

# Woodcreek Comprehensive Plan – CCPC Meeting #2

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Prepared by Pegasus Planning  
and Development

1.28.2021

# Purpose of Today's Meeting

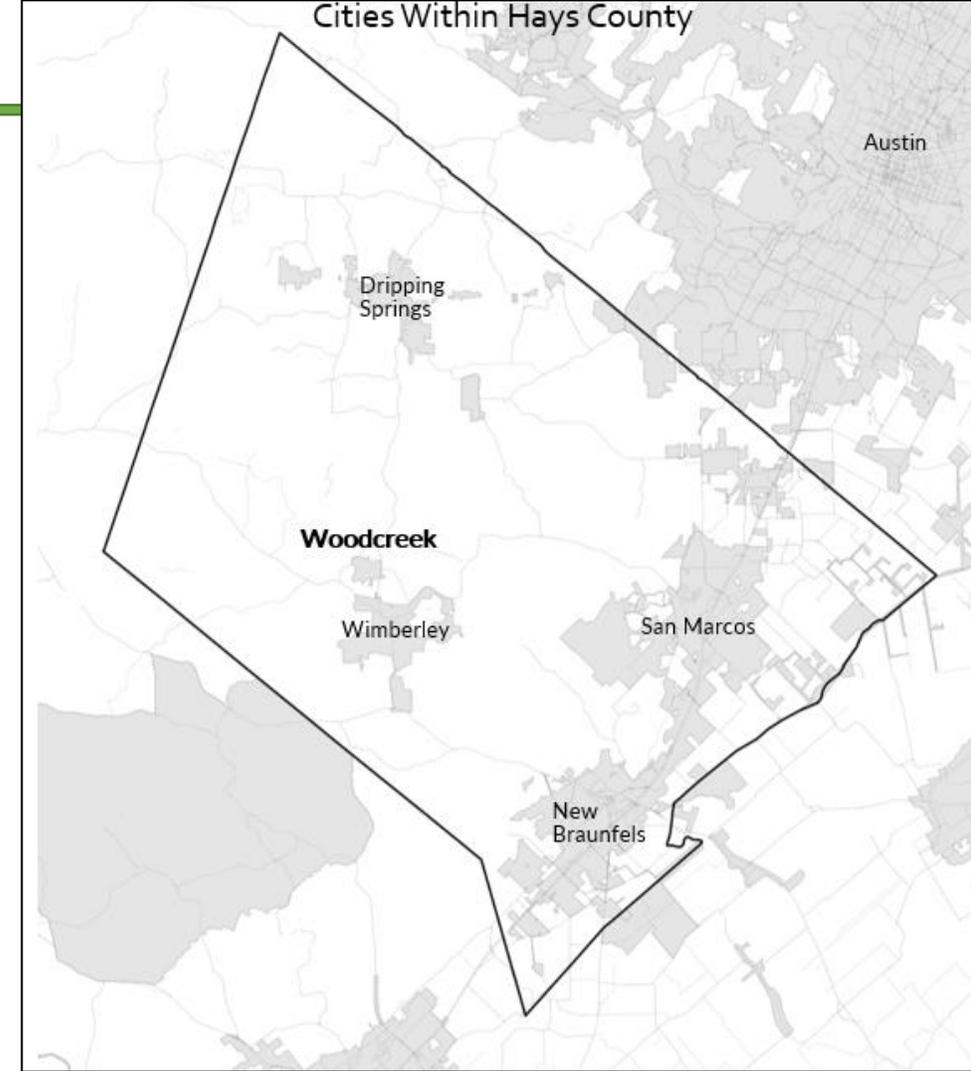
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The purpose of today's meeting:

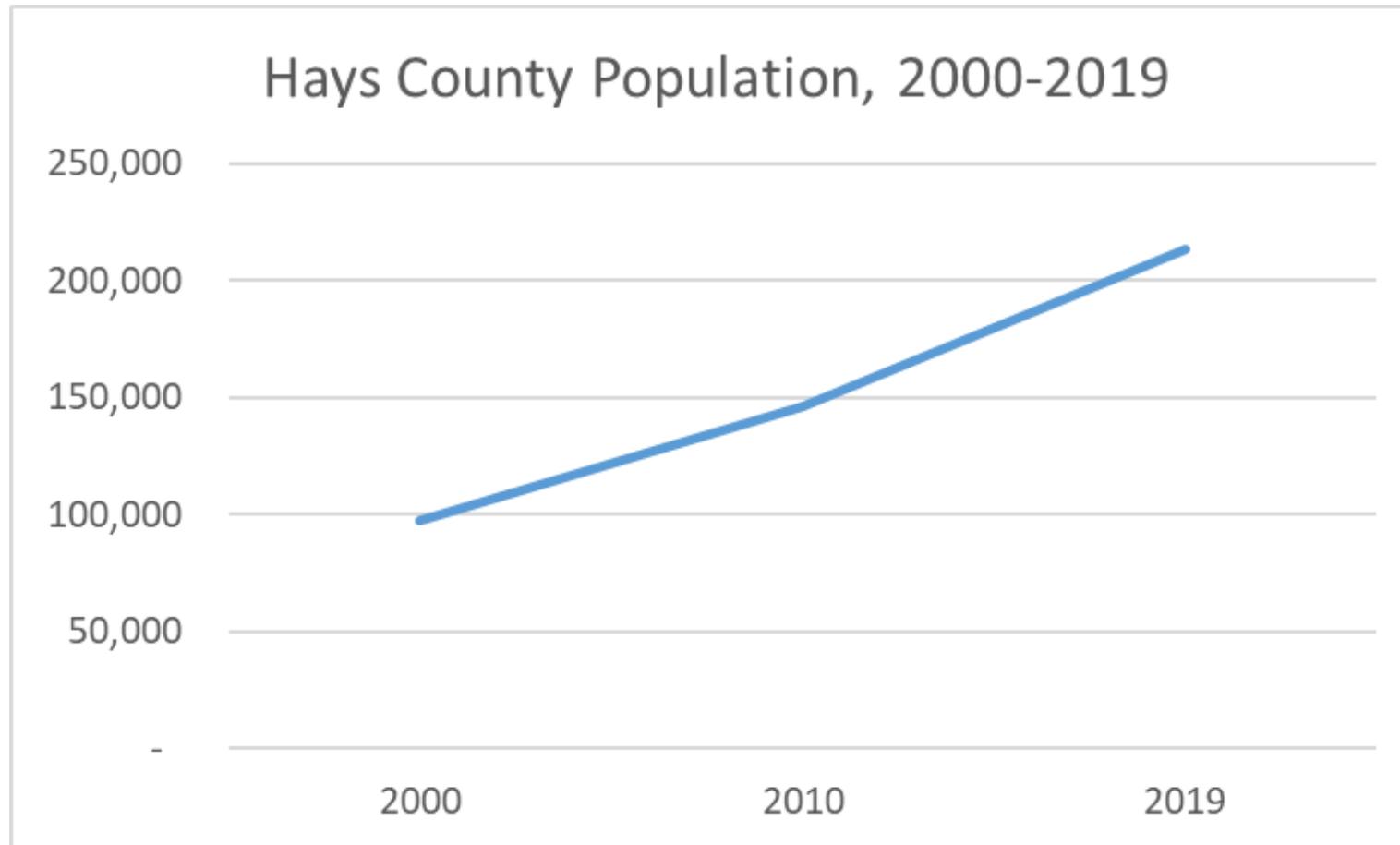
- Review demographic and socioeconomic data
- Discuss the survey, flyer, project schedule, and focus group contact sheet
- Review “Vision Statements” in preparation for next meeting

# Regional Context

- The City of Woodcreek is part of Hays County and is located approximately 36 miles SW from Austin, Texas.
- Woodcreek's neighboring municipalities include Wimberley and Dripping Springs.

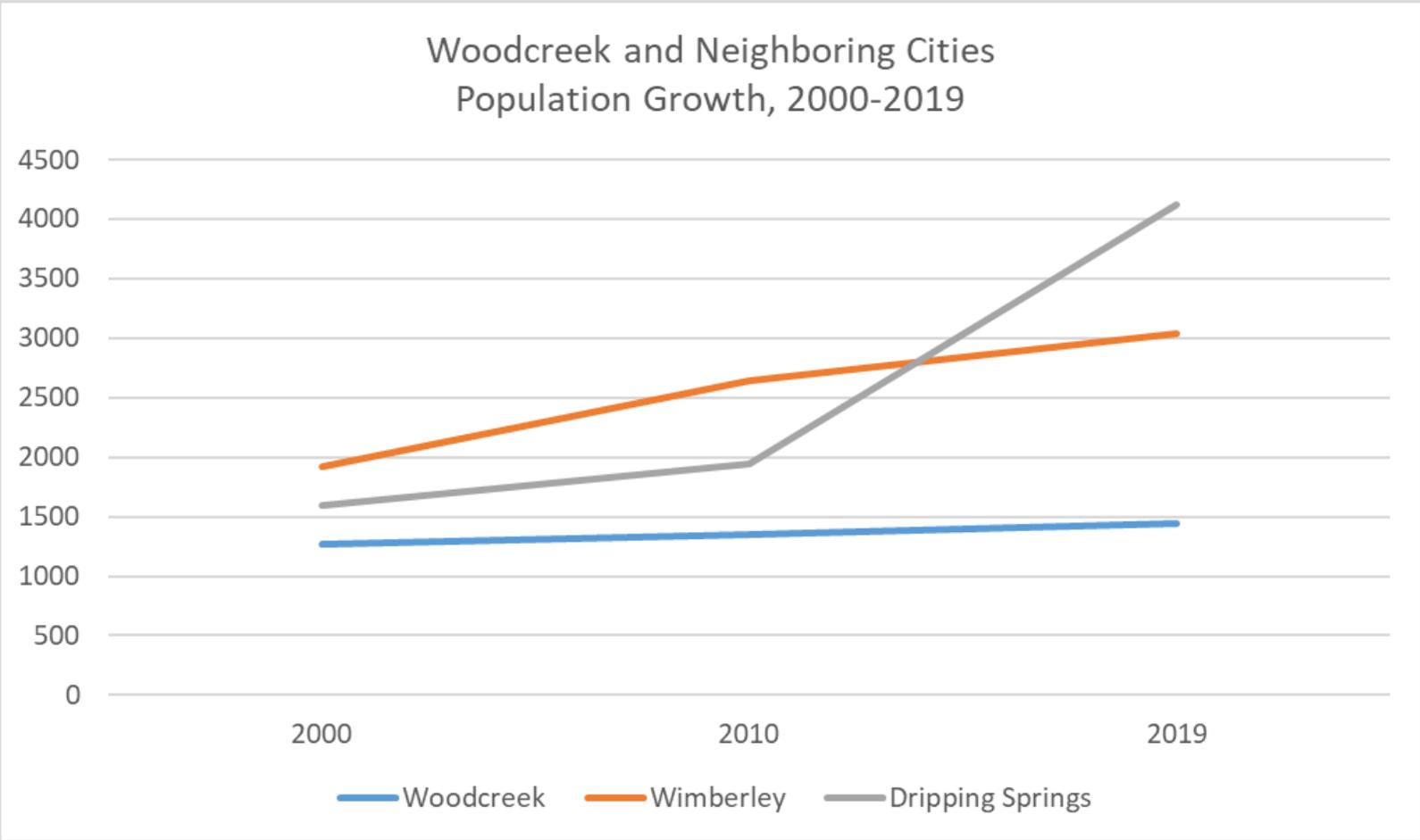


# Hays County Population Growth



- Hays County's exponential growth has shaped the recent population trends in the City of Woodcreek.

# Woodcreek and Neighboring Cities Population Growth

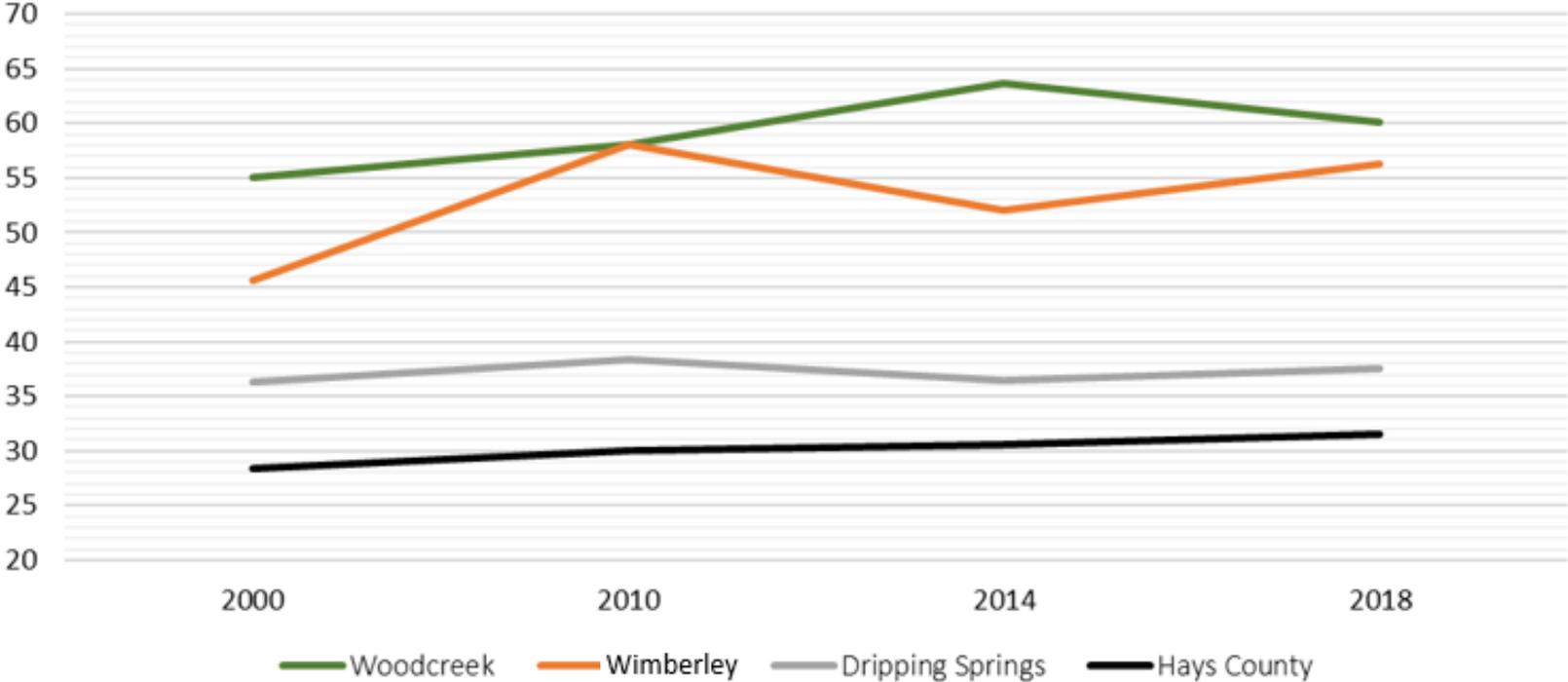


- Woodcreek’s population grew by approximately 13%, from an estimated 1,274 residents in 2000 to 1,439 residents in 2019.

Source: US Census Bureau and Census Viewer, 2000-2019

# Median Age

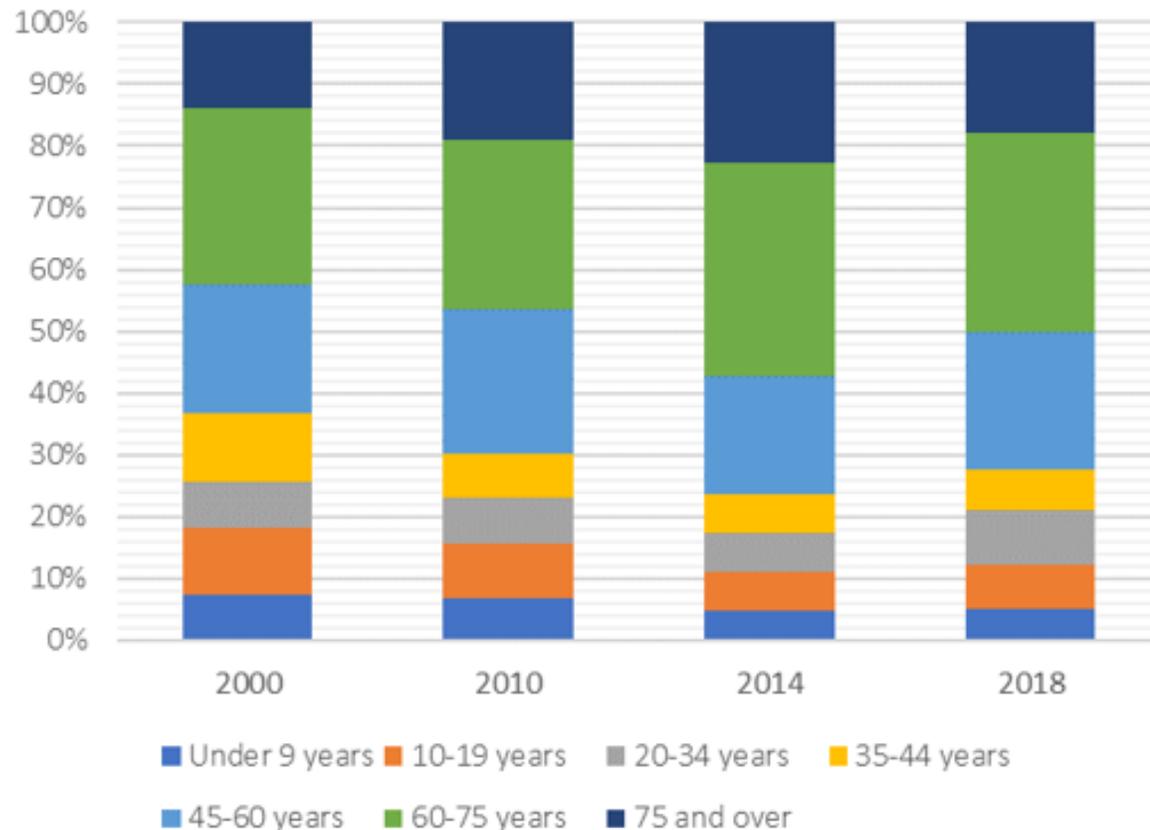
City of Woodcreek, Neighboring Cities, and Hays County, Median Age Overtime, 2000-2018



- The City of Woodcreek’s median age was 60 in 2018, in contrast, Hays County’s was 32.
- There has been an increase in median age for both Woodcreek and Hays County from 2000 to 2018; 55 to 60 for Woodcreek and 28 to 32 in Hays County.
- Despite a historic increase in age within Woodcreek, from 2014 to 2018, the median age decreased from 64 to 60.

# Age Cohorts

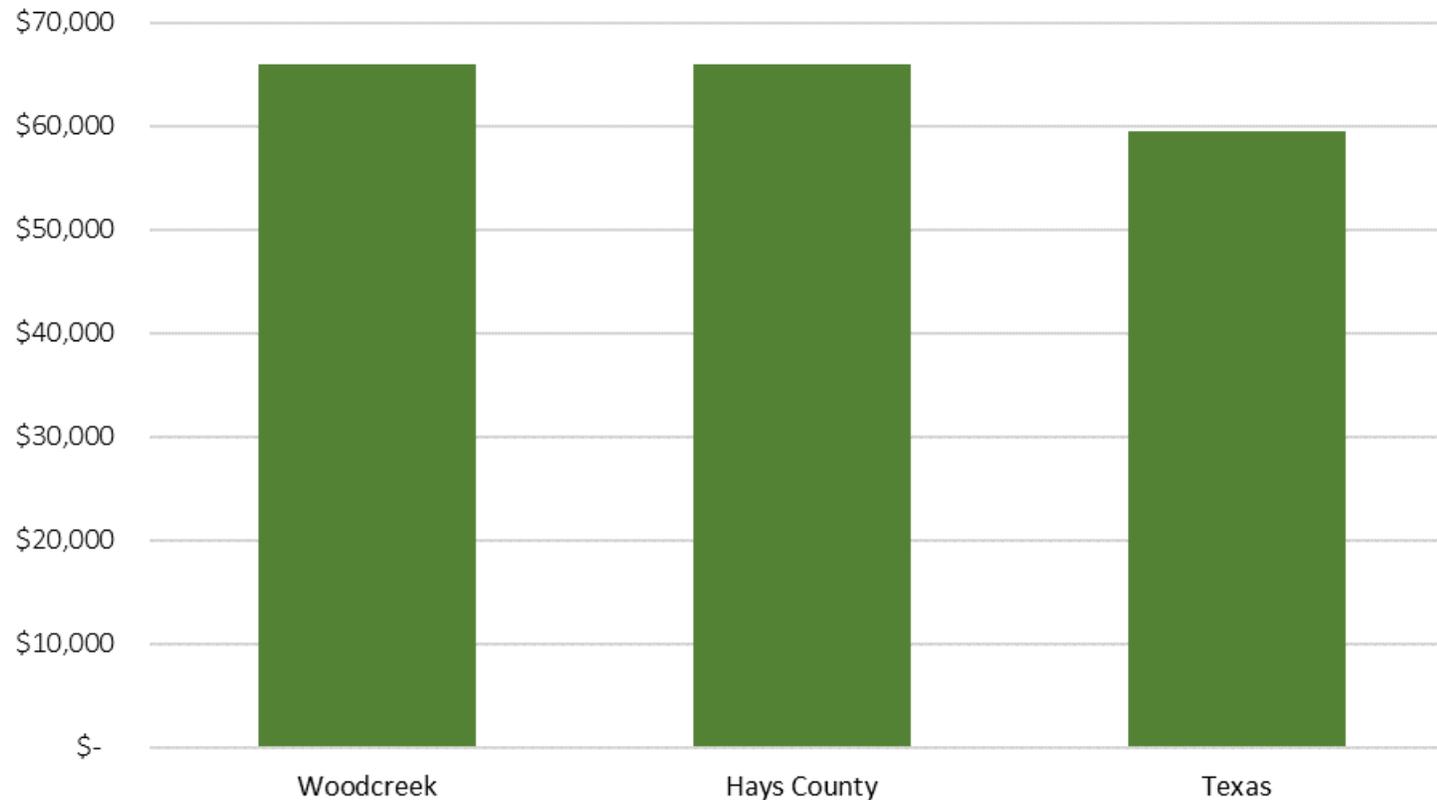
City of Woodcreek Age Cohort Percentages Overtime, 2000-2018



- Over 50% of Woodcreek's population is over 60.
- The share of residents under 45 has decreased by 10% over the past 20 years, from 38% to 28%.
- The largest population shift within the last 18 years has been the sharp decrease of the 35 to 44 age cohort, from a 11% share of the population in 2000 to a 6% share in 2018.

# Median Household Income

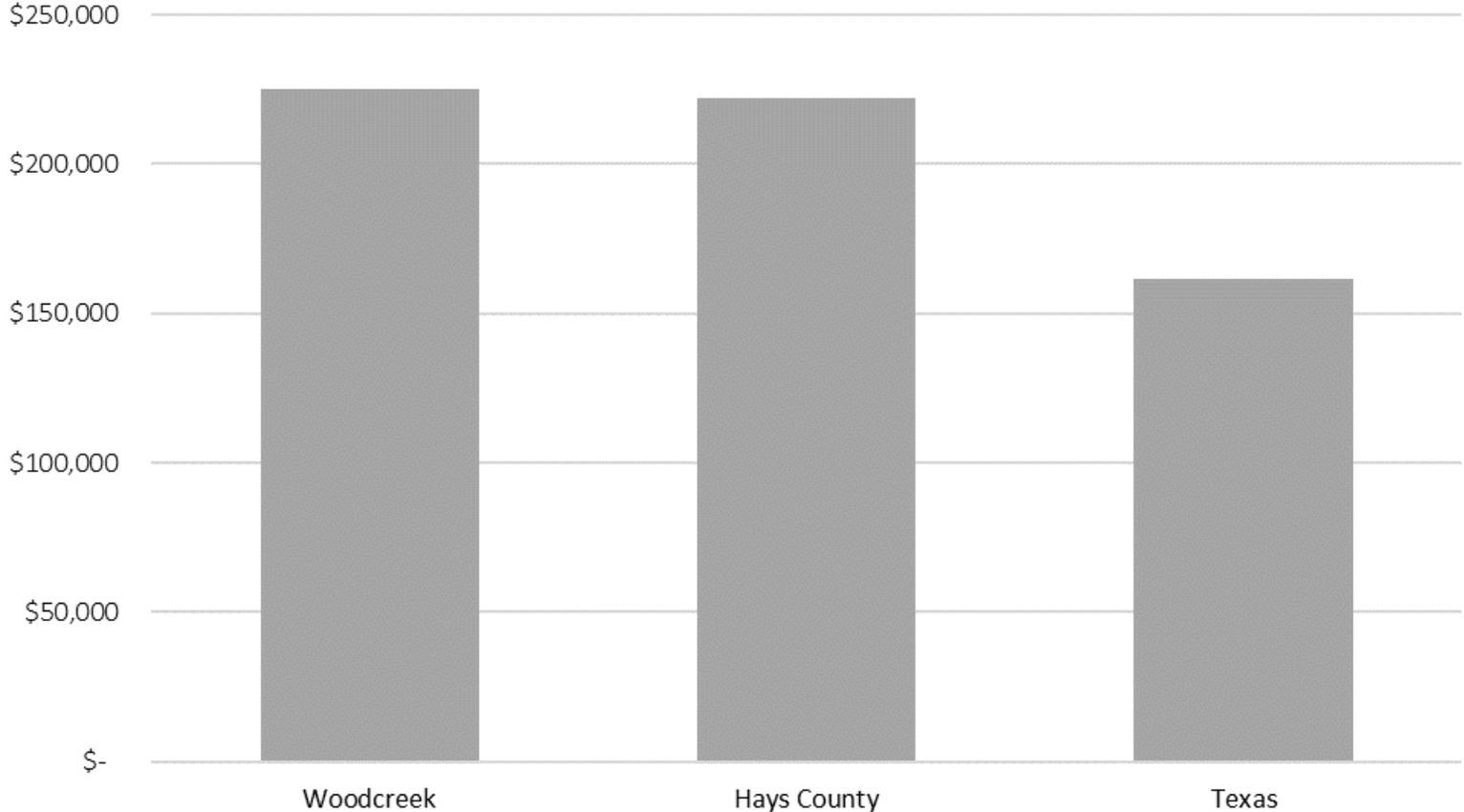
Median Household Income Comparison, 2018



- The median income in Woodcreek was on par with Hay County's in 2018. In the same year, Woodcreek's median income was 9.7% higher than the median income for the State.

# Median Home Value

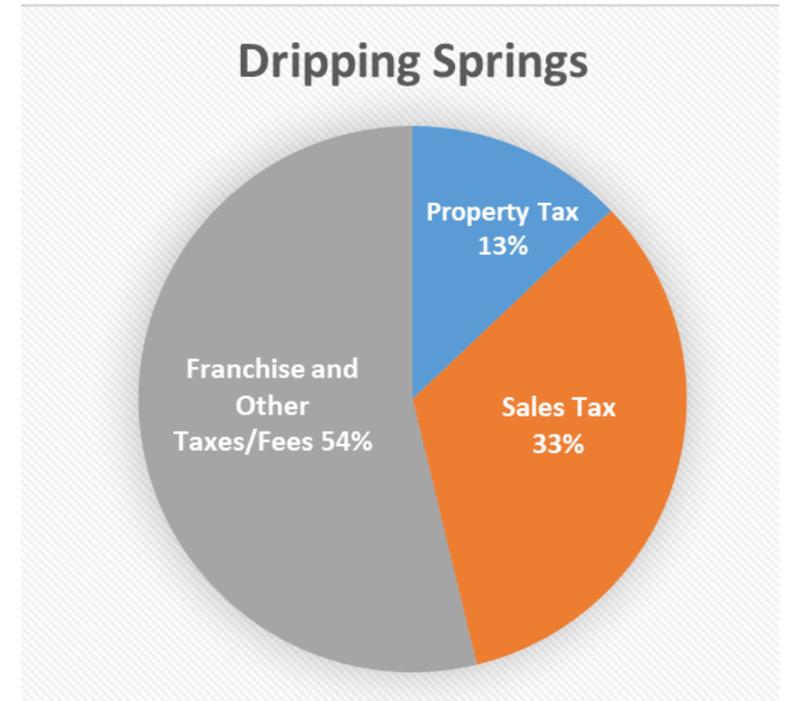
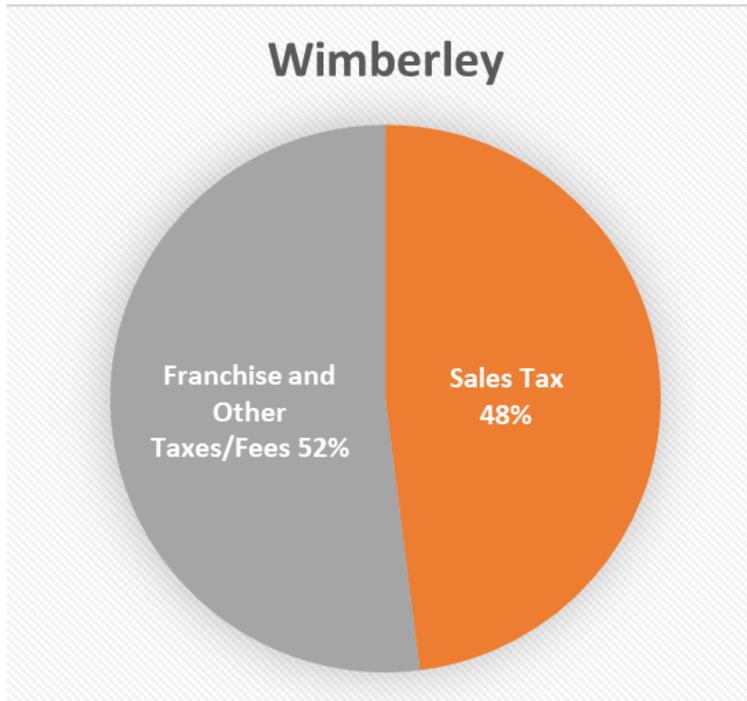
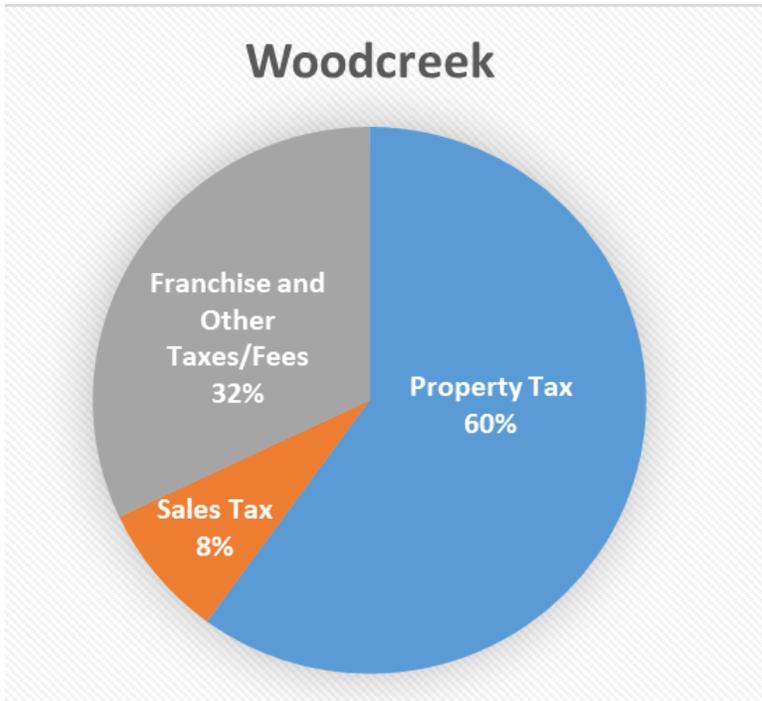
Median Home Value, 2018



- Woodcreek’s median home value was slightly higher than the County’s, but approximately \$65,000 higher than the median home value in Texas (2018).
- The average home price for Woodcreek was \$225,200 in 2018, compared to \$222,300 for Hays County, and \$161,700 for the State of Texas.

Source: ACS, 2018-2000 5-year Estimates, Home Price

# Tax Revenue Comparison



# Tax Revenue Comparison

FY 2018-2019	Woodcreek	Wimberley	Dripping Springs
Property Tax	\$472,517	\$0	\$642,478
Sales Tax	\$59,752	\$993,596	\$1,703,389
Franchise Taxes & Other Taxes/Fees	\$255,307	\$1,079,285	\$2,767,834
TOTAL	\$787,576	\$2,072,881	\$5,533,850

# Discussion

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## Flyer

- General comments
- Plan to disseminate next week?

## Survey

- General comments
- Survey Day – Building? Logistics?

## Project Schedule

## Interview/Focus Group Contact Sheet

## Survey sample size needed: 294

- Total Pop (US Census 2019) = 1439
- Under 18 Pop = 195
- Total Pop – Children = 1244
- Using a 95% confidence level and 5% confidence interval, a statistically significant result can be derived by 294 responses

# Looking Ahead- Next Meeting's Focus

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- Visioning Workshop – craft the “Vision Statement”
- Discussing Comp Plan editing schedule

## **What is a Vision?**

How the community envisions the physical, economic, and social fabric of the city.

# Frisco Vision Statement - Example #1

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Frisco is vital, desirable and resilient because its strong sense of community is based on:

- High-quality, people-oriented design;
- Celebration of distinctive natural and cultural assets and a unique Frisco identity;
- Effective and sustainable use of limited resources, including public funds; and
- Provision of public facilities, services and amenities that residents and businesses need for their own continuing success.

-Frisco TX Comprehensive Plan



# Cedar Park Vision Statement - Example #2

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We imagine the City of Cedar Park as a family-oriented community; one of compassion, integrity, diversity and faith. We are an attractive destination, a leader in business development and committed to an exceptional quality of life.

-Cedar Park TX Comprehensive Plan

# New Braunfels Vision Statement - Example #3

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New Braunfels will remain special by design fostering an unequaled quality of place with a culture of cooperation.

-New Braunfels TX Comprehensive Plan

# Horizon City Vision Statement - Example #4

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The Town of Horizon City is a vibrant and financially-resilient community where families live, work, and play, and businesses thrive, in a safe and friendly environment.

-Horizon City Comprehensive Plan

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# Outreach Flyer

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# THE CITY OF WOODCREEK COMPREHENSIVE PLAN



## About:

The City of Woodcreek is excited to engage the community and area stakeholders as we kick-off the 2040 comprehensive planning process. The purpose of the Comprehensive Plan is to serve as a holistic blueprint to guide Woodcreek's decisions about important issues related to mobility, infrastructure, parks and recreation, land development, and growth. The Comprehensive Plan will establish a long-term vision for the community, with goals, strategies, and actions to be implemented over time.

## We Want Your Input!

A Community Survey will be launched from February 7th - 21st. Please take the survey and help us spread the word!

### Ways to Take the Survey:

1. Online (Recommended): Visit the City of Woodcreek's website at [www.woodcreektx.gov/](http://www.woodcreektx.gov/) and click on the "Comprehensive Plan" link to take the survey.
2. Survey Day at CYJ: Come to the \_\_\_\_\_ building on 2/13 from 9am to 11am for computer access and assistance taking the online survey.
3. Paper Copy: Call City Hall, (512) 847 - 9390, or email [woodcreek@woodcreektx.gov](mailto:woodcreek@woodcreektx.gov) to make arrangements to receive a paper copy of the survey. Please note that paper copies must be returned by 4pm on 2/19.

### Pegasus Contact Information:

Cathy Velarde  
512-760-4933 / [Cathy@PegasusATX.com](mailto:Cathy@PegasusATX.com)

## Who is Leading this Effort?

Pegasus Planning and Development was hired by the City of Woodcreek to lead this comprehensive planning process. The Citizens Comprehensive Plan Committee (CCPC) was formed to assist, provide guidance, and serve as community ambassadors throughout the project.

For more information on Pegasus, please visit [www.PegasusATX.com](http://www.PegasusATX.com).

## How Can I Stay Informed and Provide Additional Input?

- Watch and provide feedback at the Citizen's Comprehensive Plan Committee Meetings
- Sign up to take part in a Focus Group discussion in February (please email Cathy for more information)
- Provide feedback at Planning and Zoning and/or City Council Meetings
- Reach out to Pegasus or CCPC members

\*Please visit the Comprehensive Plan Webpage at [www.woodcreektx.gov/bc/page/comprehensive-plan](http://www.woodcreektx.gov/bc/page/comprehensive-plan) or contact the Project Team for further details and project updates!

# Survey

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# Survey Introduction

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Thank you for volunteering to participate in the Woodcreek Comprehensive Plan Survey. The City of Woodcreek understands that residents and area stakeholders are a tremendous source of information, and that their input will result in better planning decisions about the future of Woodcreek. Your ideas and opinions are extremely important and will shape how Woodcreek grows in the future. Please help us by spreading the word about this survey!

The information you provide in this survey is confidential. Your responses will be combined with those from other participants for statistical analysis. We ask that only one survey is completed per adult (so more than one per household is fine). This survey will be open from 2/7/2021 to 2/21/2021 at 11:59pm.

For more information on the comprehensive planning process and other ways to provide input, please visit: <https://www.woodcreektx.gov/bc/page/comprehensive-plan>.

# Survey Questions

1. Please describe how you relate to Woodcreek (select all that apply):
  - a. Resident – Renter
  - b. Resident – Property Owner
  - c. Business Owner
  - d. City Staff or Elected Official
  - e. I work in Woodcreek
  - f. Other
2. How long have you lived or worked in Woodcreek?
  - a. Less than 5 years
  - b. 5-10 years
  - c. 10+ years
3. How many people live in your household, including yourself?
  - a. One
  - b. Two
  - c. Three to Four
  - d. Five or more
4. Choose your age range:
  - a. Under 18
  - b. 18-29
  - c. 30-49
  - d. 50-64
  - e. 65+
5. Do you have children under 18 at home?
  - a. Yes
  - b. No
6. If you had to choose one word to describe Woodcreek, what would it be? \_\_\_\_\_

# Survey Questions

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7. What do you like most about living/working/owning a business in Woodcreek?
- a. Character
  - b. Sense of community
  - c. Safety
  - d. Size of Woodcreek
  - e. School district
  - f. Location
  - g. Community Services
  - h. Other
8. What is your familiarity with these past studies conducted for the City of Woodcreek? Links to each of these documents have been provided on the Comprehensive Plan landing page on the City's website (rate on a scale of 1 to 5, with 5 being very familiar).
- a. Master Plan 2030
  - b. Parks and Recreation Master Plan

# Survey Questions

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9. What is your level of satisfaction with the following services/systems (many of which are not owned or managed by the City)? (Rate on scale of 1 to 5, with 5 being very satisfied; there will be a 6<sup>th</sup> option = no experience/no comment).

- a. City Administration/Governance
- b. Planning and Zoning Services
- c. Law Enforcement (Hays County Constable, Pct. 3)
- d. Fire Department (Wimberley)
- e. Water Supply and Wastewater (Aqua TX)
- f. Stormwater Facilities
- g. Condition of Streets/Sidewalks
- h. Parks and Recreational Facilities
- i. Electricity (Pedernales Electric Company)
- j. Trails
- k. Telecommunications (Various Providers)
- l. Trash/Recycling Collection (Waste Connections)

# Survey Questions

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10. Please provide an explanation regarding any service/system for which you chose “Unsatisfied” or “Very Unsatisfied.”

11. What do you see as the most pressing issues facing Woodcreek in the next several years? Select your top three priorities.

- a. Improving roadways
- b. Addressing drainage issues
- c. Improving pedestrian and/or bicycle mobility
- d. Adding more commercial options/adding to Woodcreek’s tax base
- e. Maintaining Woodcreek’s character
- f. Adding more parks and open space
- g. Other \_\_\_\_\_

12. Are you satisfied with the current parks, trails, and recreational options in Woodcreek?

- a. Yes
- b. No
- c. If no, what would you like to see more of?

# Survey Questions

13. The City of Woodcreek is considering options for more commercial development to bring needed services to the community and enhance the local tax base. Some types of commercial development provide larger tax bases than others (e.g., a hotel has the opportunity to provide more tax revenue than a similar-sized office building, due to the additional sales tax and hotel occupancy tax). Which of the following commercial options would you like to see in Woodcreek? (Select all that apply).

- a. Restaurant
- b. Bar
- c. Day Care
- d. General Offices
- e. Grocery Store
- f. Hotel
- g. Medical Offices
- h. Hair Salon, Spa, etc.
- i. Convention Center
- j. None
- k. Other \_\_\_\_\_

# Survey Questions

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14. What mobility improvements (if any) should be a priority for Woodcreek?

- a. Improved bike mobility
- b. Improved pedestrian mobility
- c. Improved trail network linking to other local trails
- d. Traffic calming improvements
- e. None

15. Do you have any other feedback or information you'd like to share?

16. What is the best way to reach you for information regarding the Comprehensive Plan?

- a. Mail
- b. City website
- c. Email
- d. Social Media
- e. Local Newspaper
- f. Other

# Calendar Draft

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# January

2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14 CCPC Kick-off Meeting	15	16
17 Comp Plan landing page on City website this week →	18	19	20	21	22 Pegasus: Send CCPC flyer, survey draft, project schedule	23
24	25	26	27	28 CCPC Meeting #2: Discuss flyer, survey draft, focus groups, and schedule. Pegasus presents Demographic/ Socioeconomic PPT.	29 CCPC: Sends survey comments to point person who forwards consolidated notes to Pegasus by COB	30
31						

# February

2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Flyer disseminated this week/posted on social media →	2 Pegasus: Sends CCPC final survey for last comments/approval AND Focus Group Contact Sheet	3	4 CCPC: Send final survey comments/approval to Pegasus AND Focus Group Contact Sheet	5 Pegasus: Send Focus Group/Interview Invitations	6
7 SURVEY LAUNCHED Focus Groups and Interviews begin →	8	9	10	11 CCPC Meeting #3: Discuss Vision Statement and editing schedule/plan	12	13 Survey Day at CYJ
14	15	16	17	18	19	20
21 SURVEY CLOSED Focus Grouped and Interviews completed	22 Pegasus: Begin tally of paper surveys and data analysis	23	24	25	26	27
28						

# March

2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4 <b>CCPC Meeting #4:</b> Outreach Results PPT. Discuss Fiscal Analysis expectations	5 CCPC: Review goals from other plans and begin drafting goals for discussion next week	6
7 Pegasus: Begin drafting Introduction Chapter/Fiscal Impact Analysis	8	9	10	11 <b>CCPC Meeting #5:</b> Goals Workshop	12	13
14 Pegasus: Begin drafting Community Profile Chapter	15	16	17 <b>Special-Called Joint P&amp;Z and City Council Meeting:</b> Discuss Outreach and project progress	18 Pegasus: Send CCPC draft of Introduction and Community Profile Chapters	19	20
21 Pegasus: Begin drafting Vision and Goals Chapter	22	23	24 CCPC: Prepare comments and be ready to discuss this week's chapters	25 <b>CCPC Meeting #6:</b> Fiscal Impact Analysis PPT. Discuss Introduction and Community Profile Chapters	26 CCPC: Send Introduction and Community Profile comments to point person who sends consolidated notes to Pegasus by COB	27
28 Pegasus: Begin drafting Current Land-Use Chapter	29	30	31			

# April

2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Pegasus: Send CCPC draft of Vision and Goals Chapter, Current Land-Use Chapter, FLUM draft	2	3
4 Pegasus: Begin drafting Parks and Recreation Chapter	5	6	7 CCPC: Prepare comments and be ready to discuss this week's chapters	8 <b>CCPC Meeting #7:</b> Final Iteration of Fiscal Impact Analysis. Discuss Vision and Goals Chapter, Current Land-Use Chapter, FLUM	9 CCPC: Send Vision and Goals, and Current Land-Use Chapter comments to point person who sends consolidated notes to Pegasus by COB	10
11 Pegasus: Begin drafting Future Land-Use Chapter	12	13	14	15 Pegasus: Send CCPC draft of Parks and Recreation, and Future Land-Use Chapter	16	17
18 Pegasus: Begin drafting Facilities and Infrastructure Chapter	19	20	21 CCPC: Prepare comments and be ready to discuss this week's chapters	22 <b>CCPC Meeting #8:</b> Discuss Parks and Recreation, and Future Land-Use Chapters	23 CCPC: Send Parks and Recreation, and Future Land Use Chapter comments to point person who sends consolidated notes to Pegasus by COB	24
25 Pegasus: Begin drafting Economic Development Chapter	26	27	28	29 Pegasus: Send CCPC Facilities and Infrastructure, and Economic Development Chapters	30	

# May

2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 Pegasus: Begin drafting Mobility Chapter	3	4	5 CCPC: Prepare comments and be ready to discuss this week's chapters	6 CCPC Meeting #9: Discuss Facilities and Infrastructure, and Economic Development Chapters	7 CCPC: Send Facilities and Infrastructure, and Economic Development Chapter comments to point person who sends consolidated notes to Pegasus by COB	8
9 Pegasus: Begin drafting Implementation Chapter	10	11	12	13 Pegasus: Send CCPC Mobility and Implementation Chapters	14	15
16	17	18	19 CCPC: Prepare comments and be ready to discuss this week's chapters	20 CCPC Meeting #10: Discuss Mobility and Implementation Chapters	21 CCPC: Send Mobility and Implementation Chapter comments to point person who sends consolidated notes to Pegasus by COB	22
23 Pegasus: Final week of editing before sending to City Staff, and Planning and Zoning for review →	24	25	26	27	28 CCPC's Comp Plan draft complete	29
30	31					

# June

2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2 Pegasus: Send Comp Plan draft to City Staff, and Planning and Zoning Commission for review	3	4	5
6	7	8	9 Special-Called Planning and Zoning Commission Meeting: Discuss Comp Plan draft *City Staff, and Planning and Zoning Commission: Send Pegasus consolidated edits by COB	10 Pegasus: Incorporates City Staff, and Planning and Zoning Commission edits →	11	12
13	14	15	16 Pegasus: Send final Comp Plan draft to Planning and Zoning Commission for review	17	18	19
20	21	22	23 Special-Called Planning and Zoning Commission Meeting: Recommend Comp Plan for adoption	24	25	26
27	28	29	30			

# July

2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Pegasus: Send Comp Plan to City Council for review	2	3
4	5	6	7	8 Special-Called City Council Meeting: Comprehensive Plan 1 <sup>st</sup> Reading (TENTATIVE) *City Council sends consolidated edits to Pegasus by COB	9	10
11	12	13	14	15 Special-Called City Council Meeting: Comprehensive Plan 2 <sup>nd</sup> Reading (TENTATIVE)	16 Woodcreek's first Comprehensive Plan is adopted. Pegasus begins work on Zoning Update →	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

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