

Town Hall Meeting

Integrity, Excellence, Community, Service



Citizen Survey



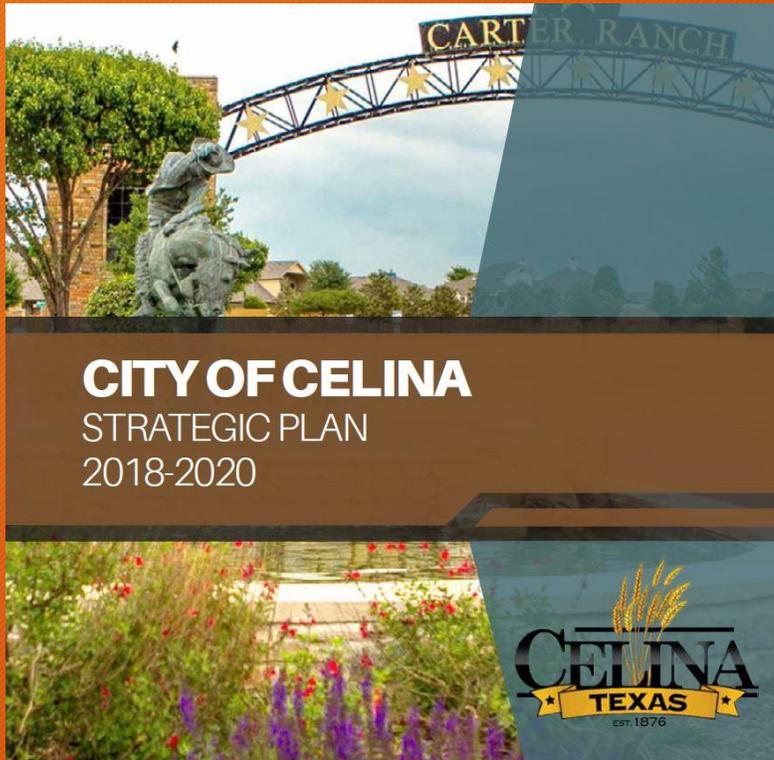
- Survey was active from January 15 to February 12, 2018
- The citizen survey was an initiative to gather community feedback on what issues need to be addressed and what things we can build on to improve our quality of life.
- The feedback and ideas gathered from this survey were analyzed to guide a new Strategic Plan for the City Council and to set a baseline for a future update to Celina's comprehensive plan.

Citizen Survey



- 759 responses in 3.5 weeks
- 75% very satisfied or satisfied with the quality of life in Celina
- Our biggest strength and asset as identified by the community is its Rural/Country feel. Infrastructure is top weakness identified by the community.
- Amongst the categories, more business/retail, downtown development were popular among residents for Celina to pursue within the next 10-15 years.

Strategic Plan



City Council adopted Tuesday, July 10, 2018

- Our Why
- Our Vision
- Core Values
- Two-Year Goals

Our Vision/Celina's Future

Vision Framework



- We have a deep understanding that to be truly great, we must make a series of good strategic decisions, which are consistent with our Vision Framework.

Two-Year Goals

1. Share our story
2. Plan the city
3. Enhance quality of life in Celina
4. Beautify & brand Celina
5. Support & grow emergency services
6. Preserve, enhance, revitalize, & grow Downtown
7. Attract & cultivate the right development in the right places
8. Develop a highly advanced technology & mobility infrastructure
9. Pursue innovative learning partnerships
10. Create & encourage agritourism opportunities



Core Values - What we are deeply passionate about

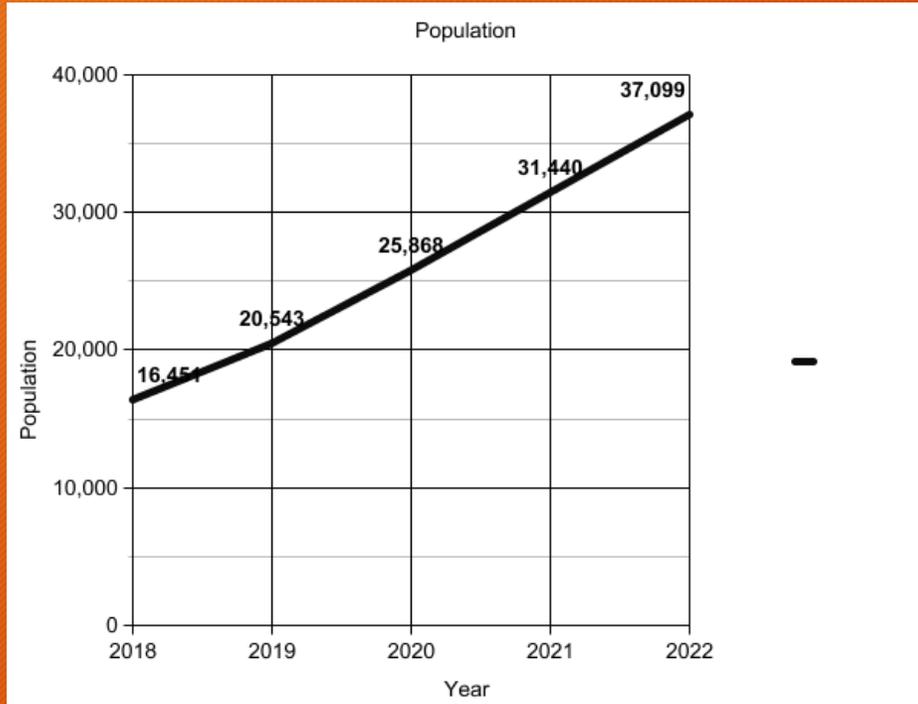


- Community
- Excellence
- Integrity
- Service

- Our Core Values were developed by city staff through a series of meetings and workshops. The values were then presented to City Council and approved.
- These core values represent our highest aspirations, our moral code, and what we are deeply passionate about.
- We truly believe that these are present in our organization and should remain present throughout everything we do.

Growth

Population projections for the next 5 years



*Data based on Celina Population, not service area population

New home permits in the past 5 years

Year	New Home Permits
2013	97
2014	346
2015	448
2016	573
2017	903

- Single family permits for October 2018: 143
- Single family permits for FY2018: 1159

Projects completed

- Partnerships with Celina Independent School District
- Expanded Police and Fire Departments
- Senior Tax Freeze (Adopted May 11, 2018)
- Subdivision Ordinance (Adopted July 10, 2018)
- One stop shop permitting, making it easier
- 2019
 - Zoning Ordinance
 - Parks Master Plan
 - Comprehensive Plan



Celina by Choice

- New Marketing Campaign from the Economic Development Corporation.
- Celina has become the place where people and businesses choose to be. And now, every year hundreds of families are discovering the wholesome, suburban lifestyle, the exemplary school system and the warmth of a friendly, healthy community in Celina, Texas.



Downtown Master Plan

- Water & Sewer
- Roads
- City Annex/City Hall/EDC
- Founder's Park
- Pecan St Patios
- Commercial Development
 - Walnut Office
 - Toasted Walnut
 - Bongo Beaux's Bourre Palace & Cajun Kitchen
 - Old drug store



Downtown Master Plan





Trails Master Plan



Trails Plan Survey Results

- 277 respondents
- Common themes seen from responses include ease of access to trails, a feeling of safety, they have quiet setting in nature, are family-friendly and wide enough to support riding, jogging and walking.
- Common responses for areas where people may like to see trails developed included scenic areas and creeks, the neighborhoods developing in the southern area of the city, Old Celina Park and downtown.

Old Celina Park Expansion



Capital Projects



Light Farms & Sutton
Fields Fire Stations



Downtown



Water and Sewer
Expansion