DISTINCTLY CEDAR PARK

PURPOSE
Cedar Park is a unique location with a distinct identity shaped by its distinguishing projects and programs.

OBJECTIVES
• Encourage unique and distinctive developments
• Revitalize Bell Boulevard area
• Create gathering places, including parks and library
• Design special events that attract people to Cedar Park
• Leverage the value of aesthetics on community culture

OPEN HERE, GROW HERE

PURPOSE
Use economic development resources to expand and diversify our tax base by actively recruiting new employers and supporting existing businesses.

OBJECTIVES
• Identify markets and actively recruit targeted industries and employers
• Evaluate economic development tool box
• Protect areas already designated for business
• Develop and launch business retention program

SAFETY IS TOP-OF-MIND

PURPOSE
Our community feels safe, secure and comfortable.

OBJECTIVES
• Ensure timely and appropriate response for calls for service
• Provide resources necessary to meet community expectations
• Enhance citizen safety level

STRONG COMMUNITY CONNECTIONS

PURPOSE
Encourage and expand civic engagement and understanding of government to inspire trust and confidence.

OBJECTIVES
• Develop and leverage innovative ways to engage the community
• Evaluate and enhance current engagement programs
• Support development and recognition of board and commission members

LINK PEOPLE, PLACES & THINGS

PURPOSE
Improve mobility through multi-modal transportation options that best serve the community’s needs.

OBJECTIVES
• Continue implementing Roadway Master Plan
• Expand pedestrian and bike networks
• Complete Transit Study
• Use technology to improve traffic/mobility
• Advance 183A frontage road project

OPERATIONAL & FISCAL EXCELLENCE

PURPOSE
Deliver high-quality services in a fiscally-responsible manner.

OBJECTIVES
• Provide high-value services to our community
• Demonstrate fiscal responsibility
• Improve and ensure a well-maintained infrastructure, including storm water
• Attract and retain a qualified workforce

SUSTAINABLE FUTURE

PURPOSE
Demonstrate responsible stewardship of community and natural resources.

OBJECTIVES
• Use our resources wisely
• Explore environmental programs
• Update Comprehensive Plan
• Support neighborhood maintenance