



CITY OF BAY CITY
STRATEGIC PLAN UPDATE
2025

AGENDA

JUNE 24, 2025

Strategic Plan
Accomplishments
FY 2025



Celebrate the Wins!



City of Bay City

2025-2027 Strategic Plan

Mission

The City of Bay City promotes economic growth and invests in quality-of-life initiatives through collaboration. We respond promptly and professionally to residents' concerns, and strive to deliver superior municipal services.

Vision

We envision Bay City as a thriving, family-centered community where our citizens can live, work, worship, and play, while welcoming visitors to experience our beautiful environment and diverse culture.

Core Values

- **Integrity:** We are dedicated to delivering results with honesty, integrity, and fairness, putting the community's best interests first.
- **Excellence:** We are committed to excellence in customer service, working to make Bay City an enjoyable place to live with quality infrastructure and superior municipal services.
- **Transparency:** We will keep our community informed by sharing our plans and progress.

GOALS

- 1 Safety and Community Appearance
- 2 Community and Civic Engagement
- 3 Infrastructure
- 4 Planning and Development
- 5 Culture and Recreation
- 6 Operational Excellence



City Council Goal 1: Safety and Community Appearance

To enhance safety and community appearance

- Pursue City and County partnerships that mutually benefit our community
- Enhance Fire/EMS Services
- Create development agreements or incentives to attract businesses that complement the needs of the community
- Improve curb appeal of the City
- Create coordinated response system address homelessness in Bay City
- Implement the crime-free multifamily housing program (from Waco)



Goal 1: Safety and Community Appearance



Animals in March that were sent to rescues

- Created task force for animal impound
- Created animal control ordinance



Impound staff with some of the animals



- Installed Fentanyl Awareness billboard on Hwy 35 East near Tractor Supply



Goal 1: Safety and Community Appearance



- Medical Equipment Bags x 4 paid by donations received
- Flock Cameras erected in 4 locations so far other 8 to follow
- All Bay City PD officers have mental health training
- County Fire Dispatch transfer to County (in progress)
- Ongoing meetings with Sheriff and other key holders to discuss community needs
- 149 narcotics seizure cases with 102 arrests



Goal 1: Safety and Community Appearance

Bay City Police Department

Junior Police Academy 2025 Application Packet



Bay City Police Department
Chief Christella Rodriguez
2201 Avenue H
Bay City, TX
77414 Phone:
245-8500

Take Me Home Program

Bay City Police Department has launched the Take Me Home Program originally developed by the Pensacola Police Department in Florida. Take Me Home is intended to assist those who are unable to communicate or properly identify themselves in the event they become disoriented and those who act in a manner that could be misinterpreted by first responders.

The program is a free service for any Bay City resident who has difficulty communicating. It is intended to serve individuals with Autism, Down Syndrome, or developmental or cognitive disabilities as well as senior citizens who may suffer from dementia or Alzheimers.

How does Take Me Home Program Work?

Families or individuals are invited to complete a Take Me Home form which provides essential information about the loved one with special needs. The form includes information such as height, weight, and other identifying information along with emergency contact information and a photograph. This information is maintained in a secure file accessible to police officers so they can quickly access said file while on patrol. When an officer finds someone unable to communicate where he or she lives, they can search the database by description and return them to their loved ones. The system can also work in reverse. In the event the participant is missing, the picture and description is immediately available to first responders. In these instances, we encourage you to call 9-1-1 as soon as possible to report them missing.

Take Me Home is voluntary for citizens who participate, and all information is kept confidential.

For more information on the Take Me Home Program, please contact the Bay City Police Department at 979-245-8500. The form can be filled out and dropped off at the Bay City Police Department at 2201 Ave. H Bay City or fax at 979-245-5758 or emailed to gtf-ovr@cityofbaycity.org.



- Crime prevention unit created
- Business and Residential Safety Inspections (in progress)
- First Annual Jr Police academy (scheduled)
- Neighborhood Watch Program is being reinstated
- Banking Business Safety Training and Programs
- Take Me Home Project will be prioritized by educating citizens to register their loved ones with disabilities tour inhouse system



Goal 1: Safety and Community Appearance



Created Schematic design process for the Public Safety Building



Goal 1: Safety and Community Appearance

➤ Enhance Fire/EMS Services **Ongoing**

Fire Hydrant Replacement and Preventative Maintenance Program

❖ FY 2025, Phase 1 included 130 hydrants

- Data collection was conducted for each hydrant, including GIS location, make, and model
- Flow tested to assess performance and pressure levels
- Sandblasted to remove old paint and surface corrosion
- Painted in accordance with current NFPA standards

❖ FY 2025, City repaired or replaced 15 hydrants



Goal 1: Safety and Community Appearance



City of Bay City
Emergency Operations Plan

1900 5th St
Bay City, TX 77414

**CITY OF BAY CITY
EMERGENCY MANAGEMENT
HURRICANE PREPAREDNESS PLAN**

Living on the Gulf Coast has its perks—sunny skies, beautiful beaches, and great seafood. But it also means keeping an eye on hurricane season every year. Hurricane season officially runs from June 1 to November 30, but the majority of strong storms tend to develop in late summer and early fall. A little planning goes a long way! Hurricane preparedness helps keep you, your family, and your community safe and ready for whatever the season brings.

MAKE A PLAN
Planning for a hurricane is all about being ready before the storm hits. A little prep now can make a big difference later!

KNOW YOUR ROUTE
Knowing your hurricane evacuation route is key. Prepared citizens help to speed evacuation efforts and save lives.

STAY INFORMED
Staying informed during hurricane season helps you make smart, timely decisions. Follow local news, weather apps, and official emergency alerts for the latest updates.

IMPORTANT DOCUMENTS

- Identification/Passports
- Birth Certificates
- Social Security Cards
- Insurance Information
- Medical Information
- Financial Records

Make copies and keep them in a safety deposit box or a secure, password-protected digital cloud.

READY.GOV EVERYTHING IS HERE

DISASTER PREPAREDNESS CHECKLIST

STEAR

EVACUATION
Create an emergency supply kit with essential supplies you will need to take with you when evacuating. Download the [Disaster Preparedness Checklist](#) to help keep you and your loved one prepared. Shop early and give yourself more time to buy emergency supplies. Have refills for prescriptions and other medical supplies your family uses regularly. Visit [Ready.gov](#) for more information on how to prepare your home and family for a hurricane and other disaster planning tips. Any resident may register for assistance under the State of Texas Emergency Assistance Registry (STAR) program if they have any condition, healthcare need, or situation that would require additional assistance during an emergency. This includes language barriers, transportation and mobility limitations, disabilities and more. To register, call 2-1-1 or visit <https://stear.texas.gov>. It's essential to have these resources ready in case of an evacuation.

SHELTER IN PLACE
Residents who shelter in place during a hurricane or severe storm should have a well-stocked emergency supply kit. Below are some essential items every kit should include:

- **Water** (one gallon per person per day for at least three days, for drinking and sanitation)
- **Food** (at least a three-day supply of non-perishable food)
- Battery powered or hand crank radio and a NOAA Weather Radio with tone alert
- **Flashlight**
- First aid kit
- Extra batteries
- Whistle (to signal for help if needed)
- Dust masks (to help filter contaminated air)
- Moist towelettes, garbage bags and plastic ties (for personal sanitation)
- Wrench or pliers (to turn off utilities)
- Manual can opener
- Local maps
- Cell phone with chargers and a backup battery

'EMERGENCY NUMBERS'
IN CASE OF EMERGENCY CALL 911
NON-EMERGENCY 979-245-8500
Version en español disponible en nuestro sitio de web.

CITY EMERGENCY NOTIFICATIONS

Updated 2025

CITY EMERGENCY 911/911/911

Sent out Hurricane Preparedness mailer



Participated in Hurricane Symposium



Goal 1: Safety and Community Appearance

➤ Improve the curb appeal of the City



- Installed downtown street banners
- Replaced downtown light pole Christmas decorations (in progress)
- Secured 380 agreement with developer for Texas Theater
- Held regional design workshop and tour with Texas Main Street Program Design Team
- Assisted with design and façade improvement projects in downtown
- Held successful Camofest event to raise funds for downtown revitalization



Goal 1: Safety and Community Appearance

➤ Improve the curb appeal of the City



- Community organizations volunteering with departments to keep the community clean
 - LCRA
 - STP
 - Boy Scouts
 - Cub Scouts



Goal 1: Safety and Community Appearance

- Improve the curb appeal of the City



Developed maintenance plan for weed control and landscaping in sidewalks, medians, and Downtown to keep the areas attractive

Amended Vacant Building Ordinance to improve blighted, vacant, or sub-standard buildings



Goal 1: Safety and Community Appearance

➤ Improve the curb appeal of the City

Substandard Structures (Demos)

- Code Officers compiling their substandard cases
- Preparing to call Planning Commission meeting next month

Vacant Building Ordinance

107 Vacant Structures identified

- 59 letter sent out
- 30 property owners have responded
- 29 no response
- 20 registered/paid fees



Goal 1: Safety and Community Appearance

- Improve the curb appeal of the City



- ❖ Reinstated Keep Bay City Beautiful committee under the Parks Advisory Board
 - Provisional affiliate
 - Keep Texas Recycling
 - Grant opportunities
- ❖ Began assessment of Gateway signage
 - Audited current locations with photos and GPS coordinates
 - Noted potential future locations



City Council Goal 2: Community and Civic Engagement

To build and enhance communications and civic engagement

- Hire a full-time Public Relations Coordinator/Public Information Officer
- Establish the Library as an information hub
- Offer various leadership Activities and collaborate with BCCDC and County
- Promote enhanced information technology services
- Host at least 2 Community Meetings per year



“Alone, we can do so little; together, we can do so much.” — *Helen Keller*



Goal 2: Community and Civic Engagement



Raymundo "Roy" Beltran III outside of his office on Tuesday morning in Bay City.

MAKING CONNECTIONS

Bay City hires first ever communications manager

By Kavan Van Hal

Bay City has named Raymundo "Roy" Beltran III as its first ever communications manager. Beltran said, "This role came at the right time, and it felt like the right fit. I'm excited to build something from scratch in the petrochemical industry, where he managed stakeholder communication in the Bayport area."



#BayCityTx4U | Newsletter

www.cityofbaycity.org • 409.310.St. Bay City Texas 77444 • 409-247-2377

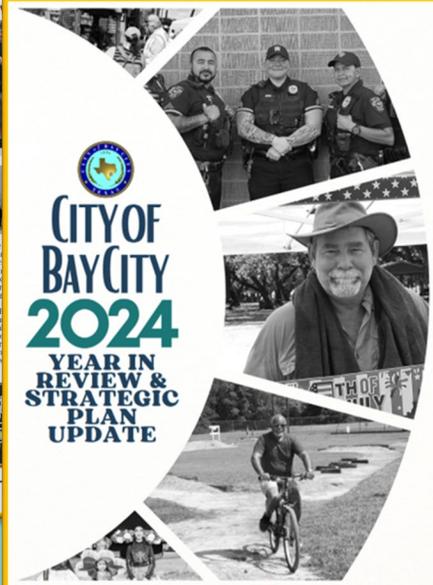
Beyond the Brush

Over the past four months, the Bay City Public Library successfully hosted Beyond the Brush, an inspiring art series that celebrated both master artists and community creativity. The program offered an immersive exploration of art history, technique, and self-expression, featuring the works and styles of iconic artists such as Frida Kahlo, Vincent van Gogh, Gustave Klimt, Martinez, and others.

Designed to engage a wide range of participants, from first graders to adults, the classes welcomed approximately 60 students in total. Classes were led by professional local artists Lisa Lane of Broken T'ripon, Labele Davis, and Cecelia Chish of Art House. The curriculum provided high-quality hands-on art education and fostered an inspiring environment of creativity and learning.

The series culminated in a vibrant art exhibit showcasing the diverse and impressive work created by students, volunteers, and instructors. With over 200 attendees, the exhibition was a resounding success. Students proudly saw their artwork displayed in a professional, gallery-style setting and were recognized with certificates of appreciation for their participation and effort.

Cakes were treated to refreshments, including a beautifully created 6-foot grazing table from Auraria Catering. Each student received their own set of art supplies, a one-of-a-kind commemorative T-shirt, and a deeper appreciation for the arts.



CITY OF BAY CITY 2024 YEAR IN REVIEW & STRATEGIC PLAN UPDATE



#BayCityTx4U | News

TOWN HALL MEETING
APRIL 21 @ 6:00 PM
USO/SERVICE CENTER (2105 AVE M)

Your City, Your Team



Scotty Crow Jones, CPM
City Manager since 2024.

DID YOU KNOW?
Bay City Regional Airport is owned and operated by the City - supporting business, tourism, and emergency response.
Bay City was founded in 1894 and became a Home Rule City in 1989.

Town Hall Meeting Questions:
 "What experiences do you bring to this position that you think help you serve Bay City well?
 I bring over 20 years of experience in municipal finance, having served as Director of Finance for both Bay City and Fort Lavaca. Most recently, I was promoted to Assistant City Manager. Over the years, I've managed a variety of departments - including Economic Development, Human Resources, Utility Billing, IT, Municipal Court, and Tourism - which has given me a well-rounded understanding of how city government works and how to serve our community effectively.
 Can you briefly describe the responsibilities of your department and how it serves the community?
 The City Manager's Office oversees day-to-day city operations, works closely with all departments, and ensures City Council goals are carried out to serve residents efficiently. The City Manager is not elected, but hired by the City Council, much like a board of directors who hires a Chief Executive Officer to manage a company or a coach hired to assemble a team to do great things!
 What inspired you to pursue a career in public service or city government?
 A College professor in an accounting class said most of you will never work in a government setting so we are going to move through this section pretty fast. I was immediately intrigued! When the job in Bay City opened up in 2005 - I decided to jump from corporate America into servant leadership.
 What do you enjoy most about working for Bay City?
 I have the opportunity to be a part of positive change in the community I grew up in.
 What are your goals or vision for your department in the next few years?
 Bay City and Matagorda County are in a period of transformation. I want to see continued growth, improved streets, and redevelopment in areas that need it most. With new water wells to support future capacity and stronger partnerships among local leaders, I believe we can build a better, more connected community—together.
 Tell us a fun fact about yourself or something people might not know about you.
 I recharge by watching sunsets over Matagorda Bay or floating the Frio. Before working in local government, I was on track to be a teacher and loved every minute in the classroom.
 What is a project or accomplishment you're particularly proud of in your role?
 Helping develop a new strategic plan and launching the City's Communications Department have been major milestones. These efforts are helping us modernize how we operate, communicate, and serve the public. It's been incredibly rewarding to work with a rock star team across all departments to move Bay City forward.

BAYCITYTX4U APP
REPORT ISSUES, PAY BILLS, AND STAY INFORMED— ALL FROM YOUR PHONE. DOWNLOAD THE BAYCITYTX4U APP TODAY!

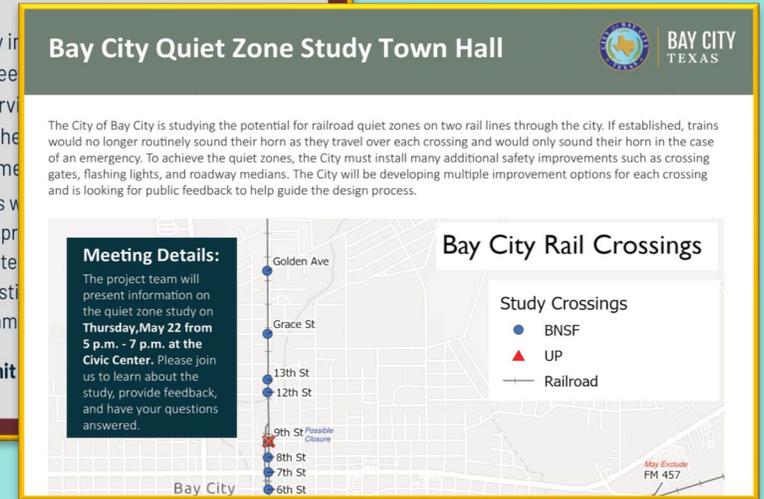
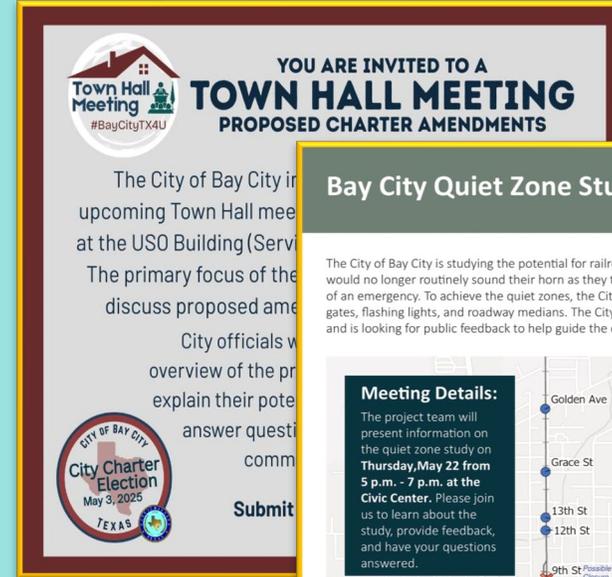
PROPOSED CHARTER AMENDMENTS
FOR MORE INFORMATION, VISIT WWW.CITYOFBAYCITY.ORG
LA VERSION DE ESPAÑOL, VER MÁS INFORMACIÓN EN EL WEBSITE DE LA CIUDAD.

- Hired Communications Manager
- Continued quarterly public newsletters
- Published FY2024 Year in Review
- Published monthly #BayCityTX4UNews articles
- Created WeAreBayCityTexas videos



City of Bay City
STRATEGIC PLAN UPDATE
2025

Goal 2: Community and Civic Engagement



➤ Provide enhanced information technology services

- ❖ Streamed two town hall meetings
- ❖ Added laptops in Council Chambers

➤ Host at least 2 Community Meetings per year

- ❖ Hosted three town hall meetings



Goal 2: Community and Civic Engagement

- Host at least 2 Community Meetings per year



Coffee with a Cop



National Night Out



Ride to School with an Officer



Goal 2: Community and Civic Engagement



Municipal Court outreach to schools



Santa's Fly-In Storytime at the airport



Touch-a-Truck cross-departmental event led by Parks



City Council Goal 3: Infrastructure

To develop community infrastructure and enhancements to the transportation network and water systems

- Develop and implement a street maintenance plan that prioritizes based on consistent methodology and communicated to the public
- Implement Master Drainage plan as funding permits
- Identify, prioritize, maintain, and repair/replace aging city facilities and equipment; continue exploring water system improvements and manhole rehabilitation as funding permits
- Identify locations for future sidewalks and hike/bike trails near schools; identify potential funding sources for connectivity
- Identify Airport improvements to support industrial development



Goal 3: Infrastructure

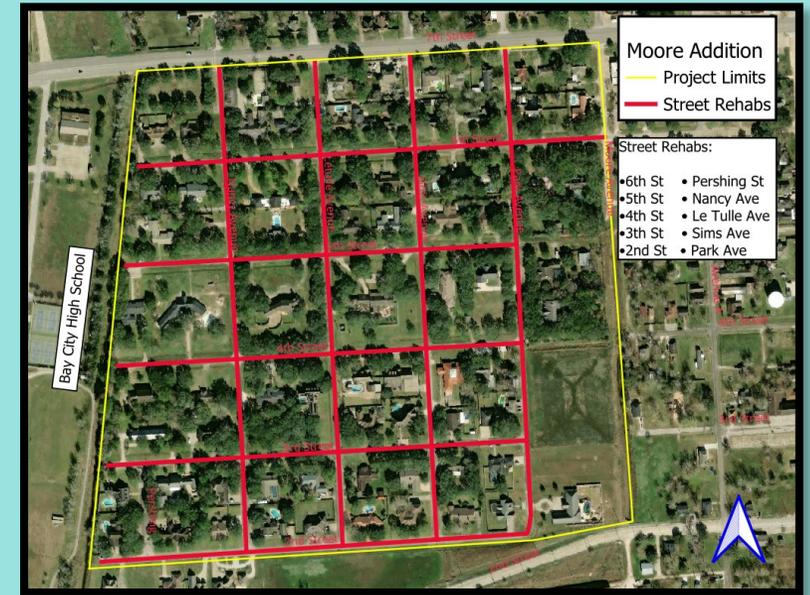
➤ Develop and implement a street maintenance plan that prioritizes based on consistent methodology and communicated to the public

❖ Capital/Contractor based for subdivision street rehabilitation projects (*Complete Streets*)

- Moore Addition (under design)
- Highland Addition (design to begin this FY; contract awarded on 6-10-2025)
- Norvell Addition (on the horizon)

❖ In-house repairs for small street rehabilitation projects (Street and Bridge)

- Old Van Vleck Road
- Eagles Road
- Avenue I (United Pentecostal Church)
- Letulle Park Road (In-progress)



Goal 3: Infrastructure

In-house repairs for small street rehabilitation projects



Avenue I



Eagles Rd



Goal 3: Infrastructure

In-house repairs for small street rehabilitation projects



Le Tulle Park



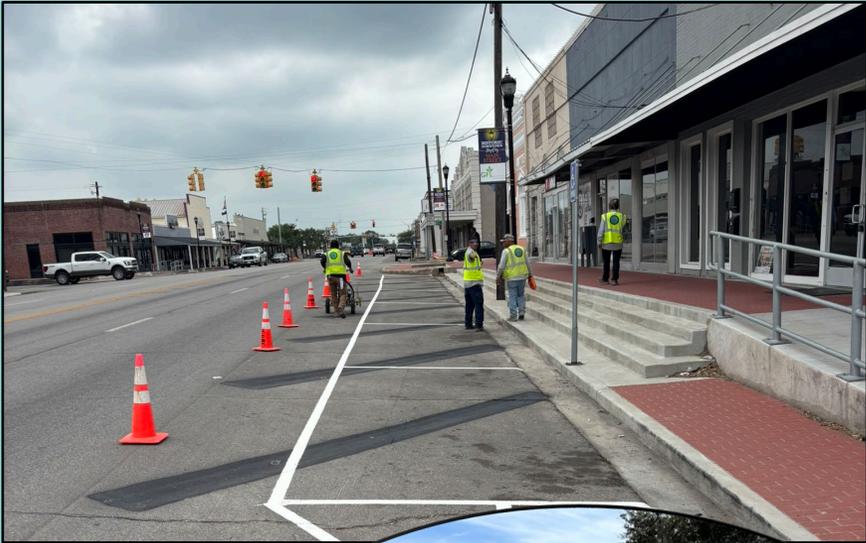
Old Van Vleck Rd



Goal 3: Infrastructure

Street Repairs – Improve Street Surfaces

- Timeline: From October 2024 to the present.
- Asphalt Street Repairs: A total of **172** asphalt street repairs have been completed.
- Concrete Street Repairs: Completed **13** concrete street repairs.
- Signs/Traffic Control Devices Replaced: Replaced **175** signs and traffic control devices to ensure proper traffic management and safety.



Goal 3: Infrastructure

- **Implement Master Drainage plan as funding permits** Ongoing
 - ❖ Avenue H and Cottonwood Creek – Area 19 (Ave H & Cottonwood Creek)
 - ❖ Duncan / Whitson Street Drainage Improvements – Area 14 (Southwest side of town)
 - ❖ Cottonwood Creek Bank Stabilization
 - ❖ Del Norte Addition Drainage Improvements
 - ❖ Citywide Stormwater Management Plan
- * Drainage Projects listed above are funded through various Federal Grants



Goal 3: Infrastructure

Master Drainage Plans - Ave H and Cottonwood Creek (Area 19)

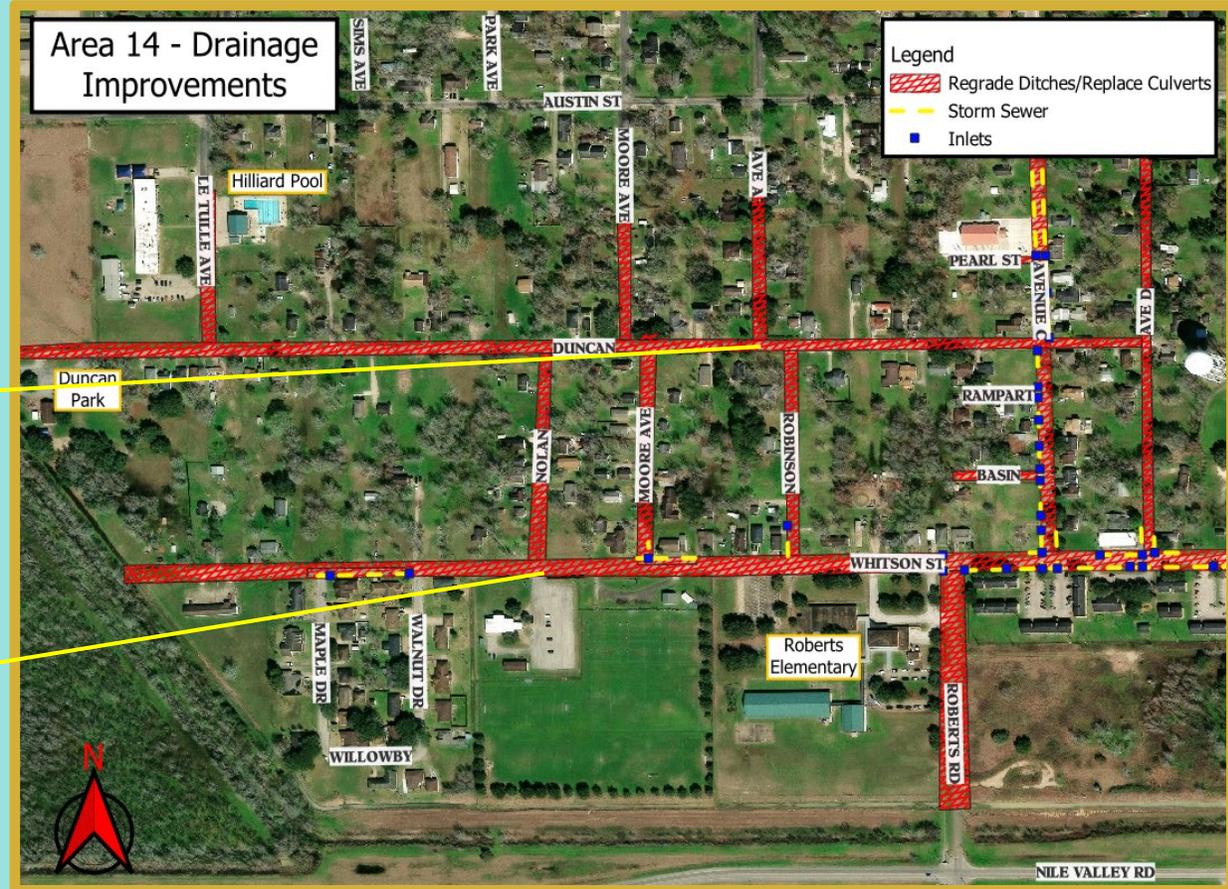
- \$3,189,500 grant awarded; contract executed April 17, 2025
- Area 19 (\$580K): remove two culverts within creek, stabilize creek banks, protect bridge slopes
- Startup complete; Environmental Review in progress, engineering design to begin following engineering contract approval



Goal 3: Infrastructure

Master Drainage Plans – Duncan/Whitson Street Drainage Improvements (Area 14)

- Funded under \$3.18M GLO grant executed April 17, 2025
- Total Area 14 budget: \$2,077,500
- Scope includes roadside ditch regrading, culvert replacements, new storm sewer and inlets



Goal 3: Infrastructure

Master Drainage Plans - Cottonwood Creek Bank Stabilization

- **Project Scope:** Bank stabilization and Drainage Improvements at 3 sites (1st and Ave L, Live Oak and Cottonwood Creek, Community Park)
- **Total Grant Funds:** \$250,000 (increased from \$200,000 to cover permitting and engineering)
- **Status:** Application submitted to RESTORE Council; under review and expected to be awarded in FY 2025



Goal 3: Infrastructure

Master Drainage Plans - Del Norte Addition Drainage Improvements

- HMGP application submitted April 2025 - Funding request: \$730,033.33
- TDEM completed eligibility review and forwarded funding recommendation to FEMA
- Scope includes storm inlets and storm sewer installation along Nichols Road



Goal 3: Infrastructure

➤ **Maintain and repair /replace aging city facilities and equipment; continue exploring water system improvements and manhole rehabilitation as funding permits** **Ongoing**

❖ Texas Water Development Board Projects

- Water Wells **In Progress**
 - East Water Plant **(In Progress)**
 - Address Arsenic in 6th Street and Ave I Water Well **(In Progress)**
 - Mockingbird Water Plant Rehabilitation **(In Progress)**
 - North Water Plant & Trunk Distribution Waterline **(on the horizon)**
- Wastewater Treatment Plant Rehabilitation **(In Progress)**
- 5th Street Waterline Rehabilitation **(In Progress)**

❖ In-house Water Leak Repairs **(Ongoing)**

❖ Manhole Rehabilitation **(Ongoing)**



WWTP Sludge Management Building



Goal 3: Infrastructure

New East Water Plant

- Currently on day 338 of 636
- Engineer: Garver Engineering
- Contractor: LEM Construction Co, Inc.
- Funding Source: Drinking Water SRF (TWDB)

- Well drilled, pumped, and sampled
- Well pump station- concrete slab poured
- Generator and GST pads poured
- GST erection – **in progress**
- SCADA/programming – **pending**

Specs:

- 1,000 LF Well
- 2 – 500,000 gal GST
- 4 – Booster Pumps
- 2,000 GPM Production



East WTP Ground Storage Tank



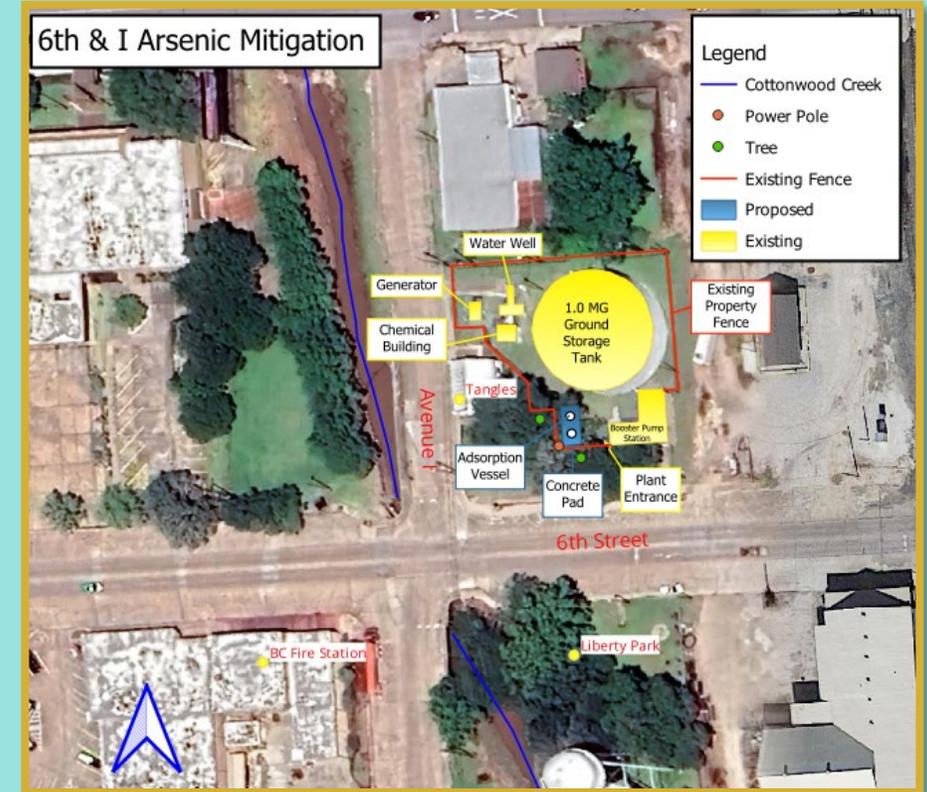
Goal 3: Infrastructure

6th & Ave I WTP Arsenic Mitigation & Electrical Improvements

- Contract approved April 22, 2025
- Currently waiting on Notice to Proceed from TWDB
- Engineer: Garver Engineering
- Contractor: LEM Construction Co, Inc.
- Funding Source: Drinking Water SRF (TWDB)

Project Highlights

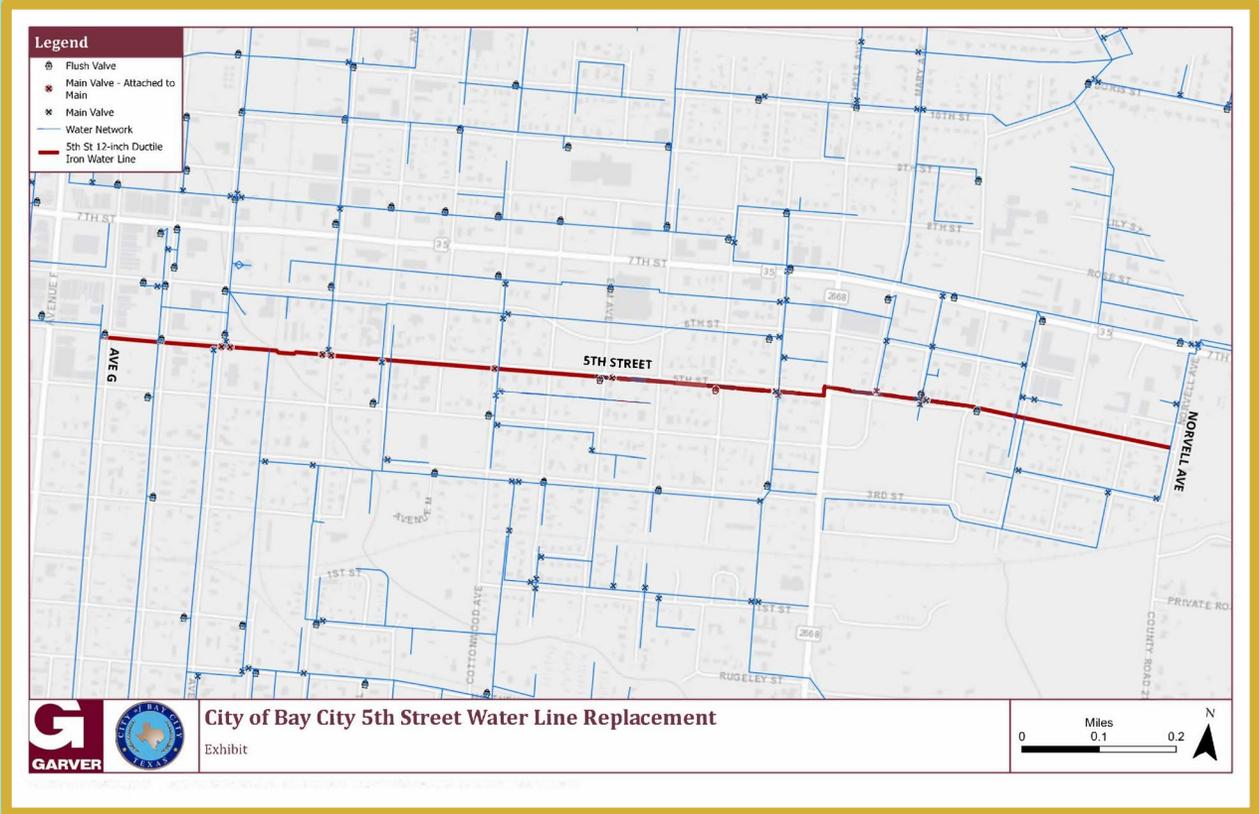
- **Arsenic Removal System:** An arsenic removal system will be installed to ensure the treated water meets regulatory standards. The system uses adsorption technology to effectively reduce arsenic levels.
- **Electrical Equipment Modernization:** Long lead times are expected for electrical components. Pre-purchasing this equipment is recommended to minimize delays.



Goal 3: Infrastructure

Project: 5th Street 12” Waterline Replacement, 7000 LF

- Condition assessment conducted by Garver & Hydromax which included:
 - Leak detection
 - Structural integrity analysis
 - Detailed water line assessment with recommendations
- City staff and Garver conducted a scoping meeting to determine the future strategy for completion of line rehabilitation



Goal 3: Infrastructure

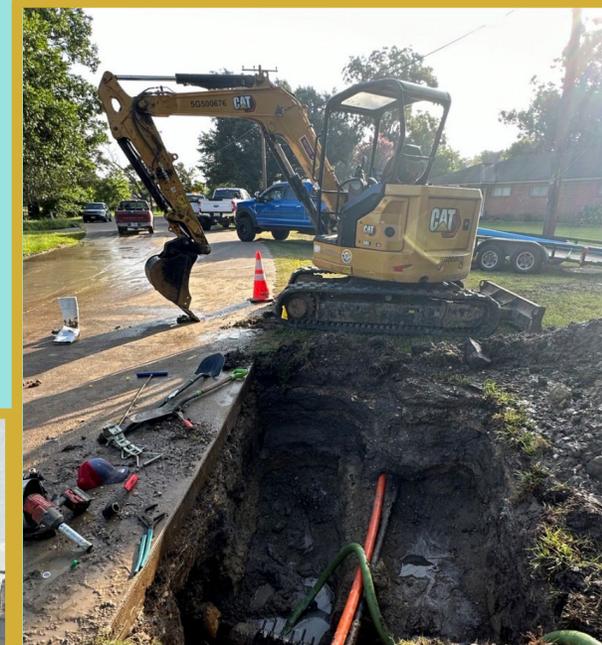
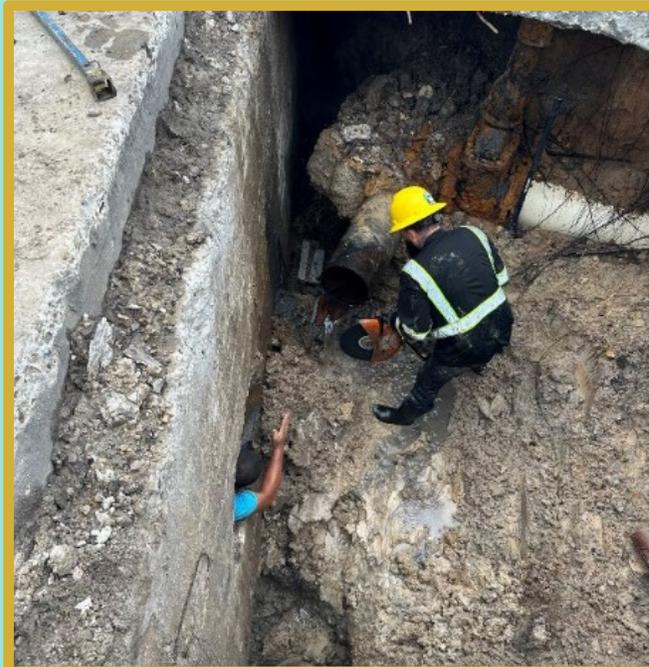
➤ In-house Water Leak Repairs

Timeline: From October 2024 to the present

Water Leaks Fixed: A total of 225 water leaks have been repaired

October
2024

→
To the
present



Goal 3: Infrastructure

Repair Wastewater Systems - WWTP Rehabilitation

- Currently on day 532 of 1149
- Engineer: Garver Engineering
- Contractor: LEM Construction Co, Inc.
- Funding Source: Clean Water SRF (TWDB) & Certificates of Obligation

- Influent lift station – complete
- Dewatering building – complete
- Main electrical building – in progress
- SCADA/programming – in progress

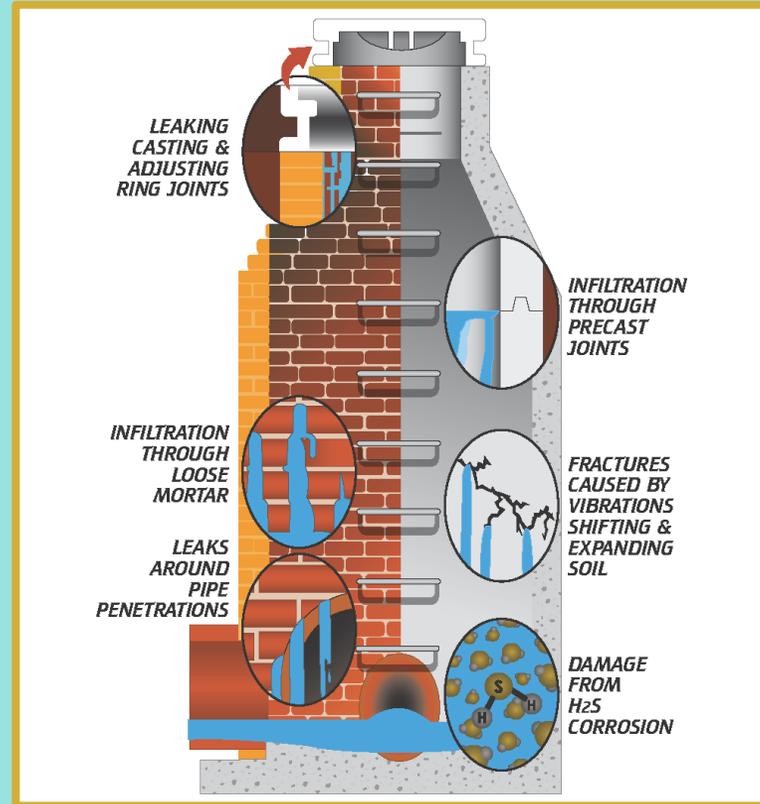


Goal 3: Infrastructure

Manhole Rehabilitation

- Fiscal Year 2026-2030
- Estimate: \$100,000 annually
- Funding Source: Operating Budget

➤ Approximately 20 manholes have been identified for rehabilitation



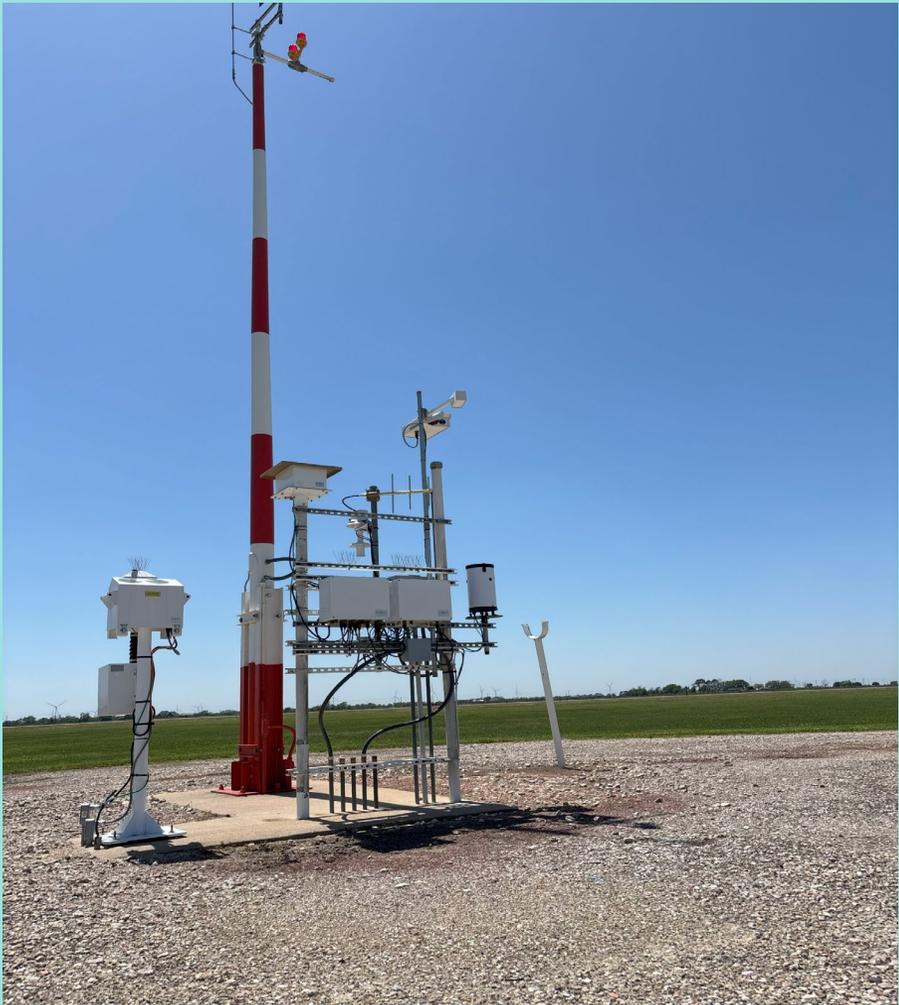
Goal 3: Infrastructure - Airport

Replaced AWOS (Automated Weather Observation System)

The grant for this project was through the State for \$240,000 at a 90/10 split.

Replacing the AWOS while utilizing existing pad, tip-down tower and electrical rack, saved \$119,503.

The total cost to the city was \$12,497.



Goal 3: Infrastructure - Airport

Wildlife Mitigation Fencing

City staff installed over 600 feet of high game fence along the northeast property line.



Runway Overlay & Wildlife Mitigation Fence project in progress. New fence, approximately 2 miles, will be installed on the west side of the property.



Goal 3: Infrastructure - Airport

Electrical Upgrades for Williams Energy

- City staff installed new electrical service for Williams Energy as part of their new lease.
- Each service is independently metered and billed each month.
- The upgraded electrical service allowed Williams Energy to move in a workshop and storage unit to accommodate their offshore operations.



Goal 3: Infrastructure - Airport

Hangar Door Replacement

Hangar door D11 was damaged by Hurricane Beryl on July 8, 2024.

This project was completed using the TxDOT RAMP Grant at a 90/10 split. The total cost of this project was \$29,886, with a cost to the city of \$2,988.



Goal 3: Infrastructure - Airport

ADA / Medical Ramp for Terminal Building

- Airport installed a new ADA / medical ramp leading into the terminal building. The existing ramp did not allow for a wheelchair or medical gurney to enter the building in a straight manner. In fact, a medical gurney could not enter the building due to the tight turn.
- Project was completed using the TxDOT RAMP Grant at a 90/10 split. The total cost of this project was \$4,000, with a cost to the city of \$400.



City Council Goal 4: Planning and Development

To establish a smooth and transparent planning and development process.

- Create a Planning & Development Services Division
- Streamline Development Process
- Repair and consider expansion of Nile Valley Road and explore funding sources including TXDOT
- Develop TIRZ5 to encourage redevelopment
- Move unwanted trust properties to tax rolls
- Update ordinances to match state requirements and building guidelines as applicable
- Improve Developer process with Matagorda County Drainage District #1



Goal 4: Planning and Development

Fiscal Year 2026-2028

Project: Railroad Quiet Zone

FY2025

Notice of Intent Drafted

Meet with Stakeholders to Discuss Impacts

Conducted Open House for the Public

Conducted City Council Workshop – Findings, Costs & Recommendations

Receive Cost Estimates (UP Projections):

Roadway: \$500,000

Railroad: \$500,000

Funding Source: Grant



Goal 4: Planning and Development

- **Repair and consider expansion of Nile Valley Road; explore funding sources including TXDOT**
 - ❖ Used in-house crews to do temporary repairs last fall
 - ❖ Contractor completed road rehabilitation project on April 2, 2025 from Roberts Ave to SH 60.



Goal 4 : Planning and Development

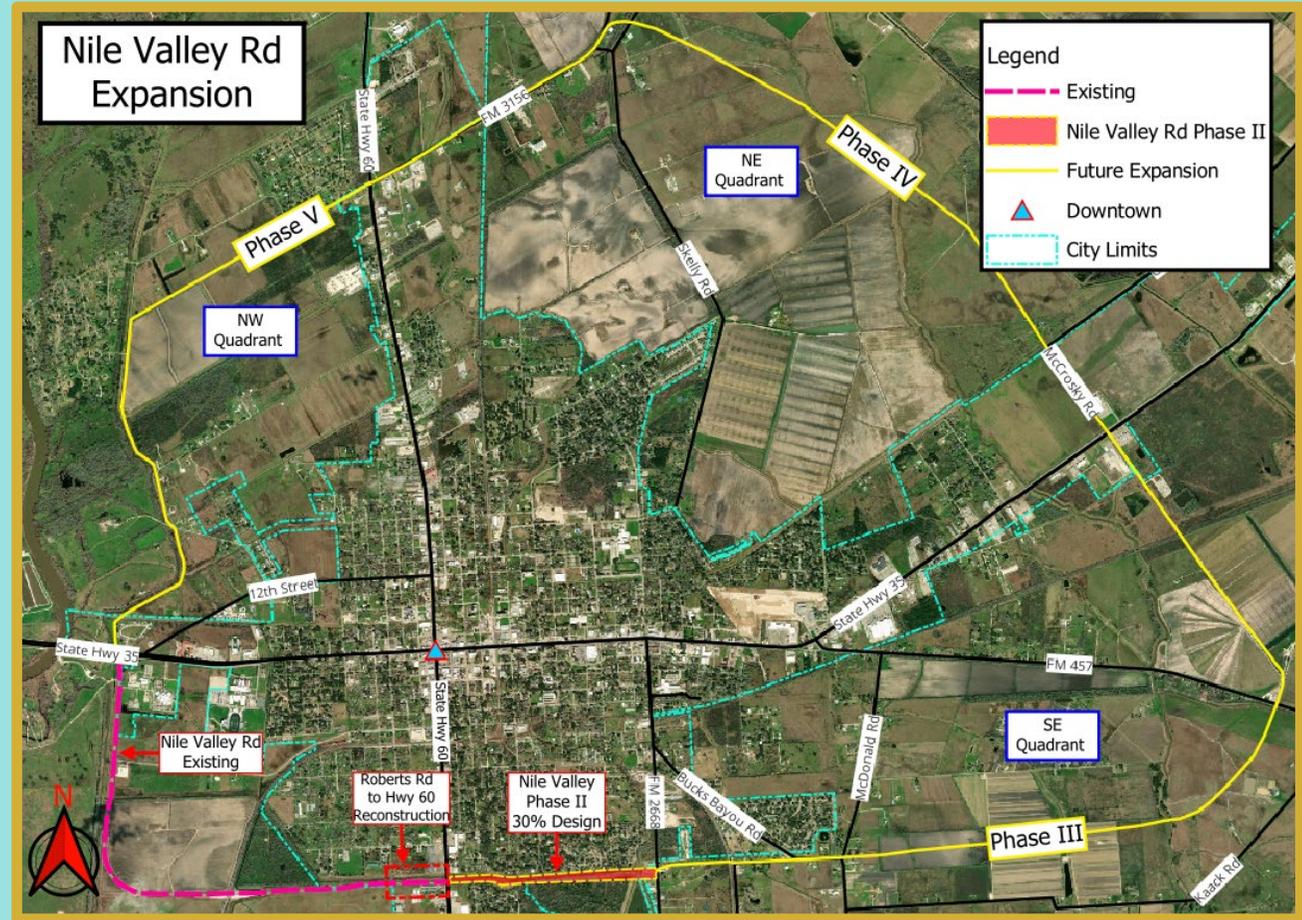
➤ Consider expansion of Nile Valley Road; Explore funding sources including TXDOT

Bridge Rehabilitation
FY 2026
Estimate: \$3,000,000

Phase II Construction
SH60 to FM2668 (Nichols Ave) – 5,300 LF
Design \$213,000 FY 2025
Design \$539,000 FY 2026
Construction \$9,150,000 FY 2027

Phase III Feasibility/Design
FM2668 to SH35
FY 2028
Estimate: \$1,212,000

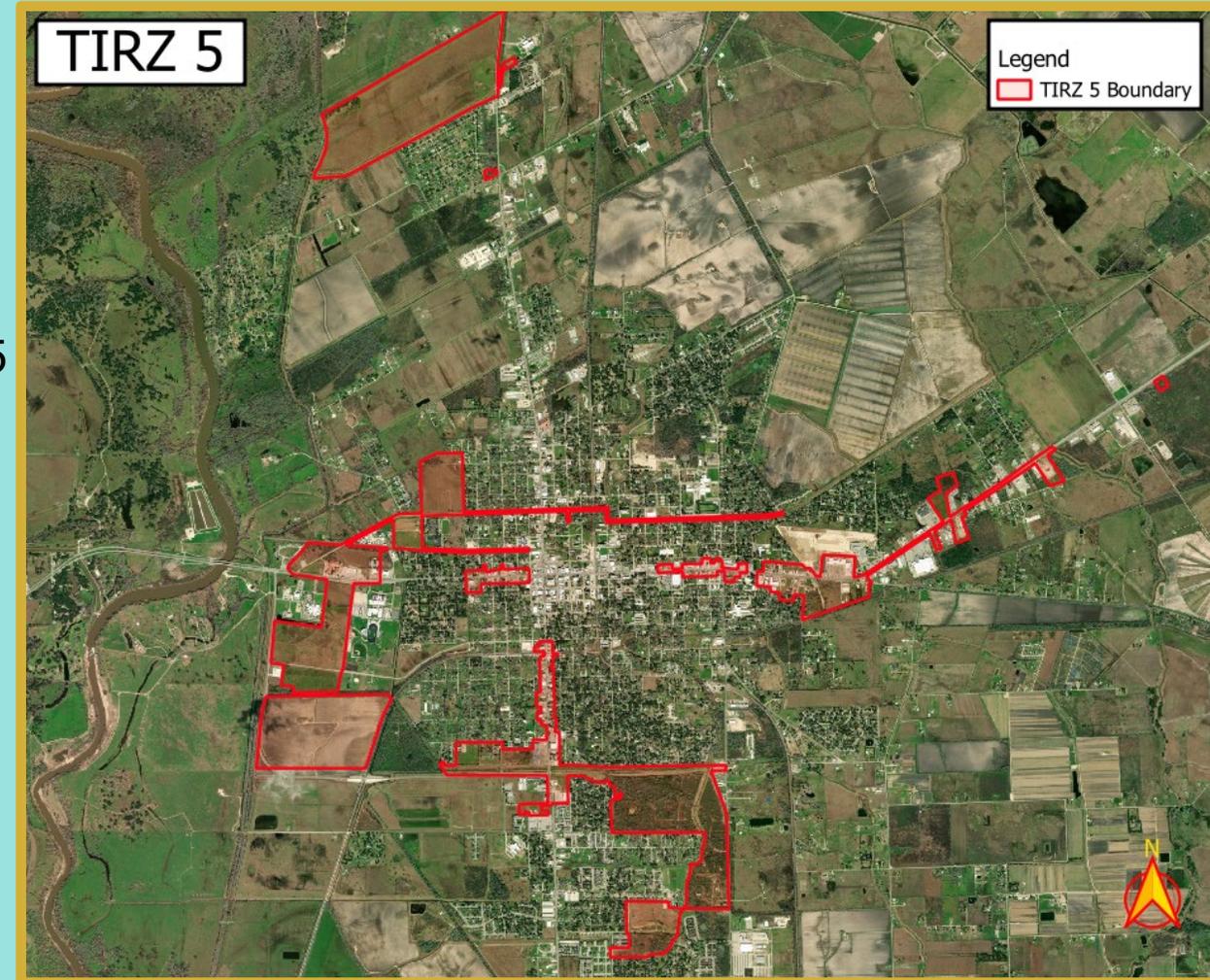
Phase IV Feasibility/Planning & Acquisition
North Loop
FY 2030
Estimate: \$1,134,000



Goal 4 : Planning and Development

➤ Develop TIRZ 5 to encourage redevelopment

- Consists of nine non-contiguous areas within Bay City and its ETJ.
- Created to support redevelopment and reinvestment, especially along key commercial corridors like Highway 35 and Highway 60.
- Includes areas with anticipated growth, allowing capture of future property value increases to reinvest in infrastructure and public improvements.
- Established by ordinance in December 2024, with a 35-year term ending December 31, 2059.



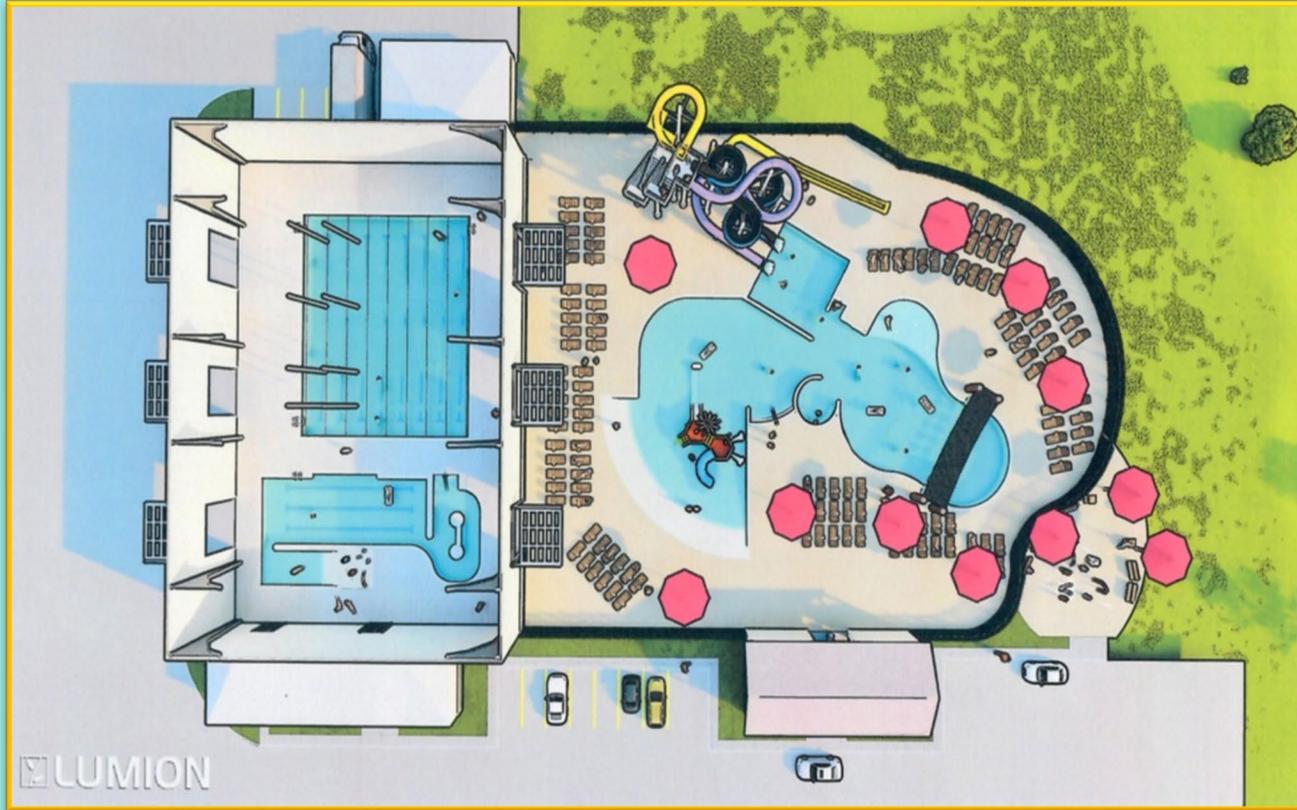
City Council Goal 5: Culture and Recreation

To develop cultural and recreational opportunities within the city.

- Provide financial support towards the BCCDC's Regional Aquatic attraction
- Increase arts initiatives in the City that focuses on culture and tourism draws
- Upgrade, consolidate, and maintain existing parks facilities as outlined.
- Implement the 2025-2029 Strategic Plan for Library
- Review and consider implementation of the new Tourism Strategic Plan.
- Improve community events



Goal 5: Culture and Recreation



➤ Provide financial support towards the BCCDC's Regional Aquatic attraction

- Approved interlocal agreement
- 5-year Capital Plan includes annual \$300,000 contribution



Goal 5: Culture and Recreation

BAY CITY POOLS OPEN!

**HILLIARD POOL
OPENS FRIDAY, MAY 23**

**16TH STREET POOL
OPENS FRIDAY, MAY 30**

Pools are Open Daily
12:00-6:00pm Admission: \$4.00
CLOSED MONDAYS

Family Swim Nights
Tuesdays & Thursdays
7:00pm-9:00pm
Admission: \$2.00

the **Y** **SUMMER 2025**

SAFE POOLS HAVE RULES
Be Safe. Jump In. Have Fun!

POOL

1. Admission fee required before entry
2. Swimming without a lifeguard present is not allowed
3. Alcohol, drugs, or anyone under the influence is prohibited
4. Proper swim attire must be worn at all times
5. Swim diapers required for non potty trained children
6. Children must pass the swim test before permitted in the deeper area
7. Hanging on float and toy lines is not permitted
8. Persons with handicaps, open cuts, and wounds are not allowed in the pool
9. All persons, including infants & children, must use restrooms to change clothing
10. Enter the water facing forward

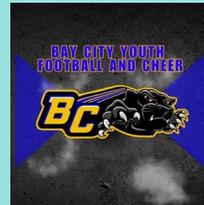
POOL PREMISES

1. Proper attire is required
2. No shirts are not allowed on the premises
3. Food items, tobacco products (including e-cigarettes), gum, glass may not be brought inside premises
4. Alcohol, drugs, or anyone under the influence is prohibited
5. Running anywhere on the premises is not allowed
6. Harassment of any kind will not be tolerated
7. Public display of affection (PDA) not permitted
8. YMCA equipment is reserved for regular use only
9. Personal music may not be played
10. User responsible for lost or stolen items
11. No foul language
12. No entry is not allowed
13. No refunds

SUPERVISION

1. Children 11 years of age and under must be accompanied by a paying parent or guardian
2. Children who do not pass swim test must have parent within arm's length at all times
3. Youth 12-16 years of age must have a parent or guardian sign a waiver before being dropped off at the pool
4. The lifeguard's word is final!





- Partnered with YMCA for pool management of both 16th Street Pool and Hilliard Pool
- Updated Sports Association Agreements with all youth sports associations using City facilities

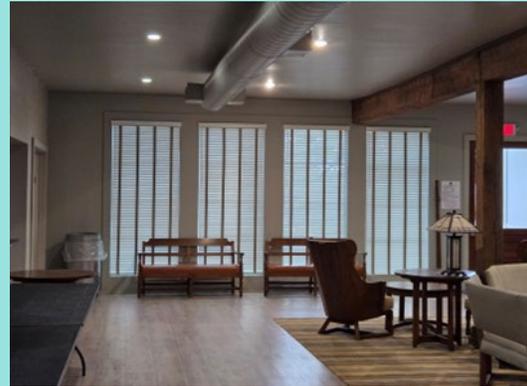


Goal 5: Culture and Recreation

- ❖ Explore paddling trail on Colorado River
- ❖ Implement parks improvement plan based on the most recent Master Plan

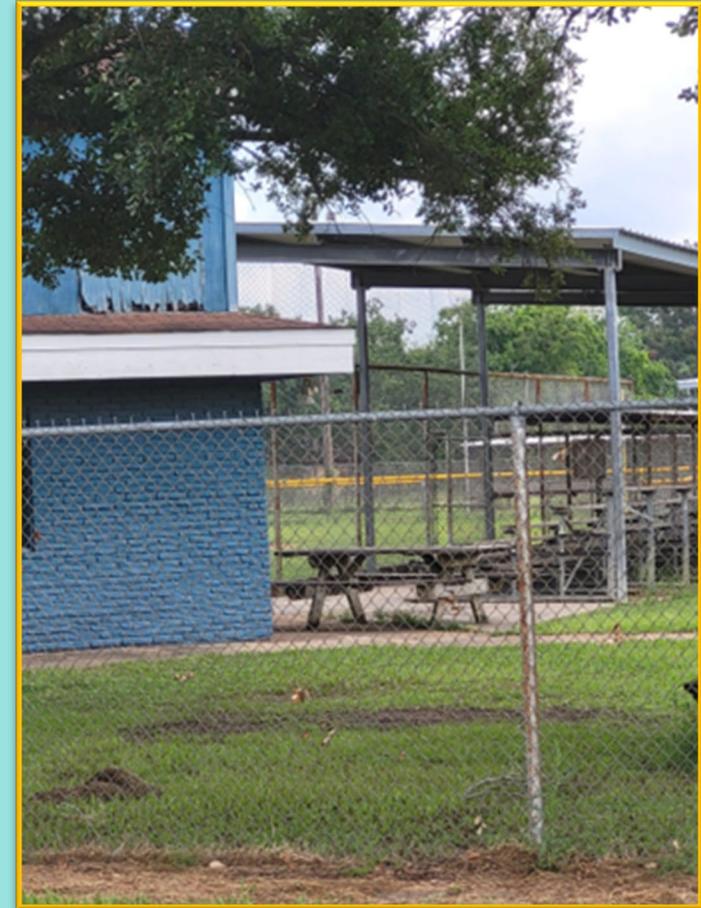
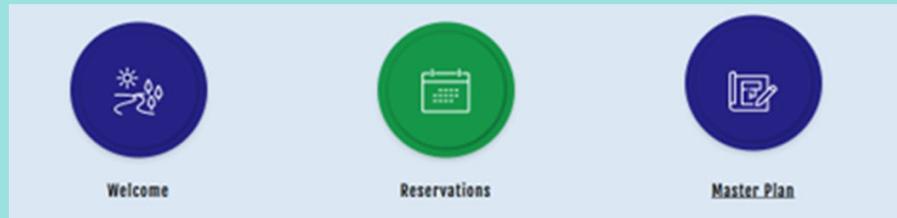
- USO
- MOPAC Train Depot
- Community Park
- Ball fields
- Barkway
- Liberty Park

- ❖ Develop a plan for a community amphitheater



Goal 5: Culture and Recreation

- ❖ Repair existing concessions stand(s) and provide adequate parking at existing utilized fields
- ❖ Promote/market easy ways to secure reservations



Goal 5: Culture and Recreation

➤ Increase Art initiatives in the City that focuses on our culture and tourism draws



Camofest



Day of the Dead Festival

Beyond the Brush art class exhibit at the library



MATAGORDA COUNTY
ARTWALKS
SUMMER BLUES

MATAGORDA COUNTY
BAY CITY
Where Country Meets The Coast

FREE ENTRY

LIVE MUSIC BY MAN OF SKY
SIP AND PAINT BY THE ART LEAGUE OF BAY CITY
KIDS IMAGINE-AREA BY BAY CITY PUBLIC LIBRARY
DIVERSE ART STYLES
LIVE DEMOS
FOOD
WINE

23RD AUGUST 2025
Original artwork by: Dayna Bickham

2:00PM- 6:00 PM | 201 7th ST, BAY CITY, TX. 77414
CIVIC CENTER

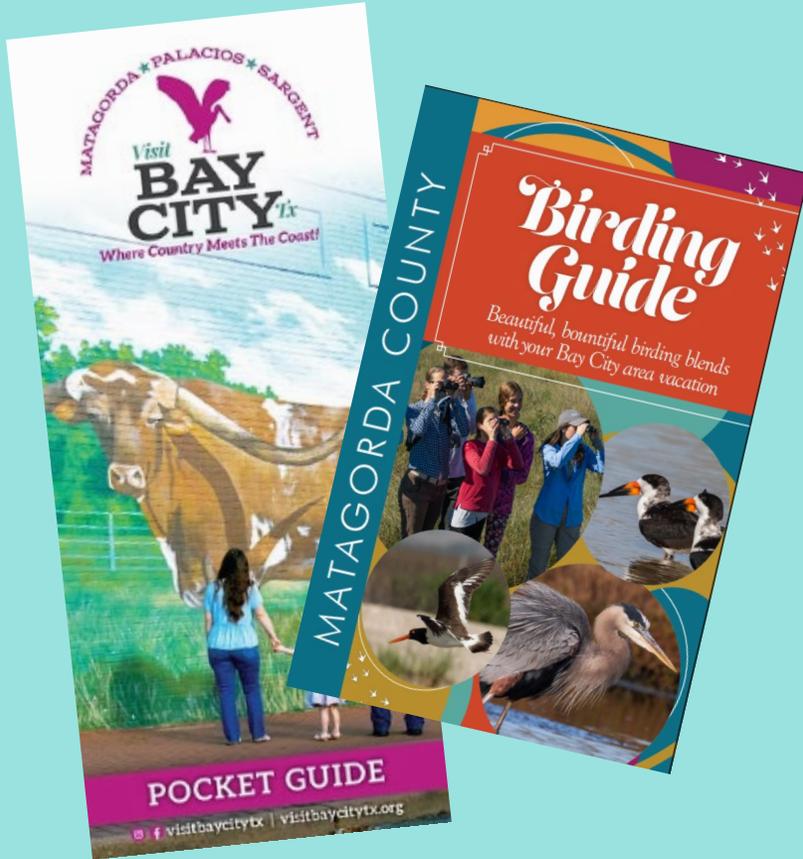
MORE INFORMATION AT 979-245-6931 EXT.1205 AGARCIA@CITYOFBAYCITY.ORG

Matagorda County ArtWalks



Goal 5: Culture and Recreation

➤ Implement Tourism Strategic Plan



- Updated Tourism publications with a Pocket Guide and Birding Guide
- Updated downtown shopping guides and historical residential district guide (in-progress)
- Rehabbed and reopened Visitor Kiosk (in progress)
- Featured “Spotlight City” on the Expedition Texas tv show



Goal 5: Culture and Recreation

➤ Implement Tourism Strategic Plan



New brand for Visit Bay City



New Tourism website



Led Birding Capital of Texas designation for Matagorda County



Goal 5: Culture and Recreation

➤ Improve community events



Easter Egg-stravaganza brought in approximately 3,000 attendees



Fishing programs at Riverside Park



Senior Cize at the USO



Goal 5: Culture and Recreation

➤ Implement the Library Strategic Plan



Career Online High School has 4 graduates and 10 more students in progress for their high school diploma



Harry Potter Night



1000 Books before Kindergarten



City Council Goal 6: Operational Excellence

To establish and ensure operational excellence

- Develop employee recruitment and retention plan
- Deliver excellence in customer service
- Maintain fiscal budget excellence, cost-savings solutions, time efficiencies, and process improvements
- Review MOU/Interlocal Agreements and update outdated contracts with other government entities.
- Explore software solutions improve contract administration
- Explore the feasibility of hiring a grant writer for various departments
- Create general and consistent guidelines for all boards, whether advisor or legislative



Goal 6: Operational Excellence

➤ Develop employee recruitment and retention plan

DO THE RIGHT THING
BAY CITY POLICE

We are HIRING

BASE SALARY: \$59,260 to \$80,000
MEDICAL | VISION | DENTAL | LIFE INSURANCE INCLUDED

On duty workouts, 12-Hour Shifts, Extensive Training
\$5,000 SIGN ON BONUS | 14 HOLIDAYS PLUS 1 FLOATING HOLIDAY AFTER ONE YEAR | BILINGUAL PAY \$75/MONTH

Incentive & Certification Pay:
INTERMEDIATE - \$100/MONTH
ADVANCED - \$200/MONTH
MASTER - \$300/MONTH
NIGHT SHIFT PAY - \$200/MONTH

CONTACT: RECRUITER - SGT. RUBEN GUTIERREZ
979-245-8500 | SGUTIERREZ@CITYOFBAYCITY.ORG

Recruitment flyers that can be repurposed to other positions

EMPLOYEE BENEFITS & PERKS

- Health Insurance starting at **\$0** per month
- 14 PAID HOLIDAYS** each calendar year
- Up to **\$1,440** in annual longevity pay
- Accrue vacation immediately **1 WEEK** at 6 months 1 week at 1 year
- Up to **96 HOURS** of sick leave per year - no maximum accrual
- Up to **\$3,000** per year for eligible education expenses
- LONGEVITY PAY: Between \$192 and \$1440 annually based on years of service as of December 1. Minimum of 1 year of service.
- EMPLOYEE RECOGNITION: The We Saw You program is an employee recognition program that promotes the contributions and efforts of City employees and rewards them with a Wal-Mart gift card.
- EMPLOYEE ASSISTANCE PROGRAM: Confidential, free and 24/7 service designed to support employees and their immediate family members with counseling services, work-life resources, wellness tools and crisis support. Up to 6 sessions per individual, per presenting problem, per year.

Created multiple benefits brochures and videos that can be used for recruitment purposes

2025 CITY OF BAY CITY BENEFIT PACKAGE

Benefits Package

PAYROLL

- The City of Bay City employees
- City pay days are every other
- Two months out of the calendar year
- Certain deductions are not

HEALTH INSURANCE

Health benefits are offered to:

MEDICAL

- The City of Bay City medical
- Benefits Pool
- The City offers two plans:

HMO

- Employee only is \$0
- \$3,000 annual deductible
- \$30 PCP co-pay
- \$60 Specialist co-pay
- Prescription Coverage

PPO

- Employee only is \$15
- \$3,000 annual deductible
- \$30 PCP co-pay
- \$60 Specialist co-pay
- Prescription Coverage

FLEXIBLE SPENDING ACCOUNT (FSA)

- The City offers a Flexible Spending Account (FSA) to help pay for copayments, deductibles, prescription drugs and other health care costs.
- The annual allowable limit for an FSA is \$3,200 per year.
- Any amount elected to be placed on the FSA card, will be deducted from the employee's check over 24 pay periods.

DENTAL

- The City of Bay City offers dental coverage through BCBS.
- Employee-only coverage is offered at 100%. Dependent coverage available.
- Twice a year free teeth cleaning.
- \$500 annual deductible.
- \$3,000 Orthodontia allowance.

VISION

- The City of Bay City offers vision coverage through EyeMed (BCBS).
- The City does not contribute to vision coverage.
- Employee only is \$12.58. Dependent coverage is available.
- \$10 co-pay.

LIFE INSURANCE

- The City of Bay City offers a \$50,000 life insurance policy at no cost to the employee.
- Employees are eligible for additional supplemental life insurance, up to \$300,000. Cost is dependent upon age and amount selected.
- The City also provides an additional policy, which equates to one time the employee's annual salary.



Goal 6: Operational Excellence

➤ Develop employee recruitment and retention plan

- ❖ Formally recognize promotions of employees to City Council
 - ❖ Added certification pay for Police and Public Works



CERTIFICATION PAY SCHEDULE FY 25

The City encourages its employees to take advantage of high quality educational or training opportunities and professional memberships which are related to, and will enhance, the performance of their work for the City. Employees are encouraged to contact their supervisor in reference to any training and development opportunities and needs they feel would be beneficial to their position. An employee's Department Director must approve educational and training courses that require payment by the City, release from City duty, or which might interfere with the employee's duties for the City.

All full-time, non-exempt and exempt, employees are eligible for certification pay for certifications/licenses achieved beyond the minimum required for the position. To receive certification pay, the employee's certification/license must be on the approved certification/license schedule, and must not be a minimum requirement for the employee's position. Requests for certification pay must be submitted to the HR Department by the employee's Director, and must consist of a copy of the relevant certificate/license as well as a signed payroll change form.

- ACO (Basic)
- Language
- Intermediate (Telecommunication)
- Intermediate (Police)
- C Water License
- C Wastewater License
- Code II
- C Water Distrib. License
- Class II Wastewater Collect
- Advanced (Telecommunication)
- Advanced (Police)
- Night Shift Differential*
- B Water License
- B Wastewater License
- B Water Distrib. License
- Class III Wastewater Collect.
- CDL
- Master (Telecommunication)
- Master (Police)
- A Water License
- A Wastewater License



Goal 6: Operational Excellence

➤ Deliver excellence in customer service



CUSTOMER SERVICE WEEK
OCTOBER 7 - 11, 2024

MONDAY, OCTOBER 7
SUPER HERO/VILLIAN DAY
Dress up as a superhero or villain and show how you go 'Above and Beyond' for our customers.

TUESDAY, OCTOBER 8
CRAZY HAT/HAIR DAY
Wear your craziest hats and hairstyles to show how we bring tip-top customer service.

WEDNESDAY, OCTOBER 9
ASTROS DAY
Wear any Astros attire and show how we shoot for the stars in serving our customers.

THURSDAY, OCTOBER 10
PINK OUT DAY
Wear pink for Breast Cancer Awareness Month.

FRIDAY, OCTOBER 11
LOVE WHERE YOU LIVE!
Wear your 'Love Where You Live' shirt.

MEALS/TREATS

FRIDAY, OCTOBER 4
BREAKFAST DROP-OFF
7AM - 8AM The Airport and Library Staff will be bringing breakfast to you!

FRIDAY, OCTOBER 11
LUNCH @ AMISTAD PARK
11:30AM - 2PM City Hall Staff & Parks and Rec will be serving you lunch!

ALL WEEK
DAILY APPRECIATION TREATS
Each department picked a special treat to say thank you.

AWARDS

ALL WEEK
YOU'VE GOT SPIRIT!
AWARDS WILL BE GIVEN FOR GROUP DECORATING AND INDIVIDUAL SPIRIT.

DRESS UP DAYS

above & beyond
2024

Breakfast delivery
by Library & Airport



Municipal Court in
Love Where You Live shirts



Customer Service Week



Goal 6: Operational Excellence

- Maintain fiscal budget excellence, cost-saving solutions, time efficiencies, and process improvements

AGENDA REQUEST
BUSINESS OF THE CITY COUNCIL
CITY OF BAY CITY, TEXAS

Meeting Date:	2/11/2025	Date Submitted:	
Prepared By:		Presented By: (if different)	
Department:		Type of Agenda Item:	Choose an item.

ITEM TITLE:

AGENDA LANGUAGE:

EXECUTIVE SUMMARY/BACKGROUND

STRATEGIC PLAN GOALS ADDRESSED:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety & Community Appearance	Community & Civic Engagement	Infrastructure	Planning & Development	Culture & Recreation	Operational Excellence	

FINANCIAL NOTES

This section should include information such as:

- Expenditure Required
- Amount Budgeted
- Fund/Account
- Other financial Notes

RECOMMENDATION:

ATTACHMENTS:

Revised February 13, 2025

- New Agenda Request template (format change & added strategic focus)
- New Boards & Commission Ordinance (in progress)
- Internal communications department request form (in progress)



Goal 6: Operational Excellence



Library – Library of Excellence Award



Municipal Court – MTSI Award



CDC – Economic Excellence Recognition



Katy graduated TML Leadership Academy



Leaders Under 40

- Jennifer Leverett – Finance Manager
- Cpl. Jose Soto – Police Department
- Adelaide Ellsworth – Sargent Branch Coordinator
- Ashley Talasek – CDC Executive Assistant



Goal 6: Operational Excellence



Finance earned the Distinguished Budget Award by the Government Finance Officer's Association



Triple Crown Award by the Governer Finance Officer's Association (GFOA)

- Certificate of Achievement for Excellence in Financial Reporting
- Popular Annual Financial Reporting Award
- Distinguished Budget Presentation Award



Goal 6: Operational Excellence



Earned the 3 Transparency Stars from the Texas State Comptroller

- Traditional Finances
- Debt Obligations
- Public Pensions

Enhanced Bond Rating up to AA-

8¢ ↓

Lowered tax rate by \$0.08 in the last 5 years



Goal 6: Operational Excellence

- **Awarded Grants (Cost savings to taxpayers)**
 - PD – 2 patrol vehicles (\$150,000)
 - PD – Crime Victim (\$50,000)
 - PD – Body Cameras (\$33,000)
 - PD – Bullet proof vests (50/50 grant)
 - PD – Mobile Data Terminals (\$94,000)
 - Library – Art programs (\$15,000)
 - Library – Summer program (\$10,000)
 - Library – additional funding from Bay City Library Association, Friends of the Library, and Friends of the Sargent Library
 - PW – Stormwater Management Plan (\$650,000)
 - PW – Drainage Improvements on Cottonwood Creek and southwest side of town (\$3,189,500)



Goal 6: Operational Excellence

\$265,000

saved by moving to the
TML Health Benefits Pool

TX  Health
BENEFITS POOL

Power of
the Pool



Goal 6: Operational Excellence

❖ In-house street repairs compared to contract pricing

Project	Contractor Estimate	In-House Cost	Savings	Percent Saved
Old Van Vleck Rd	\$1,038,745	\$215,037.31	\$823,707.69	79.30%
Eagles Rd	\$550,000	\$121,646.55	\$428,353.45	77.90%
Le Tulle Park (Ongoing)	\$655,000	\$239,500	\$415,500	-

- Bid street work, road materials, and contracted utility repairs every 6 months to reduce bid contingency



End of Workshop

Upcoming Budget Workshops in July

- July 8 @ 4:30 PM - Hotel/Motel & Outside Organizations
- July 22 @ 5:00 PM – Health Insurance

