

CAPCOG CONNECTIONS

A Publication of the Capital Area Council Of Governments



CAPCOG To Move Headquarters

The Capital Area Council of Governments will move its offices into approximately 30,000 square feet at 6800 Bureson Road in the Bergstrom Technology Center in late October.

According to Betty Voights, Executive Director, the move will allow CAPCOG to consolidate all of its programs into one building and provide substantially more parking than what is available at the current locations on S. Interstate 35.

The building, formerly owned by Lockheed Aerospace, is in close proximity to the Texas Parks & Wildlife campus on Smith School Road.

The new facility will be built out to include a new law enforcement training facility as well as a back-up 9-1-1 PSAP. Additional benefits include more meeting space, improved technology, and an easily accessible location.



CAPCOG's new offices will be in the Bergstrom Technology Center located at 6800 Bureson Road. The move is planned for late October. (See back page for additional picture.)

General Assembly To Meet August 9th

CAPCOG will host its General Assembly Summer Membership Business Meeting and Luncheon on Wednesday, August 9th, beginning at 11:30 a.m. at the Marriott-Austin Airport South, 4415 IH 35.

The luncheon will feature a discussion on regional competitiveness by Kirk Watson, former City of Austin Mayor and candidate for Texas Senate in District 14.

The agenda will also include approval of CAPCOG's 2007 budget, designation of a Nominating Committee which will be charged with developing the proposed member-

ship for the 2007 Executive Committee. The General Assembly is composed of representatives from each member organization; it votes each December on an Executive Committee that will oversee operations of the COG's business.



The CAPCOG Executive Committee during last year's General Assembly meeting.

CAEDD Names New Board of Directors

A new board of directors is at the helm of regional economic development efforts in the Capital Area. The CAPCOG Executive Committee recently named twenty-four representatives to the board of directors for the Capital Area Economic Development District (CAEDD). The CAEDD is the regional body, funded by the U.S. Economic Development Administration (EDA) and staffed by CAPCOG, that coordinates economic development activities in the ten-county Capital Area region. CAPCOG is pleased to welcome the following people to the CAEDD: Mayor James Bertram, Lockhart; former Mayor Eric Carlson, Elgin; Commissioner Will Conley, Hays County; Mayor Pro Tem Betty Dunkerley, Austin; Bill Hamilton, Hamilton Associates; Ron Kessler, Ron Kessler Group, LLC; Councilmember Jennifer Kim, Austin; Director Chris King, Ray Marshall Center; Executive Director Shirley Knox, WorkSource; President and CEO Greg Marshall, Capital City African-American Chamber of Commerce; Executive Director Sam Martin, Hill Country Economic Development Corporation; Vice President Mary Martinez, Greater Austin Hispanic Chamber of Commerce; Judge Ronnie McDonald, Bastrop County; Mayor Pro Tem Alan McGraw, Round Rock; Trustee Barbara Mink, Austin Community College; Owner Margie Moore, Global Marketeer Group; Mayor Susan Narvaiz, San Marcos; Commissioner Maurice

(Continued on page 6)

National Telecommunicator Appreciation Day Planned At Capitol

On September 11th, 2006 CAPCOG Emergency Communications will be hosting an awards ceremony at the Capitol Annex to recognize the winners of an elementary school calendar contest participated in by elementary schools across the region and to recognize 9-1-1 call takers from the ten-county area.

In March, elementary schools were given a video about 9-1-1 emergency communications including Red E Fox, the 9-1-1 mascot, and asked to have grades kindergarten through third submit artwork reflecting their impressions of 9-1-1. The winners' pictures are being compiled into a calendar for distribution by CAPCOG as part of its

publication education campaign. A PSAP Awards Contest was also held to recognize individuals or teams for superior performance and dedication in the field of 9-1-1 call taking. These persons are nominated and nominations are reviewed and voted on by a committee of 9-1-1 professionals.

Victims of Crime Act Funding Information

Each year, states and territories receive VOCA funds from the U.S. Department of Justice, Office for Victims of Crime, to support community-based organizations that serve crime victims. Approximately 5,600 grants are made to domestic violence shelters, rape crisis centers, child abuse programs, and victim services units in law enforcement agencies, prosecutors' offices, hospitals, and social service agencies. These programs provide services that include crisis intervention, counseling, emergency shelter, criminal justice advocacy, and emergency transportation.

States and territories are required to give priority to programs serving victims of domestic violence, sexual assault, and child abuse. Additional funds must be set aside for the underserved such as survivors of homicide victims and victims of drunk drivers.

In Texas, the administrative agency for VOCA funding is the Governor's Office, Criminal Justice Division (CJD). Each year, CJD contracts with the 24 regional councils of governments (COG's) to facilitate CJD's grant application process within each region, provide planning and prioritization for local governments within their regions, distribute information to potential grant applicants about CJD's application process and deadlines; facilitate local community planning groups; and provide technical assistance throughout the grant year.

On June 30, 2006, CJD announced the VOCA funding awards for CAPCOG Region 12. These awards are one of the benchmarks of the grant application process. The following are applicants that were awarded funding: Highland Lakes Family Crisis Center - \$83,078; Williamson County Children's Advocacy Center - \$50,377; Hays County Women's Center dba Hays-Caldwell Women's Ctr. - \$409,858; Travis County Domestic Violence & Sexual Assault Survival Center - \$431,821; City of Austin - \$393,555; Hill Country Children's Advocacy Center - \$93,943; Williamson County Crisis Center - \$174,506; Bastrop County Women's Shelter - \$298,003; Austin Children's

See VOCA (Continued on page 6)

Hays County CERT Earns Top Award

Competing against over 2,000 teams, the Hays County's Community Emergency Response Team (CERT) was one of three teams to earn top national honors at the first National CERT Conference held in Los Angeles recently.

The award was presented to Hays County CERT Directors Tony Palermo and Lewis Smith by Maria Shriver, California First Lady, and Michael Camunez, Chairman of the California Service Corps Commission. The other CERT programs to win top awards were the New Jersey State Police Dept. CERT and Fresno, CA CERT.

CERT trains volunteers in basic disaster skills, which enable them to take a more active role in emergency preparedness and support of first responders as well as enabling them to assist others when professional responders are not immediately available.

Hays County CERT was established by the County Commissioners Court in April 2003. "Since then," said Sheriff Allen Bridges, "the program has become fully integrated into the county's emergency services structure and has grown steadily in membership, skills training and first responder support."

Hays County CERT's 87 volunteer members and six teams serve all areas of the county. It operates under the direction of the County Office of Emergency Management, Sheriff's Office and Fire Marshal.

In addition to noting the overall excellence of the Hays County CERT program, Chairman Camunez pointed to the organization's community service in support of Austin Convention Center shelter operations and its management of two Hays County shelters in the wake of hurricanes Katrina and Rita.

The CERT program originated in Los Angeles 20 years ago as a means to augment first responders in the wake of major disasters with a network of trained volunteers. Following the 9/11, attacks it was made available nationally as an element of the Department of Homeland Security.

Today, there are 2,100 CERT programs in all 50 states, Guam, Puerto Rico and the U.S. Virgin Islands – all managed under direction of local authorities and adapted to fill local needs. Texas ranks 1st in the nation with 240 registered CERT programs. More information about the Hays County CERT program and volunteer opportunities is at <http://oem.co.hays.tx.us/cert/>.



Tony Palermo (right) and Lewis Smith (middle) are shown accepting the national award.

Three Topics Discussed In Capital Area Economic Update

CAPCOG provides information on regional economic trends as a service to cities and counties in the Capital Area. This quarterly update discusses industry clusters, the “creative” economy, and high-performing industries.

Industry Clusters

Industry clusters are the best and the worst of friends to economic developers. On one hand, the mere mention of industry clusters conjures images of seemingly endless PowerPoint presentations expounding on the finer points of literature reviews, NAICS codes, spillover effects, and other topics that appear on the surface only vaguely related to the matter at hand of attracting investment and creating jobs. On the other hand, most economic developers know that industry clusters really are the building blocks of regional prosperity and provide people in their communities with the best opportunities at high-wage jobs. And so the dilemma is how economic developers can explain the long-term benefits of an industry cluster strategy to boards and elected officials who have traditionally concentrated on short-term gains such as sales tax revenues and new buildings?

Luckily, state officials in Texas have made it easy for economic developers to pursue short-term and long-term goals at the same time using a persuasive argument that virtually every stakeholder group can understand: money.

In 2004, Governor Perry launched the Texas Industry Cluster Initiative, which provided the framework for a new statewide economic development strategy. State officials worked with consultants to identify six industry clusters targeted for development based on existing competitive advantages: Advanced Technologies and Manufacturing, Aerospace and Defense, Biotechnology and Life Sciences, Information and Computer Technology, Petroleum Refining and Chemical Products, and Energy. Economic

developers interested in applying for state funding under programs such as the Texas Enterprise Fund or the Texas Emerging Technology Fund would do well to consider how projects advance the State’s mission of developing these six targeted industry clusters. Figures 1 and 2 provide an overview of the six industry clusters in the ten-county Capital Area region. Many resources are available for helping economic developers make the business case for state support under this industry cluster strategy. For more information on the Texas Industry Cluster Initiative, visit the Texas Workforce Commission website at: <http://www.twc.state.tx.us/news/ticluster.html>. For lists of specific industries classified under each of

the six targeted industry clusters (yes, by NAICS code), visit the Texas Industry Profiles website at <http://www.texasindustryprofiles.com>.

Additional support can be found at regional organizations such as the Capital Area Council of Governments and the Greater Austin Chamber of Commerce.

The “Creative” Economy

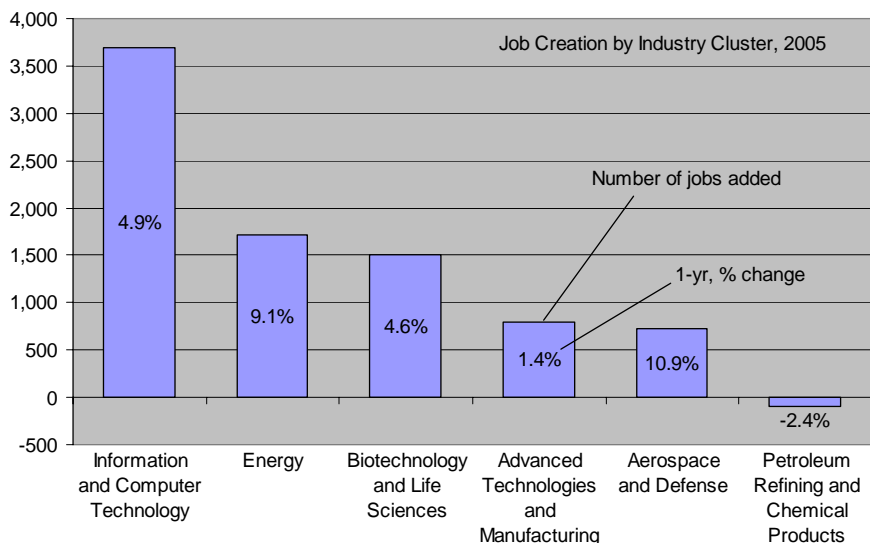
With another Austin City Limits Music Festival right around the corner, any discussion of economic engines would be remiss if it didn’t mention anything about how the music industry and other so-called “creative” industries are contributing to the Capital Area economy.

UPDATE (Continued on page 4)

Figure 1 Capital Area Industry Clusters

| | Firms | Emp | Total Wages |
|--|-------|--------|-----------------|
| Information and Computer Technology | 2,297 | 78,425 | \$1,803,335,489 |
| Advanced Technologies and Manufacturing | 2,601 | 56,461 | \$1,331,413,985 |
| Biotechnology and Life Sciences | 2,390 | 34,256 | \$657,152,135 |
| Energy | 1,797 | 20,629 | \$426,241,160 |
| Aerospace and Defense | 248 | 7,378 | \$122,229,266 |
| Petroleum Refining and Chemical Products | 130 | 3,902 | \$71,705,673 |

Figure 2 Capital Area Industry Cluster Performance



Source: Texas Workforce Commission. Quarterly Census of Employment and Wages. Data includes private, non-farm, full-time wage and salary jobs defined as core industries by the Governor’s Office. Figure 1 is a snapshot of 2005Q4 and Figure 2 shows changes from 2004Q4 to 2005Q4. Capital Area is defined as Bastrop, Blanco, Burnet, Caldwell, Fayette, Hays, Lee, Llano, Travis, and Williamson counties.

UPDATE (continued from page 3)

Regardless of whether or not you put any stock in Richard Florida's creative class theory and others like it, these industries play a vital role in driving wealth creation and positively impacting quality of life in the region. Many regions around the U.S. have even developed indices to track (and market) the annual performance of creative industries such as Boston, Portland, Atlanta, and Baltimore. Using industry classifications published recently by the Boston Redevelopment Authority, Figure 3 provides a snapshot of the music, film, and related industries that made up the Capital Area's creative economy at the end of 2005. Compared to one year earlier in 2004, firms were up 3.1%, employment was up 4.9%, but total wages were virtually unchanged.

Figure 3 Capital Area Creative Industries

| | Firms | Emp | Total Wages |
|--------------------------------------|--------------|---------------|----------------------|
| Publishing and Printing | 187 | 4,477 | \$48,663,512 |
| Film, Video, and Photography | 231 | 2,638 | \$13,892,556 |
| Applied Arts | 448 | 2,266 | \$34,545,541 |
| Advertising | 181 | 2,221 | \$35,580,988 |
| Broadcasting | 35 | 1,568 | \$18,355,930 |
| Performing Arts | 94 | 938 | \$10,965,797 |
| Sound Recording and Music Publishing | 51 | 509 | \$5,921,780 |
| Independent Artists | 72 | 307 | \$3,685,918 |
| Heritage | 22 | 302 | \$1,237,476 |
| Total | 1,321 | 15,226 | \$172,849,498 |

Figure 4 High-Growth, High-Wage Industries in Capital Area

| NAICS | Industry | Emp | Growth | Avg Wage |
|-------|--|-----|--------|----------|
| 21111 | Oil and Gas Extraction | 994 | 126.4% | \$4,525 |
| 71132 | Promoters without Facilities | 66 | 50.0% | \$3,822 |
| 52593 | Real Estate Investment Trusts | 47 | 51.6% | \$3,102 |
| 54193 | Translation and Interpretation Services | 148 | 41.0% | \$2,756 |
| 53139 | Other Activities Related to Real Estate | 118 | 37.2% | \$2,018 |
| 53311 | Lessors, Nonfinancial Intangible Assets | 126 | 32.6% | \$1,763 |
| 42495 | Paint & Supplies Merchant Wholesalers | 58 | 38.1% | \$1,250 |
| 53241 | Heavy Machinery Rental and Leasing | 306 | 41.0% | \$1,233 |
| 11521 | Support Activities for Animal Production | 86 | 48.3% | \$1,142 |
| 48851 | Freight Transportation Arrangement | 295 | 32.9% | \$1,109 |

High-Performing Industries

Job growth is a sign of a healthy economy. Yet, wages should not be overlooked while lauding new employment statistics for the Capital Area each month. Figure 4 highlights ten high-performing industries according to both job growth and average wages in 2005. For local economic and workforce developers charged with identifying targeted industries, these ten may be a few to watch. If you are interested in data specific to your local community, you can find county level information on the Texas Workforce Commission website at www.tracer2.com.

If you are interested in learning more about economic trends in your community, or have suggestions for topics you would like covered in future

economic updates, please contact Brian Kelsey at 512-916-6183.

Study Shows Entrepreneurship Gaining Interest As A Way To Engage Young People

Research by The Center for Rural Entrepreneurship has found that entrepreneurship is gaining serious interest as a way of engaging young people. To help spread the word about what entrepreneurs are doing, a youth team at the Center conducts a Young Entrepreneurs EYE*DEAS talent search.

Between now and the end of 2006, the Center's aim is to collect community-based youth entrepreneurship stories and share them with others who are working in this field. They want to find out what young entrepreneurs and communities are doing; what these entrepreneurs and community-based programs may have in common; what communities can do to better support young entrepreneurs; and what will draw more young people to entrepreneurship as a career choice and pathway to building their future in a rural community.

The Center is asking the public to submit stories about young entrepreneurs and community-based youth entrepreneurship programs or projects that are making a real difference. Anyone may nominate a young entrepreneur or a community-based youth entrepreneurship program for the EYE*DEAS talent search.

A youth team at the Center for Rural Entrepreneurship will evaluate submissions as they are received and will notify nominees and their nominators if chosen as an "E of the Month" story featured on the Center's website. A cash prize of \$100 will be paid to any young entrepreneur or program that is selected as an "E of the Month" story between now and December 31, 2006. For more information, go to <http://www.energizingentrepreneurs.org/content/cr.php?id=7&sel=1> or email youth@e2mail.org.

CAPCOG Installs Two New Ozone Monitoring Stations

The Capital Area Council of Governments' (CAPCOG) Air Quality Planning Division recently installed two new ozone monitoring stations in the CAPCOG air quality monitoring region to further expand data collection about emissions that lead to high ozone levels. The two monitoring stations, located at 222 Sessoms Drive, San Marcos, and 212 Commerce Blvd., Round Rock, were funded through the Near NonAttainment planning grant CAPCOG has been receiving from the Texas Commission on Environmental Quality (TCEQ) for several years.

The Austin-Round Rock MSA has skirted around the edges of going into nonattainment of the federal ozone standard for a number of years. Although data developed from



Bert Hendrix (left), Stephanie Garcia (middle) and Todd Mayberry (right) were instrumental in finding a location to put the ozone monitor and trailer in San Marcos.

non-regulatory monitors such as the ones the CAPCOG Air Quality Planning Division has been installing recently cannot be used against the area for nonattainment determinations, it can be important for use in developing quantifiable strategies that may help keep the area from going into ozone nonattainment.

Currently there are seven ozone monitoring stations being operated in and around Austin. Of those seven stations, five non-regulatory monitors are owned or operated and maintained by the CAPCOG Air Quality Planning Division.

The most recent were placed into service in response to the direct requests of the City of San Marcos and Williamson Counties, with participation and cooperation by the City of Round Rock. Both cities and the county worked with CAPCOG to get these monitors deployed.

The monitor in San Marcos at 222 Sessoms Drive was put into place in early June 2006 and data reporting to the TCEQ's LEADS database began June 16th.

The data from the ozone monitor is available on-line and pictures of the trailer that contains the monitor and the site itself can be viewed at:

http://www.tceq.state.tx.us/cgi-bin/compliance/monops/site_photo?cams=675 The monitor installed in Round Rock at 212 Commerce Blvd. is also on-line as of June 8, 2006 and ozone monitoring data can be checked at: http://www.tceq.state.tx.us/cgi-bin/compliance/monops/site_photo?



Annette Todd (left) and Michael Thane (right), are shown setting up the ozone monitor for the City of Round Rock.

Moran Receives Planner Of The Year

The American Planning Association's Central Texas Section recently recognized Sean Moran, Director of Regional Planning and Information Services at the Capital Area Council of Governments (CAPCOG), as the "Planner of the Year" for 2005.



Sean Moran

In his current position, Mr. Moran and his staff have worked on several projects over the past year that reinforce the COG's

role as an advocate for regionalism. Some of the most recent projects include serving as administrative lead agency for the Capital Area Regional Transit Coordination Committee (RTCC); developing the 2005 Vacant Land Inventory; and developing the 2005 base year population, median household income, and employment estimates by Traffic Serial Zone for Hays, Travis, Williamson, Caldwell and Bastrop Counties.

"Sean's expertise in GIS combined with his knowledge in planning has enabled CAPCOG to move into some regional projects we could not otherwise have taken on," noted Betty Voights, CAPCOG

AWARD (Continued on page 6)

CDBG Application Deadline Extended

The Capital Area Regional Review Committee (RRC) has recently released the Applicant Guidelines for the 2007 and 2008 program years. This document was adopted by the RRC at their organizational meeting on May 11, 2006 and approved by the Office of Rural Community Affairs staff on June 21, 2006.

These guidelines were established by the RRC according to their responsibilities under the 2007-2008 Texas Community Development Block Grant Program (TxCDBG). The Guidelines are to assist applicants from the Capital Area Council of Governments (CAPCOG) region in understanding the criteria, which will be used to determine the regional scores for applications submitted for the Community Development Block Grant Fund competition and the RRC's role in all funding categories.

FUNDS (Continued on page 6)

(Continued from page 5) **AWARD**

Executive Director, who added that Mr. Moran has also played a critical role in mapping data needed for emergency communications and homeland security planning for the region.

Mr. Moran also proposed and now manages the Capital Area GeoMap project allowing multiple local governments and agencies to produce and maintain current geospatial base map data at a reduced cost by leveraging

funding from regional participants. As Director of the Regional Planning & Information Services Division, Mr. Moran has oversight for all of the agency's GIS and data projects, community and economic development, solid waste planning and regional environmental enforcement, and transportation activities.

He attributes the award to his wife, staff, and the willingness of the planning profession to work with the COG.

(Continued from page 5) **FUNDS**

ries of the TxCDBG Texas Capital Fund, Colonia Fund, and Planning/ Capacity Building.

The application deadline for the 2007- 2008 TxCDBG has been extended to September 29, 2006 from the original due date of August 31, 2006 due to the major federal disaster declaration issued for the eastern portion of the state following Hurricane Rita. Please visit the Office of Rural and Community Affairs website at www.orca.state.tx.us regarding this extension, or for more information regarding the RRC contact Eric Dusza, Community Planner, CAPCOG at edusza@capcog.org or (512) 916-6184.

(Continued from page 1) **CAEDD**

Pitts, Lee County; Senior VP Dave Porter, Greater Austin Chamber of Commerce; Executive Director Rosa

Rios Valdez BCL of Texas; Community Representative Johnny Sanders, Bluebonnet Electric Coop.; Executive Director James Satterwhite, Rural Capital Area Workforce Development Board; Economic Development Director Jeff Webb, Greater Austin-San Antonio Corridor Council; and President and CEO Susan Wendel, Bastrop Chamber of Commerce.



Jon Roberts, TIP Strategies, is shown giving a presentation during the CAEDD Board meeting.

(Continued from page 2) **VOCA**

Shelter - \$60,000; Center for Child Protection - \$75,000; and Children's Advocacy Center Serving Bastrop, Lee & Fayette Counties - \$80,000.



Side entrance of CAPCOG's new offices.

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