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## MEMORANDUM

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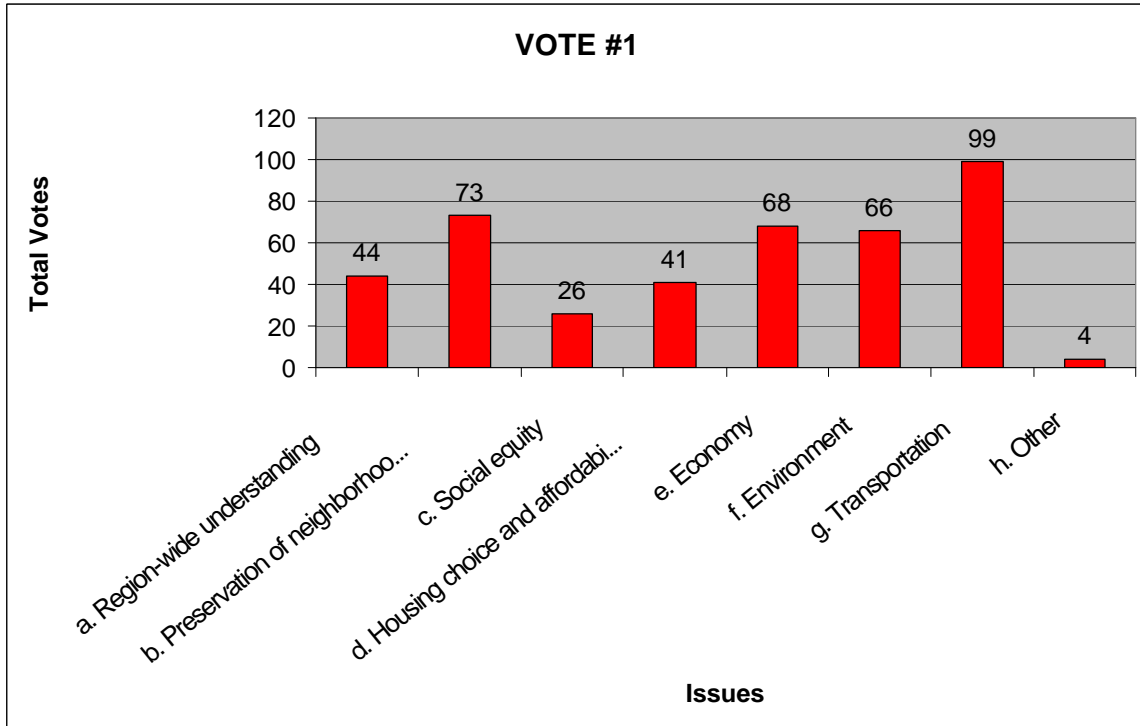
**TO:** ENVISION CENTRAL TEXAS  
**FROM:** FREGONESE CALTHORPE ASSOCIATES  
**SUBJECT:** FEEDBACK FROM FEBRUARY 11<sup>TH</sup> LEADERSHIP WORKSHOP  
**DATE:** 2/20/04

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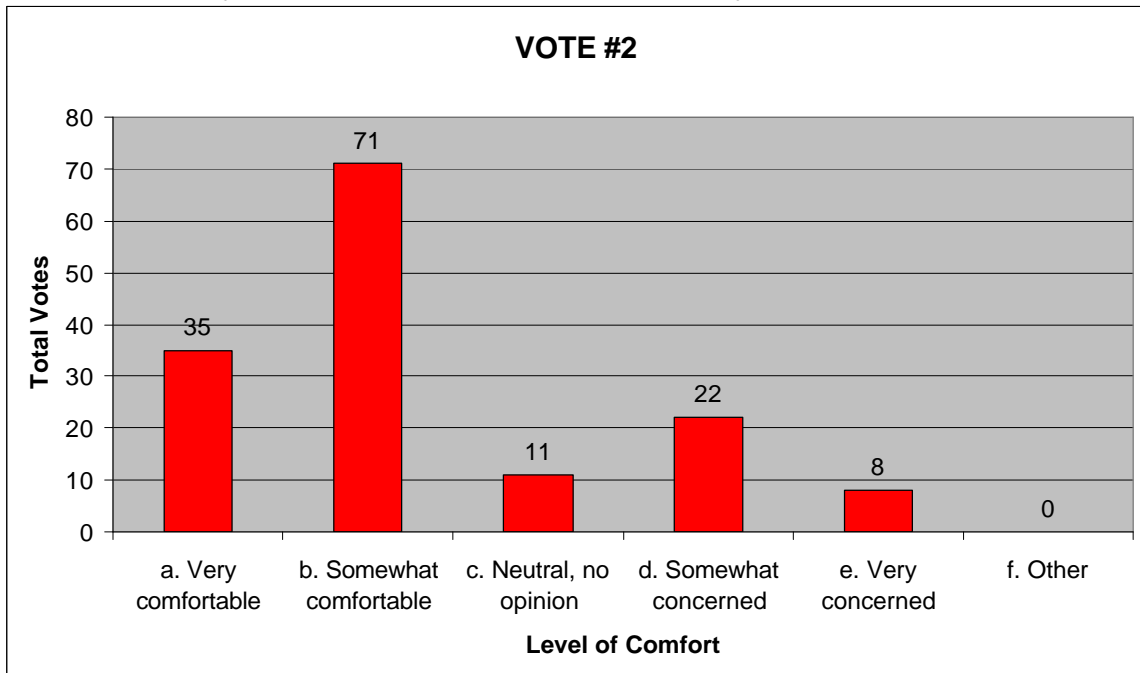
On February 11<sup>th</sup>, Envision Central Texas hosted a leadership workshop engineered to examine the ECT Vision and the future of the Central Texas Region. This memorandum provides a summary of the feedback gathered from surveys/questionnaires that were at each table during at the event. As can be readily seen, participants were very positive about the Vision document and gave us valuable information concerning the future of the Central Texas Region. The event itself received high marks as well.

The following graphs show the results from the four votes taken during the workshop.

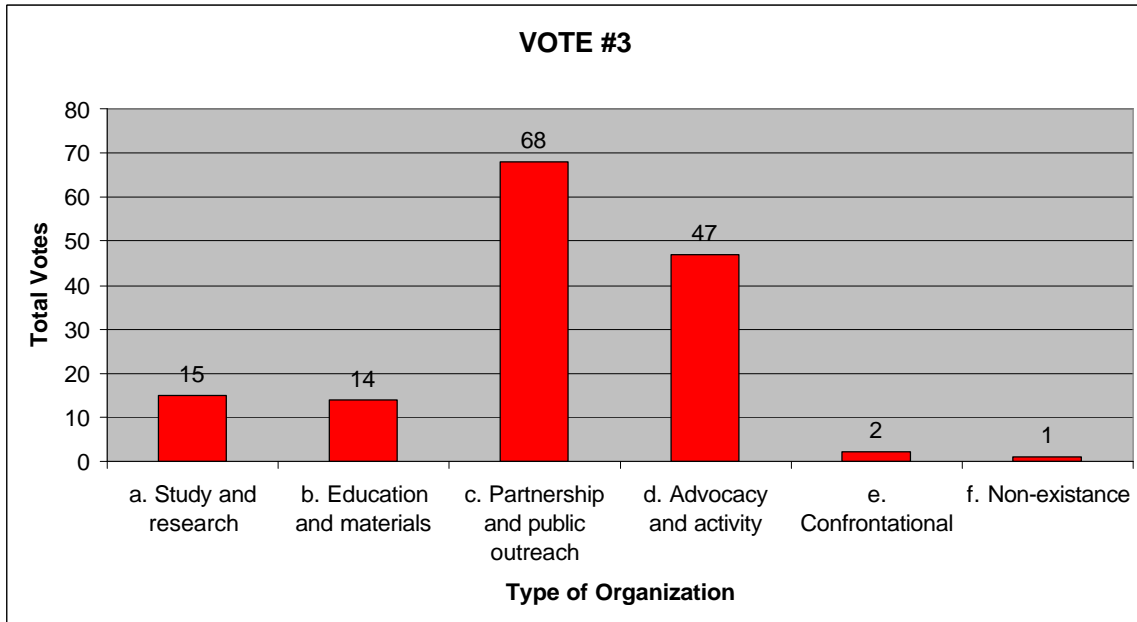
**VOTE 1 – What is the biggest issue for ECT to address?**



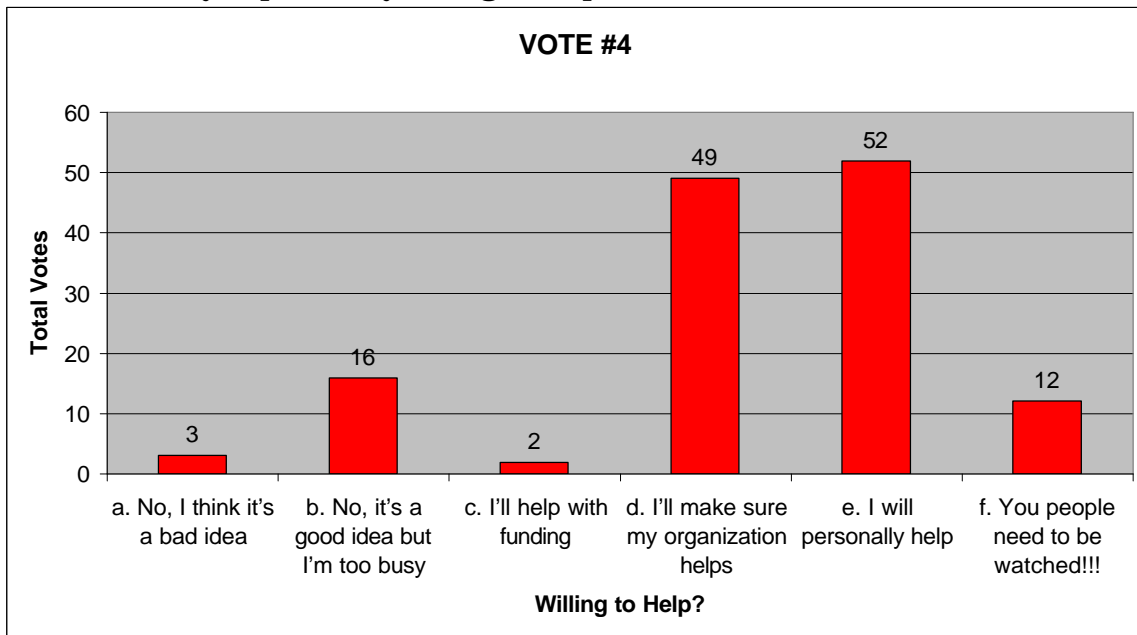
**VOTE 2 – After your discussion, how comfortable are you with the Vision?**



**VOTE 3 – What kind of organization should ECT evolve into?**



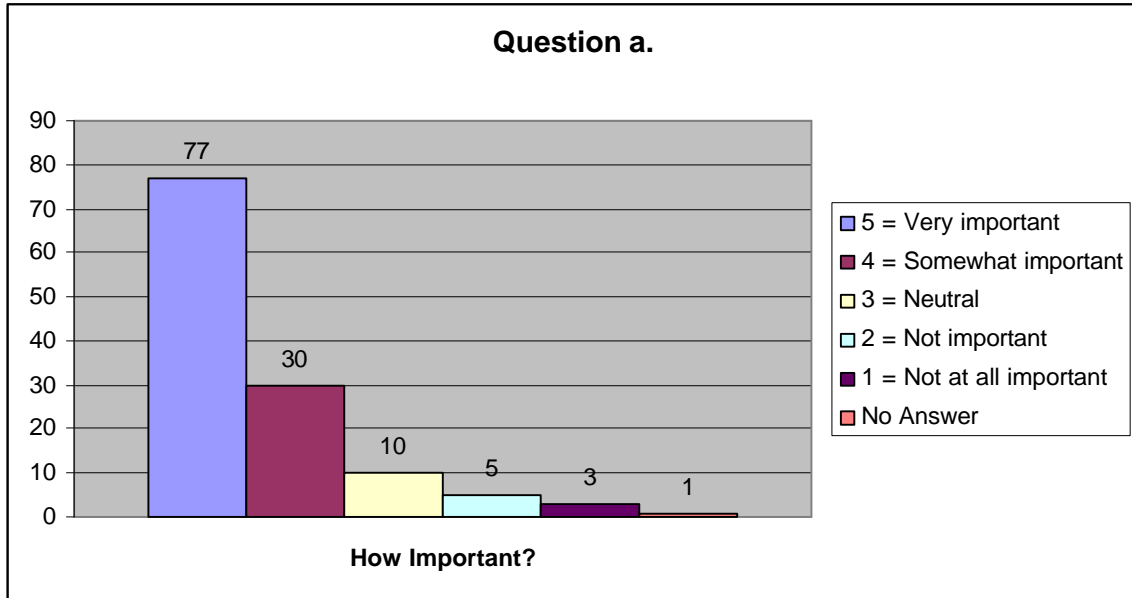
**VOTE 4 – Are you personally willing to help?**



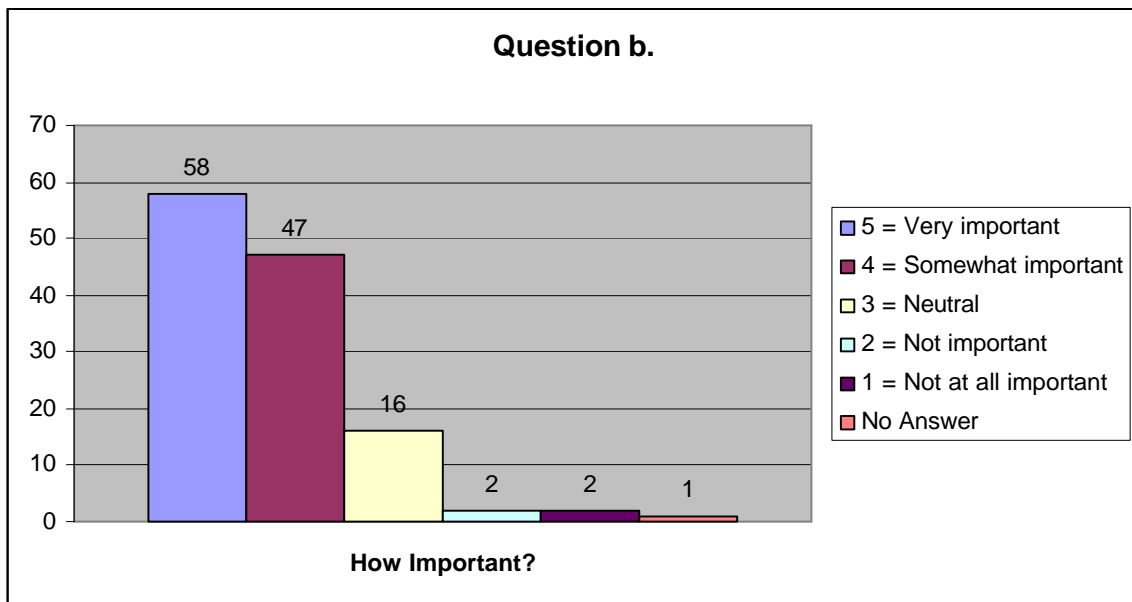
**Next Steps - Results from Questionnaire (SHEET #1)**

Participants were asked to consider the importance of the following six possible activities and then rank the each of the questions from “Very important” to “Not at all important.” The following graphs show the results from the questionnaires gathered at the tables.

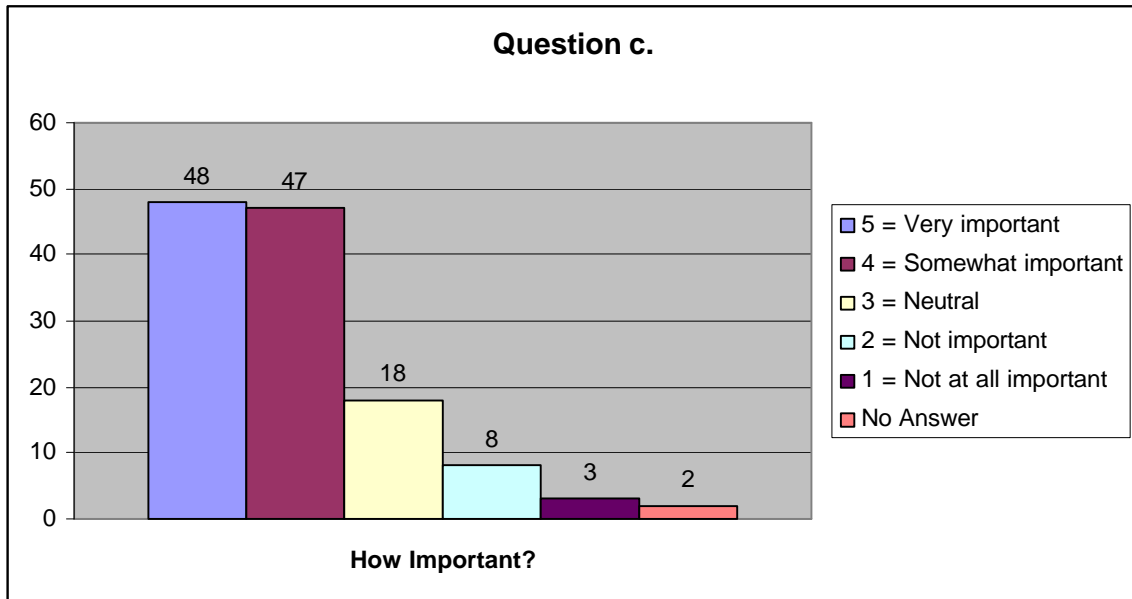
**a. Assist communities in developing and integrating regional economic development goals into their local strategies for business development and encourage regional cooperation.**



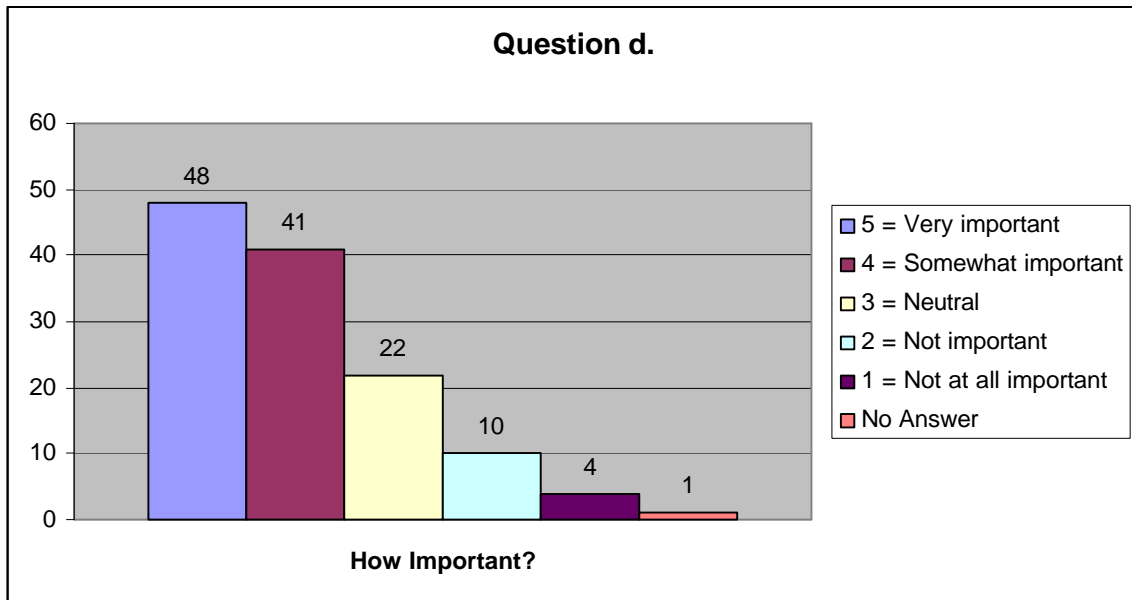
**b. Demonstrate and model good examples of increased density and mixed use by public and private sector development efforts achieved through local planning processes.**



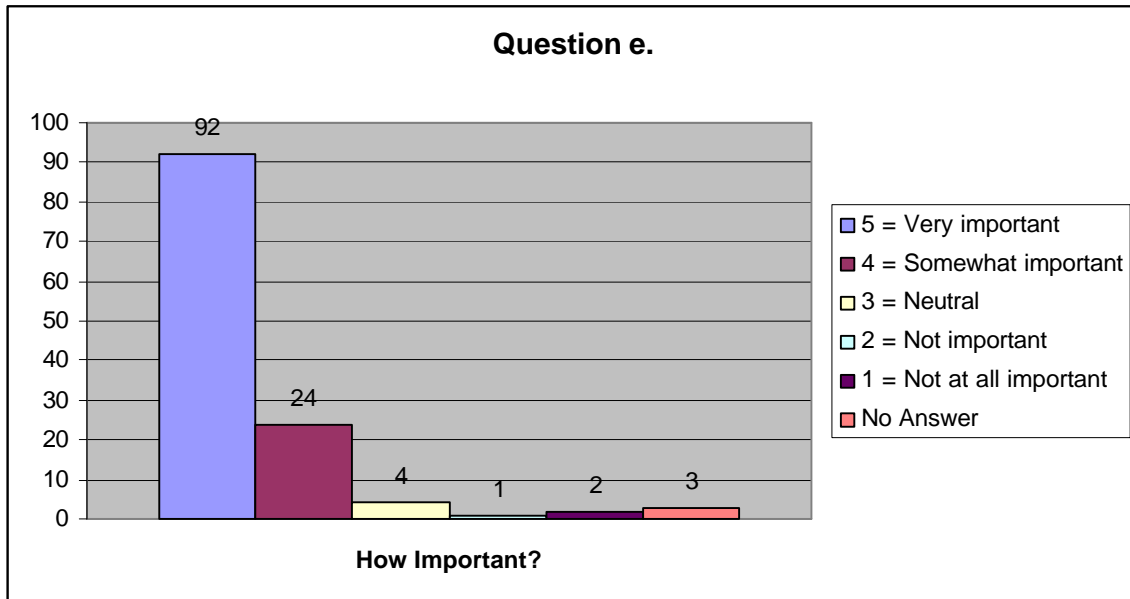
**c. Analyze the best practices around the country in creating a regional open space funding plan that provides fair compensation to land owners.**



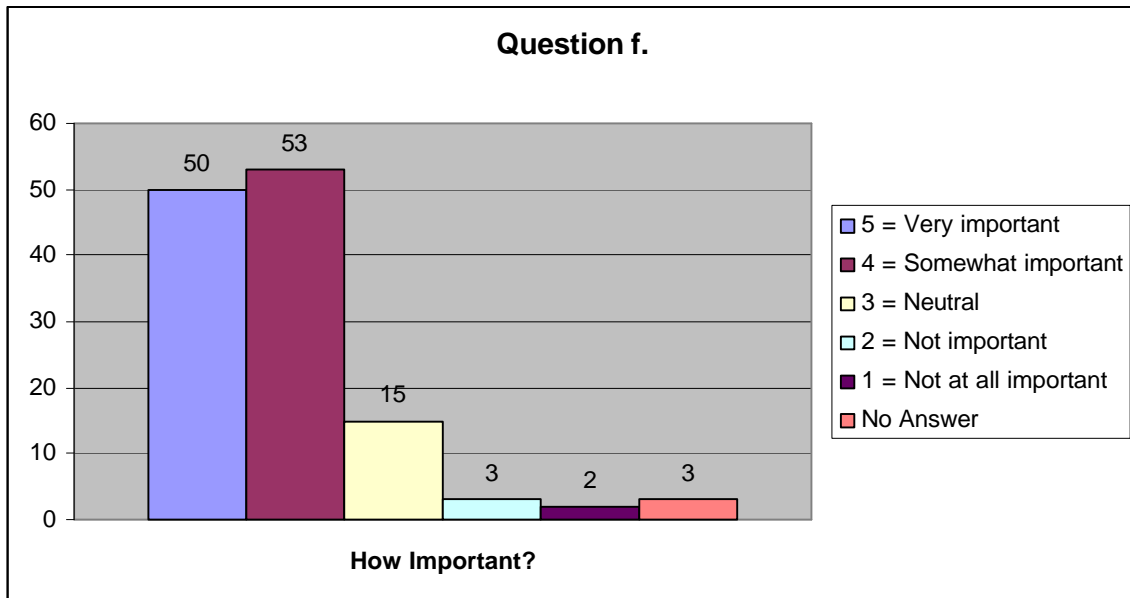
**d. Advocate for initiatives that achieve a balance of geographical distribution of housing and jobs throughout the region.**



**e. Encourage land use planning in the future planning of roadways and transit and an effective mix of transportation.**



**f. Explore methods for recognition of best practices, promotion of demonstration projects and coordination of local planning.**

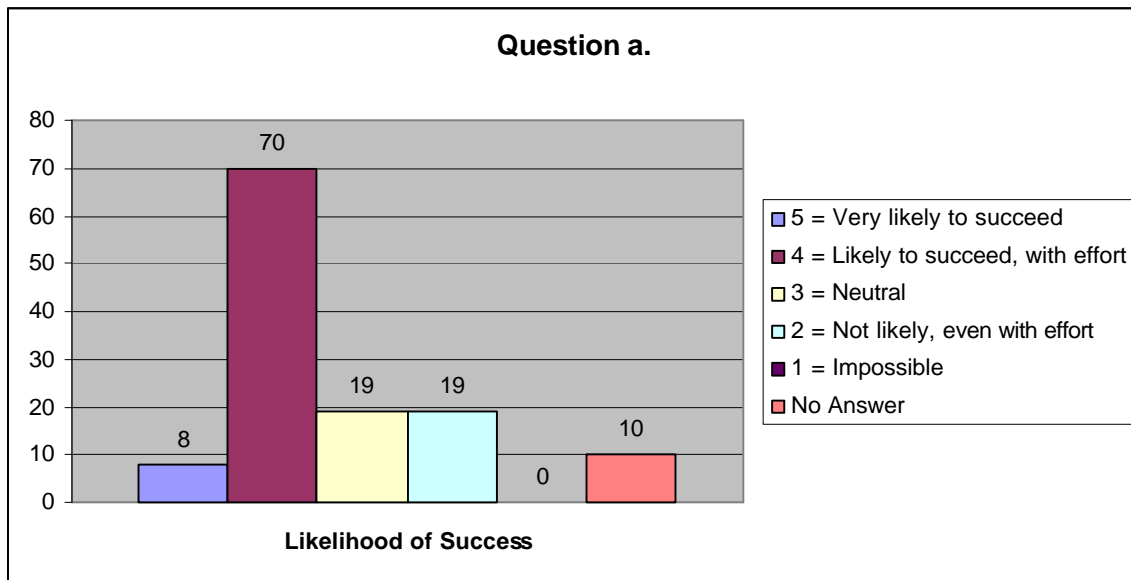


**Next Steps - Results from Questionnaire (SHEET #2)**

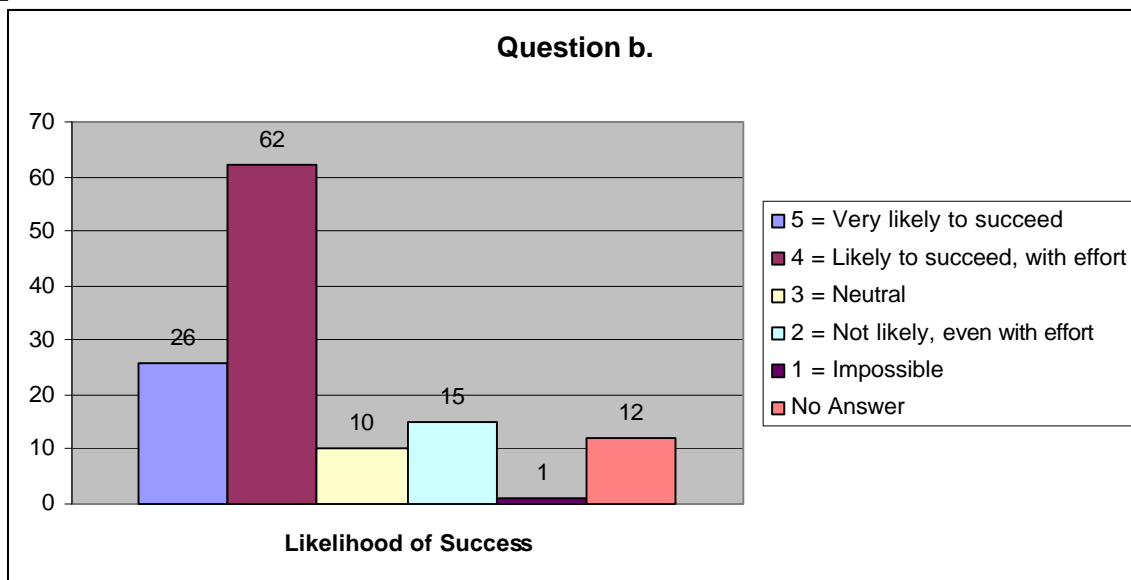
Participants were asked to consider the likelihood of success of the following six possible activities and then rank the each of the questions from “Very likely to succeed” to

“Impossible.” The following graphs show the results from the questionnaires gathered at the tables.

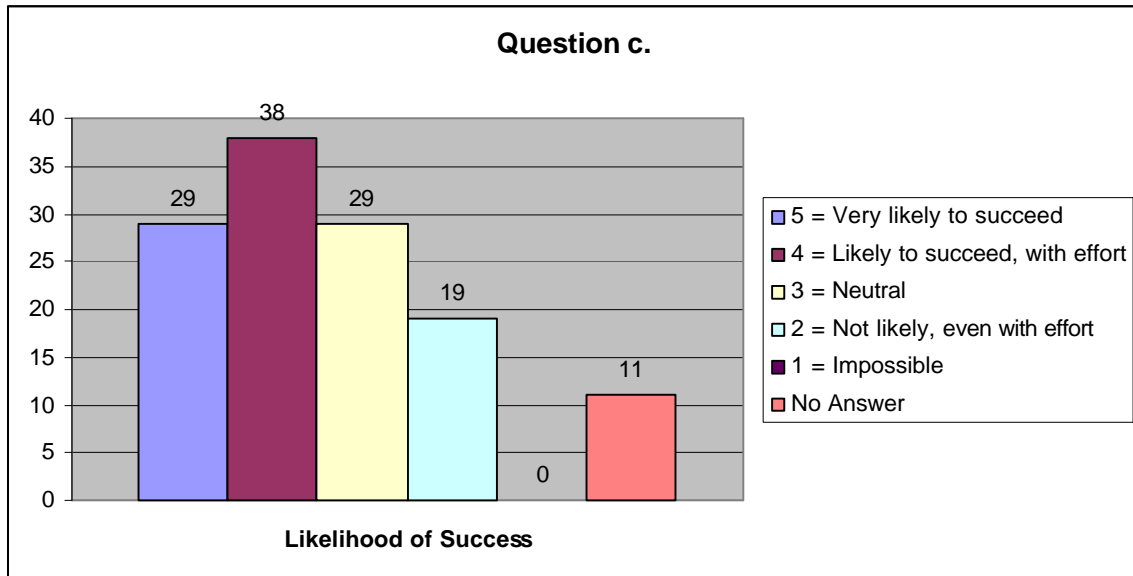
**a. Assist communities in developing and integrating regional economic development goals into their local strategies for business development and encourage regional cooperation.**



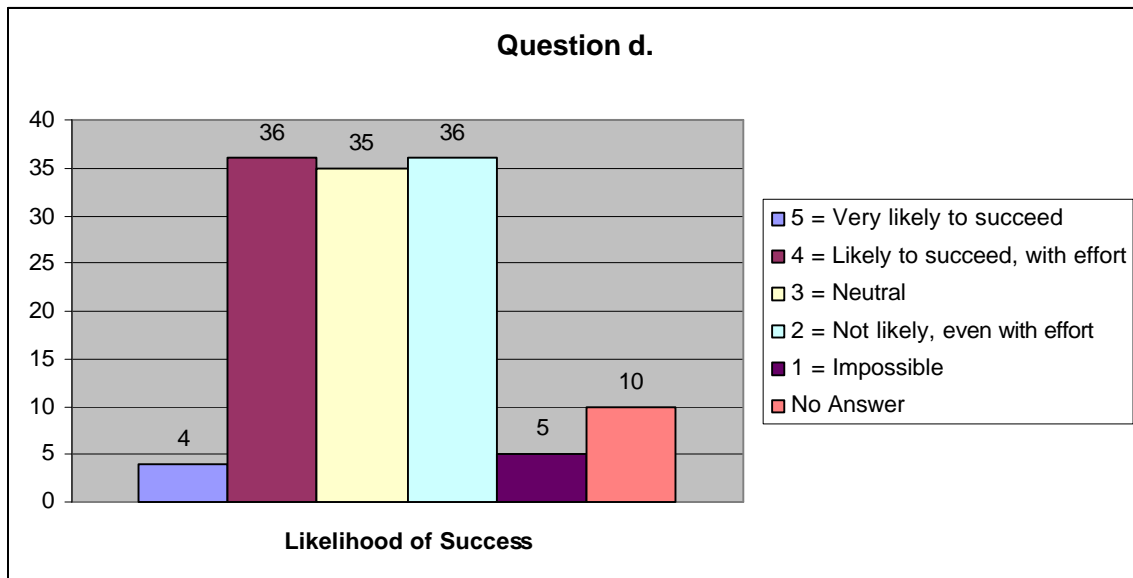
**b. Demonstrate and model good examples of increased density and mixed use by public and private sector development efforts achieved through local planning processes.**



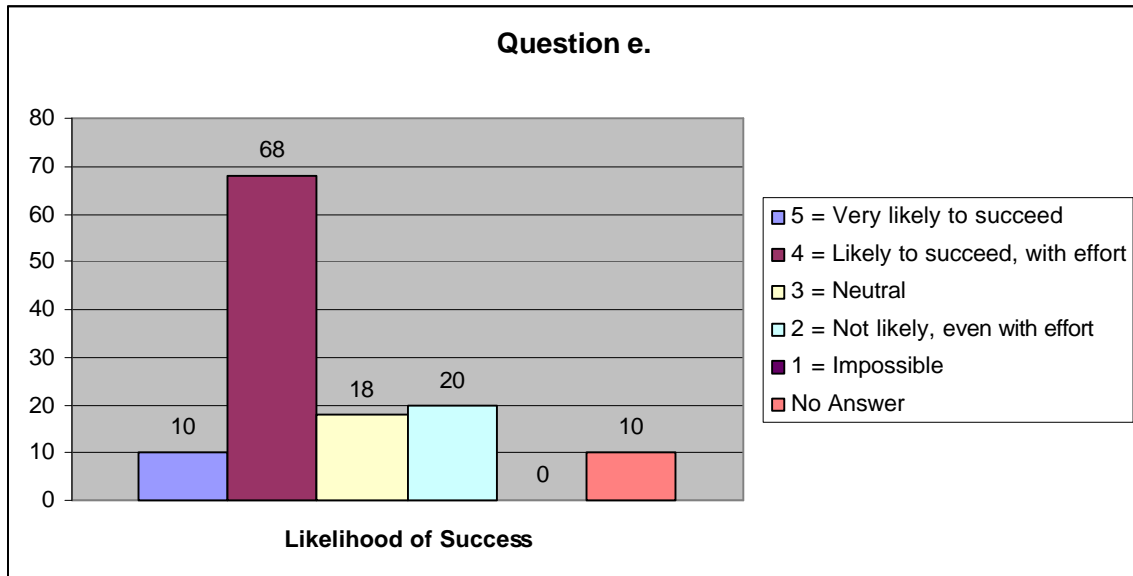
**c. Analyze the best practices around the country in creating a regional open space funding plan that provides fair compensation to land owners.**



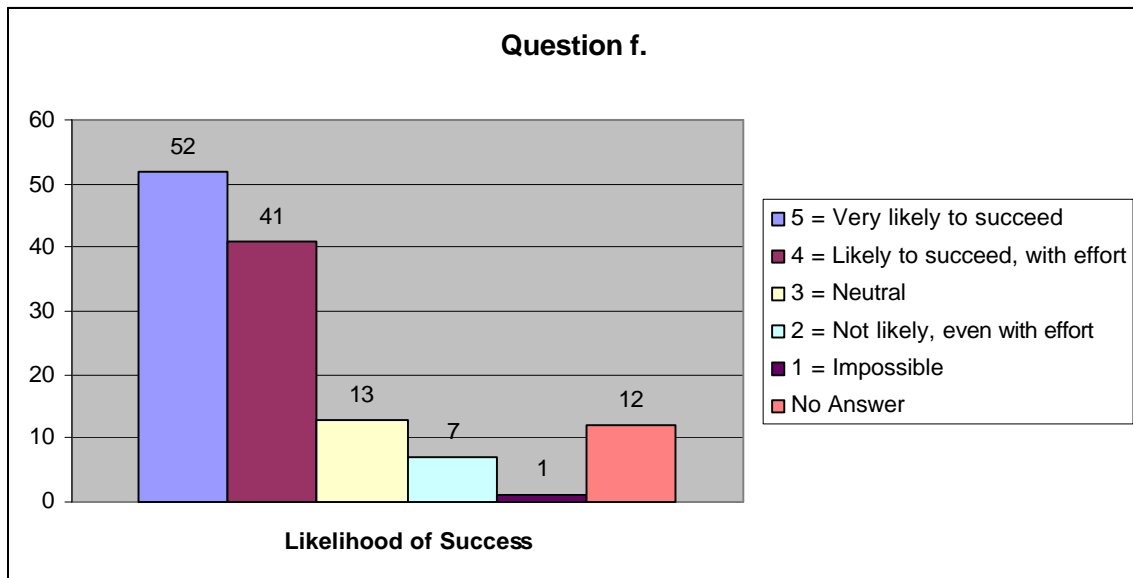
**d. Advocate for initiatives that achieve a balance of geographical distribution of housing and jobs throughout the region.**



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**f. Explore methods for recognition of best practices, promotion of demonstration projects and coordination of local planning.**



## **Next Steps – Where does ECT go from here?**

We would draw the following conclusions from the workshop:

- 1) The workshop participants were a good gauge of regional leadership across the region and their opinions are representative of the future constituency of ECT, with a few exceptions.
- 2) This community wants ECT to continue in existence and with a significant work program.
- 3) The vision was well accepted by the majority, but could benefit from an exploration of what the reservations were that prevented many from giving it an unqualified endorsement. We would suggest additional review of the comments by participants to try to address this in the final edit of the vision.
- 4) This community wants ECT to be both a Partnership and Public Outreach, and an Advocacy and Activity group. These roles are not necessarily inconsistent, but involve making an extensive outreach before deciding on a position, then advocating for the conclusion. Notably, the community did not want ECT to become confrontational. Based on Question 4, there would be a large number of people that would continue to participate if the organization were successful in defining its role and its activities.
- 5) The top 3 activities that the community would like to see ECT work on are:
  - a. Encourage land use planning in the future planning of roadways and transit and an effective mix of transportation. (92 “very important” votes)
  - b. Assist communities in developing and integrating regional economic development goals into their local strategies for business development and encourage regional cooperation. (77 “very important” votes).
  - c. Demonstrate and model good examples of increased density and mixed use by public and private sector development efforts achieved through local planning processes. (58 “very important” votes)
  - d. These three activities were considered “likely to succeed with effort” by the participants.
- 6) All the activities in the questionnaire were considered either “very important” or

“somewhat important” by the vast majority of the participants”

Our conclusion would be that the Next Steps should be written to set forth the future of ECT as an organization that is equal parts outreach and advocating for regional solutions that are the result of that outreach, and with a specific work program that concentrated on the top three activities, while adding two important areas of Open Space (also considered important, but at a secondary level, and with more skepticism as to its success) and Social Equity (mentioned but not included on the survey, important for ECT to be true to its principles).