



## CHAPTER 7

# IMPLEMENTATION

## WHAT'S INCLUDED IN THE CHAPTER

This chapter represents a vital component of the Comprehensive Plan. It features an implementation table outlining specific action items the City must carry out to realize the Plan's vision and goals. Serving as a reference for the City, community members, and governing bodies, this chapter ensures accountability and facilitates ongoing monitoring of implementation progress. It is a key element that contributes to completing the broader vision of the Plan.

# IMPLEMENTATION BEST PRACTICES

## Proactive and reactive strategies

Plan implementation is often achieved through one of two methods: proactive and reactive implementation strategies. While both are effective in putting the recommendations of this Plan into action, using a balance of both approaches will better set the City up for success in this goal. Examples of proactive and reactive strategies are provided below.

### Proactive Strategies

Proactive strategies are those that the City leads in seeking implementation of the Plan's recommendations and actions. City-initiated efforts are effective because they may occur immediately but may prove costly regarding staff time and City resources. Examples include:

- Updating policies, such as Capital Improvement Plans (CIPs), thoroughfare plans, and development codes to achieve the recommendations identified within this Plan.
- Initiating zoning changes within target areas to encourage development that is compatible with the land use designations within this Plan.
- Acquiring property from private individuals and entities in strategic locations to ensure responsible development and engineering practices.

### Reactive Strategies

Reactive strategies involve opportunities brought to the City on a case-by-case basis rather than those the City seeks out independently. These strategies rely on elected and appointed officials to act with the recommendations of this Plan in mind, placing further emphasis on the continuing updates and communication of the Plan suggested in this chapter. Examples include:

- Assessing rezoning requests against the intent and purpose of the future land use categories established in this Plan.
- Reviewing development applications for compliance with the adopted development standards and the intent of this Plan.
- Updating the recommendations and actions of this Plan based on public feedback and initiatives.
- Considering economic development projects and incentive options that expand the City's tax base and employment opportunities.



## Plan Education

An essential part of implementation is education about the role and significance of the Comprehensive Plan. Public education about the plan builds consensus on initiatives and gains buy-in from the community.

Regular education and training should be offered to City Council, Planning and Zoning Commission, City Staff, and other individuals with a direct role in the implementation of the plan. Training is intended to update or educate participants so that those involved with the plan are always informed about its current status. Training initiatives should include:

- A review of the goals and pillars that guide the plan's recommendations.
- An overview of segments of the plan that most directly relate to their responsibilities and purposes.
- Discussion of the roles and responsibilities of each individual entity and its function regarding plan implementation.
- Implementation tasking and priority setting that allows each group to establish their own short and long-term agendas.
- A review of current plan initiatives and status updates on the progress of recommended implementation strategies.

## Roles and responsibilities

No single individual or entity is responsible for the implementation of the Comprehensive Plan. There are multiple aspects of the plan that require participation by various parties, such as the adoption of regulations, administration of the development code, and partnering with different public and private organizations. Each individual or group involved with the Comprehensive Plan has a vital role to play in the implementation of the plan based on their authority or expense.

### City Council

The key responsibilities of the City Council are to establish priorities, set time frames for when actions should be initiated and completed, and determine the financial resources to be made available for implementation efforts. The City Council works with outside entities or provides direction for City Staff and Planning and Zoning Commission to implement the initiatives of the Plan.

### Planning and Zoning Commission

The Planning and Zoning Commission is charged with making recommendations to the City Council regarding zoning and the Comprehensive Plan. In this role, the Planning and Zoning Commission acts as the connection between City Staff and City Council. It is important for the Commission to remain knowledgeable about the Comprehensive Plan and to make sound recommendations in the best interest of the City.

### City Staff

City Staff is involved in the most direct application of the Comprehensive Plan. They are responsible for administering the plan through the zoning ordinance, subdivision codes, and other regulations influenced by the Comprehensive Plan for the built environment through the administration of these ordinances.

### Outside Organizations

Implementation of the Comprehensive Plan is not solely on the City resources. Entities like private developers, federal agencies, or local nonprofit organizations are useful resources to implement specific recommendations of the Comprehensive Plan. These entities can provide resources and support for elements of the plan to assist the City in completing particular tasks. Partnerships can take the form of public-private partnerships (PPP), grant funding, establishment of programs, and other various methods.

## Updating the Plan

This Plan is intended to serve as a guide for policy decisions and to reflect the community's vision for the future. As such, the Plan is not a rigid document but a living tool that should be revisited and revised, if necessary, depending on the City's changing economic, physical, and social composition. The Plan should be reviewed for accuracy as the City grows to maintain alignment with the vision and pillars.

### Annual Progress Reporting

Following adoption, the City should assign a responsible body, such as the Planning Commission or another citizen committee to provide an annual progress report on the status of the Comprehensive Plan to City leadership. This annual review will help verify if the Plan's relevance of content and the appropriateness of the Plan's recommendations and actions are still applicable. With assistance from City staff and involved departments, the responsible body could present an annual report on the City's implementation from the year prior to the City Council. This report should be coordinated with the annual budget and can be used as an opportunity to celebrate the City's achievements and reflect on opportunities in the coming year.

### Annual Updates

Following the annual progress reporting, the implementation action plan should be reviewed and updated as part of an annual plan amendment. This annual amendment will allow the City to update the implementation plan and identify near-term actions for the coming year. Annual Plan amendments also provide opportunities for relatively minor Plan updates and revisions as needed.

### Five-Year Audit Diagnostic

In addition to the annual reviews, the City should conduct a thorough audit of the Plan's outcomes and content every five years following the Plan's original adoption. Such reviews should be a joint effort between all involved departments and officials and should include an analysis of the Plan's successes and shortcomings as it relates to implementing the community's vision for the City. During this process, staff should work to identify any necessary revisions, either minor or comprehensive, to organize potential revisions to the document. Topics of interest should include any shifts in demographic composition, economic factors, and societal factors that may impact the trajectory of the City.

### 10-Year Update

The Plan sets the stage for subsequent implementation actions in the 10-year planning horizon. Environmental conditions, population composition and City trends and concerns change over time. To help the Plan continue to provide the best and most appropriate direction possible, it should be taken through a full update process every 10 years.

# IMPLEMENTATION ACTION PLAN

One of the most important elements of a comprehensive plan is having actionable recommendations that clearly outline the initial steps that a city must take to begin implementing the Plan. The following implementation table provides individual actions that will help achieve the vision established by the community. The table is organized by the five goals identified in the Plan and includes several action items related to the goal. For each action, an associated time frame for implementation, involved entities, and action type are identified to assist with planning and completing the action.

## 1 Recommendations

The recommendations include action items and strategies paired with corresponding numbers. They are developed based on assessments and community input across various topics outlined in this Plan. These action items represent practical strategies that the City can implement to achieve the vision set forth in this Plan.

1

#	Recommendation
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## 2 Implementation Time Frame

This Plan provides a phased approach to implementation to help the City identify achievable actions in the near future and distinguish them from long-term actions that might need extensive studies and preparation. The recommended actions are categorized into the following time frames.

### Ongoing

Recommendations that are continuously being implemented or should be revisited regularly throughout the life of the recommendation or implementation of the Plan.

### Mid-Term (3-10 years)

Actions that may require more planning and capital than the short-term 2-year horizon.

### Short-Term (1-2 years)

Actions that are typically “low-hanging fruit” or easier to achieve because they do not require a large amount of capital.

### Long-Term (10+ years)

Actions that generally need a large amount of capital, require significant planning and coordination for completion or other steps must take place before implementation. In some cases, there may be opportunities to make some initial progress in the short- or mid-term.

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Implementation Time Frame
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### 3 Involved Entities

Assigning the key entities responsible for following through on an action and identifying potential partnerships is essential to implementing the suggested recommendations. This portion of the table identifies the departments, groups within the City, and potential partnerships that may assist with completing the action. Communication with these individuals and groups is needed to explain their roles and expectations when implementing this Plan.

3

Involved Entities
██████████
██████████
██████████
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### 5 Corresponding Pillars

The recommendations in this Plan reflect Tyler’s vision for its future, with the pillars serving as the foundation for every recommendation throughout the document. Every recommended strategy will correspond with an applicable pillars, providing a clear way to identify how they are integrated into the recommended actions.

5

Corresponding Pillars
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### 4 Action Type(s)

Successful implementation of the Comprehensive Plan will take coordination on the part of the City and area partners. The various actions in the table have been identified by one of eight action types. This distinction assists the City in identifying the individuals or groups responsible for carrying out the action and plan for proper resources and staffing.

4

Action Type(s)
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### 6 Potential Funding Sources

A range of funding sources is available to support the implementation of this plan’s recommendations. Each recommendation in the implementation table includes potential funding sources that may be utilized to carry out the proposed action. Every funding source is not appropriate for all recommendations. They are identified in the implementation table based on the applicability to the individual recommendations.

6

Potential Funding Sources
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██████████
██████████

LAND USE AND DEVELOPMENT						
#	ACTION RECOMMENDATION	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
<b>General</b>						
LU-1	Consider updating zoning regulations to -Encourage mixed use development ensuring that residents have easy access to daily needs and services within walking distance. -Define permitted uses, dimensional standards, and development patterns within mixed-use districts. - Apply overlay districts to create mixed use development zones.	Short-term	Planning Department	Regulation	Great Places and Neighborhoods, Great Natural Environment, Great Quality of Life	Discretionary funding available to Planning and Development
LU-2	Consider offering incentives such as tax abatements, fee waivers or community grants to attract developers and businesses to develop desired place types.	On-Going	Planning Department, EDC	Financial Investment, Regulation	Great Places and Neighborhoods, Great Natural Environment, Great Quality of Life	Discretionary funding available to Planning and Development
LU-3	Encourage and incentivize developers to incorporate parks and trails into proposed residential developments.	On-Going	Planning Department	Financial Investment, Regulation	Great Natural Environment, Great Quality of Life	Discretionary funding available to Planning and Development
LU-4	Evaluate potential tree ordinance changes while developing the UDC diagnostic.	Short-term	Planning Department, Parks & Recreation	Regulation	Great Natural Environment, Great Quality of Life	Discretionary funding available to Planning and Development
LU-5	Consider calibrating zoning and subdivision regulations to encourage redevelopment and infill development in older areas where infrastructure already exists.	Short-term	Planning Department	Financial Investment, Regulation	Great Places and Neighborhoods	Discretionary funding available to Planning and Development
LU-6	Consider establishing zoning regulations that allow for a variety of housing types, including affordable housing options and mixed-use development.	Short-term	Planning Department	Regulation	Great Places and Neighborhoods	Discretionary funding available to Planning and Development

LAND USE AND DEVELOPMENT						
#	ACTION RECOMMENDATION	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
LU-7	Evaluate potential zoning changes for compatibility with identified place types and development priorities shown on land use dashboards.	On-Going	Planning Department	Financial Investment, Regulation	Great Places and Neighborhoods, Great Natural Environment, Great Quality of Life	Discretionary funding available to Planning and Development
LU-8	Prioritize annexation and infrastructure planning and extension to strategic areas shown on the Future Land Use Map.	On-Going	Planning Department	Financial Investment	Great Places and Neighborhoods	Discretionary funding available to Planning and Development
Land Use and Infrastructure Integration						
LU-9	Consider updating the UDC to prioritize flood-resistant construction materials (e.g., concrete, steel, pressure-treated wood, water-resistant insulation) to minimize damage and extend building life in vulnerable areas.	Short-term	Planning Department	Regulation	Great Natural Environment	Discretionary funding available to Planning and Development
LU-10	Evaluate the creation of green buffers, parks, and recreational areas that double as flood mitigation zones, absorbing excess water while enhancing community livability and providing for nature-based pollutant reduction in stormwater runoff.	Mid-term	Planning Department	Financial Investment, Regulation	Great Natural Environment	Discretionary funding available to Planning and Development
LU-11	Consider no-net fill policies in floodplains to prevent displacement of floodwaters, while offering fee-in-lieu options that fund regional flood mitigation projects.	Mid-term	Planning Department	Financial Investment, Regulation	Great Places and Neighborhoods, Great Natural Environment	Discretionary funding available to Planning and Development
LU-12	Consider revising subdivision regulations as needed to require development to construct or pay for related infrastructure cost.	Short-term	Planning Department	Financial Investment, Regulation	Great Services	Discretionary funding available to Planning and Development
LU-13	Encourage rain gardens, bioswales, and other nature-based solutions, permeable pavements, and tree preservation through grants, density bonuses, or reduced permitting fees.	Mid-term	Planning Department	Financial Investment, Regulation	Great Natural Environment, Great Places and Neighborhoods	Discretionary funding available to Planning and Development

LAND USE AND DEVELOPMENT						
#	ACTION RECOMMENDATION	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
LU-14	Consider adopting landscaping and site design standards that create or extend fire breaks, minimizing the potential to spread wildfire.	Short-term	Planning Department	Regulation	Great Natural Environment, Great Places and Neighborhoods	Discretionary funding available to Planning and Development
LU-15	Consider requiring increased elevation above base flood elevations and above the crown of the street.	Short-term	Planning Department	Regulation	Great Natural Environment, Great Places and Neighborhoods	Discretionary funding available to Planning and Development
LU-16	Consider elevating or relocating essential infrastructure such as power, water, and telecommunications to preserve continuity of service during floods or extreme weather events.	Long-Term	City and Utilities	Financial Investment	Great Natural Environment, Great Places and Neighborhoods	Discretionary funding available to Planning and Development
Corridor/Small Area Development						
LU-17	Update the Downtown Strategic Plan.	Mid-term	Planning Department, Downtown	Plan	Great Places and Neighborhoods, Great Businesses, Great Quality of Life	Main Street Revitalization Grant
LU-18	Update the University of Texas at Tyler Area Development Plan.	Short-term	Planning Department	Plan	Great Places and Neighborhoods, Great Businesses, Great Quality of Life	Discretionary funding available to Planning and Development
LU-19	Implement the recommendations of the Midtown Small Area Plan.	On-Going	Planning Department	Plan	Great Places and Neighborhoods, Great Businesses, Great Quality of Life	Discretionary funding available to Planning and Development

LAND USE AND DEVELOPMENT						
#	ACTION RECOMMENDATION	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
LU-20	Implement the policy recommendations identified in the North End Small Area Plan.	On-Going	Planning Department	Plan	Great Places and Neighborhoods, Great Businesses, Great Quality of Life	Discretionary funding available to Planning and Development
Wayfinding and Branding						
LU-21	Continue to implement placemaking initiatives such as public art installations, street improvements, pop up events, outdoor seating area, decorative lighting, etc.	Mid-term	Planning Department, Main Street	Project	Great Places and Neighborhoods	Discretionary funding available to Planning and Development

HOUSING AND NEIGHBORHOODS						
#	ACTION RECOMMENDATION	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
Historic Preservation						
H-1	Promote neighborhood stability by prioritizing housing rehabilitation and preservation of the existing housing stock through code improvements and assistance programs.	On-Going	Planning Department, Historic Preservation	Project, Partnership	Great Places and Neighborhoods	Requires third-party funding, such as grants or partner resources
H-2	Consider updating the Tyler Historic Preservation Strategic Plan.	Mid-term	Planning Department, Historic Preservation	Plan	Great Places and Neighborhoods	Requires third-party funding, such as grants or partner resources
H-3	Promote awareness of the importance of historic preservation and available tools and incentives	On-Going	Planning Department, Historic Preservation	Partnership	Great Places and Neighborhoods	N/A
H-4	Consider providing additional housing options in strategic locations by updating and revising codes and policies to allow for quality adaptive reuse of vacant commercial properties.	Short-term	Planning Department	Regulation	Great Places and Neighborhoods	Discretionary funding available to Planning and Development
H-5	Consider exploring amendments to City codes, where appropriate, to address barriers to and provide for compatible missing middle housing on infill lots.	Mid-term	Planning Department	Regulation	Great Places and Neighborhoods	Discretionary funding available to Planning and Development
H-6	Evaluate compatible infill construction of multifamily housing on vacant parcels in historic districts.	Short-term	Planning Department	Regulation	Great Places and Neighborhoods	Discretionary funding available to Planning and Development
H-7	Consider providing fiscal and technical assistance such as financial incentives, grants, fee waivers and tax abatements to encourage investment in historic properties along with partnerships with institutions such as TJC.	Mid-term	Planning Department, Historic Preservation	Financial Investment	Great Places and Neighborhoods	Discretionary funding available to Planning and Development

HOUSING AND NEIGHBORHOODS						
#	ACTION RECOMMENDATION	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
H-8	Leverage state and federal-level grants and incentives (such as historic tax credits) for historic preservation.	Long-term	Planning Department, Historic Preservation	Financial Investment	Great Places and Neighborhoods	Requires third-party funding, such as grants or partner resources
H-9	Encourage private-sector investment in historic preservation initiatives.	On-Going	Planning Department, Historic Preservation	Financial Investment, Partnership	Great Places and Neighborhoods	Discretionary funding available to Planning and Development
Affordable and Attainable Housing						
H-10	Work with non-profits (e.g., PATH, Habitat for Humanity NBS) to establish a cooperative network of providers and supportive services that can work together to provide housing assistance.	On-Going	Planning Department, Neighborhood Services	Partnership	Great Places and Neighborhoods, Great Services, Great Quality of Life	Requires third-party funding, such as grants or partner resources
H-11	Pursue grants and funding opportunities to build new attainable housing, particularly near jobs and services.	On-Going	Planning Department, Neighborhood Services	Financial Investment	Great Places and Neighborhoods, Great Quality of Life	Requires third-party funding, such as grants or partner resources
H-12	Continue to offer affordable housing programs that support low- to moderate-income residents through down payment assistance, home repairs, rental assistance, and housing construction	On-Going	Planning Department, Neighborhood Services	Financial Investment	Great Places and Neighborhoods, Great Quality of Life	Requires third-party funding, such as grants or partner resources
H-13	Consider updating the Unified Development Code and related regulations to remove barriers to missing middle housing production, especially on small lots and infill lots, such as reducing or eliminating certain parking or garage requirements, adopting pre-approved building plan, and evaluating single-stair access for larger buildings.	Mid-term	Planning Department	Regulation	Great Places and Neighborhoods, Great Quality of Life	Discretionary funding available to Planning and Development

HOUSING AND NEIGHBORHOODS						
#	ACTION RECOMMENDATION	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
<b>Housing Diversity</b>						
H-14	Evaluate minimum dwelling size and maximum floor area ratio requirements while maintaining or increasing focus on quality and livable space, including community open space.	Short-term	Planning Department	Regulation	Great Places and Neighborhoods	Discretionary funding available to Planning and Development
H-15	During diagnostic review of the UDC, evaluate existing zoning districts for alignment with land use place types and the City's development priorities.	Short-term	Planning Department	Regulation	Great Places and Neighborhoods, Great Quality of Life	Discretionary funding available to Planning and Development
H-16	Consider adopting design standards that preserve neighborhood character while allowing for appropriate increases in density.	Short-term	Planning Department	Regulation	Great Places and Neighborhoods, Great Quality of Life	Discretionary funding available to Planning and Development
<b>Housing and Hazards</b>						
H-17	Consider conducting a City-wide housing systems analysis that incorporates an assessment of hazard risk areas and vulnerable populations.	Long-term	Planning Department	Study	Great Places and Neighborhoods, Great Natural Environment	Discretionary funding available to Planning and Development
H-18	Integrate natural cultural resources into risk assessments to ensure that they are considered in mitigation planning.	Mid-term	Planning Department	Plan, Partnership	Great Places and Neighborhoods, Great Natural Environment	Discretionary funding available to Planning and Development
H-19	Assess the feasibility of reinforcing historic structures with disaster-resistant materials and using nature-based solutions to protect cultural sites.	Long-term	Planning Department	Study, Partnership	Great Places and Neighborhoods, Great Natural Environment	Discretionary funding available to Planning and Development
H-20	Maintain and enhance code compliance within neighborhoods.	Short-term	Code Enforcement	Regulation	Great Places and Neighborhoods, Great Quality of Life	Discretionary funding available to Planning and Development

**INFRASTRUCTURE, PUBLIC FACILITIES, AND SERVICES**

#	ACTION RECOMMENDATION	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
<b>Water and Wastewater Infrastructure</b>						
I-1	Secure additional funding for constructing additional water storage capacity in and near areas of projected new development, such as West Tyler.	Mid-term	Planning Department, Tyler Water Utilities, Stormwater Department	Financial Investment	Great Services	Requires a line item in the CIP
I-2	Focus future new public infrastructure investments in areas with higher projected demand and economic productivity, as shown in mixed-use place types within the City Limits and ETJ while maintaining or enhancing current levels in existing developed areas.	On-Going	Planning Department, Tyler Water Utilities, Stormwater Department	Financial Investment, Partnership	Great Places and Neighborhoods, Great Services	Discretionary funding available to Planning and Development
I-3	Identify potential changes to zoning and subdivision codes to enhance the resilience of privately-developed or maintained infrastructure to more frequent and severe flooding.	Short-term	Planning Department, Tyler Water Utilities, Stormwater Department	Plan, Regulation	Great Places and Neighborhoods, Great Services	Discretionary funding available to Planning and Development
I-4	Maintain updated user fee/rate payers that align with increased maintenance costs from new development.	Short-term	Planning Department, Tyler Water Utilities, Stormwater Department	Regulation	Great Places and Neighborhoods, Great Services	Discretionary funding available to Planning and Development

**INFRASTRUCTURE, PUBLIC FACILITIES, AND SERVICES**

#	ACTION RECOMMENDATION	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
I-5	Consider density bonus and other incentives, such as a reduction in development requirements and parking requirements, for low-impact development that reduces water consumption.	Short-term	Planning Department, Tyler Water Utilities, Stormwater Department	Plan, Regulation	Great Services	Discretionary funding available to Planning and Development
I-6	Consider developing incentives for commercial and residential property owners who install water monitoring systems, drip irrigation, and xeriscaping tactics.	Mid-term	Planning Department, Tyler Water Utilities, Stormwater Department	Plan, Project	Great Services	Discretionary funding available to Planning and Development
I-7	Consider integrating vulnerability assessments into the CIP process to better understand the potential long-term impacts of more frequent and severe flooding and winter weather on proposed infrastructure projects and existing infrastructure assets.	Mid-term	Planning Department, Tyler Water Utilities, Stormwater Department	Plan	Great Services	Discretionary funding available to Planning and Development
I-8	Secure funding for updating the Water and Wastewater Master Plan for the City of Tyler.	Short-term	Public Works, Tyler Water Utilities	Plan	Great Services	Discretionary funding available to Planning and Development
I-9	Based on the updates to the Water and Wastewater Master Plan, expand/rehab treatment capacity and increase resilience	Mid-term	Public Works, Tyler Water Utilities	Financial Investment, Partnership	Great Services	Discretionary funding available to Planning and Development
<b>Funding</b>						
I-10	Explore diversity of funding sources for infrastructure to reduce reliance on sales tax and user fees.	On-Going	Planning Department, Tyler Water Utilities, Stormwater Department	Financial Investment, Partnership	Great Services	Discretionary funding available to Planning and Development

**INFRASTRUCTURE, PUBLIC FACILITIES, AND SERVICES**

#	ACTION RECOMMENDATION	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
I-11	Consider pursuing opportunities to leverage private funding from companies and foundations to support infrastructure initiatives.	On-Going	Planning Department, Tyler Water Utilities, Stormwater Department	Financial Investment, Partnership	Great Services	Requires third-party funding, such as grants or partner resources
I-12	Leverage funding sources listed in Chapter 4.	On-Going	Planning Department, Tyler Water Utilities, Stormwater Department	Financial Investment, Partnership	Great Services	Requires third-party funding, such as grants or partner resources
I-13	Explore additional potential wholesale water customers.	Mid-term	Planning Department, Tyler Water Utilities, Stormwater Department	Financial Investment, Partnership	Great Services	N/A
<b>Facilities and Services</b>						
I-14	Implement the Airport Master Plan.	On-Going	Airport Department	Plan, Financial Investment, Partnership	Great Services	Requires third-party funding, such as grants or partner resources
I-15	Implement the Master Parks Plan.	On-Going	Parks Department	Plan, Financial Investment, Partnership	Great Services	Requires third-party funding, such as grants or partner resources
I-16	Maintain ISO rating of 1.	On-Going	Fire Department	Project	Great Services	Various funding sources
I-17	Maintain Police Department accreditation.	On-Going	Police Department	Project	Great Services	Various funding sources

TRANSPORTATION AND MOBILITY						
#	Action Recommendation	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
<b>Connectivity and Land Use</b>						
TM-1	Implement priority projects in the 2023 Master Street Plan which will create key connections.	Short-term	Engineering Services, Planning Department, Tyler Area MPO	Financial Investment, Project, Plan	Great Places and Neighborhoods, Great Services	Requires a line item in the CIP
TM-2	Consider establishing standards for a Connectivity Index to measure and evaluate minimum connectivity standards in proposed developments	Short-term	Engineering Services, Planning Department	Regulation	Great Places and Neighborhoods	Discretionary funding available to Planning and Development
TM-3	Consider updating the UDC to encourage street and pedestrian connections within and between developments.	Short-term	Engineering Services, Planning Department	Regulation	Great Places and Neighborhoods, Great Services	Discretionary funding available to Planning and Development
TM-4	Consider performing a comprehensive study of the transportation system and develop a full Mobility Master Plan.	Short-term	Planning Department	Plan	Great Places and Neighborhoods, Great Services	Discretionary funding available to Planning and Development
TM-5	Consider implementing recommendations from Area Development Plans (LU-17 to LU-19).	On-Going	Engineering Services, Planning Department	Financial Investment, Project, Plan	Great Places and Neighborhoods, Great Services	Requires a line item in the CIP
<b>Multimodal Transportation</b>						
TM-6	Consider adopting a Complete Streets Policy.	Short-term	Planning Department	Regulation	Great Places and Neighborhoods	Discretionary funding available to Planning and Development
TM-7	Evaluate future shared micromobility technology to assist in first- and last-mile connections to current and future fixed transit services including rail.	Long-Term	Planning Department	Regulation	Great Services	Discretionary funding available to Planning and Development

TRANSPORTATION AND MOBILITY						
#	Action Recommendation	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
TM-8	Coordinate with stakeholders such as TxDOT, Tyler Area MPO, local medical facilities, UT Tyler, Smith County, and TJC to align goals and prioritize active transportation infrastructure.	On-Going	Planning Department, TxDOT, Tyler Area MPO, UT Tyler, TJC	Partnership	Great Places and Neighborhoods, Great Services	Discretionary funding available to Planning and Development
Roadway Design Standards						
TM-9	Consider updating the UDC and Engineering and Construction Standards requirements for driveway spacing, cross access, and rightturn deceleration lanes.	Short-term	Engineering Services, Planning Department	Regulation	Great Places and Neighborhoods	Discretionary funding available to Planning and Development
TM-10	Consider adopting updated design standards.	Short-term	Engineering Services, Planning Department	Regulation	Great Places and Neighborhoods	Discretionary funding available to Planning and Development
TM-11	Consider candidates for roadway rightsizing, reallocating space for sidewalks, bike lanes, and landscaping.	Mid-term	Engineering Services, Planning Department	Project, Plan	Great Places and Neighborhoods, Great Services	Discretionary funding available to Planning and Development
TM-12	Consider integrating green infrastructure into street design.	Short-term	Engineering Services, Planning Department	Regulation	Great Places and Neighborhoods, Great Services	Discretionary funding available to Planning and Development
TM-13	Consider developing a roadway maintenance plan which considers partnerships with EDC to utilize resources from PIDs and TIRZs.	Mid-term	Engineering Services, EDC	Plan	Great Places and Neighborhoods	Discretionary funding available to Planning and Development

**TRANSPORTATION AND MOBILITY**

#	Action Recommendation	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
<b>Funding</b>						
TM-14	Pursue state and federal funding opportunities, such as Transportation Alternatives and Safe Streets for All (SS4A) grants.	Short-term	Planning Department, Tyler Area MPO	Study	Great Places and Neighborhoods, Great Services	Discretionary funding available to Planning and Development
TM-15	Consider demonstration projects to pilot improvements before full investment.	Mid-term	Planning Department	Project	Great Services	Discretionary funding available to Planning and Development
TM-16	Consider developing a long-term financial plan to diversify funding sources and reduce reliance on the Half Cent program.	Mid-term	Planning Department, Economic Development	Plan	Great Services	Discretionary funding available to Planning and Development
TM-17	Utilize the Tyler Area MPO as a resource for funding opportunities and best practices.	Ongoing	Planning Department, Tyler Area MPO	Partnership	Great Places and Neighborhoods, Great Services	Discretionary funding available to Planning and Development

ECONOMIC DEVELOPMENT						
#	ACTION RECOMMENDATION	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
<b>Define Success Metrics for Tyler's Economic Development Efforts</b>						
ED-1	Consider engaging public, private, and civic leaders to define economic success (such as entertainment options, nightlife, recreation opportunities, conventions and events, and creation of high-wage jobs) and focus areas in Tyler.	On-Going	City, EDC, County, Institutional Stakeholders, Tyler ISD	Partnership	Great Businesses	N/A
ED-2	Consider developing measurable metrics such as retention of workforce and number of housing listings aligned with this shared definition of success.	Mid-term	City, EDC, County	Partnership	Great Businesses	N/A
ED-3	Consider reconvening stakeholders every five years to review and refine goals and objectives.	On-Going	City, EDC, County	Partnership	Great Businesses	N/A
<b>Economic &amp; Community Development position</b>						
ED-4	Consider designating a city staff member as Tyler's Economic & Community Development Liaison	Mid-term	City	Staffing	Great Services	Discretionary Funds
ED-5	Collaborate with existing organizations (Tyler Economic Development Council, Main Street Program, Visit Tyler).	On-Going	City, EDC, County	Partnership	Great Institutions	N/A
ED-6	Coordinate destination retail, entertainment, and quality of life projects that drive sales tax and hotel occupancy tax revenue.	On-Going	City, EDC, County	Partnership	Great Entertainment	N/A
ED-7	Work with City departments to ensure economic development considerations are integrated into policy decisions	On-Going	City, EDC	Policy, Partnership	Great Businesses	N/A
<b>Diversify Employment Opportunities</b>						
ED-8	Consider updating Tyler's target industries (engineering and software) to provide quality jobs across all skill levels with coordination with Tyler ISD and higher education partners.	Short-term	City, EDC, Institutional Stakeholders	Plan, Policy, Partnership	Great Businesses	N/A
ED-9	Consider identifying suitable locations for target industries consistent with the Comprehensive Plan.	On-Going	City, EDC	Partnership	Great Businesses	Discretionary Funds

ECONOMIC DEVELOPMENT						
#	ACTION RECOMMENDATION	IMPLEMENTATION TIME FRAME	INVOLVED ENTITIES	ACTION TYPE(S)	CORRESPONDING PILLARS	POTENTIAL FUNDING SOURCES
ED-10	Consider using infrastructure investments to support the target industries while maintaining current or greater standards for existing areas.	On-Going	City	Partnership	Great Businesses	Requires a line item in the CIP
ED-11	Coordinate recruitment efforts with workforce training programs offered at Tyler Junior College, The University of Texas at Tyler, and Texas College.	On-Going	City, EDC, Institutional Stakeholders	Partnership	Great People	N/A
Promote Place-Based and Infill Real Estate Development						
ED-12	Consider investing in Tyler's authentic downtown character by funding the Downtown Strategic Plan long-term.	On-Going	City, County	Funding Source, Partnership	Great Places and Neighborhoods	Requires a line item in the CIP
ED-13	Consider targeting key corridors and underserved neighborhoods for catalytic projects leveraging existing infrastructure.	On-Going	City, County	Plan, Partnership	Great Places and Neighborhoods	Discretionary Funds
ED-14	Intentionally leverage existing assets like the redesigned Downtown Square, Rose Garden, and Caldwell Zoo.	On-Going	City, County	Partnership	Great Places and Neighborhoods	N/A
ED-15	Consider engaging property owners to explore reinvestment opportunities.	On-Going	City	Partnership	Great Places and Neighborhoods	N/A
ED-16	Consider small, area-specific incentives for underserved corridors and neighborhoods	On-Going	City	Partnership	Great Places and Neighborhoods	Discretionary Funds, Third-party funding
Prioritize Return on Investment (ROI)						
ED-17	Consider updating Tyler's incentive policies to align with the new Comprehensive Plan.	Short-term	City	Policy	Great Businesses	N/A
ED-18	Consider developing a minimum ROI threshold for evaluating incentive requests to ensure consistency.	Short-term	City	Policy	Great Businesses	N/A
ED-19	Consider creating an Economic Development Fund to support private sector catalytic projects.	Mid-term	City	Funding Source	Great Businesses	Discretionary Funds
ED-20	Leverage economic development growth to increase quality of life in Tyler.	On-Going	City, EDC, Institutional Stakeholders	Partnership	Great Places and Neighborhoods	Discretionary Funds, Third-party funding, Requires a line item in the CIP, Requires a line item in the City Budget, Public Private Partnership