

Most communities that receive water and energy services from LCRA are rural or suburban with few resources.

The Legislature authorizes LCRA to provide community services that enhance quality of life and protect people, property and the environment.

LCRA provides Community and Economic Development (CED) programs on behalf of its water and electric customers.

The programs help develop local leaders, recruit and retain businesses, promote tourism and sustainable economic development, and provide strategic plans and solutions to economic challenges.

Staff customizes services and programs to the unique needs of each community.

Contributions from LCRA business units fund the services provided by the CED group by contributing to a Public Service Fund.

This approach is very similar to a general fund transfer found in municipality budgets for similar services.

Community Development

A strategic plan can help identify and achieve specific goals. Many types of entities, from chambers of commerce to entire counties and regions use strategic planning to define a vision for the future, identify current and potential issues, develop specific achievable goals, and prepare a plan of action. LCRA's Community and Economic Development team can help develop long-term strategic and annual work plans and other services customized to specific needs. The end product is a "living" document that can be used regularly as an organization or community progresses towards its goals. A public input process, facilitated by LCRA staff, shapes the majority of these plans.

Household Hazardous Waste

LCRA's Household Hazardous Waste Technical Assistance Program helps communities plan sustainable household hazardous waste (HHW) programs tailored to their communities' needs and capabilities. Our strategic planning contributed to the formation of two countywide steering committees committed to implement HHW programs. A partnership with the Texas Commission on Environmental Quality helped provide two successful collection events in LCRA's service area in fiscal year 2010.

Case Study: Program Grants for Burnet and Blanco Counties

LCRA staff helped Burnet and Blanco counties by assessing and evaluating their communities HHW programs. Additionally, staff helped with planning, development and writing for a Capital Area Council of Governments grant application. Ultimately, the Capital Area COG awarded Blanco County \$10,000 and Burnet County \$21,000 for their HHW programs. Each county held two collection events to mitigate household hazardous waste from the disposal stream.

City Comprehensive Plans

LCRA staff can guide communities through the process of gathering public input and developing a comprehensive plan. A comprehensive plan helps cities develop a long-term shared vision for the future and a blueprint for achieving that vision. It is a city's first step toward long-term community development. The plans are tailored to their communities and include a step-by-step implementation guide with specific action items, timelines and responsibilities. Elected officials, city staff and other community leaders use the plans in preparing for the future. Comprehensive plans address a variety of local issues and opportunities such as: land use, infrastructure, zoning, capital improvements, ordinances, economic development, housing, downtown revitalization and historic preservation.

Case Study: Smithville Plan and Implementation Guide

In fiscal year 2008, LCRA developed a Comprehensive Plan for the City of Smithville. The plan has a long list of goals ranging from hiring a grant writer to promoting Smithville's downtown businesses. Smithville's grant writer utilized a LCRA produced map to secure a \$220,000 grant from Texas Department of Transportation for sidewalk improvements and biking paths.

Strategic County Planning

County government is not very well understood by many residents so an important aspect of LCRA's County planning is in education and outreach to residents. This education is important because most people do not realize the significant limitations under which Counties must operate. By educating residents on this, it allows for a better planning process because it can focus on those areas where the County can have the most impact such as transportation and public safety.

Case Study: Opportunity Bastrop County

CED has continued to assist Bastrop County with its planning efforts, identify the county's proposed plan components, key issues, short-term projects and long-term projects. Based on community input, one of the county's key initiatives was to possess a higher education center. Recently, Austin Community College purchased two pieces of property near Elgin and Bastrop, getting the county closer to achieving that goal.



In fiscal year 2010, LCRA's Community and Economic Development staff provided 185 project services to more than 50 communities and cities.

**Services Provided
By Program Type
in Fiscal Year 2010:**

- Analysis & Planning: 42%
- Leadership: 19%
- Training: 16%
- HHW: 11%
- Marketing: 9%
- Tourism: 3%

**Completed Projects
By Program Type
in Fiscal Year 2010:**

- Analysis & Planning: 77
- Leadership: 36
- Training: 29
- HHW: 20
- Marketing: 8
- Tourism: 5
- Total: 185

Grants:

LCRA's Community Development Partnership Program awarded 53 grants worth more than \$950,000 and leveraged more than \$3.9 million for communities in LCRA's service area for fiscal year 2010.

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ment Contact:**

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Economic Development

LCRA's Community and Economic Development Department provides services that help communities in LCRA's service area successfully plan for, attract and manage local and regional development. The department's services include planning and analysis, community training, marketing and business development, and tourism development. Economic development plans help communities create sustainable development, attract and retain quality jobs, expand tax base, and preserve quality of life. Plans also can highlight the link between community development efforts and economic development goals.

Analysis and Planning Services

LCRA's Community and Economic Development department helps communities get the information they need for a wide variety of planning services. Plans range from organizational strategic plans to comprehensive planning for small cities. CED can provide raw data or turn data into useful information, including these applications: current demographic data and population projections, occupational data (jobs, unemployment, wages, staffing patterns, and more), data on industries and their work force and educational needs, industry trends, consumer spending patterns, retail profiles, traffic patterns, and economic development planning.

Economic Impact Analyses

LCRA's Economic Impact Analysis helps get the information for cities or communities to make their best decisions. Our technical experts use computer models to analyze public data, census data and data specific to your community scenarios and offer feedback to help make decisions. Opportunities for analysis are widespread and include prospective business relocation (expansion or closure), local festivals and events, current or potential economic development incentives and cost-benefit analysis. These analyses help public officials understand the best use of tax-payer dollars to create investment that generates spending and jobs within their communities.

Case Study: Cuero Manufacturing Company

At the City of Cuero's request, LCRA staff in 2009 analyzed the direct and indirect benefits to the city from SIPCO Manufacturing, a company that manufactures gearing and transmission components for wind turbines. LCRA staff determined that over the first five years of operation, the company will create \$173.7 million in total economic impact on the Cuero economy. At the end of five years, the company will directly employ 102 workers and another 48 spinoff jobs will be created. The total impact during construction (2011) will be \$694,000 dollars. This analysis was used in the Texas Enterprise Fund application, which leveraged Cuero's incentive package to receive \$300,000 for the company locating there.

Case Study: Brenham Festival

In 2009, the City of Brenham's Main Street Program requested that LCRA staff conduct an analysis to determine the economic impact of the Country Flavors Festival on the city and Washington County. Staff's analysis estimated that the festival's total economic impact on the city and county was \$505,893. The analysis also found that in just one day, the estimated 14,000 attendees to city and county restaurants, food services and drinking places provided an economic impact of \$194,774. The impact to local lodging was \$85,935. The analysis also provided details such as where festival attendees came from and the number of full-time equivalent jobs created.