meet the minimum threshold for the implementation of this program.		
7.6	On Track	Continue to pursue recognition, credentials, and accreditations City-wide.
- As a standard practice, City staff pursue individual and departmental recognition, credentials, and accreditations. These include, but are not limited to the: - Commission on Accreditation for Law Enforcement Agencies (CALEA) accredited Police Department & Public Safety Communications - Commission on Fire Accreditation International (CFAI) accredited Fire Department and Insurance Service Office (ISO) Class 1 community rating - Commission for Accreditation of Park and Recreation Agencies (CAPRA) accredited Parks & Recreation Department - State of Texas rated Superior Water Services Department; American Public Works Association (APWA) accredited Public Works Department and Water Services Department - Richard R. Lillie, FAICP Planning Excellence recognized Planning & Development Services Department		

7.7	On Track	Continue to sustain and grow emergency management preparedness.
- The Brazos County Hazard Mitigation Action Plan update continued in FY24, with implementation to follow. - Several actions proposed in the plan will help build resilience to natural hazards and emergencies, including educational materials shared with residents to build preparedness. - The Fire Department completed the Continuity of Operations Plan (COOP) in 2024.		
7.8	On Track	Continue using business intelligence, data analytics, and data visualization tools.
- Departments collected and analyzed data from various sources, including citizen feedback, social media, traffic data, and sensor data, to gain valuable insights. These insights are used to inform policy decisions, such as infrastructure planning, transportation improvements, and public safety initiatives, that are tailored to the specific needs of the residents of College Station. Completed: - Cybersecurity Study in 2019 - Enhanced electronic processes and online communication for employees during COVID-19 pandemic - Upgraded the City's Firewall protection Upcoming: - Creating dashboards for various services - Cybersecurity training - Device identification - Replacing traffic switch devices - Updating fiber infrastructure - Purchased new fiber equipment in 2022 - Changing from 48 strand to 96 strand - Updating badge readers		
7.9	On Track	Continue to expand wi-fi to public buildings.
- The Information Technology Department ensured all new or renovated City buildings were equipped with sufficient wi-fi services. All wi-fi services include a free public option and a secure employee-only internal City network. - Expanded wi-fi at Veterans Park to provide Venders with a dedicated bandwidth.		
7.10	On Track	Update public service plans.
- Implemented elements of the Water System Master Plan and the Wastewater System Master Plan adopted April 2017. - Stormwater Management Plan continued implementation, with updates made as needed. - Currently updating to the Solid Waste Service and Rate Study. - This will include rates and routes/schedules.		

7.11	On Track	Utilize municipal service cost-benefit assessments in planning utility expansion.
- Began using Fiscal Impact Analysis Model in 2024 - The intent of this project is to get a better understanding of what the costs and benefits of development are likely to be.		
7.12	Not Started	Evaluate ways to reduce energy consumption.
7.13	On Track	Pursue and support local water conservation and reuse initiatives.
- Used reclaimed water for irrigating municipal properties when feasible. - Authorized to use reclaimed water at the Veterans Park and Athletic Complex. Since 2021, approximately 80 million gallons of reclaimed water have been applied to this facility, significantly reducing overall domestic water demand in the community. - The Water Services Department initiated Stage 1 drought restrictions in August 2023. - Continued to monitor water usage and encourage conservation.		
7.14	On Track	Continue outreach and educational programs to reduce resource consumption.
- The Solid Waste Division - Continued to encourage the participation in single stream recycling through public outreach in numerous ways - Radio appearances - Podcasts - Blog posts - Updated the Recollect mobile app - Updated and distributed the Solid Waste and Recycling Guide for 2024-2026. - Assisted Twin Oaks Landfill with Household Hazardous Waste Collection twice a year. - Operated a recycling program for single-family homes through BVR Waste and Recycling. - Water Services Department - The 2024 Water Conservation Plan was adopted by the City Council and the Texas Water Development Board. - Outlined updated strategies for reducing water consumption and promoting efficiency. - Included the Irrigation Controller Rebate program, adopted in the FY25 budget. - Incentivized customers to upgrade to smart irrigation controllers. - Smart irrigation controllers use sensors or internet connectivity to adjust watering schedules based on local weather and landscape conditions. - Continued to conduct reviews every five years to comply with regulatory requirements and ensure effectiveness of the plan.		

- Energy Management Division
 - Participated in many outreach and educational programs with steady participation from both citizens and developers in these programs.
 - Neighborhood block parties
 - Home and garden shows
 - Parade of Homes
 - Citizens' University
 - Utility billing inserts
 - The City website
 - Worked closely with Utility Customer Service and engaged daily with key accounts as well as customers over the phone and through on-site, home and business energy audits.

7.15

On Track

Continue to implement best practices in meeting or exceeding State and Federal standards for stormwater management.

- Continued progress on yearly Stormwater Management Plan Best Management Practices.
 - Notice of Intent for next 5-year Stormwater Management Program to be submitted to Texas Commission on Environmental Quality (TCEQ) in February 2025.
 - Next annual Stormwater Management Program certification is due March 2025.

7.16

On Track

Advance sound floodplain management practices.

- Continued to implement the higher floodplain management standards identified with our FEMA NFIP Class 6 Rating.
- Held 5-Year Cycle Verification meeting and Community Assistance Call with FEMA in 2024.
- Continued to implement best practices in meeting or exceeding State and Federal standards for stormwater management.

7.17

On Track

Continue to meet or exceed State and Federal water quality standards for drinking water sources.

- The City of College Station consistently or exceeded State and Federal water quality standards for drinking water and maintained a superior water system rating, with no violations reported by the Texas Commission on Environmental Quality (TCEQ).
- Completed a third water tower to improve system operations and efficiency in 2023.
- In 2023, the City's water system was re-designated as a "Superior Water System".
- Adopted the design of three new water wells to increase capacity.
- Existing wells are being rehabilitated to enhance production in 2024.

7.18

On Track

Continue to keep wastewater collection and treatment capacities ahead of demand.

- Continued the phased expansion of the City's wastewater system, including the completion of the Lick Creek Wastewater Treatment Plant Expansion Project, which increased capacity from 2 MGD to 5 MGD.
 - This project ensured compliance with regulatory standards and addressed both peak demands and projected long-term needs.
- Initiated or completed several new wastewater conveyance systems to support the demands of a growing community.

7.19	On Track	Continue coordinated electric planning along with area partners.
The College Station Utilities Electric Department continued to collaborate with other departments and customers on new and proposed developments. These are covered through normal business processes in Electric and through the City's development practices		
7.20	On Track	Design high-quality public facilities that reflect the character of their surroundings.
- The Capital Improvement Projects Department developed numerous public facilities following the public facility guidelines. The design intent is to have a consistent design scheme and appearance across city facilities and be recognizable as a City of College Station facility. 2019 - College Station Utilities - Portable Building (Water) - Larry Ringer Library - Outdoor Reading Pavilion 2020 - New Police Department Annex - New Police Department Annex - Portable Building (Electric) - Central Park - Pavilion - Bee Creek Park - Bee Creek Concession & Restrooms - Fun for All Park - Building 1 - Building 2A - Building 2B - Graham Rd Substation - Substation - Control House - Portable Building (Electric) - Portable Building (Water) 2021 - Central Park - Athletic Restrooms & Storage - Veterans Park Athletic Center - Restrooms #3 - Spring Creek Substation - Battery House - New City Hall - Veterans Park Athletic Center - Restrooms #4 2022 - New Facility Maintenance Building 2023 - I Heart Aggieland Sign - Rock Prairie Water Tower - College Station Memorial Cemetery/Aggie Field of Honor - Shop Building		

7.21	On Track	Design City facilities and infrastructure to incorporate sustainable and resilient practices.
- Capital Projects staff worked to incorporate sustainability and resilience in City facilities and infrastructure. - Several projects, including upgrades at the Arnold Road fuel station and the future installation of generators at the Lincoln Center and the Bob & Wanda Meyer Senior Center.		
7.22	On Track	Provide public safety facilities to maintain adequate service and response times.
- Opened new Police Department building in 2019. - Designed and funded Station 7. Approved by voters in the 2022 bond election. The station is expected to open in the fall of 2026.		



CHAPTER 8

MANAGED GROWTH

GOAL: Fiscally responsible and carefully managed development that is aligned with growth expectations and the ability to provide safe, timely, and efficient infrastructure and services.

Highlights Since 2019

POPULATION INCREASE +7,213

ACTION ITEMS STATUSES

8.1	On Track	Prioritize proactive infrastructure investments and programs in strategic redevelopment and infill areas.
		▪ The Northeast Gateway Redevelopment Area Plan contains action items related to infrastructure investments to catalyze redevelopment in this area. Capital Improvement Projects already completed, under construction, or in design: ▪ Design and construction of a new City Hall ▪ Completed: Summer 2022 ▪ Designed and renovated Economic Development/Tourism Building 1207 Texas Ave. ▪ Completed: Summer 2023 ▪ Design and construction of a Bus Shelter at City Hall ▪ Expected completion date: Fall 2025 ▪ Rehab of Francis Drive from Texas Ave to Walton. ▪ Expected completion date: Pending. ▪ Construction of sidewalk along the west side of Foster Avenue from Walton Dr to George Bush Dr. ▪ Expected Completion Date: 2025 ▪ Design of vertical bicycle separation barrier along George Bush from Texas Ave. approaching FM 2154. ▪ Completed February 2025 ▪ Design and Construction of Lincoln Ave from Texas Ave to University Dr ▪ Expected Completion Date: Fall 2025 ▪ Rehabilitation of water and wastewater lines in the vicinity of Eisenhower St., University Dr., Jane St. and Nimitz St. with approximately 4,000 LF of 8" water distribution line and 2,000 LF of 12" water distribution line. ▪ Expected Completion Date: 2027
8.2	On Track	Amend the zoning map and consider regulatory incentives to encourage infill and redevelopment.
		▪ Adopted proactive zoning map amendments to MH Middle Housing, some of which were within redevelopment areas. ▪ Adopted Phase 1 in 2023. ▪ Adopted Phase 2 in 2024.
8.3	On Track	Re-envision underutilized retail uses and incentivize redevelopment and/or reuse of vacant buildings and properties.
		▪ Through strategic partnerships, targeted recruitment efforts, and ongoing collaboration with Texas A&M, the Economic Development and Tourism Department facilitated redevelopment opportunities in vacant properties: ▪ Pursued collaboration with a retail consultant to recruit retail entertainment, destination/specialty retailers, and restaurant brands not currently in Brazos County, with a focus on backfilling vacancies along primary City corridors. ▪ Included consideration of redevelopment opportunities for the former Macy's and Sears service center along Holleman Drive. ▪ Attended state and national retail conferences alongside the consultant to engage with regional and national brands, brokers, and developers. ▪ These efforts contributed to the recruitment of Popstroke, a new entertainment destination, which opened on TAMU system property adjacent to Century Square.

- Continued engagement with Texas A&M regarding a potential partnership for redevelopment at Post Oak Mall.
 - Considered a Request for Proposal for a proposed e-sports arena at the site the University released.
- Partnered with Texas A&M Athletics and other stakeholders on initiatives to enhance retail visibility and economic opportunities, including business recruitment and promotional efforts.
- Engaged with a national retail consulting, market research, and development firm to execute recruitment strategies for vacant retail sites, especially in prime commercial corridors.

8.4

On Track

Evaluate the utilization of impact fees that provide revenues to support infrastructure demands.

- Residential impact fee collection rates were amended to provide for annual increases to water and roadway impact fees over a three-year period.
 - January 2024
 - The first of three residential collection rate annual increases for water and roadway impact fees was implemented.
 - January 2025
 - The second of three residential collection rate annual increases for water and roadway impact fees was implemented.
- Semi-annual reports were presented to the Impact Fee Advisory Committee and City Council.

8.5

Achieved

Evaluate and revise the Water/Sanitary Sewer Extension Policy.

- The Water Services Department completed an evaluation of the policy and determined no changes were needed at this time. The policy will be reviewed in the future as conditions change.

8.6

On Track

Conduct fiscal impact analyses.

- Contracted with consultant to develop a Fiscal Impact Analysis Model in 2024.

8.7

On Track

Continue the City's Oversize Participation practice, where appropriate.

- Approved two projects for funding in 2023
 - Highpoint Apartments
 - Upon completion of the Highpoint Apartments, they were reimbursed their adopted funding for a waterline.
 - The Nova
 - Still under construction and will receive adopted funds once their sanitary sewer project is completed.

8.8

On Track

Use available tools to strategically manage growth pressure in the ETJ.

- Legislative actions influenced the City's ability to regulate the extraterritorial jurisdiction. The City is pursuing every avenue to protect its citizens through managed growth, while complying with state laws. The City is seeking further clarification of the City's rights through the court system and is asking the legislature to provide greater clarity during the State's 2025 Legislative Session.
- The City Manager's Office continued to be available for discussions on development agreements and municipal utility districts (MUDs) to manage growth pressure in the extraterritorial jurisdiction (ETJ).



CHAPTER 9

COLLABORATIVE PARTNERSHIPS

GOAL: Well-coordinated planning at all levels and effective engagement with local jurisdictions, institutions, and organizations to further realize the City's vision and support the broad community.

ACTION ITEMS STATUSES

9.1	On Track	Reference the Comprehensive Plan actions within City master plans.
- Each of the City's 7 adopted master plans reference the Comprehensive Plan. - Bicycle, Pedestrian, and Greenways Master Plan dated January 2010. - Parks, Recreation, and Open Spaces Master Plan dated July 2011. - Economic Development Master Plan dated May 2020. - The Water System Master Plan dated April 2017. - The Wastewater System Master Plan dated April 2017. - Northeast Gateway Redevelopment Plan dated September 2023. - Wellborn District Plan dated October 2023. - The Housing Action Plan dated September 2024.		
9.2	On Track	Reference the Comprehensive Plan and City master plans in Capital Improvements Planning, departmental work programs, and budgeting processes.
All annual service level budget submissions reference the Comprehensive Plan.		
9.3	On Track	Establish a university/City annual agenda.
Established quarterly meetings between City leadership and the TAMU president's office.		
9.4	On Track	Gather growth expectations.
- Evaluated the community's existing conditions in 2024 in preparation for the 2025 Comprehensive Plan 5-Year Evaluation & Appraisal. - Continue to monitor data releases from Texas A&M University, Blinn College, and the U.S. Census Bureau.		
9.5	On Track	Formalize ongoing collaborations and establish a planning coordination task force with Texas A&M University and the City.
- Provided feedback and recommendations to the University's 2024 Capacity Study. - Collaborated with the University on projects including the Northeast Gateway Redevelopment Plan and the Hensel Park redevelopment.		

9.6	On Track	Continue “good neighbor” initiatives with Texas A&M for permanent and temporary residents.
		• The Community Services Department engaged in the “Be a Good Neighbor” initiative and actively fostered strong relationships with Texas A&M faculty and students in numerous ways: ▪ Met quarterly with Texas A&M faculty, including Greek Life, to discuss issues in the City involving Aggie students. ▪ Participated in the National Night Out and Off Campus Student Services Luncheon ▪ Code Enforcement Officers continued to participate in the Community Living Course which offers offending residents an opportunity to learn more about their community and “good neighbor” practices in place of punishment. ▪ Worked with the Texas A&M Student Government and Student Affairs Department as they developed the Me + 3 initiative to foster better relations between long-term and short-term residents. ▪ Partnered with community and student organizations in the development of the Proactive Rental Inspection program which seeks to improve the standard of living for students and other renters. Ultimately, this program was not implemented as it failed to be approved by City Council. ▪ Presented to the City Council 10/24/2024, denied 4-3. • The University and Community Relations Office worked closely with the University on neighborhood relations, events, walk and talks, and more to engage in the “Be a Good Neighbor” initiative. ▪ Met monthly with Off Campus Student Services Offices. ▪ Partnered with the Off Campus Student Carnival programming ▪ Partnered with Quarterly Community Luncheons programming ▪ Met with neighborhood leaders and student leaders to discuss topics of interest and upcoming events. ▪ Worked closely with staff in the newly formed President’s Office of Community Engagement at TAMU and with the government leadership.
9.7	On Track	Contribute to a joint branding effort with Texas A&M University.
		• The Economic Development & Tourism Department engaged in strengthening the City’s connection with Texas A&M University through strategic branding and marketing initiatives. ▪ Maintained existing collaborations with the university as the “Home of Texas A&M University,” and renewed a trademark agreement in summer 2022. ▪ Enhanced the partnership between Visit College Station and Texas A&M Athletics as a destination for SEC fans through various marketing collateral. ▪ Explored additional partnerships with Texas A&M Athletics to recognize local businesses and co-branded messaging with KAMU-TV to further develop the “Grow College Station” brand. ▪ Launched a Small Business Sweepstakes to recognize local entrepreneurs and local businesses ▪ Installed an “I Heart Aggieland” sign in front of City Hall which has become a destination for residents and visitors alike as a unique photo opportunity. ▪ Enhanced the “Aggieland” moniker by making “I Heart Aggieland”-related merchandise available at the Visit College Station Visitor Center. ▪ Maintained collaborative efforts with Texas A&M through the small business campaign, which resulted in the recognition of a local business as sponsor of a Texas A&M basketball game. ▪ Hosted tailgate events prior to A&M football games and invited visiting fans, A&M officials, and the public. ▪ Extended the sponsorship agreement with TAMU Ventures for an additional 3 years to continue to engage both digitally and in print to encourage visitor stays.

- Participated in a local innovation summit which featured Texas A&M and its impact on the local area.
- Visit College Station's advisory committee met to discuss potential large upcoming events on the A&M campus.
- Facilitated a media partnership with KAMU for Aggie Park's Troubadour Festival and featured in the recognition of two signature summer events hosted at Kyle Field in 2024.
- Coordinated with A&M athletics on the sharing of photo assets.
- Launched a new website and visitor guide prominently highlighting A&M's history, traditions, and impact as a tourism destination.
- Planned an upcoming video series recognizing entrepreneurship in College Station.

9.8

On Track

Expand tourism opportunities with Texas A&M University.

- The Economic Development and Tourism Department engaged in multiple collaborative projects to expand tourism opportunities with the University.
 - Partnered with Texas A&M in July for the 2024 USATF National Junior Olympic Track & Field Championships, a national-level event which brought thousands of competitors and their families to College Station for the week-long experience.
 - In June 2024, Texas A&M hosted an international soccer match and George Strait concert, providing a significant tourism impact during a typically slower time in the calendar.
 - Worked with the Tourism Advisory Committee to create best practices for creating "Short Courses" with Texas A&M Professors to bring additional meetings to College Station during the week, a need area for overnight hotel stays.
 - Partnered with Texas A&M to create and fund the Brazos Valley Partnership Manager for Economic Development & Community Impact position, a role designed to improve access to the University for tourism functions.
- Hired a Convention Sales Coordinator specifically focused on increasing group business originating at Texas A&M.

9.9

On Track

Pursue partnerships with Texas A&M University regarding environmental stewardship.

- Worked with the University on the Cooling College Station Plan.

9.10

On Track

Convene coordination meetings with neighboring jurisdictions and regional planning organizations.

- Held a joint meeting between City of Bryan Planning and Zoning Commission and the City of College Station Planning and Zoning Commission in 2024.
 - Discussed regional growth projections, development and housing pressures, and strategies each City is employing.

9.11	On Track	Pursue interlocal cooperation agreements.
		- Actively pursued and joined multiple interlocal agreements since 2019, strengthening regional collaboration and resource-sharing. These agreements facilitated improved coordination on infrastructure, public safety, transportation, and other municipal services, ensuring efficient and cost-effective service delivery. - Brazos Valley Council of Governments: - For the construction, acquisition, implementation operation and maintenance of the Brazos Valley Area Wide Communications System. - Byrne Justice Assistance Grant (JAG) - With Brazos County and City of Bryan: supporting local initiatives, technical assistance, training, personnel, equipment, supplies, contractual support, information technology, research and evaluation activities that will improve or enhance law enforcement programs. - Rock Prairie Management District No.2. - Memorandum of Understanding between TAMU and City of College Station for Psychological Evaluations of Police Officer Applicants. - Community Emergency Operations Center Agreement with City of Bryan - The United States Department Of Justice Federal Bureau Of Prisons Federal Prison Camp Bryan, Texas - Memorandum of Understanding for Fire & EMS Services - Northeast Trunk Line (NETL) Phase 4 Memorandum of Understanding - Adopted a revised EMS agreements with City of Bryan and Brazos County to move from automatic aid to mutual aid.
9.12	On Track	Continue to coordinate with the College Station Independent School District and public charter schools.
		- Held a joint meeting between the City Council and the College Station Independent School District School Board in 2023 and 2024. - The City Manager's Office has a representative on the College Station Independent School District's bond committee. - The City Council added a strategic plan initiative to create a joint committee between the City and the College Station Independent School District in 2023.

9.13

On Track

Continue to participate in regional mobility initiatives.

- Assisted the Bryan-College Station Metropolitan Planning Organization (MPO) in developing its next 25-year Metropolitan Transportation Plan (MTP), which was adopted in December 2024 and includes future funding for several high priority corridors in Brazos County.
- Collaborated with Brazos County regarding the design of Harvey Road (SH 30) widening and the Inner East Loop alignment study., Collaborated with TxDOT regarding State Highway 6, FM 2154 and other safety funded projects.
- Collaborations with other regional partners included:
 - The Bryan-College Station Metropolitan Planning Organization
 - Brazos County
 - The Brazos Transit District
 - The City of Bryan
 - College Station Independent School District
 - The Texas Department of Transportation
 - The Brazos County Regional Mobility Authority
 - The Texas Department of Transportation
 - The Brazos Valley Council of Governments (BVCOG)
 - Texas A&M University