

2025–2027 City Council Strategic Planning Priorities & Goals

Priority 1 – Transportation

As construction begins on the Nature Heights extension and low-water crossing replacement, develop additional transportation route alternatives to reduce reliance on US 281 and improve internal mobility across the community.

Priority 2 – Infrastructure

Utilize existing infrastructure plans to prioritize drinking water and reclaimed water system upgrades, ensuring reliability of aging systems and preparing for future growth.

Priority 3 – Downtown Master Plan

Leverage recent momentum, including the Ophelia Hotel & Conference Center project, to develop a refreshed Downtown Master Plan that enhances the district while maintaining our small town the city's charm and character.

Priority 4 – Marketing the City

Evaluate the city's branding strategy to boost recognition and visitor engagement. Community brands should align with, but remain distinct from Visit Marble Falls' efforts.