

Envision
Elgin
Community
Development
Team



**Annual Report and
Executive Summaries
2005 ~ 2006**



Annual Report and Executive Summaries 2005

In 1996, a Strategic Plan for Elgin was completed by the LCRA. By 2004, most of the actions prescribed in that plan were completed and the decision to develop a new community plan was begun. Community leaders were identified and asked to serve on the plan's Steering Committee. The purpose of the Steering Committee is to guide the overall direction of the plan and coordinate activities of their organizations in the development and implementation of the plan. The Steering Committee created the planning schedule and identified the **initial areas to be considered for this plan, these areas of concern were: economic development, infrastructure, quality of life, education (later changed to workforce and education) and historic preservation.**

The discovery phase of a strategic plan is a critical look at the past, current and forecasted state of the community. An unstated goal of this planning process was to engage a high level of community input – both in terms of total participation and in the number of decision-makers from the community. This goal was met. **In March 2004, Envision Elgin was kicked off with a community discussion where over 150 community leaders participated.** Focus groups met and answered the following questions: why people love to live in Elgin? what is important to the community? and, where the community would like to see Elgin going?

Envision Elgin is an example of cooperative planning to address current and future community needs. It is **intended to motivate and direct the community, to coordinate and focus on priority development projects, in order to meet existing and future social and economic needs of the community.** Completing the plan is an accomplishment in itself. Implementation is critical to the success of a strategic plan. The success of carrying forward any of these strategies is dependent on Elgin's ability to maintain focus to coordinate and cooperate in implementing activities.

Oversight of the plan implementation is the responsibility of the **Community Development Team. This group meets quarterly and evaluates the progress of the strategies. The team consists of 31 members with 5 at-large positions.** Additionally, each focus area has a committee that oversees the implementation of the objectives for that area. It is up to the lead agencies to coordinate the activities of the plan and report their progress and successes. Annually, the Community Development Team will host a public forum to detail the accomplishments and plan adjustments. The following is a summary of each of the Focus Areas and their accomplishments for the past year. **If you have any questions, comments, or would like to volunteer to serve on a focus group, please contact the Economic and Community Development Department at 281-5724 or email sherimac@totalaccess.net.**

1. QUALITY EDUCATION and WORKFORCE DEVELOPMENT

VISION STATEMENT

Elgin is a community that values education and lifelong learning. Every student in Elgin ISD has the opportunity to reach their potential and graduates compete in the workforce. Elgin ISD attracts new residents to the community.

Objectives: ♦STRENGTHEN PARTNERSHIP BETWEEN ELGIN ISD, PARENTS AND COMMUNITY. ♦RAISE EXPECTATIONS FOR ALL STUDENTS TO EXCEL IN EVERY ASPECT OF LEARNING AND SCHOOL EXPERIENCE. ♦PROMOTE STUDENT SUCCESS ON STATE AND NATIONAL STANDARDIZED TESTS. ♦INCREASE ACCESS TO HIGHER EDUCATION AND STRENGTHEN RELATIONSHIP WITH HIGHER EDUCATION PARTNERS. ♦INCREASE ACCESS TO ADULT AND COMMUNITY EDUCATION.

In the June, 2004, Envision Elgin Plan Timeline, this group was responsible for 21 strategies. Areas of education emphasized were:

- ♦ Student Achievement
- ♦ Parent and Community Involvement
- ♦ Governance
- ♦ Staff Development
- ♦ Post High School Education
- ♦ Adult and Continuing Education
- ♦ Marketing
- ♦ Increasing Public Support

All of these remain as areas of focus. The group has combined several of the strategies related to Adult Education and Community Education.

The group added a new strategy on facility needs.

There are now a total of 17 strategies which continue to be on-going.

Significant progress has been made since the initial strategies were adopted. The most notable are:

- ♦ Creation of the EISD Educational Foundation.
- ♦ Establishing functioning PTA/PTO organizations on each campus.
- ♦ Strategic Planning for facility needs by community members.
- ♦ Increased retention of professional staff.
- ♦ Creation of a more accommodating and responsive environment in our schools.

2. NEW BUSINESS DEVELOPMENT AND CREATING NEW JOBS

VISION STATEMENT

Elgin recruits and attracts desirable businesses that create jobs and provide employment for the existing and regional workforce.

Objectives: ♦INCREASE ELGIN’S DESIRABILITY AS A SITE LOCATION FOR NEW BUSINESS BY CAPITALIZING ON THE STRONG LOCATION FACTORS FOR THE CITY. ♦PROMOTE A PRO-BUSINESS ENVIRONMENT TO ENCOURAGE CONTINUED GROWTH OF BUSINESS IN ELGIN. ♦RECRUIT BUSINESSES THAT MEET DESIRED TARGET INDUSTRY LIST FOR ELGIN. Changed objective from “expand Elgin’s targeted industry list” to “Recruit businesses that meet desired target industry list”

Workforce Survey

- ♦ Use third party resources (CAPCOG, Austin Chamber, TWC) as needed to answer specific requests instead of conducting a workforce survey

Site Inventory

- ♦ Ongoing process by the City of Elgin Economic and Community Development Director
- ♦ Distributed to developers, realtors and businesses; also on website

Identify Future Industrial Land Sites

- ♦ Original completion date of December 2005 changed to December 2007

Meet with Elected Officials Regarding Development Issues

- ♦ Participated in Bastrop County Day during the last legislative session
- ♦ Maintain contacts with Texas Municipal League and Texas Economic Development Council

Research and Expand Targeted Industry List

- ♦ List now includes retail development, food manufacturing, Toyota suppliers, furniture manufacturing, business services, light manufacturing

Participate in Regional Recruitment Initiatives

- ♦ Work with Greater Austin Chamber of Commerce, Bastrop County, Austin-San Antonio Corridor Council, TXU Energy, Texas Governor’s Office for Economic Development

3. RETENTION OF EXISTING BUSINESSES AND JOBS

VISION STATEMENT

Elgin supports and recognizes the importance of existing businesses that provide both jobs and a stable tax base for the City.

Objective: ♦STRENGTHEN LOCAL BUSINESSES THROUGH COOPERATIVE MARKETING AND EDUCATION PROGRAMS

Develop a Welcome to Elgin Fact Sheet to identify local goods and services

- ♦ Business Directory created and updated on Elgin Website www.elgintx.com
- ♦ Post “Buy Local” articles by Chamber and Elgin EDC for 78621 Newsletter on website
- ♦ Group determined not to do fact sheet. It would not be able to be kept current or complete
- ♦ The website will continue to be updated and provide a forum for educating the public

Establish a formal business visitation program as part of a business retention program

- ♦ Economic Development office met with all medical providers in 2005
- ♦ Created medical providers directory in 2005, distributed primarily through Chamber
- ♦ Economic Development office met with local manufacturers and worked with Greater Austin Chamber of Commerce to support the Opportunity Austin Business Retention program
- ♦ Elgin Chamber of Commerce to target meetings with retail and service providers

Establish educational business enhancement courses and materials to increase the competitiveness of local businesses

- ♦ In 2006 the Economic Development Office and the Chamber of Commerce will identify and make available resources & educational materials primarily via direct mail to business owners

Develop hospitality and customer service written resources and make available for businesses and community organizations

- ♦ Chamber and Economic Development office will work together to provide these resources primarily via direct mail to local businesses
- ♦ Will pursue opportunity for Elgin High School DECA club to be involved in this process

Establish a Buy Local campaign program to increase business to business purchasing and to increase resident awareness of the impact of local spending

- ♦ 78621 newsletter will include at least one Buy Local article per quarter provided by the City of Elgin
- ♦ Chamber of Commerce to continue Block Parties to introduce new neighborhoods to the businesses, services and community activities available in Elgin

4. SUSTAINABLE GROWTH AND PLANNING

VISION STATEMENT

The City of Elgin grows in such a manner as to be consistent with the City's ability to serve existing and new development.

Objectives: ♦REGULARLY REVIEW ELGIN'S MASTER PLAN TO MAINTAIN PLAN RELEVANCE. ♦DEVELOP A BALANCED TRANSPORTATION SYSTEM CAPABLE OF MOVING PEOPLE & GOODS IN A SAFE, EFFICIENT & ENVIRONMENTALLY RESPONSIBLE MANNER. ♦ENSURE RESIDENTS ARE SERVED BY WATER & WASTEWATER SYSTEMS THAT PROMOTE HEALTH & SAFETY & CONTINUE TO MEET THE GROWTH OF NEW RESIDENTS & BUSINESS OPPORTUNITIES. ♦INCREASE THE AVAILABILITY OF HOUSING AT ALL INCOME LEVELS. ♦INCREASE COMMUNITY AWARENESS OF INFRASTRUCTURE & GROWTH ISSUES.

Limit Driveway access on commercial corridors

- ♦ Limit driveway access to increase safety and to expedite the flow of traffic.
- ♦ Most of the commercial corridors fall within TxDOT's jurisdiction, the City of Elgin continues to monitor
- ♦ City of Elgin has only issued one commercial driveway permit in the past year.

Improve and maintain water and wastewater systems

- ♦ Major upgrades to the water infrastructure in progress at a cost in excess of \$6 Mil
 - doubling the capacity of the water treatment facility, adding an additional well
 - replacing the waterline from the water treatment facility to town,.
- ♦ Expanding services to areas that are most conducive to sustainable growth.

Communicate with the public regarding water and wastewater capacity and quality

- ♦ Annual report to every water customer. Monthly reports provided to the local media

Encourage the development of higher priced homes

- ♦ Striving to find creative solutions to increase the quality of residential development, including the use of State and Federal funds and stronger development regulations.

Encourage the development of high end multifamily developments

- ♦ Working with Real Tex Development to expand Crescent Village Apartment Complex
- ♦ Actively seeking investors interested in providing higher quality multifamily developments.

Encourage the development of assisted living facilities and senior housing

- ♦ Marketed to several companies that provide assisted living/senior housing.
- ♦ Will continue to recruit potential investors.

Support mixed use development through the comprehensive planning process

- ♦ Continually encourages developers to provide mixed use development.
- ♦ Approved a preliminary plan for Lone Willow, commercial and residential development.

Biannual open forums to discuss the City's growth issues

- ♦ Meeting will be scheduled in second quarter of 2006.

Develop a plan to build sidewalks and trails

- ♦ Approved a sidewalk ordinance requiring subdivision to provide additional sidewalks.
- ♦ Pursuing a grant with TxDOT to provide sidewalks to Elgin High School and Neidig Elementary.

Update Elgin's Master Plan and Comprehensive Plan

- ♦ Master & Comprehensive Plans addressed in the next two fiscal years. Seeking additional funding sources for the plan.

Annexation of growth corridors, industrial development and public cemetery

- ♦ Annexed several areas that are prime commercial growth corridors - 95 No & 290 West. Working with landowners to annex & extend services to south side of 290 East of 95 South.
- ♦ Seeking people interested in developing a new city cemetery.

Major arterial alternative south of Highway 290.

- ♦ Working with landowners south of 290 from 95 North towards the west to plan and develop a major arterial route to facilitate commercial activity, traffic flow and safety.

5. PRESERVATION OF ELGIN'S HISTORY AND DOWNTOWN DEVELOPMENT

VISION STATEMENT

*Elgin preserves its historic character while at the same time
accommodating continued development in downtown.*

Objectives: ♦CONTINUE WORK TO PRESERVE AND DEVELOP THE HISTORICAL AND DOWNTOWN DISTRICTS OF ELGIN. ♦TELL ELGIN'S STORY TO RESIDENTS AND VISITORS. ♦DEVELOP RAILROAD PROPERTY AND ♦INCREASE CEMETARY CAPACITY.

The Elgin Historical Association is involved in the following projects:

- ♦ Continuing development of the Union Depot Museum by:
 - Developing exhibits for the museum
 - Collect historical records and photographs
 - Brazos Trail Grant for Museum signs on highway
 - EHA has monthly meetings and programs
 - Continue communication with Bastrop County Historical Associations by meeting four times a year.
- ♦ List of historical cemeteries was compiled for the city.
- ♦ Log cabin in Elgin Memorial Park
- ♦ 1847 Thomas Christian property
- ♦ Encouraging historical markers in and around the city.

The Envision Elgin Historical Committee is also involved in the following:

- ♦ Continuing to support the Main Street Program

6. *MAINTAIN ELGIN'S QUALITY OF LIFE*

VISION STATEMENT

Elgin maintains and improves the community's cultural, recreation and essential facilities and services to meet the desired quality of life and wellness of all residents.

This group is responsible for 6 categories covering 19 strategies.

Objectives: ♦MAINTAIN AND IMPROVE EXISTING RECREATION FACILITIES AND OPEN SPACES. ♦ESTABLISH RECREATION PROGRAMS FOR ALL ELGIN RESIDENTS. ♦MAINTAIN AND IMPROVE ACCESS TO MEDICAL CARE. ♦IMPROVE ESSENTIAL HEALTH AND RECREATION FACILITIES AND SERVICES FOR SENIORS. ♦MATCH LIBRARY SERVICES AND USE TO DEMAND OF THE COMMUNITY. ♦IMPROVE THE ATTRACTIVENESS OF THE ENTRYWAYS OF THE COMMUNITY.

Recreation Facilities, Programs and Entertainment

- ♦ The Parks, Recreation and Open Space Master Plan (MP), which was approved in the spring of 2006, covers the bulk of the strategies under this section.
- ♦ The MP is the vehicle required for grant requests and the search for grant money to accomplish these projects has begun.
- ♦ Youth and senior task forces representing all areas of the city have been established and will review and report recreation needs quarterly.
- ♦ Central registration of youth sports

Medical Services

- ♦ Efforts to recruit additional medical facilities and physicians is on-going, but as Elgin's population increases medical needs will become more apparent to providers.

Elderly Services

- ♦ Providing services to the elderly has improved but research of additional programs is also underway.
 - In place - The "Road to Recovery" program, which is transportation for cancer treatment only, is coordinated by Dorothy Doolittle. With advance notice for scheduling purposes, Elgin residents are transported anywhere for their cancer treatments.
 - Under investigation – "SAINT" (Senior Alternative in Transportation). This program is used in Colorado. It would cover transportation for any need, (appointments, shopping, etc.) but only in Elgin.
 - Not yet addressed – a daily call or call-in program to the isolated elderly.

Library

- ♦ In order to continue as part of the Central Texas Library System, the required number of books must be met. Currently in compliance, the book collection, including Spanish materials, is expanding.
- ♦ A very active *Friends of the Library* supports and is an integral part of the library system. Along with library staff, the Friends group continually explores grant opportunities.
- ♦ As the library population expands, the number of hours the library must stay open increases. The City Council is kept informed on this issue.
- ♦ The library civic center has become a favorite meeting place for various groups.

Beautification

- ♦ Five intersections were identified as needing beautification efforts, but the intersection at 95N and Main Street will be addressed first.
- ♦ Extensive inquiries have been made to personnel at TxDOT and the City of Elgin in regard to various requirements.
- ♦ All areas will carry the same theme throughout the city, i.e., materials, plants, color, size, lettering, etc.

7. PROMOTION OF TOURISM

VISION STATEMENT

Elgin is a destination for leisure, cultural and business travelers

Objective: ♦IMPROVE AND EXPAND PROGRAMS AND ACTIVITIES THAT PROMOTE ELGIN AS A TOURIST DESTINATION

Increase the number of scheduled tours

- ♦ The Chamber has actively solicited this market. In 2004 there was 1 bus tour to Elgin. In 2005, there have been 12 scheduled bus tours that have visited Elgin.

Continue the promotion and improvement of annual festivals

- ♦ The Chamber sponsored Western Days event had one of it's most successful years raising over \$26,000.
- ♦ The Main Street Board sponsored Hogeye Festival also had a successful event with 20,000 attendees.
- ♦ The Holiday by the Tracks event co-sponsored by Chamber and Main Street was very successful.

Participate in Regional Tourism and Marketing Associations

- ♦ The Tourism Committee is extremely active in the Texas Brazos Trail, Presidential Corridor, LCRA River Trail, Texas YES! and BEST Tourism Group.

Improve park and recreation facilities to compete and attract organized events

- ♦ The Chamber has worked with sport leagues and the Elgin ISD to provide lodging, dining and shopping information for visitors participating in sporting events.

Prepare a study to identify the need for downtown parking and restrooms

- ♦ This strategy has been addressed by the Master parks plan.

Nurture the Farmer's Market measured by an increase in vendors and attendance

- ♦ The River Valley Market operates year around on Tuesday afternoon from 2pm-5pm next to the Elgin Public Library.
 - The tourism committee has printed and distributed flyers promoting the market and it has been included in Downtown 78621.

8. SUPPORT REGIONALISM

VISION STATEMENT

Regional infrastructure projects are developed and supported by Elgin that improve access, attract industry and increase commerce

Objective: ♦COMMUNICATE ELGIN'S NEEDS AND CONCERNS TO REGIONAL PARTNERS ON ALL REGIONAL PROJECTS

Stay involved in regional forums and workgroups

- ♦ Mayor Carlson is on the CAPCOG Executive Committee, active in CARTPO, Greater Austin Chamber of Commerce, Clean Air Force, County Affairs and Mayor's Breakfast. Mayor Carlson is also President of Region X TML.

Host and schedule frequent and regular meetings with state and elected officials and their staffs

- ♦ Mayor Carlson met with State Representative Robby Cooke regarding Hwy 290.
- ♦ Luncheon with Representative McCaul.
- ♦ Attended state and regional activities.

Coordinate Bastrop County Day at State Legislature Bastrop County

- ♦ Met with legislative representatives (House and Senate) during 2005 session.
- ♦ Will set up 2007 meeting in a timely manner.

Host and schedule frequent meetings with state agency officials

- ♦ Met with various officials. Took trip to Washington D.C. in 2004 and met with U.S. Representatives and Senators.

Future Areas of Interest and Action

- ♦ Establish commuter service options and commuter rail service to Austin
- ♦ Work closely with Austin-San Antonio Corridor Council
- ♦ Maintain close partnerships with LCRA and Aqua Water
- ♦ Emergency Service Districts



Community Development Team

<u>Board Member Name</u>		<u>Represents</u>
Molly	Alexander	Historic Review Board
Brenda	Brinsfield	Rural Captl Area Wrkfrce Dev Board
Dolores	Cantu	City Council
Eric	Carlson	Mayor
Geno	Chavarria	Planning & Zoning
Geno	Chavarria	EISD Board
Gladys	Markert	Economic Dev Corp - Vice President
Lee	Dildy	County Commissioner
Pat	Frenzel	City Council
Rhoda	Gersch	Combined Community Action
Marc	Holm	Main Street Board
Carl	Herring	Chamber of Commerce
Nan	Jenkins	Ministerial Alliance
Bill	McCrary	Chamber of Commerce
Robert	Mauck	EISD Board
Patsy	Neidig	Parks & Recreation Advisory Board
Gary	Null	EISD Board
Sylvia	Ramirez	Economic Development Corporation
Beth	Rollingson	Advocacy Outreach
Donna	Snowden	Elgin Historic Association
Kay	Silkenson	Library Advisory Board
<u>At-Large</u>		
Tom	Browning	At-Large
Jimmy	Ferguson	At-Large, President
Eddie	Ferguson	At-Large
Trusha	Patel	At-Large
Merideth	Williams	At-Large
<u>Perpetual Membership</u>		
Jeff	Coffee	City Manager
Bill	Graves	EISD Superintendent
Amy	Miller	Economic Development Director
Gena	Carter	Chamber of Commerce
Beverly	Daughtry	Editor - Elgin Courier
Shirley	Garvel	City Secretary, Secretary