

Appendix 2: Action Agenda Prioritization Exercise Results

At the July 6, 2021 Joint Workshop, a prioritization exercise of key short-term initiatives was conducted. The purpose of the exercise was to initiate thought and discussion about potential future implementation of the Comprehensive Plan. Participants were given five pom poms to distribute among 14 key initiatives that they consider most important to pursue immediately. The results from the Joint Workshop are shown below.

Initiative	Number of Votes from Joint Workshop	Joint Workshop Priority Level
Support residents in need, seeking to provide opportunities for all residents to improve their quality of life, and recognizing the importance of equitable development and policies.	2	9
Protect established neighborhoods and stabilize and reinvigorate older neighborhoods, including increased code compliance for maintenance of properties.	12	2
Enhance safe mobility options, including provision of trails, for pedestrians and bicyclists.	5	7
Encourage local entrepreneurs and regional businesses to serve the demand for increased entertainment options.	7	5
Consider regional storm water detention facilities to reduce flood risk and potentially establish new developable areas.	4	8
Update the City's development ordinances and standards (including development districts) to reflect new Comprehensive Plan priorities.	13	1
Bolster Huntsville's tourism industry, focusing on elements where Huntsville can differentiate itself, such as proximity to natural resources and extent of historic and cultural resources.	1	10
Continue to focus efforts on revitalizing downtown as the primary shopping, dining, cultural, entertainment and entrepreneurial hub of the city.	11	3
Support improvements to the broadband and fiber internet network.	6	6
Focus on improvements to the transportation network and the airport through implementation of the 2019 Transportation Master Plan and the 2020 Airport Master Plan.	2	9
Conduct a feasibility study to determine the potential economic impact (cost/benefit) or the development of a sports complex or upgrades to existing facilities.	8	4
Develop a detailed demographic report specific to Huntsville's unique characteristics to present to developers and business prospects.	0	n/a
Promote success stories of the City and key partners, including SHSU and HISD.	0	n/a
Retain workers and talent in Huntsville, capturing a larger percentage of those who work in the area but choose not to live in Huntsville.	4	8