



Council Visioning & Strategic Goal Setting Positioning Freeport for Sustainable Growth

March 16, 2026

Positioning Freeport for Sustainable Growth

- In preparation for the meeting, Councilmembers were asked to submit up to three strategic goals to help guide the City's future direction. Staff reviewed those submissions and identified several common themes that form the basis for this discussion.
- These priorities will ultimately help inform the City's FY 2026–2027 budget as we transition toward a Priority-Based Budgeting framework.



Infrastructure & Utilities

Why This Matters

Reliable infrastructure protects public health, supports economic development, and ensures essential services operate effectively during both normal conditions and weather events.

Discussion Items Identified through Council Input

- Improve drainage reliability in flood prone areas.
- Address wastewater system performance during rain events.
- Evaluate lift station capacity related to future growth.
- Conduct a citywide infrastructure capacity and growth impact review.



Ensure the City's infrastructure can support future development and population growth, positioning Freeport for sustainable growth.

Public Safety Assets



Why This Matters

Reliable public safety infrastructure and equipment support effective emergency response and help ensure residents, businesses, and visitors can be served quickly during emergencies. Maintaining these assets and ensuring they are visible, functional, and aligned with current safety standards contributes to overall community safety and resilience.

Discussion Items Identified through Council Input

- Improve fire hydrant visibility through repainting and roadway location markers.
- Replace outdated roadway signage with current engineering-standard reflective signage.
- Identify opportunities to strengthen emergency response readiness through improved asset visibility and infrastructure coordination.



Reliable, visible public safety assets strengthen emergency response and community safety.

Youth Recreation Opportunities



Why This Matters

Youth engagement and recreational opportunities contribute to a healthy and connected community. Providing structured activities and accessible recreational spaces supports youth development, strengthens community relationships, and enhances overall quality of life for residents and families.

Discussion Items Identified through Council Input

- Evaluate the feasibility of developing a sports complex to support youth athletics and community events.
- Explore opportunities to establish a structured youth basketball league in partnership with local schools.
- Identify opportunities to expand youth recreation programming and structured activities.
- Strengthen partnerships with schools and community organizations to support youth engagement.



Expanding youth recreation opportunities strengthens community life and attracts families to Freeport.

Economic Development & Tourism



Why This Matters

Economic development and tourism expand the city's tax base, support local businesses, and create opportunities for long-term community investment. Strategic efforts to enhance Freeport's waterfront, downtown, and visitor attractions can strengthen the local economy while reinforcing the city's identity as a coastal destination.

Discussion Items Identified through Council Input

- Enhance the Freeport beachfront as a managed recreational and tourism asset.
- Explore redevelopment opportunities along the Brazos River waterfront.
- Activate downtown and waterfront areas through events and destination programming.
- Strengthen regional marketing and branding to attract visitors.
- Evaluate partnerships with private developers, industry, and community organizations.



Investing in tourism, waterfront assets, and downtown activity expands the tax base and supports economic growth.

Municipal Service Delivery



Why This Matters

How municipal services are delivered directly impacts operational efficiency, service quality, and long-term financial sustainability. Periodically evaluating service delivery models allows the City to consider whether adjustments could improve accountability, responsiveness, and overall effectiveness for residents.

Discussion Items Identified through Council Input

- Evaluate the feasibility of bringing solid waste collection services in-house.
- Evaluate the feasibility of bringing water and wastewater utility services in-house.
- Assess equipment, staffing, and capital investment required to support potential service transitions.
- Consider long-term financial planning strategies to support potential service delivery changes.



Evaluating how services are delivered helps ensure Freeport can provide reliable, efficient municipal services as the community grows.

City Facilities and Public Assets



Why This Matters

Strategic management of municipal facilities and public assets helps ensure that City operations remain efficient while protecting long-term public investments. Evaluating facility needs and asset utilization supports effective planning for future operations and community service delivery.

Discussion Items Identified through Council Input

- Evaluate purchasing the current City Hall facility.
- Evaluate selling or redeveloping the former City Hall property.
- Assess long-term facility needs for municipal operations.
- Develop a long-term strategy for managing municipal facilities and public assets.



Strategic management of City facilities protects public investments and ensures municipal operations can support future growth.

Strategic Framework for Freeport's Future

Infrastructure + Public Safety +
Youth Opportunities + Economic Development +
Service Delivery + Strategic Assets
= Sustainable Growth for Freeport

- Community Engagement
- Analysis of Community Feedback
- Council Review – April 20th
- Integration into FY 2026-2027 Budget

Your Voice Matters

Community input is an important part of the City's strategic planning process. Residents, businesses, and community organizations are encouraged to share their perspectives as we continue this discussion.

If your organization or community group would like to host a conversation about Freeport's future priorities, please contact the City Manager's Office. Your feedback will help inform the priorities that guide the City's future planning and upcoming budget development.

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