



# ENVISION CENTRAL TEXAS™

YOUR IDEAS ★ OUR REGION'S FUTURE



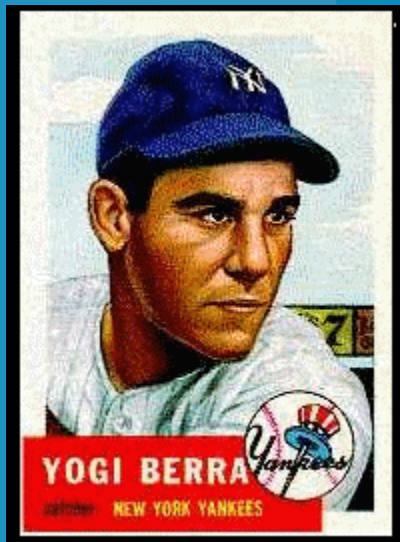
Travis County Regional Growth Meeting 4-7 & 4-9-08



# Why are we planning for the future of the region?

Growth is inevitable and desirable, but destruction of community character is not. The question is not whether your part of the world is going to change. The question is how.

~ **Edward T. McMahon**, ULI Fellow

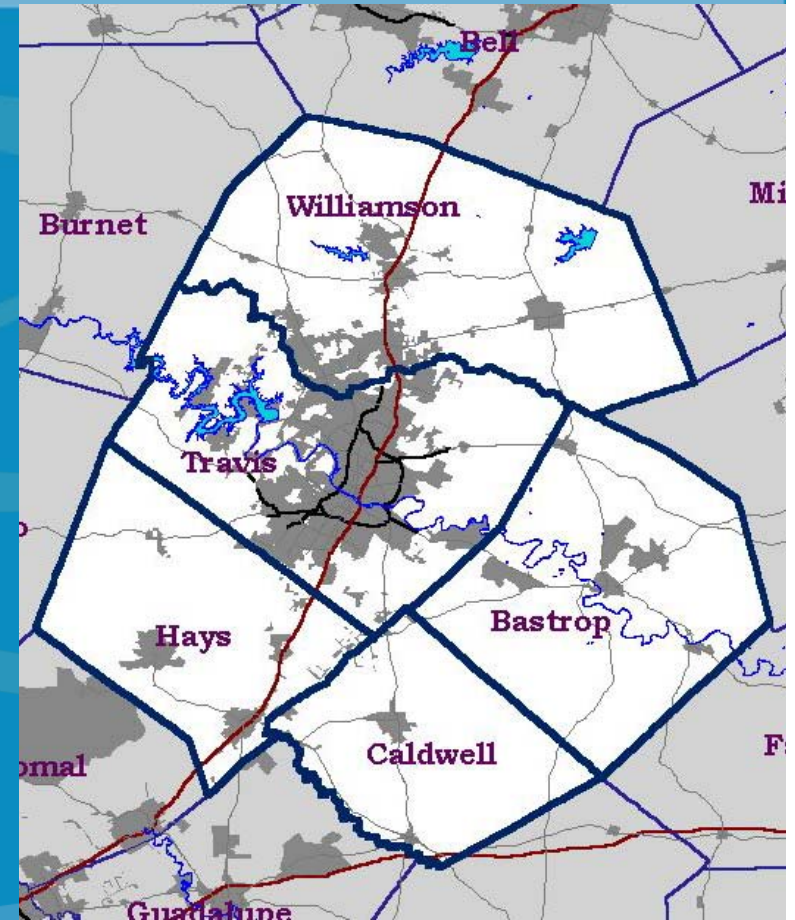


You got to be careful if you don't know where you're going, because you might not get there.

~ **Yogi Berra**, baseball catcher

# What is Envision Central Texas?

- ECT is a 501-C3 non-profit organization created in 2001 by leaders representing **business, environment, neighborhoods and government** in the **five-county Central Texas Region**.
- ECT serves as a **catalyst for regional cooperation and planning** in order to realize a **common Vision** for Central Texas which preserves and enhances our **natural resources, economic vitality, social equity and overall quality of living**.







# Five Years ago...

## Creating the Regional Vision

From 2002 – 2004, ECT worked with thousands of citizens around the region to create a regional vision to unite Central Texas around strategies to address critical growth issues.

- **Community input** – Summer 2002
- Public workshops – Fall 2002
- **Test site workshops** – Spring 2003
- Regional survey – Fall 2003
- **Leadership Workshop** – Winter 2004
- Launch of the Vision – Spring 2004



# Features of the Vision

**A variety of housing choices in walkable neighborhoods that are connected to jobs, shopping, civic uses and transit.**



**Efficient, effective and reliable system for moving people and goods on a daily basis through a network of roads, transit and trails**



**Natural resources conserved by minimizing the footprint of growth and avoiding environmentally sensitive areas**



# Features of the Vision

Preservation of our region's unique character by protecting and enhancing our neighborhoods, towns, rural areas and historic sites and special sense of place



Improving access to jobs for all by expanding accessible employment centers and increasing the number of jobs in parts of the region where more localized options are desired

# Features of the Vision

**An understanding that social equity and racial harmony are core values that strengthen us**



**A region-wide understanding that our fortunes are tied together and require planning, participation and collaboration by stakeholders throughout the region to ensure a successful and liveable future**

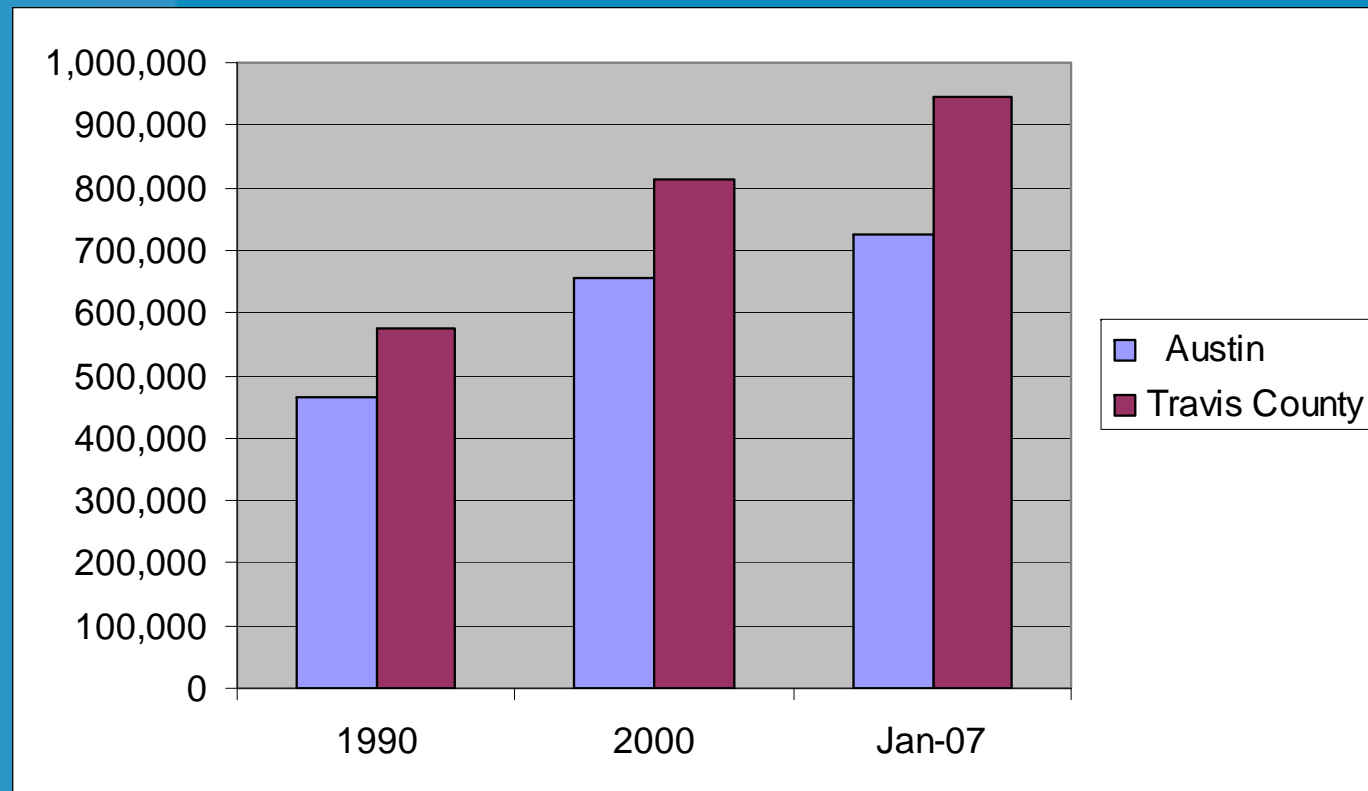
# Vision Progress Assessment

Initiative to assess the region's progress toward the Vision, understand barriers and look at future implementation plans.

- 28 Interviews and 3 focus group discussions with public and private sector about progress and future planning
- Three online Questionnaires
- 8 Public workshops in 5 counties to gather input
- Analysis of key indicators
- Analysis of all input by consultants and a final report
- Presentation of results on May 2, 2008

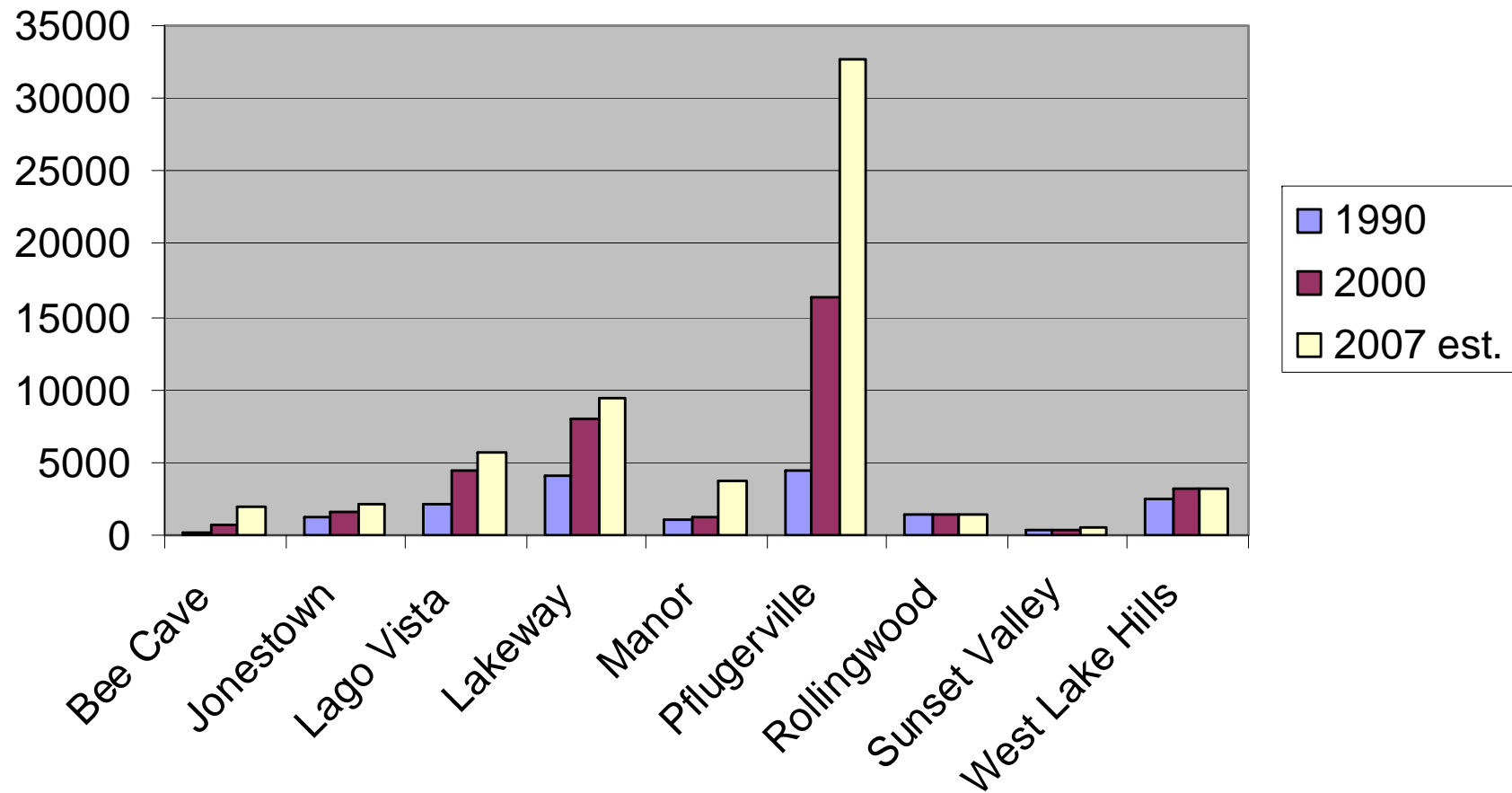


# Travis County/Austin Growth



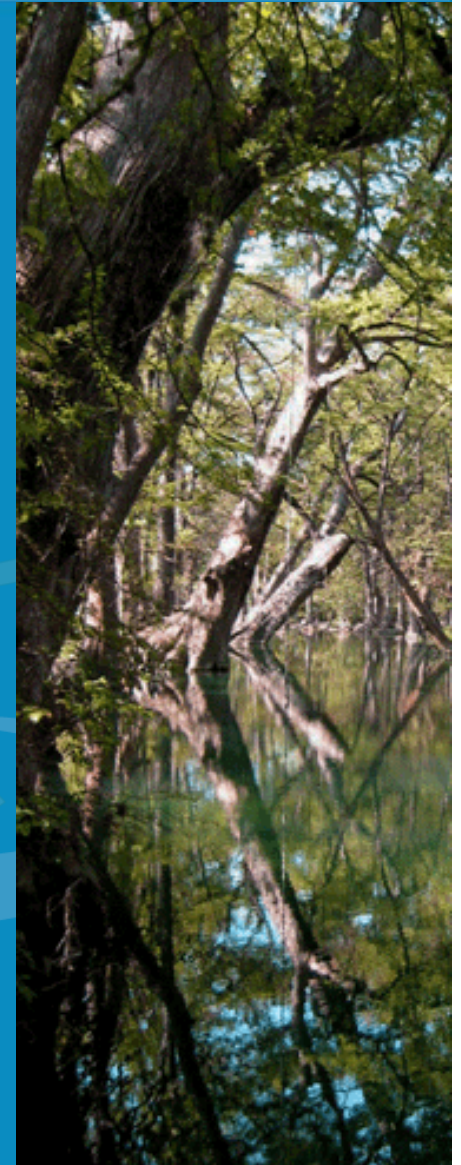
Population	<u>1990</u>	<u>2000</u>	<u>2007 est.</u>
Travis County	576,407	812,280	974,365
City of Austin	465,648	656,562	726,840

# Growth of Cities



# Alternate Scenarios of Future Travis County Population

- 2010 963,073 - 1,044,032
- 2020 1,107,245 - 1,310,629
- 2030 1,252,016 - 1,616,092
- 2040 1,388,561 - 1,971,837



# Travis County Growth

- In 2007, Travis County ranked 99<sup>th</sup> in the top 100 fastest growing counties in the U.S. for counties with population over 10,000 (Williamson County ranked 11<sup>th</sup> and Hays 13<sup>th</sup>)
- Travis County grew by 33,000 people in 2007, ranking 9<sup>th</sup> in the nation in terms of numerical gain.

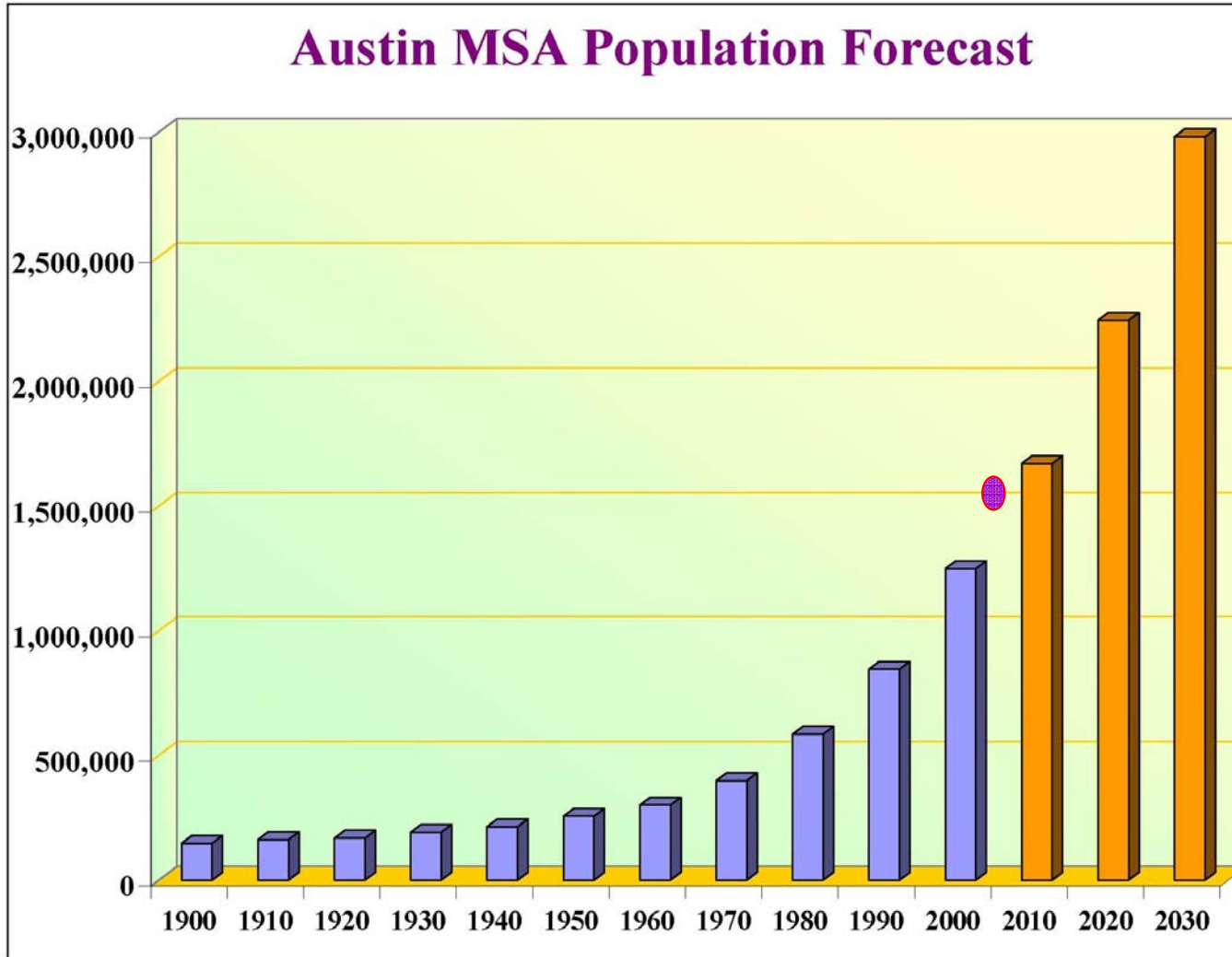
# Travis County Changes between 2000 and 2006

- The **median age** in the county increased slightly from **30.4 to 32**
- The county population became more diverse:
  - The total who identify their **race as other than white** grew from **36% to 43%**
  - The total who identify their **ethnicity as Hispanic or Latino** grew from **28% to 32%**
- The **median household income** increased from **\$46,761 to \$50,777**
- **Educational attainment** in populations 25 years and up increased from **17% to 20%** for attaining high school degree and **26% to 27%** for bachelor's degree



# Central Texas Growth

## Austin MSA Population Forecast



# Central Texas Changes between 2000 and 2006

- Central Texas population **increased 21%**
- The **median age** in the region increased slightly from **30.9 to 32.4**
- The percentage of the total population who identify their race or **ethnicity as other than white grew by 5%** from 27% to 32%
- The **median home value increased 28%** from \$128,100 to \$164,100
- **Vehicle Miles Traveled** annually **increased by 10%** from 9.2M to 10.2M



# Other regional changes over past five years

- New toll roads **State Highway 130 and 183A**
- **Commuter rail line** between Leander and Austin (set to open Fall 2008)
- Surge of **housing and retail in city centers**
- **Major new developments** including Robert Mueller Municipal Airport Redevelopment
- New ordinances to support **mixed-use, walkable communities and conservation development**
- New **bonds to preserve open space, build roads and schools**
- New **Samsung** manufacturing plant





# Sean Garretson

## Pegasus Planning

# Interviews

- Mix of **public and private**
- **Major employers** in healthcare, technology, education
- **“Implementing” organizations**  
Responsible for transportation, water, local planning
- **Open-ended discussions** about how the region has changed in the last 5 years

# Preliminary Findings

The following issues were raised regardless of format (interview or focus group) or sector (public or private):

- Economic development
- Transportation
- Water
- Workforce housing

## Preliminary Findings *(cont)*

- For public sector, **land use** is the context for discussion:
  - **Economic development** (employment centers)
  - **Environment** (water policy)
  - **Housing** (development patterns)
  - **Transportation** (coordination of systems)
- Development has **surpassed vision**
  - Much of land in unincorporated areas is already platted

## Preliminary Findings *(cont)*

For private sector, focus is on **economic competitiveness**.

- These things become an **area of concern *only*** at the point at which they **affect Austin's competitive position**.
- Still relatively **easy to recruit workers** here.
- The “tipping point” is often more about **offshoring than relocating** within U.S.

# Small Group Discussion

- Describe the **biggest changes** in your area in the last five years (positive and negative).
- Discuss your thoughts on the **issues presented today** (agree, disagree, missing).
- Is your community **growing in a way** that will make it an attractive and enjoyable place to live in 20 years?

# One Minute Essay

In what ways can Envision Central Texas **help address the issues** that are most important to you?





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[www.envisioncentraltexas.org](http://www.envisioncentraltexas.org)