

CAPCOG CONNECTIONS

A Publication of the Capital Area Council Of Governments



CAPCOG Awarded Economic Study

The Rural Capital Area Workforce Development Board (RCAWDB) recently awarded a contract to the Capital Area Council of Governments to conduct an economic study of the ten-county region.

RCAWDB is one of two publicly funded workforce development boards responsible for the delivery of employer and workforce program services in the ten-county Capital Area. The goal of the project is to improve workforce



development planning by enhancing data availability and promoting stronger links between economic and workforce development efforts. During the next two months, CAPCOG will develop a report covering local economic trends in each county, as well as regional trends influencing the entire ten-county area. Specific issues to be addressed are forecasted industry trends during 2005-10, identification of future high-wage employment opportuni-

ties, and an evaluation of existing economic development efforts given current and expected future needs.

CAPCOG will also offer suggestions for ways to improve economic development planning to better address some of the persistent challenges in the region, such as balancing economic development and housing strategies and boosting income growth in rural counties. CAPCOG is excited to be working with RCAWDB on this project that will foster greater collaboration and more effective planning in our region.

Solid Waste Dept. To Issue Grant RFP

The Capital Area Council of Governments' (CAPCOG) Solid Waste Department is preparing for the FY2006 round of solid waste grant funding and expects to issue the request for applications in mid-November 2005.

Total projected funding for the ten-county region over the 2006-2007 biennium is \$1,329,060 and is the same allocation that CAPCOG received for the 2004-2005 biennium.

The CAPCOG Solid Waste Advisory Council (SWAC) approved the funding plan in September. The funding plan will be considered for approval by CAPCOG's Executive

Committee on October 12, 2005 followed by distribution of the Request for Applications for the FY 2006 Solid Waste Pass-Through Grants.

The Solid Waste Pass-Through Grant Application will also be placed on-line at: www.capcog.org/Programs/Solid_Waste/default.asp.

If you have any questions or would like to request a Solid Waste Grant Application, please contact Keith Helmers, Solid Waste Coordinator, 512-916-6185 or khelmern@capcog.org.

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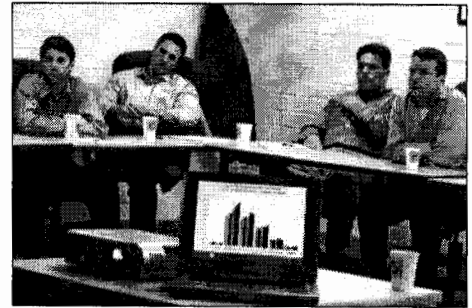
The Capital Area Data User Group, an informal group of area professionals interested in analysis and sharing of data, held its first meeting in September at the CAPCOG Board Room. The first meeting's theme focused on housing data with presentations from Jim Shaw, Capital Area Housing Finance Corporation (CAHFC), Eldon Rude, Metrostudy, and Richard Maier, D.R. Horton.

Jim Shaw, Executive Director, CAHFC presented on the importance of housing data when meeting the housing needs of low and moderate income families surrounding the Capital Area. He also discussed the

applications of housing data in relation to their two subsidiaries, Capital Area Affordable Housing Development, LLC and Capital Area Multi-Housing.

Eldon Rude, Director - Austin Market with Metrostudy discussed the methodology Metrostudy employs in assembling primary lot development and new home inventory information in its 27 markets around the U.S. He also discussed how they analyze this information and present it to their builders, developers, and lender clients.

The User Group also heard from
SEE DATA (Continued on page 6)



Members of the Data User Group watch a presentation during their quarter meeting.

EPA Gives Credit to Regional Efforts on Clean Air Plan

The U.S. Environmental Protection Agency (EPA) made the region's Early Action Compact official in August when it published a Federal Register notice of a final rulemaking that included the compact in the Clear Air Action Plan (CAAP).

CAPCOG member governments participating in the EAC include the cities of Austin, Bastrop, Elgin, Lockhart, Luling, Round Rock, and San Marcos, and the following counties of Bastrop, Caldwell, Hays, Travis, and Williamson.

Some of the emission reduction programs committed to in the CAAP which have already been implemented, or will be by December 31,

2005, include the Inspection and Maintenance (I/M) program targeted at reducing emissions from light duty vehicles registered in Travis and Williamson Counties by making certain that pollution control equipment is properly maintained; heavy duty vehicle idling restrictions to reduce idling emissions from trucks; and Stage I vapor recovery to control evaporative emissions from refueling activities at gas stations.

In a noteworthy departure from the generally very official, formal tone set in Federal Register notices, the EPA included the following comments directed to the citi-

zens of the cities and county governments involved:

"We appreciate the support expressed towards the State of Texas and towards the efforts made to ensure that the citizens in the Austin EAC area continue to breathe clean air. We continue to believe that the EAC program, as designed, gives Austin the flexibility to develop their own approach to maintaining the 8-hour ozone standard and believe Austin is serious in their commitment to control emissions from local sources.

By involving diverse stakeholders, including representatives from indus-

See EPA (Continued on page 6)

AAA Offers Informational Sessions on Medicare Prescription Drug Benefit

The Capital Area Council of Government's Area Agency on Aging (AAA) is working with the Center for Medicare Services to inform residents of Travis and surrounding counties about the new Medicare Prescription Drug Benefit.

The open enrollment period starts November 15, 2005, and goes through May 15, 2006.

Coverage starts on January 1, 2006. This new plan will typically pay over half of the yearly drug costs for a monthly premium with out-of-pocket drug spending set at \$3,600 in a year.

The Area Agency on Aging staff is available to give presentations to groups on the new Medicare Prescription Drug Benefit.

For more information, call: (512) 916-6062 or Toll Free 1-888-

622-9111, choose "0" for Operator.

Important points of the new plan include:

- Medicare prescription drug coverage helps you pay for the prescriptions you need.
- Medicare prescription drug coverage is available to all people with Medicare.
- Medicare prescription drug coverage pays for brand name as well as generic drugs.



Jarrell Uses Economic Plan To Attract Manufacturing Plants

Nothing happens unless first a dream.

-Carl Sandburg

Plan the Work and then Work the Plan, could be the motto of Dewey Hulme, Chairman of the Jarrell Economic Development Board and President of the Jarrell 4A Sales Tax Board. In early December of 2002, Hulme and fellow economic development partner Byron Goode met with the staff of the Capital Area Council of Government's Economic Development Department with a directive from their mayor to write a 20-year economic development plan. Almost three years later with that plan still in hand, they are seeing the results of their hard work and dedication as Jarrell is quickly becoming the light manufacturing hub of Central Texas.

Over the past year, three manufacturing plants have moved to the quiet rural community just north of Georgetown. Hope Lumber Company of Georgetown moved their truss manufacturing plant into an existing facility on the north side of Jarrell in Spring 2004 and now employs almost 40 people.

Next Taylor Press Products, a metal stamping manufacturer out of Toledo, Ohio constructed a new 60,000 square-foot facility that will employ 30-40 people. Planning to be in operation this month, the owner was so impressed with Jarrell's economic development efforts and plan that he now sits on their Economic Development 4A Sales Tax Board.

The newest manufacturer to Jarrell is R K Industries, a robotic

welding plant moved here from Ottawa, Ohio and will employ about 20 people in their new 20,000 square-foot facility. They are currently moving in their equipment and expect to be up and running soon.

According to Hulme, these efforts can be attributed to finding someone to help them develop a plan and give them direction. "Every since that first meeting in 2002, CAPCOG has helped us define the role of the economic development board. Over the past three years, CAPCOG has led us through the steps to get us where we are now," he said. "They taught us from the very start that we should get input from the citizens of Jarrell as to just what they thought economic development was and what kind of economic development they wanted. Our first effort was to conduct a survey of the community. We also surveyed the students of Jarrell to get their opinions of how they wanted to see their city grow."

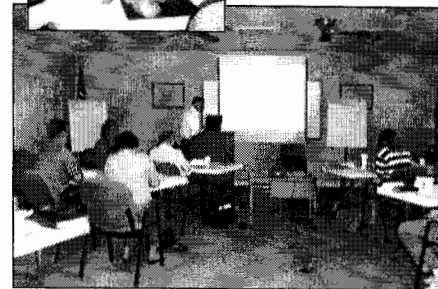
Soon after the surveys were completed and analyzed, a workshop including city council members, the planning and zoning commission, and civic leaders was held to develop a strategic plan. Over 25 people came together for an all-day work session to develop Jarrell's first Strategic Plan.

Using information gathered from the surveys, the plan defined the overall direction in which they thought the city of Jarrell should be headed, and also proposed specific actions to achieve those goals. City and civic leaders met again in April 2005 to update that plan.

The Jarrell Economic Development Board next put together a three-year work plan which would be the cornerstone of future success. The work plan called for developing the tools necessary to attract industries. CAPCOG staff continued to assist the board as they developed a community profile, assembled a brochure of current demographics, built an inventory list of commercial

and industrial sites, and developed two programs to improve the competitiveness of Jarrell to attract industries.

Implementing those two programs, the creation of an Enterprise Zone and a campaign for the Economic Development Sales Tax, became the critical tools that led the charge toward



Mayor Wayne Cavalier (top) give a brief orientation during the strategic planning workshop. (below) Over 25 people attended the day long workshop.

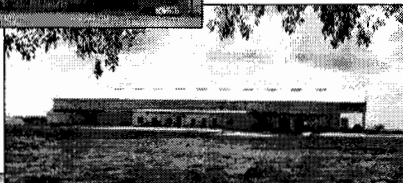
recruiting of manufacturing to Jarrell.

By an overwhelming majority, citizens voted to assess the 4A and the 4B Sales Tax for Economic Development. Each sales tax will raise approximately \$70,000 the first year to be used for economic development purposes. Unfortunately, due to the demographic makeup of the area, Jarrell could not qualify for an Enterprise Zone but is able to nominate companies as Enterprise Zone Projects.

"In Dec. of 2002 I had no idea of what economic development was, but with advice and assistance from CAPCOG, I now have a working idea of how to progress through various channels and different agencies to achieve success for the city of Jarrell." Hulme said. "CAPCOG has been a valuable asset in helping to plan and build the economic infrastructure of our city. We look forward to a continued relationship with CAPCOG in helping us develop our new city."



Hope Lumber (top) Co., Taylor Press Products (middle), R K Industries (bottom) all moved to Jarrell



Retail Market Analysis Helps Recruit Businesses

'From small seeds great oaks grow' goes the saying, and it rings true for a program idea that began as a small single pilot project for the City of Lago Vista and grew into one of the Capital Area Council of Governments Economic Development Department's most sought after programs.

The Elgin Retail Market Study is the most recent retail trade analysis report issued by CAPCOG concerning the recruitment of retail. CAPCOG began conducting retail trade analysis in the spring of 2003 as a response to the numerous requests from communities concerning their desire to attract retail businesses instead of manufacturing companies. Since then they have completed reports for the cities of Lago Vista, Georgetown, Burnet, Marble Falls and one for the City of Lockhart is currently underway. Partial reports have been completed for Pflugerville, Buda and Dripping Springs.

The reports provide economic, demographic, and retail market data and analysis for three geographical areas defined by the community as a primary trade area, a secondary trade area, and a tertiary trade area. In the case of the Elgin report, the primary trade area extended outward approximately five miles from city center and includes all of Elgin proper and Butler. The secondary trade area extends outward approximately 10 miles and includes McDade, Littig, New Sweden, Carlson, and Blue. The tertiary trade area extends outward approximately 15 miles and includes Manor to the west and everything to the east to State Highway 77. The tertiary trade area defined by the City of Elgin did not include Bastrop or Taylor.

The reports consist of two major components: 1) a map of the retail trade area as defined by the community, and 2) an analysis of the data acquired to determine retail leakage, strengths and weaknesses.

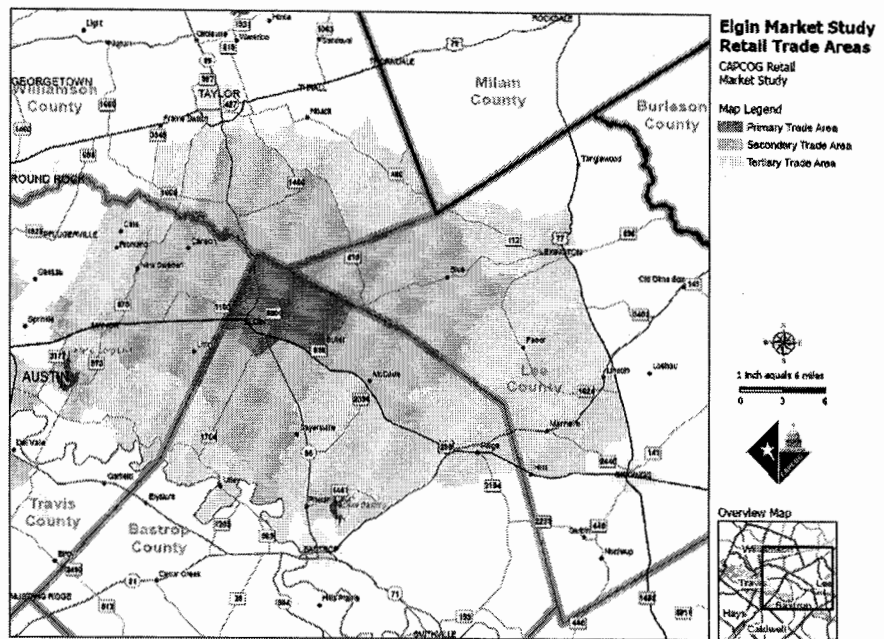
"The retail trade study clarified where the community was losing sales tax. The EDC and the City are using the study to recruit retail businesses and to encourage business development," said Amy Miller, Eco-

nomics & Community Development Director for the City of Elgin.

To get an accurate retail trade area map, CAPCOG staff meets with city, economic development, or chamber of commerce staff members of the community to gather guidance on how to define the local retail market

ers could use the data to select a marketing strategy with the highest probability of success.

CAPCOG then delivers a final report to the community. The report is usually 15 to 20 pages in length and contains several maps. Upon request from the community, CAPCOG staff



One of the most important components of the retail market studies are the retail maps that are produced by CAPCOG's GIS department. The map above is one of the maps used to define the local retail market and shows the primary, secondary and tertiary trade areas of the community.

and to determine if the map should be built using concentric ring, drive time polygons, and/or custom geography.

After the retail trade area is defined, Brian Kelsey, Economic Development Coordinator at CAPCOG, gathers retail data about the designed trade area. The primary data source for this report, ESRI Business Analyst, classifies communities into 65 market segments, or tapestries, based on more than 60 factors that influence consumer behavior, such as income, employment, occupation, education, and age. Analyzing the tapestry profiles for each trade area can reveal useful information about retail market opportunities. For example, retailers evaluating the Elgin region could use the tapestry data to estimate market size. Existing retail-

will be available to make a presentation on the study findings.

The community of Georgetown was one of the first communities to ask us to do a retail analysis for them after we finished up the original pilot project. "The assistance CAPCOG has provided to us has been very important and useful. The retail trade area that was defined and the subsequent data we were able to generate based on that defined trade area has allowed us to identify new retailers that we are pro-actively recruiting to Georgetown," said Mark Thomas, Director of Economic Development for the city of Georgetown..

For more information, please contact Brian Kelsey, CAPCOG Economic Development Coordinator, at 512-916-6183 or bkelsey@capcog.org

Six Steps On How To Prepare A Disaster Readiness Kit

Since 2002 when the Governor's Office asked Councils of Governments throughout Texas to take the lead on planning for large catastrophic disasters, the Capital Area Council of Governments (CAPCOG) has collaborated with stakeholders to achieve unprecedented regional planning goals.

"Working with disaster response professionals on a daily basis for the last three years to plan for our region has pointed out the need for preparedness at the regional, local, and household levels," according to Becky Stewart, Director of Emergency Services at CAPCOG.

She also noted, "The recent Gulf Coast disaster has given Central Texans good reason to take notice that September is National Preparedness Month. The images in the media of families with little or no resources in the first few days after the flooding made a case for the importance of family preparedness and the need for Family Disaster Readiness Kits."

The best way to cope with a disaster is to *prepare* for a disaster. While different types of disasters may require different pre-

See KIT (Continued on page 6)

Steps to prepare your Disaster Readiness Kit:

Prepare by reading hazard fact sheets. A better understanding of the risks can lessen the feelings of being frightened and overwhelmed. Downloadable versions can be found at www.fema.gov and at www.redcross.org.

Create a disaster plan. Discuss what to do during an emergency. Agree on a meeting place away from your home where you would gather if you were separated in an emergency. Pick an out-of-state contact where everyone can call to "check-in" if everyone is separated during an emergency.

Make arrangements for your pets. Develop a list of animal shelters. Keep list of "pet-friendly" motels outside your area.

Prepare your home. Post emergency telephone numbers. Show each family member how and when to turn-off the water, gas and electricity. Map out the best escape routes from your home, and always know two ways out.

Prepare a Disaster Supplies Kit. This should contain enough supplies to meet your needs for three days. There are six basic items you should stock: water, food, first aid supplies, clothing and bedding, tools and emergency supplies. Visit the FEMA or Red Cross website for detailed list of supplies. FEMA provides a website geared towards teaching children disaster preparedness and can be accessed at www.fema.gov/kids; and the American Academy of Pediatrics offers a "child-friendly" family readiness kit which can be found at www.aap.org/family/frk/frkit.htm.

Practice Your Plan! Quiz your kids every six months so they remember what to do. Conduct fire and emergency evacuation drills. Replace stored water every three months and stored food every six months. Inspect fire extinguishers, smoke and carbon monoxide detectors. In knowledge, there is strength. Knowing what to do is the best way to keep your loved ones safe.

TCLEOSE Outlines New Mandatory Courses

The new revolution of "Mandatory Peace Officer Training Courses" was discussed at the 2005 Texas Commission on Law Enforcement Officer Standards and Education's Annual Training Coordination Conference held recently in September in Corpus Christi. According to CAPCOG staff who at-

tended, a new four-year training cycle that just began September 1, 2005 will require all peace officers take #3232 *Special Investigative Topics* and #3939 *Cultural Diversity* during the four-year cycle ending August 31, 2009. These courses will be taught at the CAPCOG

See TCLEOSE (Continued on page 6)

Region 12 Releases Results Of Several Criminal Justice Grants

The Governor's Office, Criminal Justice Division, has announced the grant awards for FY 2006 funding for the following programs: Violence Against Women Act (VAWA), Safe and Drug-Free Schools and Communities (SDFSC), Juvenile Justice and Delinquency Prevention (JJDP), and Title V Act grant awards for Region 12.

Table 1 contains a summary of the funding awards and a comparison to the amount of funding received by fund-

ing source for FY 2005. More detailed grant information, including information on what agencies and programs were funded for FY 2006 can be accessed by logging onto CAPCOG's website: www.capcog.org.

The website also contains information regarding the new criteria the Governor's Office, CJD reviewed when determining the amount of funding to award to each region.

Funding Type	FY 2005	FY 2006	Difference
VAWA	315,697	315,150	-547
SDFSC	308,081	280,890	-27,191
JJDP	171,347	236,337	64,990
Title V	0	155,545	155,545
Total			192,797

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Richard Maier, Land Development Manager from D.R. Horton and his thoughts on Residential Real Estate Speculation ("Housing Bubble") and its national and local implications.

Meetings will be hosted quarterly by the membership and include presentations on topics of interest to the User Group. For more information on the Capital Area Data User Group, please contact Eric Dusza, Community Planner at (512) 916-6184 or edusza@capcog.org.

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try, local and State governments, and local environmental and citizen groups, Austin is implementing regional cooperation in solving air quality problems that affect the health and welfare of its citizens.

Through implementation of the CAAP, people living in the Austin EAC area will realize reductions in pollution levels and enjoy the health benefits of cleaner air sooner than might otherwise occur."

Basic Peace Officer Courses Begin in October

The Capital Area Council of Governments' Regional Training Academy will be offering two Basic Peace Officer Courses starting in October. The day course started on October 10, 2005 and will be held at the Regional Training Academy located at 2424 IH 35 South in Austin. This class is meeting from 8 a.m. to 5 p.m. Monday through Friday during the five-month period.

The night course will begin on October 17, 2005 and will be sponsored by the Texas State University Police Department and held in San

Marcos, Texas. Class will meet from 6 p.m. to 10 p.m. Monday through Thursday and from 8 a.m. to 5 p.m. most Saturdays during the eight-month period. The CAPCOG BPOC Class 38 had their graduation ceremony at the State Capitol Auditorium on September 16, 2005. This is one of two daytime classes conducted by the CAPCOG Regional Training Academy each year. Class 38 began May 9, 2005 with 29 students and graduated 24 students with an overall class average of 87.

(Continued from page 5) **TCLEOSE**

RTA facility. Peace Officers who hold an Advanced or Master Peace Officer license must take the new 16-hour *Critical Incident Training* course during the regular four-year cycle. All other peace officers must take the 16-hour *Critical Incident Training* course by August 31, 2007 or prior to gaining their Intermediate license.

(Continued from page 5) **KIT**

paredness measures, developing a Disaster Readiness Kit will help to ensure that families can better manage the effects of the disaster.

For more information about Disaster Preparedness, contact Jerry Fackler, Emergency Management Planner CAPCOG, at (512) 916-6013 or jfackler@capcog.org.

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