

WORKING TOGETHER TO BRIDGE THE ECONOMIC DIVIDE



# EXPANDING OPPORTUNITY

CENTRAL TEXAS REGIONAL SUMMIT

NOVEMBER 18, 2015

Bastrop Convention Center,  
1408 Chestnut St, Bastrop, TX

Policy makers, business and community leaders, service providers, and educators from across the five-county Austin—Round Rock—San Marcos Metropolitan Statistical Area came together to consider how to ensure that the opportunity provided by our region’s growth is expanded to all people.

Central Texas is a great place to live and work. But some of the fastest growth rates in the nation have exacerbated economic segregation, placing increasing pressure on those who provide public services and infrastructure, and challenging our region’s long-term economic security.

Summit participants came together to consider how they can work together, across issues and political jurisdictions to leverage resources and foster an economically inclusive future for all residents.



Former Atlanta Mayor Shirley Franklin challenges summit participants to, “Be honest, be authentic, follow the research and data, use rigorous evaluation, but most importantly, build relationships with the people you serve.”



Bastrop Mayor Ken Kesselus welcomes 220 business and community leaders, policy makers, educators and service providers to the Expanding Opportunity Regional Summit at the Bastrop Convention Center on November 18, 2015.

## AGENDA

**Welcome**, Bastrop Mayor Ken Kesselus

**Introduction**, Raul Alvarez, CAN Executive Director

**Master of Ceremonies**, Jeremy Martin, Sr. Vice President for Strategy, Greater Austin Chamber of Commerce

**What makes Central Texas so GREAT!**, Chet Garner, “The Daytripper”

**What does the data have to say?** Chris Schreck, CAPCOG Economic Development Manager

**Table Discussion: What opportunities do you see to bridge the economic divide?**

**Mayor’s panel**, Moderated by Betty Voights, CAPCOG Executive Director

- Austin Mayor Steve Adler
- San Marcos Mayor Daniel Guerrero
- Elgin Mayor Marc Holm
- Round Rock Mayor Alan McGraw

**Luncheon Keynote**, Shirley Franklin, former Mayor of Atlanta

**Table Discussion:**

- Idea Exchange
- Sharing Insights and Moving to Action

**Closing and Call to Action**

## A LOOK AT THE DATA

- The Austin MSA added about half a million people over the last 10 years. Hays and Williamson Counties are the fastest growing among the five counties.
- The overwhelming majority of jobs in the metro area are in Travis County, but the rate of new job growth is highest in Williamson and Hays Counties.
- New jobs are weighted toward the low end of the wage spectrum, with most paying less than \$50k.
- Only one-third of jobs in the Austin MSA require a degree or certificate.
- One of the largest disparities by race and ethnicity is in educational attainment levels.
- Until 2008, Median Rent and Median Household Income were increasing at about the same rate, but since then Median Rent has increased steadily, while homeowners have enjoyed fairly flat costs.
- Bastrop County, Caldwell County, and eastern portions of Travis County have higher poverty rates.
- The labor sheds of major employers span across the region, creating transportation challenges.



CAPCOG Economic Development Manager Chris Schreck shared data on population growth, income, jobs, educational attainment, and transportation issues. Find the full presentation at [http://www.canatx.org/CAN-Councils/CAN\\_Retreats/](http://www.canatx.org/CAN-Councils/CAN_Retreats/).

## Major themes that emerged...

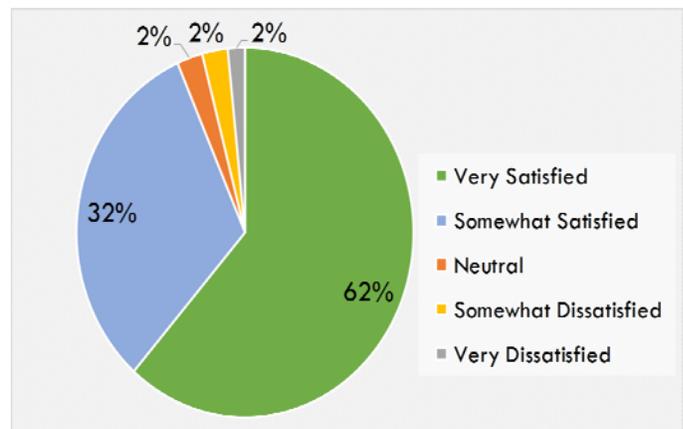
- Need to connect transportation, housing, and jobs
- Develop and support a Regional Transportation Plan that connects Activity Centers
- Convene and facilitate regional leaders to work together to create an action agenda
- Bring services and jobs to the communities where people live
- Create public/private partnerships to expand housing affordability, jobs and co-location of services
- Connect with faith community
- Address the racial divide, poverty, and historic and continuing inequities
- Connect education and business to do better regional workforce development
- Better communication across sectors, issues and jurisdictions
- Understand that education begins at age 3
- Better coordination for those serving senior populations with more regional participation in the Aging Services Council
- Education, education, education
- Jobs, jobs, jobs!



San Marcos Mayor Daniel Guerrero, Elgin Mayor Marc Holm, Round Rock Mayor Alan McGraw and Austin Mayor Steve Adler discuss the implications of the economic divide on their communities and possible ways to bridge the divide.



## Overall Satisfaction with the event

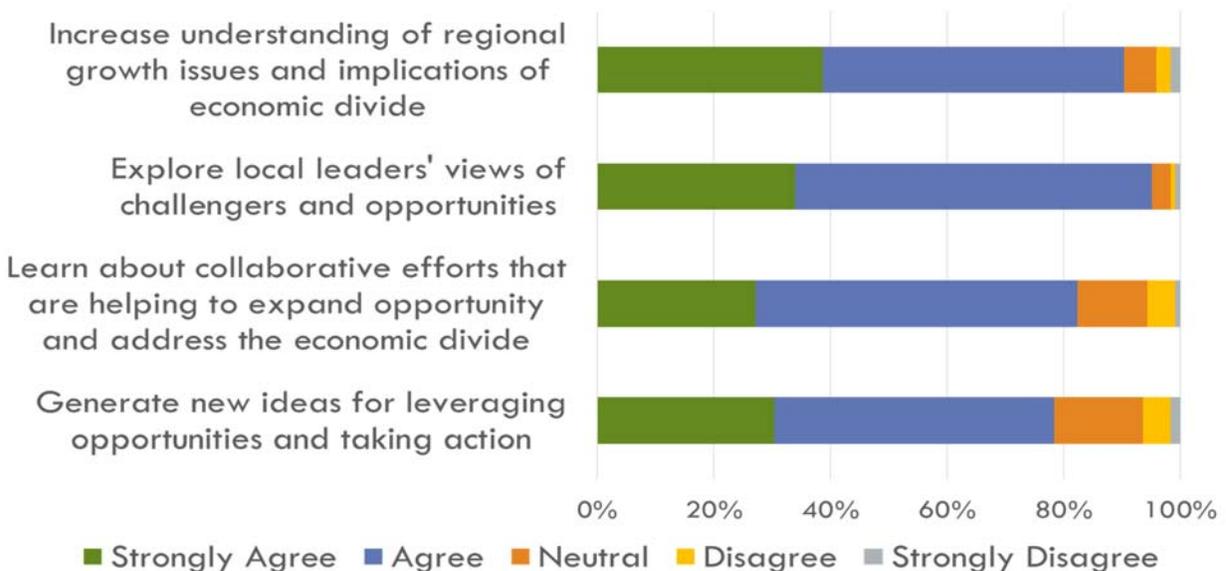


## PARTICIPANT EVALUATION RESULTS

Of the 220 summit attendees, 125 completed evaluations at the conclusion of the event.

- 94% were somewhat or very satisfied with the event overall.
- Attendees most valued the table discussions, networking and building relationships, the keynote presentation by Shirley Franklin, the mayors' panel, and the data presented by CAPCOG.
- When asked what insight or idea they gained, many participants shared about the importance of collaborating and connecting across the region. Others shared that they developed a better understanding of the importance of working together across sectors and developing new partnerships. Specific quotes from Shirley Franklin's speech, such as "create a crisis," were frequent takeaways.
- When asked what one action they would take as a result of the event, most participants shared an intent to follow up with someone they met at the event and/or build new collaborative partnerships with others. Other common responses included sharing the information they learned with others and being intentional about thinking more regionally.

## Did event achieve outcomes?





## REGIONAL SUMMIT PLANNING TEAM

Special Thanks to the Regional Summit Planning Team, which has been working for the past year to develop and plan this event. Following is a list of organizations that have been represented in planning team meetings:

- |   |                                    |
|---|------------------------------------|
| Austin Area Research Organization               | Greater Austin Chamber of Commerce |
| Austin Community College                        | Greater San Marcos Partnership     |
| Capital Metro                                   | Interfaith Action Central Texas    |
| Capital Area Metropolitan Planning Organization | Mayor Adler's Office               |
| Capital Area Council of Governments             | Mission Capital                    |
| City of Austin Economic Development             | Real Estate Council of Austin      |
| E3 Foundation                                   | Round Rock Chamber of Commerce     |
| Community Advancement Network                   | Rural Capital Area Workforce Board |
| Goodwill Industries of Central Texas            | United Way for Greater Austin      |
| Greater Austin Asian Chamber of Commerce        | United Way of Williamson County    |
| Greater Austin Black Chamber of Commerce        |                                    |

## THANK YOU TO OUR SPONSORS!

Participation in the summit was free, thanks to the generous contributions from our sponsors. Those listed on the first row were Gold-level sponsors, those on the second row provided Silver-level sponsorships, and those on the third row provided in-kind contributions.



United Way for Greater Austin

