

Envision  
Elgin  
Community  
Development  
Team



Annual Report and  
Executive Summaries  
2005 ~ 2006

**Presented April 2007**



## Annual Report and Executive Summaries 2007

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 [smac@ci.elgin.tx.us](mailto:smac@ci.elgin.tx.us).**

# ***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. In the spring of 2006, Envision Elgin Plan Timeline, this group revised the original strategies from 21 to 17 in the area of education. The group added a new strategy on facility needs.

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.

- ♦ Continued participation in the newly-formed EISD Education Foundation.
- ♦ Increasing participation and interest in school trustee elections by holding joint elections with the City of Elgin.
- ♦ Strategic Planning for facility needs by community and committee members. A comprehensive Demographic Study was completed by the firm of Population and Survey Analysts from College Station, Texas, in June of 2006, to help guide the school district for the next ten years. Also, a bond election has been called by the school district to provide for classrooms and facilities to meet current and future student population increases.

It must also be noted that the greatest challenge for education in our community is in the retention of EISD professional staff members. The Education Focus Group recommends the addition of an 18<sup>th</sup> Strategy as follows:

***Develop effective methods for retention of EISD professional staff.*** The Lead Organization will be Elgin ISD, to be reviewed annually, the responsible party will be EISD administration and the current status will be on-going.

## **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 & Community Development Director
- ♦ Site inventory distributed at Rediscover Elgin event
- ♦ Attended ICSC Texas Deal Making Conference in San Antonio, targets retailers
- ♦ Attended ICSC conference in Las Vegas, targets retailers on a national level
- ♦ Distributed to developers, realtors and businesses; also on website

#### **Identify Future Industrial Land Sites**

- ♦ Committee reviewing industrial land sites. The Union Pacific rail line is the only green line in state of Texas.
- ♦ Elgin has abundant supply of water strategically located within 9 miles of SH 130 for transportation opportunities.
- ♦ Original completion date of December 2005 changed to December 2007

#### **Meet with Elected Officials Regarding Development Issues**

- ♦ Participating in SH 130 forums
- ♦ 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**

- ♦ Accurate Elastomer Products Inc recruited to Elgin Business Park through partnership with Austin Chamber. Accurate manufactures rubber products and has approximately 65 employees.
- ♦ Economic Development Planning meeting held March 2007 with CAPCOG as facilitators. Compiling an overall plan for the community
- ♦ Rediscover Elgin Tour in November 2006 targeted realtors, developers, and investors from Elgin and Austin.
- ♦ Austin Chamber Regional Partners held gathering with national site selection professionals in November. Accurate Elastomer was highlighted and included on a panel at that event.
- ♦ 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 maintained and updated on Elgin Website [www.elgintx.com](http://www.elgintx.com) This site is maintained in house by the City of Elgin and a variety of changes have been made to improve the content and its overall usefulness to the community.
- ♦ Chamber implemented new website with mini-web pages for chamber members. [www.elgintxchamber.com](http://www.elgintxchamber.com)
- ♦ Post “Buy Local” articles by Chamber and Elgin EDC in 78621 Newsletter
- ♦ 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**

- ♦ Met with Accurate Elastomer, Elgin Butler Brick, Touchmate, Gruetzner’s Collision Center, Martinez Bookkeeping, Elgin Opera House Ventures, Main Street Rental Property, Elgin Acupuncture, Southside BBQ Market, Sammy Lerma MD, Lathers, and America First Radio Network
- ♦ Updated medical providers’ directory in 2006, distributed primarily through Chamber
- ♦ Continued to work with Greater Austin Chamber of Commerce to support the Opportunity Austin Business Retention program
- ♦ Economic Development Corporation funded 6 Business Assistance Program Applications, 5 more in progress. Visitations to businesses precede approval of applications.

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

- ♦ Texas Historic Commission Main Street Office to provide class in summer 2007 on merchandising and storefront window displays
- ♦ BIG Austin has committed to provide classes in Elgin starting in fall 2007
- ♦ Local businesses are referred to BIG Austin classes, extensive list held monthly during lunch or in evening all free at east Austin location.
- ♦ 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**

- ♦ Hospitality and customer service to be included with the BIG classes starting fall 2007
- ♦ Chamber and Economic Development office with 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**

- ♦ Block parties held in fall 2006 and to continue in 2007
- ♦ Business Expo hosted by Elgin Chamber of Commerce held in November 2006, to be an annual event
- ♦ Elgin Retail Survey conducted by Elgin Economic Development Corporation to be complete in May 2007
- ♦ 78621 newsletter will continue to be produced four times per year. First 2007 issue being mailed April 14, 2007. 78621 will include Buy Local information
- ♦ 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

#### **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**

- ♦ The City and EDC are exploring feasibility of developing a mixed use Transit Oriented Development with commuter rail component.
- ♦ 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.
- ♦ City is exploring viability of Smart Code type comprehensive development code, emphasis in the possible TOD areas

#### **Biannual open forums to discuss the City's growth issues**

- ♦ Community discussion regarding growth issues will be more intense and focused over the next year as City embarks on Comprehensive Plan process.

#### **Develop a plan to build sidewalks and trails**

- ♦ Approved a sidewalk ordinance requiring subdivision to provide additional sidewalks.
- ♦ Pursuing with TxDOT to provide sidewalks to Elgin High School and Neidig Elementary, as well as sidewalks in other critical areas near BTW Elementary and Elgin Elementary.

#### **Update Elgin's Master Plan and Comprehensive Plan**

- ♦ Funds were budgeted to begin process in this fiscal year, additional funds to be budgeted next year.
- ♦ Parks Master Plan completed

#### **Annexation of growth corridors, industrial development and public cemetery**

- ♦ Working with developers and landowners to annex growth in a manner that encourages quality growth in a fiscally responsible manner

#### **Major arterial alternative south of Highway 290.**

- ♦ EDC is exploring feasibility of purchasing 80 acre tract of land that would anchor major commercial growth to this designated area, with proposed commuter rail component.
- ♦ Entire area would be part of a TOD, major infrastructure investment, including 290 alternative

## ***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 completed
  - ♦ 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.
- ♦ Dedication of Pleasant Grove Cemetery in Historical Register
- ♦ 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** *(see strategies 6A-6G for more detail)*

- ♦ The Parks, Recreation and Open Space Master Plan was approved in the spring of 2006. Many strategies assigned to this focus group are also identified in this plan.
- ♦ The Park Dedication Ordinance and Fee Structure have been revised.
- ♦ Youth and senior task forces representing all areas of the city have been established and will identify and report recreation needs quarterly to the Parks and Recreation Advisory Committee.
- ♦ Contact information regarding youth sports can now be found on the parks and recreation web site [www.elginpard.com](http://www.elginpard.com).

#### **Medical Services** *(see strategies 6H-6J for more detail)*

- ♦ Efforts have been successful to retain and expand current medical providers.
- ♦ Efforts to recruit additional medical facilities and physicians are on-going. As Elgin's population increases, medical needs will become more apparent to providers.

#### **Elderly Services** *(see strategies 6K-6N for more detail)*

- ♦ Significant progress is being made to establish a program through which Elgin can offer transportation along with other services to the elderly. The established programs in Austin and Pflugerville are models that can be used in Elgin. The results of a "needs survey" reaffirmed that Elgin needs such a program. We are now identifying funding, establishing a board of directors and applying for incorporation with 501c(3) status. From that we can establish the program for Elgin and improve the quality of life for seniors.

#### **Library** *(see strategies 6O-6Q for more detail)*

- ♦ Library hours have increased.
- ♦ 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.
- ♦ The library civic center has become a favorite meeting place for various groups.

#### **Beautification** *(See strategy 6R for more detail)*

- ♦ Five intersections were identified as needing beautification efforts.
- ♦ Preliminary work has been done but funding and TXDOT requirements have put this on hold.

## **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**

#### **Strategy – Increase the number of scheduled tours**

- ♦ The Chamber has actively solicited this market. Elgin has welcomed groups from the Harris County Sr. Citizen Travel Program as well as other groups from the area.

#### **Strategy – Continue the promotion and improvement of annual festivals**

- ♦ The Chamber sponsored Western Days had one of it's most successful events in recent years. The Main Street Board sponsored Hogeeye 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. The Chillipepper Festival and Juneteenth Festival also saw an increase in attendance.

#### **Strategy – 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! Festivals of Central Texas, BBQ Trail and BEST Tourism Group.

#### **Strategy – 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.

#### **Strategy – Prepare a study to identify the need for downtown parking and restrooms**

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

#### **Strategy – Nurture the Farmer's Market measured by an increase in vendors and attendance**

- ♦ The River Valley Market operates year around on Tuesday afternoon from 1pm-5pm. The tourism committee has printed and distributed flyers promoting the market.

## **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 Markert is on the CAPCOG Executive Committee, active in CARTPO, Greater Austin Chamber of Commerce, Clean Air Force, County Affairs and Mayor's Breakfast.
- ♦ Miller appointed to CAPCOG TRACS grant review committee
- ♦ Participating in Envision Central Texas
- ♦ Participating in RECA Regional Issues committee

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

- ♦ Attended state and regional activities
- ♦ Met with state Representatives and Senators : Cook, Krusee, Hegar, Watson, Dukes

#### **Coordinate Bastrop County Day at State Legislature Bastrop County**

- ♦ Participated in Bastrop County Leadership program and its legislative day

#### **Host and schedule frequent meetings with state agency officials**

- ♦ Texas Department of Transportation, Office of Rural Community Affairs, CAPCOG, Texas Historic Commission, Lower Colorado River Authority

#### **Future Areas of Interest and Action**

- ♦ Actively pursuing commuter rail service with Capital Metro. Securing funding for Gateway Planning to evaluate economic feasibility of Elgin Manor rail line. Elgin EDC has option on 85 acres adjacent to the Capital Metro rail line
- ♦ Continuing to work closely with Austin-San Antonio Corridor Council
- ♦ Maintain close partnerships with LCRA and Aqua Water
- ♦ Emergency Service District established – Travis County EMS#



<u>Board Member Name</u>		<u>Represents</u>
Molly	Alexander, V.P.	Historic Review Board
Sonia	Browder	Parks and Recreation Advisory Board
Dolores	Cantu	City Council
Geno	Chavarria	Planning & Zoning
Geno	Chavarria	EISD Board
Lee	Dildy	County Commissioner
Pat	Frenzel	City Council
Rhoda	Gersch	Combined Community Action
Carl	Herring	Chamber of Commerce
Nan	Jenkins	Ministerial Alliance
Gladys	Markert, President	Mayor
Janet	Masek	Economic Development Corporation
Bill	McCrary	Chamber of Commerce
Robert	Mauck	EISD Board
Patsy	Neidig	Main Street Board
Gary	Null	EISD Board
Bob	Patel	Rural Capitol Area Workforce Dev Board
Beth	Rollingson	Advocacy Outreach
Kay	Silkenson	Library Advisory Board
Donna	Snowden	Elgin Historic Association
<u>At-Large</u>		
Jimmy	Ferguson	At-Large
Scott	MacKay	At-Large
Hitesh	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, Secretary	City Secretary