

Brady Comprehensive Plan

City Council/CPAC Meeting

Thursday, September 19, 2024



Tonight's Agenda

1. Introductions
2. Project Overview & Timeline
3. Roles & Responsibilities of the Advisory Committee
4. Wrap-up & Next Steps



Our Team



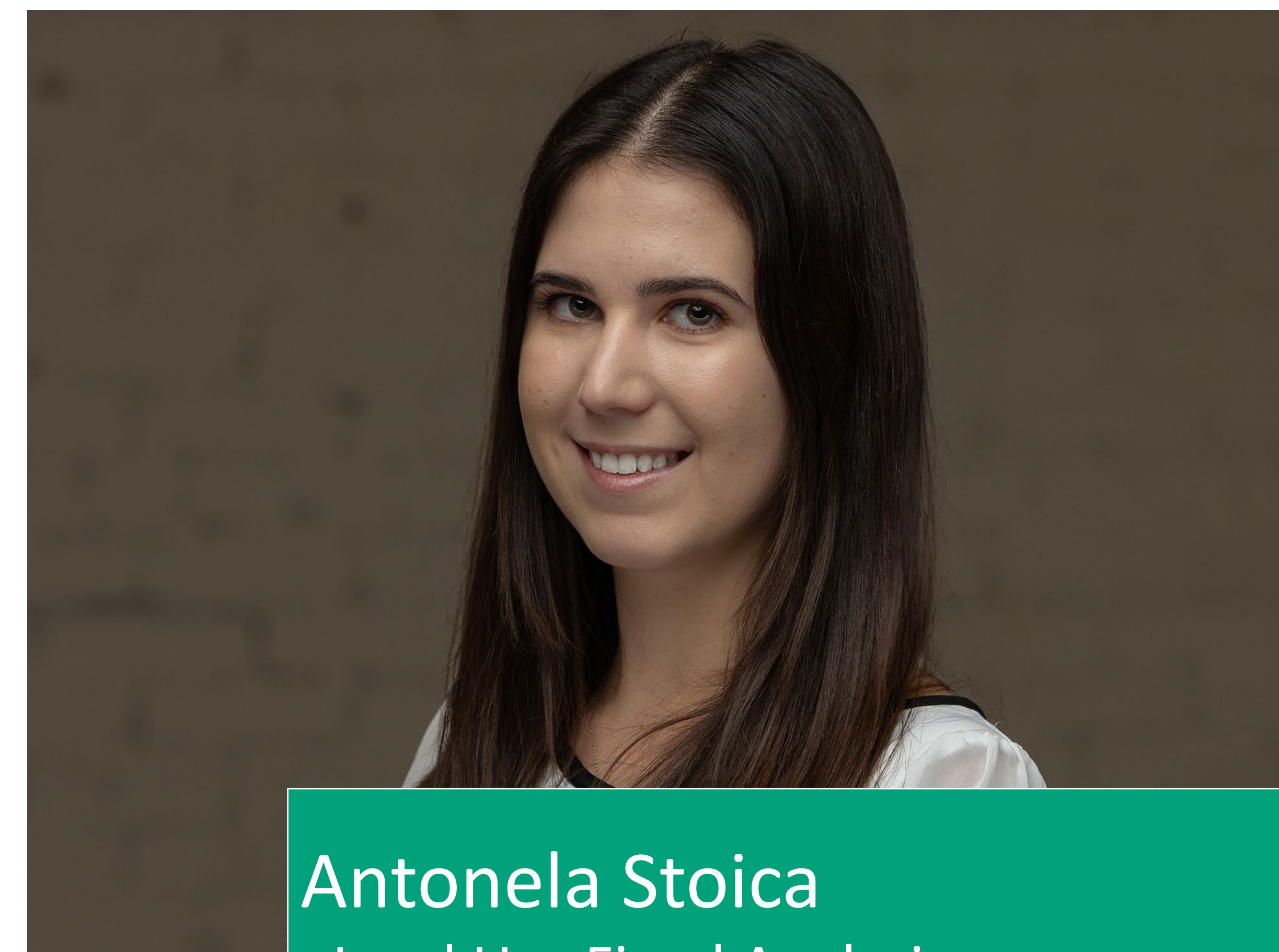
AJ Fawver, AICP, CNU-A, CPM
•Project Principal



Maddie Capshaw, AICP,
•Project Manager



Katherine Linares, AICP, CNU-A,
•Lead Planner



Antonela Stoica
•Land Use Fiscal Analysis

Introductions

①

**Your
Name**

②

**Time in
Brady**

③

**Top Item This
Plan Should
Address?**

What is a Comprehensive Plan?

What is a Comprehensive Plan?

A comprehensive plan is a foundational document. Think of it in terms of these three main tasks:

1. It provides a rationale for decision-making.
2. It provides recommendations for policy and budgeting.
3. It provides an examination of the overall picture of a city – a snapshot in time today and a glimpse at the future the community wishes to achieve.

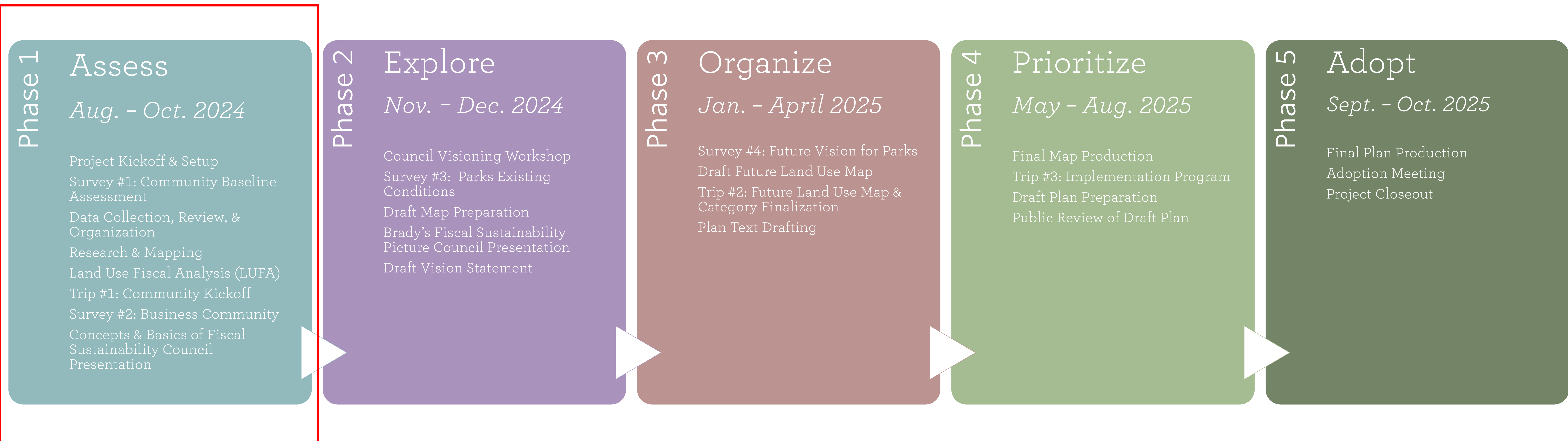
Why does a city need a Comprehensive Plan?

Why is a Comprehensive Plan needed?

Having a Comprehensive Plan is critical to guide different types of growth appropriately.

1. Physical Growth – a guide of compatible locations for future development and redevelopment.
2. Economic Growth – provide a foundation for economic development policies.
3. Growth in Governance – a guide for defining roles, decision-making, transparency, and accountability.

Project Timeline



Role of Advisory Committee

The Advisory Committee is tasked with the following:

1. Serve as champions of the process, encouraging the community to get involved in planning and implementation
2. Provide comments and input when appropriate
3. Disseminate information to the community to encourage participation
4. Seek out and facilitate discussions with other locals to educate them about the project and process
5. Think critically about local resources (people, groups, talent/expertise, opportunities)
6. Take an active role in implementing the plan once adopted



Purpose & Process

Provide background, advice, and recommendations to prepare a Comprehensive Plan for the City of Brady.



Virtual Workshop #1: Concepts & Basics of Fiscal Sustainability

- Tuesday, October 29, 2024
- On Zoom
- Introduce the relationship between policy and budget and growth, services, and infrastructure



Virtual Workshop #2: Visioning

- Tuesday, November 19, 2024
- On Zoom
- Review and discuss visioning for the City



Virtual Workshop #3: Brady's Fiscal Sustainability Picture

- Wednesday, December 4, 2024
- On Zoom
- Review and discuss the results of the fiscal analysis for Brady



Expectations of Committee Members

1. Support the schedule with timely responses
2. Maintain an environment of friendly interaction
3. Joining each virtual workshop from their own device, ready to work
4. Treat workshops as discussions, not debate
5. See everyone's voice as equal; one person speaks at a time
6. Represent broad community interests
7. Support adherence to agenda and an upbeat tempo
8. Don't dominate discussions
9. Respect time boundaries
10. Attend the adoption hearing at the end of the project



Wrap Up & Next Steps

Community Engagement Recap

Various engagement opportunities were held throughout the day yesterday (Wednesday, September 18):

- Pop-up Engagement Event from 12 PM–2 PM at Barney’s Coffee Shop
- Community Open House from 6 PM–8 PM at Trucountry Inn’s Bluebonnet Ballroom

Community members were asked to share their favorite thing about Brady:

1. The community – caring, friendly and family-oriented people
2. The downtown square
3. Outdoor/recreational spaces – the lake, parks, natural open space, etc.

Community members were asked to rank decision-making principles based on the examples provided:

1. Economic Prosperity
2. Quality of Life
3. Culture and History

Survey #1

Survey #1 – Vibrant Community Survey

177 Responses as of 9.19.24

- a. Open until end of day, October 6, 2024
- b. Consists of 14 questions and should take no more than 10 minutes to complete.
- c. Utilized to provide the most complete picture of what Brady residents see in their community today and where improvements should be focused.
- d. <https://www.surveymonkey.com/r/BradyS1>



Next Workshop

- **Topic: Concepts and Basics of Fiscal Sustainability**
- **Tuesday, October 29, 2024, via Zoom**
- **We will be discussing the following:**
 - **Funding gap between needs and available revenue**
 - **Options to close the resource gap**
 - **Fiscally informed planning**

Future Engagement Opportunities

- Survey #2 – Local Business Environment (October 2024)
- Survey #3 – Parks Existing Conditions (November 2024)
- Survey #4 – Visioning for Parks (January 2025)
- Trip #2 – Future Land Use & Parks (March 5–6, 2025)
- Trip #3 – Implementation (June 16–17, 2025)
- Trip #4 – Adoption (October 2025)

Questions & Discussion