

SPECIAL SECTION

Education FOCUS 2016

Will Austin ISD trustees renew district's marketing plan?

Nearly 1-year-old campaign includes two billboard ads, may have reversed enrollment decline in some schools

by Joseph Basco

On Ben White Boulevard near Manchaca Road, a billboard for Austin ISD reads: “Come for the weird. Stay for the smart.” Its I-35 counterpart reads: “Austin. Known for skinny jeans and smarty pants.”

The two billboards, along with various other advertisements and materials, are all part of an extensive micro- and macro-targeting campaign started by AISD in January as part of an \$850,000 investment to retain students and boost enrollment. AISD has been losing students

to charter schools and because of the increased cost of living in Austin, according to multiple AISD trustees.

As the campaign nears its one-year anniversary and the 2016-17 school year ramps up, questions remain as to whether the extensive advertising was a good investment and if trustees will continue to invest in it.

In December, the board of trustees authorized a \$350,000 contract with Sanders\Wingo See **Marketing** | 32



Capital Metro plans to increase MetroRapid frequency in 2017.

City transit agency aims to boost frequency

by Amy Denney

The city of Austin's public transit agency is gathering input on proposed changes to its bus and rail service in an effort to provide greater frequency and connectivity.

The first of these changes could begin in January after Capital Metro finishes a yearlong study of its bus and rail network and approves a 10-year service improvement plan called Connections 2025.

“With the changing demographics and new mobility options that are out there, for us to grow ridership we have to be more convenient, and frequency is a very big part of that as well as the notion of having this network,” said Todd Hemingson, the agency's vice president of strategic planning and development.

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Now Open, Coming Soon & More



09 BUSINESS FEATURE
Articulture Designs LLC



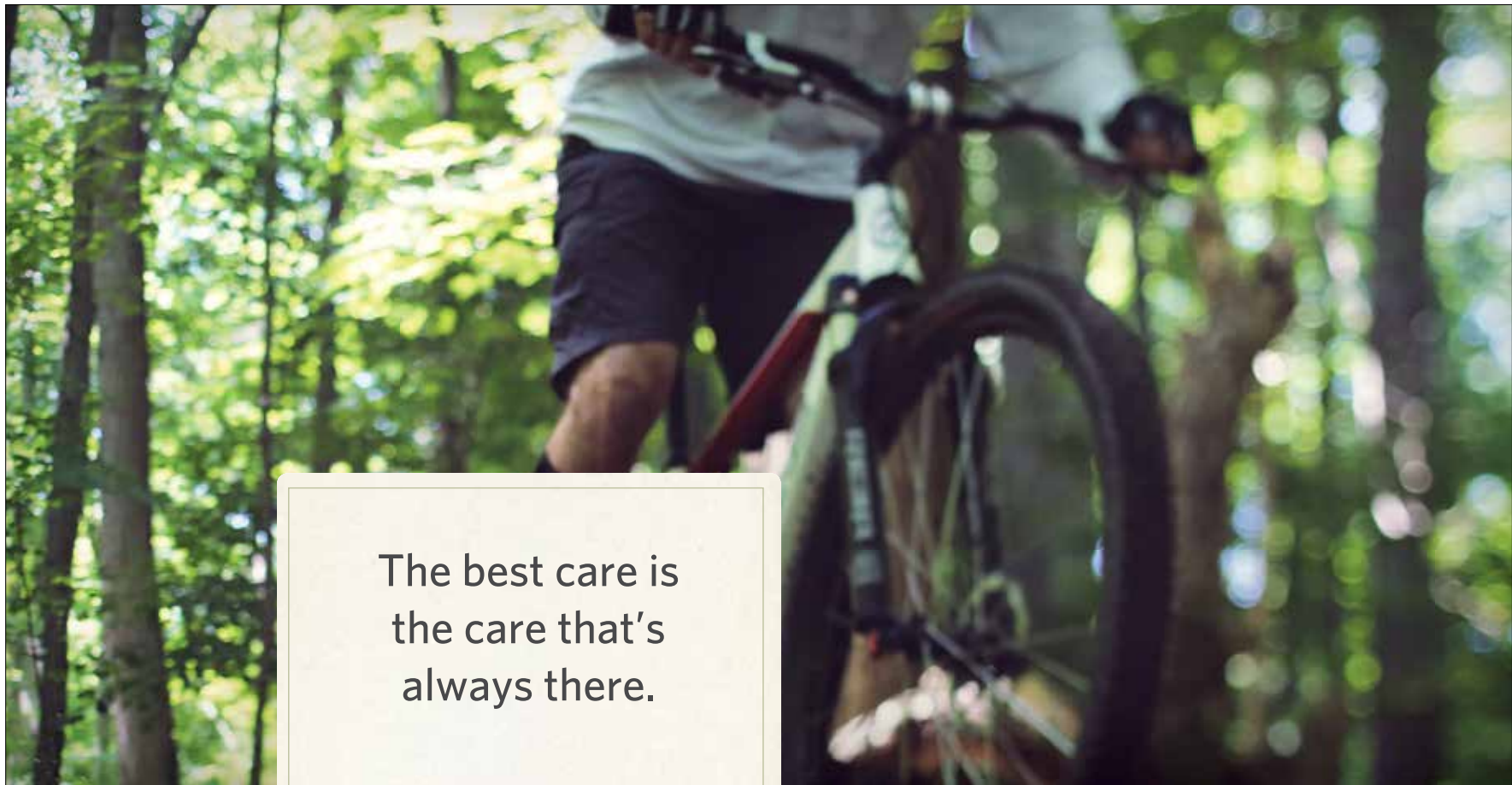
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Satellite...Eat Drink Orbit



Education
FOCUS 2016

AUSTIN ISD | **20**
Officials eye this fall for south high school land purchase

AUSTIN, DRIPPING SPRINGS | **22**
School feeder charts and test scores



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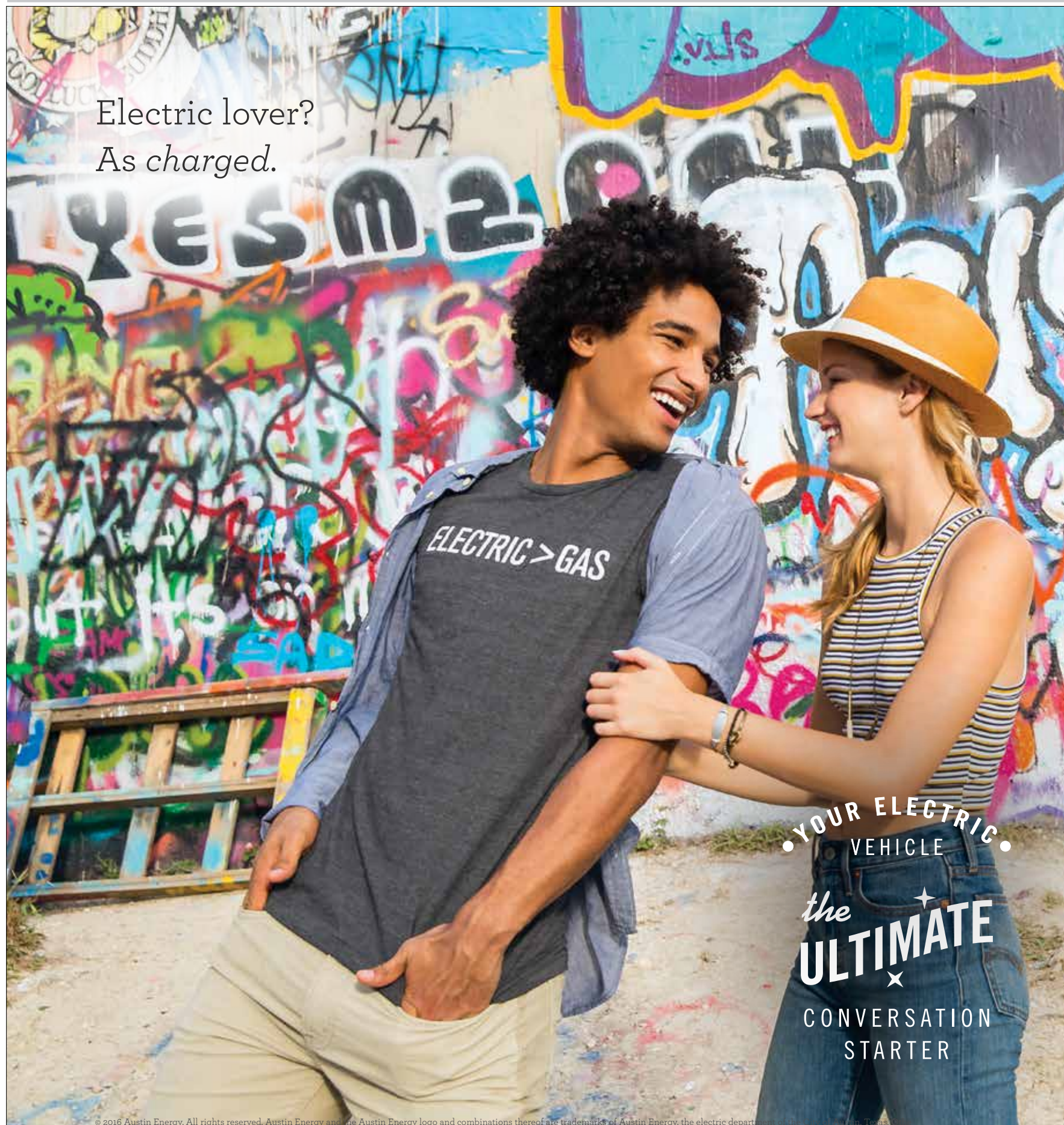
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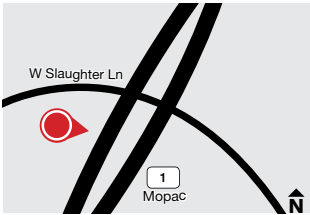
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About us

John and Jennifer Garrett began *Community Impact Newspaper* in 2005 in Pflugerville, Texas. The company's mission is to build communities of informed citizens and thriving businesses through the collaboration of a passionate team. Now, with 22 markets in the Austin, Houston and Dallas/Fort Worth metro areas, the paper is distributed monthly to over 1.6 million homes and businesses.

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FROM THE GENERAL MANAGER



While getting my kiddo dressed recently in a shirt embellished with a big red apple, I began thinking about how my mom would periodically send us to school with an apple for the teacher.

In the 19th century, before schools were publicly funded, some families had to barter to pay for their children's education by providing their teachers with produce from their land, such as apples and potatoes. Years later, the apple is still the prevalent symbol for education and often still seen in marketing campaigns across the country.

In the past year Austin ISD has ramped up its marketing efforts, and while all of its marketing materials

may not include the iconic apple, the efforts have been prevalent across the city. To find out more about this campaign, take a look at reporter Joseph Basco's front-page story.

Also be sure to read our annual Education Focus section (see pages 20-31), which includes informative boundary maps and feeder charts, accountability ratings and STAAR results. Editor Kelli Weldon's story (see pages 20-21) updates the progress of a potential South Austin high school land purchase and AISD transfer policy changes.

I am pleased to announce that this month's edition was printed at our new state-of-the-art printing facility, Community Impact Printing. Thanks for reading!

Lacy Klasel

Lacy Klasel

GENERAL MANAGER

lklasel@communityimpact.com

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READER FEEDBACK

In response to **Lyft, Uber schedule meetings with Austin City Council members** (Posted Aug. 25, 2016)

"Bring back Uber, and Sheri Gallo/Ann Kitchen stay out of our business."

—Krist McKenzie

COMMUNITY FEEDBACK

TAKE THE POLL

What do you think about Austin ISD's marketing campaign?

Take the poll at communityimpact.com/swa-poll.

LAST MONTH'S POLL RESULTS

In a front-page story last month, we examined the new law rolling out at local colleges and universities that allows campus carry of concealed firearms.

What do you think about the new campus carry law?

It will improve campus safety

79.9%

It will not improve campus safety

18.3%

It is unclear if safety will improve as a result

1.8%

Results from an unscientific web survey collected 8/24/16-9/15/16

Correction: Volume 9, Issue 5

On Page 27, tuition at The University of Texas is \$4,813-\$5,530 for in-state resident per semester from fall 2016 to spring 2017 and \$17,131-\$19,635 for out-of-state residents.



Angela Drury, D.P.M., F.A.C.F.A.S.

The office of Dr. Angela Drury Podiatry will soon be AUSTIN FOOT & ANKLE SPECIALISTS!



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Dr. Thomajan is the founder and managing partner of Austin Foot and Ankle Specialists. He is Board Certified in Foot Surgery by the American Board of Podiatric Surgery, Board Certified in Reconstructive Rearfoot/Ankle Surgery by the American Board of Podiatric Surgery, Board Certified by the American Board of Podiatric Medicine and is a Fellow, of the American College of Foot and Ankle Surgeons and a Qualified Fellow of The Association of Extremity Nerve Surgeons.



Craig H. Thomajan, D.P.M., F.A.C.F.A.S.



IMPACTS



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Now Open

1 Balcones Pain Consultants, GenoRite Pharmacy and the Water Leaf Surgery Center opened Aug. 22 in the Waterleaf Medical Center's newest phase at 5200-B Davis Lane, Stes. 200, 110, and 100, respectively, in Austin. Balcones Pain doctors specialize in chronic pain, GenoRite fills prescriptions based on a person's genetic history and Water Leaf Surgery

Center is an ambulatory center for multiple specialties. www.balconespain.com, www.genoriterx.com, www.waterleafsurgery.com

2 IDEA Public School Bluff Springs began its first day of school Aug. 15 at 1700 E. Slaughter Lane, Austin. The charter school serves kindergarten through second-grade students and sixth grade. The school plans to

eventually become a K-12 campus. 956-377-8000. www.idealpublicschools.org

3 Jolt Coffee & Beverage opened Aug. 12 at 12024 W. Hwy. 290. Austin, in the Unlimited Powersports Food Court. The local business offers espresso drinks, smoothies, Italian sodas, tea and cocoa as well as baked goods. 503-806-1678. www.jolt-austin.com

4 Melted Truck added a food truck July 23 at Last Stand Brewing Co., 12345 Pauls Valley Road, Austin. The truck is open every first Saturday and third Sunday of the month and offers items such as bulgogi grilled cheese with scratch-made kimchi. 512-710-6358. www.meltedtruck.com

5 A Starbucks opened Aug. 29 at 516 W. Oltorf St., Austin, at the corner of South First Street. The coffeehouse offers drive-thru service. 512-534-6654. www.starbucks.com

6 New business Taurus Auto Detailing LLC opened at The Manchaca at 10421 Old Manchaca Road, Ste. 410, Austin, in June. Owner Sean Hutchisson said the local business provides automotive detailing and paint-protection. 737-222-6572. www.taurusautodetailing.com

7 Nonprofit learning center The L.I.F.E. Project opened Sept. 17 at 1806 W. Stassney Lane, Austin, and offers a place for young adults with autism as well as neurological and developmental disorders to learn life skills and pre-vocational skills after high school. 512-549-4539. www.thelifeproject.org

Coming Soon

8 FastMed Urgent Care will open a Southwest Austin location in mid-December at 2110 W. Slaughter Lane, Austin. FastMed offers urgent care, physicals, vaccinations, and other services for injuries that are not life-threatening and illnesses. 512-326-1600 (East Riverside Drive location). www.fastmed.com

9 One hundred and four single-family homes, nine duplexes and 90 townhouses are under construction at the **Goodnight** mixed-use

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development, located on East Slaughter Lane in the Onion Creek area. The first residents may move in by the end of 2016. www.liveatgoodnight.com

10 Haven, a 48-unit condominium community being built at 8922 Manchaca Road, Austin, will feature three-bedroom townhome-style units with garages, fenced back yards and modern finishes when its first units open by February. 512-361-2828. www.liveathaven.com

11 Local multifamily developer Oden Hughes LLC began construction on **Lenox Springs**, a 660-unit luxury apartment complex to be built along the southbound I-35 frontage road between Old San Antonio Road and FM 1626. Leasing for the first phase is expected to begin in fall 2017. www.odenhughesllc.com

12 Sage Blossom Massage will open a location at 6603 Manchaca Road, Austin, in early October. The massage center services will include advanced deep-tissue and corrective massage as well as prenatal massage. 512-826-3550. www.sageblossommassage.com

13 Vegan craft bakery **Skull & Cakebones** will open its first brick-and-mortar location in October at 3991 E. Hwy. 290, Unit A, Dripping Springs. Co-owner Yauss Berenji said the bakery will sell bread, sweets, cakes, pies, soups and salads. 512-348-8346. www.skullandcakebones.com

14 Walsh Tarlton Overlook, a 55,000-square-foot office building with three office floors and five below-building parking garage floors, is in construction from local developer JTM Development. The office building will be located at 2530 Walsh Tarlton Lane, Austin. www.jtmdevelopment.com

Relocations

15 Art & Frame Warehouse opened Sept. 6 in the Parkside Village shopping center, located at 5701 W. Slaughter Lane, Ste. 150, Austin. Previously on West Hwy. 290, the store offers custom framing in addition to artwork. 512-891-8533

16 Food trailer **Belly Up** moved from bar Indian Roller to the Native South Food Park at 10106 Manchaca Road, Austin, in July. Owner Brenda Rodriguez said the trailer offers Hawaiian-fusion food using pork, eggs, and other savory ingredients. www.2014bellyup.com

17 Birch & Brass Vintage Rentals moved Aug. 10 from East Austin to The Manchac at 10516 Manchaca Road, Ste. 210, Austin. The event rental and coordination company specializes in vintage pieces, founder and Creative Director Brittany Pigorini said. Pigorini started the business in 2014. 512-596-2922. www.birchandbrass.com

New Ownership

18 Corey Hart became the new owner of **Brodie Park CrossFit** Aug. 31. The gym, located at 9001 Brodie Lane, Ste. C-1, Austin, offers CrossFit classes for adults and children, personal training, endurance training, Olympic lifting, boot camps and a free workout every Saturday. 512-280-1308. www.brodieparkcrossfit.com

19 Lincoln Property Co. acquired **Park on Brodie Apartments**, located at 6607 S. Brodie Lane, Austin, on July 15. Formerly River Oaks Apartments, the 290 apartment units feature newly renovated interiors and an updated fitness center, according to LPC. 512-892-3899. www.parkonbrodie.com

20 St. David's HealthCare announced Sept. 1 its acquisition of the **South Austin Surgery Center**, located at 4207 James Casey St., Austin. To revamp the facility and upgrade equipment, St. David's will invest more than \$1 million along with its physician partners over the next year and examine ways to expand the surgery center's core specialties. 512-440-7894. www.stdavids.com

Expansions

21 RealTex Ventures LP is establishing additional parking spaces at the site of the Circle C Child Development Center, 5917 La Crosse Ave, Austin. The developer also has filed a site plan with the city of Austin to build Sundance Office Park, an office park with two buildings, next door at 5915 La Crosse Ave. 512-288-9792 (Child Development Center). www.thechilddevelopmentcenter.org

Closings

22 The **Premiere Lady Fitness** location at 6800 West Gate Blvd., Austin, closed this summer. The business operates another location in North Austin at 7028 Wood Hollow Drive. 512-418-9399. www.premiereladyfitness.com

In the News

23 AMLI Covered Bridge, a 360-unit multifamily community at 8715 W. Hwy. 71, Austin, was awarded a LEED Gold and AEGB two-star rating in August. The U.S. Green Building Council's LEED rating system sets benchmarks for buildings, homes and communities designed for improved environmental and human health performance. 844-291-9031. www.amli.com

Compiled by Joseph Basco and Kelli Weldon

News or questions about Southwest Austin?
Email us at swanews@communityimpact.com.



Taurus Auto Detailing LLC opened this summer in The Manchac business park.



Lenox Springs is under construction between Old San Antonio Road and FM 1626.



Local bakery **Skull & Cakebones** will open this fall in Dripping Springs.



Local business **Brodie Park CrossFit** got a new owner, Corey Hart, in late August.



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BUSINESS FEATURE

Articulture Designs LLC

Southwest Austin firm works to transform plants into living walls, gifts, works of art

By Kelli Weldon

Plants might not come to many people's minds right away when considering an artist's medium. But for Monique Capanelli, principal and design director of local business Articulture Designs LLC, plants are a vital component in her works of art.

At the business's Manchaca Road boutique, which opened in January, she also operates a studio filled with plants, tools and vessels awaiting hosts. Visitors to the showroom can see examples of living walls and furniture, as well as purchase ready-to-gift arrangements, terrariums, and larger displays for their home or business.

She said she chose Southwest Austin for the studio because that is where she lives with her husband, Dante Dominick, Articulture's business manager and marketing director.

"I just love the vibe [of Southwest Austin], and it resonates with me," she said.

She grew up in Northern California where she and her family went on camping trips, and she grew to

love nature. She moved to Austin as a teenager and worked for area botanical design firms before deciding it was finally time to launch her own venture, she said. Capanelli started Articulture in her home in 2009, creating designs that incorporated succulents, air plants, cacti and flowers.

"My creativity and love for nature came together," she said.

Designs start at \$15 for small arrangements. Articulture also offers decor for events such as weddings. The business offers delivery all over Austin as well as shipping to clients throughout the U.S., she said.

"Plant lovers are attracted to our approach, but I think [our customer is] anyone who wants something different and something maybe a little fun and whimsical," she said.

Sometime in 2017, Capanelli hopes to offer movie nights and a supper club in the garden behind the Articulture studio, she said.

The business also aims to expand in the future, she said, adding she is looking toward Central Austin for a potential second boutique location.

Living walls

One of Capanelli's specialties is living walls, which are large-scale installations of plants that cover a wall and give the appearance of it being alive.

Articulture's living walls and other installations can be found throughout the city of Austin, such as at the moss wall at the Whole Foods Market location in The Domain. Articulture can give instructions on how to care for the plants or have staff service the works.



Articulture Designs LLC operates a boutique and studio at 6405 Manchaca Road.

Keeping it green

The Manchaca boutique is energy-efficient and currently collects 1,500 gallons of rainwater that is used for upkeep of plants, principal and design director Monique Capanelli said. The company is planning to expand that to 5,000 gallons and add solar panels in 2017.

Articulture is also a zero-waste facility, which means in everyday operations as well as events, it must reuse, recycle and compost 100 percent of waste produced.

Events and classes

Articulture Designs hosts classes, such as yoga, and rents the venue out for parties and events, including weddings.

• Oct. 15: Craft Cocktails in the Garden

Attendees can learn about fine spirits, craft cocktails, local plants and creative mixology from food and drink expert Claudia Alarcon. 4:30-6:30 p.m. \$35

• Oct. 20: Plant a Pumpkin:

Visitors can create a twist on Halloween decorations with a one-of-a-kind pumpkin planter. Materials, refreshment and design and technique guidance are included. 7-8:30 p.m. \$65

• Nov. 19: Make a Mini Living Wall

Class participants make miniature living walls featuring a variety of plants. 3:30 p.m. \$55 and up

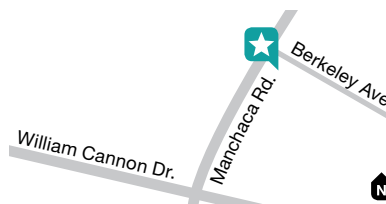


Smaller arrangements in vessels like this one cost \$16.50.



Capanelli started Articulture Designs in 2009 in her home.

Articulture Designs LLC



6405 Manchaca Road, Austin
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www.articulaturedesigns.com
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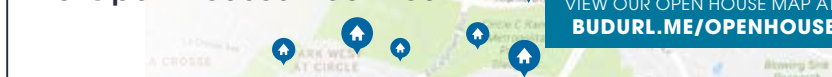


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DINING FEATURE

Satellite...Eat Drink Orbit

Circle C Ranch restaurant, bar renovates interior, patio before 17-year anniversary

By Joseph Basco

Changes are in store for Satellite...Eat Drink Orbit—formerly Satellite Bistro & Bar—as its 17-year anniversary approaches in October.

Owners Mark and Marty Kamburis said one of the major changes for Satellite will be the renovation of its live music area into a happy hour and sporting-event lounge with a communal table and additional seating for about 40 people to emphasize a more social setting.

“[Live music] was going OK, but lately we just decided to move in a different direction,” Mark said. “You could say the guests have spoken, and they would rather mingle and converse.”

The owners plan to keep live music for Sunday brunch service and special events, Mark said. The restaurant may also experiment with a live DJ in the outdoor patio area, he added.

The Kamburis brothers, who founded Flipnotics coffee shop on Barton Springs Road in the 1990s, opened Satellite in Oak Hill in 1999 and then relocated to Circle C Ranch in 2006. The restaurant has become a regular happy hour setting for neighborhood groups, such as cycling

clubs, Marty said.

The other major change for Satellite is the renaming to Eat Drink Orbit, words meant to evoke energy and action, Marty said. “Bistro” was an old term and did not represent the restaurant, Mark said.

“There’s not a definition to ‘Eat Drink Orbit,’” Mark said. “It’s what we can make it to be. That’s why we liked ‘Flipnotics.’ We made that word up so when you thought of the name, you had to think of our place.”

Other renovations to the restaurant include new outdoor tables, new flooring, newly painted walls, new uniforms for servers and more seasonal menu items, Mark said. The remodeling brightens the restaurant and makes it more vibrant, Mark said.

As the brothers plan for Satellite’s 17th anniversary, they reflect on how far they have come. Marty said he feels proud of making a community establishment for employees and guests alike. Staff form friendships, and guests become regulars who come by multiple times per week, Marty said.

“[Regular customers’] nickname for us is ‘Cheers,’” Mark said.



The French Pork Chop (\$17) is a bone-in cut served with vegetables and a merlot demi-glace.



Seasonal offerings

Satellite...Eat Drink Orbit’s seasonal menu includes Airline Chicken Breast (\$18) made with locally sourced ingredients from farms that use responsible farming techniques, Marty said. Some of the regular menu items will start incorporating more local ingredients, he said.

- **Beef tartare** (\$16)—Angus tenderloin, shallot oil, capers, lemon, parsley, quail yolk, grilled toast
- **Summer Beet Salad** (\$12)—baby beets, watermelon, Texas goat cheese, summer lettuce, mint, basil, garlic-herb vinaigrette
- **Seared Diver Scallops** (\$28)—creamy corn, poblano, Texas peaches, arugula, green beans, charred jalapeno vinaigrette
- **Beer-glazed Chicken** (\$18)—beer-honey sauce, herb butter fingerling potatoes, baby kale, wild mushrooms
- **Fredricksburg Peach Panna Cotta** (\$8)—Greek yogurt, peach compote, peach relish, blueberry, peach shortbread

Satellite...Eat Drink Orbit’s is renovating its patio and adding new dining tables.



The crab-stuffed avocado salad (\$14) is served with a garlic-chili ranch dressing.



Satellite co-owners Marty (left) and Mark Kamburis opened the restaurant in 1999.

Satellite...Eat Drink Orbit



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ALLERGIES	○	○	○	●	○	●	●	●	●	○
COLD	○*	●	●	●	○	●	●	●	●	●

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* Children often experience fevers with colds.

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TRANSPORTATION UPDATES

Major projects in the area

Compiled by Joseph Basco and Kelli Weldon



News or questions about these or other local transportation projects? Email us at swanews@communityimpact.com.

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1 FM 1626 RECONSTRUCTION IN TRAVIS COUNTY



Joseph Basco/Community Impact Newspaper



The environmental study is complete, and the design phase was more than 90 percent complete as of September, Project Manager Tony Valdez said. The project will rebuild FM 1626 from Brodie Lane to Manchaca Road, widening it from a two-lane road to a four-lane highway with a continuous center left-turn lane and shoulders, curbs, gutters and sidewalks. Next steps will include putting out a call for construction bids.

Timeline: August 2012–summer 2019

Cost: \$12 million

Funding sources: Travis County, Texas Department of Transportation

2 SLAUGHTER CREEK OVERPASS CONSTRUCTION



TxDOT began work May 2 on a yearlong project to replace the Slaughter Creek overpass at I-35 and build a new southbound-to-northbound U-turn bridge.

Contractor Capital Excavation is working on the overpass and bridge, according to TxDOT. The project—the first of many on I-35 as part of the Mobility 35 initiative—also includes adding safety lighting from Slaughter Lane to Onion Creek Parkway and widening the southbound I-35 frontage road to two lanes through the intersection at Slaughter Creek, according to TxDOT.

All drill shafts are in place and most of the columns were installed by September.

The contractor is drilling foundations for the high mast illumination, and no major detours will occur until the contractor is ready to pour the bridge slab, many months down the line.



Joseph Basco/Community Impact Newspaper

Timeline: May 2016–May 2017

Cost: \$9.2 million

Funding sources: Texas Proposition 1

3 OAK HILL PARKWAY ENVIRONMENTAL STUDY



As of press time Sept. 15, TxDOT and the Central Texas Regional Mobility Authority had not scheduled any new public events regarding the project. A team is still refining two build alternatives as potential solutions for long-term traffic relief at the intersection of Hwy. 71 and Hwy. 290. A no-build alternative is also under consideration.

Timeline: environmental study expected to be complete in 2017

Cost: about \$650 million

Funding sources: TBD

4 HAZARD ELIMINATION PROJECT ON FITZHUGH ROAD

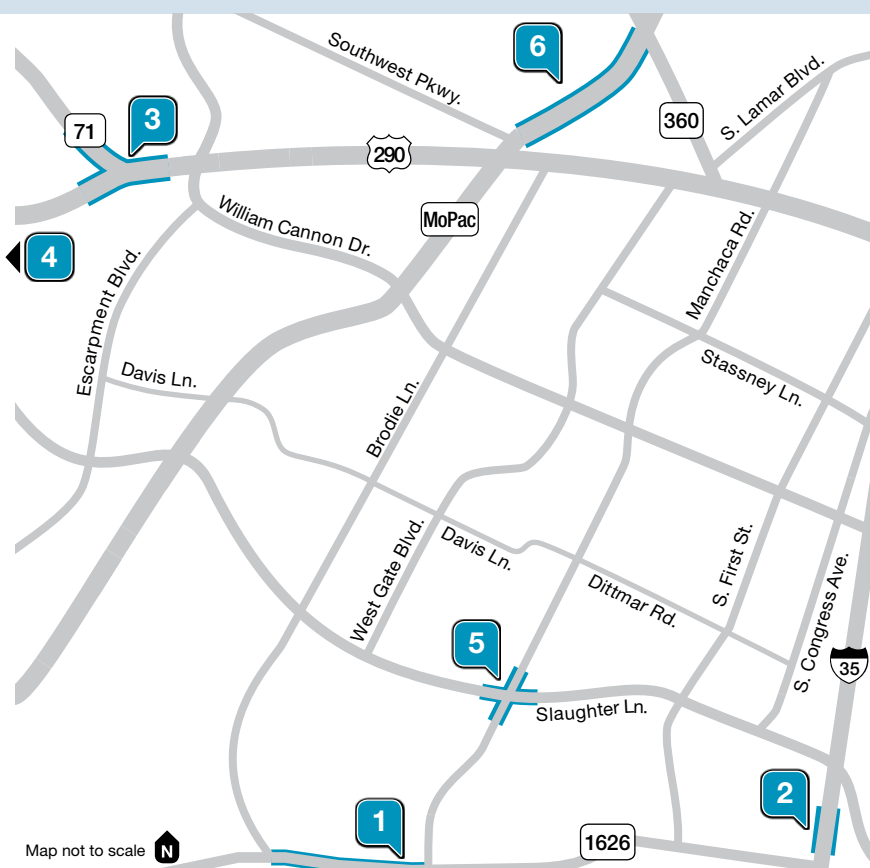


Signage, delineation and guardrails will be added along Fitzhugh Road from Hwy. 290 to the Hays County line. The project is slated to go out for contractor bids in 2017.

Timeline: August 2017–fall/winter 2017

Cost: Approximately \$104,500

Funding sources: TxDOT federal funds, Travis County



Map not to scale

5 MANCHACA ROAD AND SLAUGHTER LANE UPGRADES



Joseph Basco/Community Impact Newspaper



At the intersection of Slaughter Lane and Manchaca Road, the city of Austin Transportation Department plans to add raised medians, turn lanes and other safety improvements. Staff is working on design, which is expected to be complete this fall.

Timeline: October 2015–fall 2016 (design), TBD (construction)

Cost: \$1.5 million

Funding sources: city of Austin

6 BICYCLE/PEDESTRIAN BRIDGE ON LOOP 1 OVER GREENBELT



Construction is in progress on a bicycle and pedestrian bridge. Partnering with the city of Austin, TxDOT is adding the shared-use path along northbound Loop 1 lanes over the Barton Creek Greenbelt between Southwest Parkway and Loop 360. Remaining work includes building one bridge span and completing the sidewalk tie-ins on either side of the project. Weather has delayed the original completion goal of summer to winter.

Timeline: February 2014–winter 2017

Cost: \$7.7 million

Funding sources: TxDOT, city of Austin



Joseph Basco/Community Impact Newspaper

TRANSPORTATION

I-35 roadwork gets underway in South Austin

TxDOT breaks ground on Oltorf, 51st Street sites

By Kelli Weldon

To mark the start of two projects in the Texas Department of Transportation's Mobility35 initiative, a group of officials that included Mayor Steve Adler, Sen. Kirk Watson, D-Austin, and Hays County Commissioner Will Conley dug shovels into the ground near the I-35 and 51st Street intersection on Sept. 7.

"We all have our complaints about Austin traffic," Watson said at the ground breaking ceremony, adding I-35 is one of the area's worst offenders in terms of causing congestion.

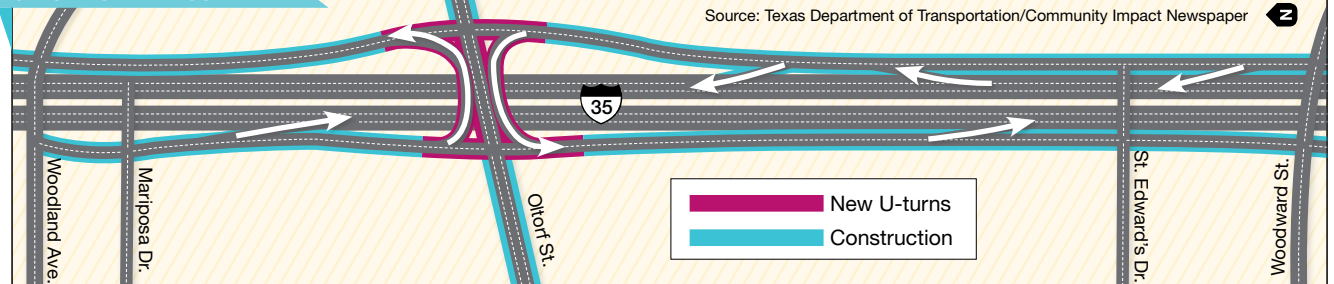
The ceremony highlighted two projects that aim to address that: one will reconstruct the Oltorf Street interchange from south of Woodland Avenue to Woodward Street. The other project will make improvements at 51st to reduce bottlenecks and improve U-turn facilities.

Both projects are part of a 10-year plan to relieve the regional transportation system, Watson said. Wait times on the I-35 frontage roads at Oltorf are expected to be reduced by 37 percent, and TxDOT expects to see a 17 mph increase in average speed on the main lanes, Watson said.

"A few minutes here, a few minutes there," he said. "We are making a difference in people's lives."

The city of Austin is dedicating \$9.2 million toward the 51st Street and I-35 project, Adler said.

OLTORF ST. AT I-35



New northbound and southbound U-turn lanes will be added at I-35 and Oltorf Street, according to the Texas Department of Transportation.

"It's up to us locally to do our share for construction and road improvements in our city," Adler said.

Conley, who is the Capital Area Metropolitan Planning Organization transportation policy board chairman, said he is proud that area residents can say they were heard.

Project details

Actual construction on the three-phase Oltorf project will begin sometime in November, said Mike McKissick, North Austin area engineer with TxDOT.

Capital Excavation, the contractor, will reconstruct the Oltorf bridge, improve entrance/exit ramps and frontage roads, add extended entrance and exit lanes for main lanes and ramps, add new northbound and southbound U-turns, and build in updated bicycle and pedestrian facilities along I-35.

The \$42.6 million project, funded by TxDOT's Congestion Relief initiative, is slated to be complete by spring 2019.

"The main [challenge] is going to be the amount of traffic that we're dealing with. It's a very congested area," he said, noting nearby Travis High School and other destinations attract many vehicles.

Most construction will take place at night, McKissick said.

The \$16.5 million project at 51st will add features such as a roundabout and a collector-distributor road that will



Officials break ground on I-35 improvement projects at Oltorf and 51st streets that are part of the Mobility35 initiative along with an I-35 project from William Cannon Drive to Stassney Lane.

let through-traffic bypass the traffic signal. Bicycle and pedestrian facilities will also be improved along the southbound I-35 frontage road.

Other work underway

Construction started in mid-June on a \$79 million project on I-35 from William Cannon Drive to Stassney Lane that is expected to be completed by winter 2020.

"What you're seeing out there right now is along the frontage road we'll be having all the utilities moved and adjusted," McKissick said, adding workers are filling in the grassy median with asphalt.

The project will reconstruct

frontage road bridges over Williamson Creek as well as bridge structures at Stassney and William Cannon. TxDOT will also add new U-turns at Stassney and William Cannon, reconfigure ramps, add new safety lighting, and improve bicycle and pedestrian facilities along I-35. The roadwork is expected to improve safety and mobility by addressing lane merging on both northbound and southbound I-35 main lanes, TxDOT spokesperson Kelli Reyna said.

"We all know the congestion levels that we see on I-35, so these projects are needed and justified, and we're happy that we're able to do our part to help keep Austin moving," Reyna said.

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TRANSPORTATION

Tollway could face further delays

Environmental coalition wants SH 45 SW to be re-evaluated

By Kelli Weldon

Mid-October could mark a turning point for the SH 45 SW project—a proposed 3.6-mile toll road that would connect Loop 1 with FM 1626 in Hays County.

In September a federal judge denied a motion by the Central Texas Regional Mobility Authority to dismiss a lawsuit filed by the Keep MoPac Local Coalition. That group is made up of residents who want transportation authorities to look at SH 45 SW and other area projects as a whole and not individually. Now the parties must await a new ruling that will mean the difference between breaking ground and facing further delay.

Moving forward

Bill Bunch, executive director of Save Our Springs Alliance, which is part of the coalition, said in mid-October there will likely be a preliminary injunction hearing. If the judge grants the coalition an injunction, that could delay the project.

Coalition members cite concerns, including environmental impacts and how expanding Loop 1 would affect Austin High School, Bunch said.

“What we’re after under the law is not anything that says, ‘You can’t ever build this,’” he said. “It’s, ‘You have to do an honest study comprehensively looking at the whole thing rather than ... putting on blinders and looking at each piece in isolation.’”

The coalition wants to prevent clearing the SH 45 SW right of way until a trial on the merits of the case can take place, he said.

Preventing clearing could push back

the project by a year, Mike Heiligenstein, Mobility Authority executive director, told *Community Impact Newspaper*.

“It would be a disappointment to have to have another year’s delay on something that is so badly needed,” Heiligenstein said.

But if the judge rules in favor of the Mobility Authority, construction could begin by late October, he said.

Hays County Commissioner Mark Jones said SH 45 SW could benefit his constituents in Precinct 2, which includes Buda and parts of Kyle.

“It could save [drivers] anywhere from 25-40 minutes a day,” he said.

Shady Hollow resident Pamela Baggett said Brodie Lane was not built with the capacity and safety features necessary for the amount of cars that drive on it today and that SH 45 SW should be built now.

“We have been dealing with this now for almost 30 years,” she said.

Plans for SH 45 SW date back to before 1997, when voters approved \$3.5 million to buy land for the road, Travis County Commissioner Gerald Daugherty said, adding the design for the road is environmentally sound.

“This road is needed even more than [when] it was first talked about just because of the growth that we have,” he said.

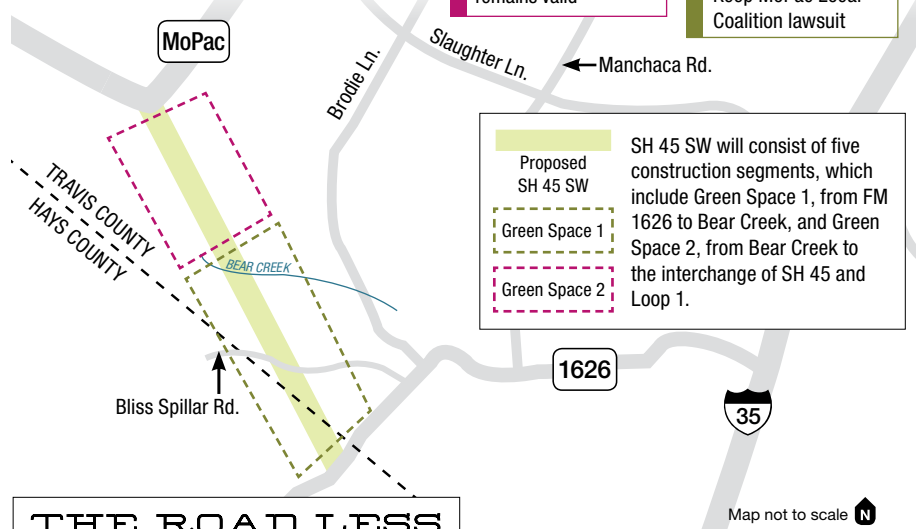
Among the entities opposing the road is the Friendship Alliance of Northern Hays County. President Rob Baxter said the group represents people who live along FM 1826 and West Hwy. 290 who will be negatively impacted by SH 45 SW if it is built.

“We’re not rock-solid environmentalists,” Baxter said. “The big picture

THE JOURNEY TO SH 45 SW

The Central Texas Regional Mobility Authority and the Texas Department of Transportation are awaiting the final word on SH 45 SW—a 3.6-mile, four-lane, limited-access toll road that would connect Loop 1 in Travis County to FM 1626 in Hays County. Work on the project could begin in October pending the results of a hearing.

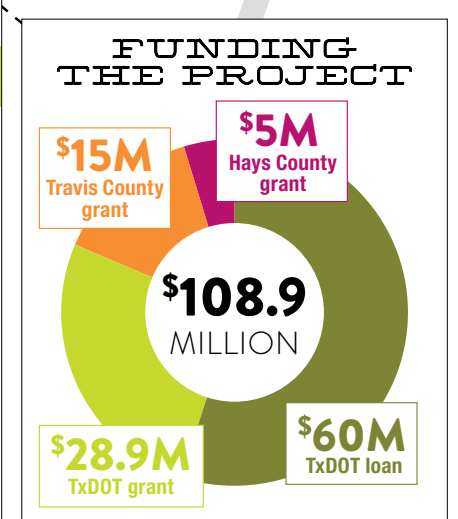
Sources: Central Texas Regional Mobility Authority, Stantec/Community Impact Newspaper



THE ROAD LESS TRAVELED	
IF YOU NORMALLY WOULD TAKE...	TAKING SH 45 SW IS EXPECTED TO SAVE YOU...
FM 1626 → Manchaca Road → Slaughter Lane → Loop 1	17 MINUTES
FM 1626 → Manchaca Road → Lamar Boulevard	9 MINUTES
FM 1626 → Manchaca Road → William Cannon Drive → Loop 1	9 MINUTES
FM 1626 → Brodie Lane → Slaughter Lane → Loop 1	12 MINUTES

is this roadway is just going to clog up MoPac. MoPac needs to be widened ... in order to accommodate traffic.”

Daugherty says he looks forward to seeing whether the judge grants an injunction.



“We’ll just wait and see,” Daugherty said.

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TAXES

Hotel taxes may be redistributed

SW Austin council member forms community task force

By Marie Albiges

Rapid revenue growth brought on by Austin's hotel guests has City Council asking whether the funds can be used to pay for a broader range of tourism-related services.

By the end of 2016, Austin is projected to have 35,100 hotel rooms—a 34 percent increase from 2006—which are all subject to a hotel occupancy tax rate of 15 percent, according to the Austin Convention and Visitor's Bureau, the city's marketing entity.

That money funds the ACVB, the Austin Convention Center and the city's cultural arts program.

Given the rise of hotel tax revenue throughout the years—from \$36.6 million in fiscal year 2005-06 to more than \$90 million estimated in FY 2015-16—District 8 Council Member Ellen Troxclair wants to look at how that money can be distributed to other community programs, venues and events that draw tourists to Austin.

"Basically, we can use [hotel] taxes to their highest and best use while lowering the property taxes," Troxclair said. "That is my ultimate goal."

Meanwhile, discussions continue on a possible Austin Convention Center expansion, which would cost an estimated \$400 million-\$600 million in citizen-approved bond money, and tourism industry professionals said additional hotel tax revenue is needed to meet increasing demand from visiting organizations. Austin City Council unanimously voted Aug. 18 to approve a Troxclair resolution that creates a community task force to

This graph shows the distribution of hotel tax revenue among tourism entities, the 2 percent venue tax—approved in 1998 to defray convention center and Waller Creek project costs—revenue distribution and yearly hotel tax revenue growth.

examine whether city-funded tourism entities, such as Barton Springs, Zilker Botanical Gardens, the Carver Museum and the Emma S. Barrientos Mexican American Cultural Center, could instead be funded by hotel tax revenue.

The 13-member task force—consisting of community members and industry professionals—will study how the tourism dollars can be used according to state law, the impact of tourism on those entities and whether operational costs of could be offset by hotel tax revenue.

After the task force is nominated by City Council on Oct. 9, it will have until April 1 to create recommendations on how to best use all hotel tax revenue.

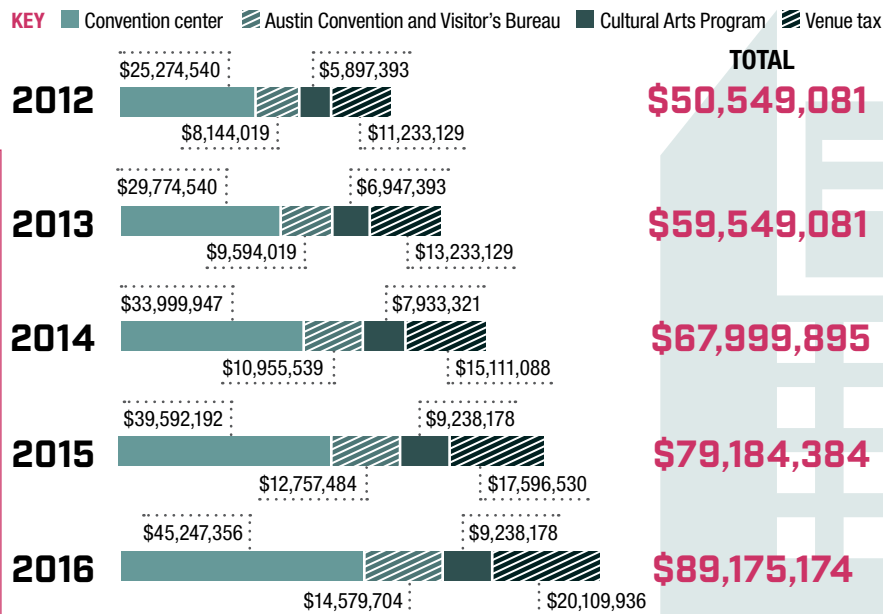
If the task force recommended—and City Council agreed—to use hotel tax revenue to fund other facilities that draw tourists to Austin, the ACVB, the Austin Convention Center and the cultural arts program's budgets might be affected.

ACVB President Tom Noonan said in an email an ACVB funding decrease would "hinder our ability to continue to market, sell in and invest in the Austin tourism sector," and it could negatively affect the city's economic impact, number of hospitality jobs and the amount of savings the industry provides to taxpayers.

Tom Voss, managing director of the Fairmont Austin Hotel, which is slated to be completed at 101 Red River St., Austin, in August 2017, said in an email that tourism and the convention center are "economic engines" for the city.

"A well-funded, focused destination marketing effort is essential to drive our visitor industry," he said. "The health and vitality of Austin tourism

HOTEL OCCUPANCY TAX REVENUE OVER THE PAST 5 YEARS



Source: District 8 Council Member Ellen Troxclair's office/Community Impact Newspaper

should remain the priority when it comes to legal uses of the hotel tax."

Troxclair said she is confident the task force—with its broad range of community voices—will offer valid suggestions on what to do with the revenue.

"Regardless of the recommendations that come out of the task force, I don't see the council taking action that would necessarily cut the budget of any of the beneficiaries of the [hotel] tax. It just might be a re-evaluation of the [hotel tax revenue] percentage [distributed]," she said.

Tourism district proposed

The second part of Troxclair's resolution asks downtown hotel owners about possibly creating a tourism public improvement district, or PID.

In the past, PIDs—such as the downtown PID—have been used to fund public improvements or municipal services in a defined geographic area. A tourism PID can only be created at the request of more than 60 percent of the hotels in that area, and the additional

tax assessed against those hotels pays for the improvement costs.

"The theory is that additional tourism generated [by the PID] will put more heads in beds, bringing more revenue to hotels, more taxes to the city, more money spent on local businesses," said Michael Searle, Troxclair's chief of staff.

Dewitt "De" Peart, president of the Downtown Austin Alliance, said the tourism PID could be a "very effective way" to bring in more marketing dollars and more convention business.

"I think the general consensus is that the [Austin] hotel owners are very much in favor of something like this," he said.

The expansion of the Austin Convention Center is something Director Mark Tester said is necessary in order for the city to meet the demands of visiting conventions and organizations.

Five out of 10 times, he said, he has to turn away conventions because of lack of space or conflicting bookings. In November, Tester proposed a 321,680-square-foot expansion.

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NEWS BRIEFS

Report: 1.5 million households in Texas face hunger, food insecurity

by Kelli Weldon

A new report by the U.S. Department of Agriculture says one in about six Texas households struggled to avoid hunger between 2013 and 2015, despite low unemployment statewide.

The report, released in September, states 15.4 percent of Texas households experienced “food insecurity” in that period, meaning they faced hunger or had to find ways to avoid being hungry. That number is down from 17 percent between 2012 and 2014, according to the USDA.

Texas falls behind California in the top states that are food-insecure, with 1.5 million Texas households reporting food insecurities between 2013 and 2015, the report shows.

In Central Texas more than 471,000 people face hunger, and 25 percent of them are children, according to Austin-based nonprofit Central Texas Food Bank.

CTFB, which moved into its new Southeast Austin home at 6500 Metropolis Drive over the summer, is



Volunteers help sort donations at the Central Texas Food Bank in Austin.

recognizing national Hunger Action Month in September with its “Nothing Runs on Empty” campaign.

CTFB aims to help those in need and raise awareness via social media as part of the campaign using the Twitter hashtag #HungerAction-Month. Many local retail and corporate partners have hosted special events to benefit the food bank during Hunger Action Month.

For more information and details about how to volunteer, visit www.centraltexasfoodbank.org.

Central Health seeks Brackenridge campus development partnership

By Evan Marczynski

Central Health issued a request for qualifications Sept. 1 seeking feedback from developers interested in taking a lead role in revamping the public health agency’s downtown Brackenridge campus.

The 14.3-acre site on 15th Street near I-35 has been home to the University Medical Center Brackenridge since 1970. But next year the hospital will be torn down and replaced with the Dell Seton Medical Center at The University of Texas, currently under construction across 15th Street.

The request for qualifications, or RFQ, is a formal document that seeks general information from interested developers. Developers have until Oct. 21 to respond.

After an evaluation committee reviews the responses, Central Health will issue a request for proposals that will elicit more detailed ideas for the planned mixed-use district.

Patricia Young Brown—president and CEO of Travis County’s health

district, Central Health—said her staff hopes to narrow the field of interested developers by the end of this year. She said getting the RFQ out there is a pivotal moment for the Brackenridge campus’ future and a unique moment for Central Health.

“I think as a public entity we’ve got a different stewardship responsibility than a private developer or owner,” Young Brown said. “We have a public role, a stewardship role, and I think that’s the beauty of this because we can be the arbiter of what’s good for the community.”

A master plan for the project, approved in January, projects about 3.7 million square feet of new construction space with the potential for buildings between 35 and 40 stories tall. Central Health will still own the Brackenridge campus but will lease it to a master developer once one is selected.

Agency officials hope to attract new office, hotel, retail and residential buildings.



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CITY & COUNTY

News from Austin and Travis County

Compiled by JJ Velasquez and Kelli Weldon

Council adopts \$3.7B budget; tax rate set

AUSTIN After weeks of discussion, City Council voted to pass a \$3.7 billion fiscal year 2016-17 budget Sept. 14.

City Council also approved a tax rate of \$0.4418 per \$100 valuation, a reduction from last year's \$0.4589 per \$100 valuation. An Austin homeowner who is not eligible for senior citizen property tax relief and owns a \$278,741 home—the city's median home value—would face a city tax bill increase from \$1,087 in FY 2015-16 to \$1,133 in FY 2016-17, an increase of \$46, according to a city news release.

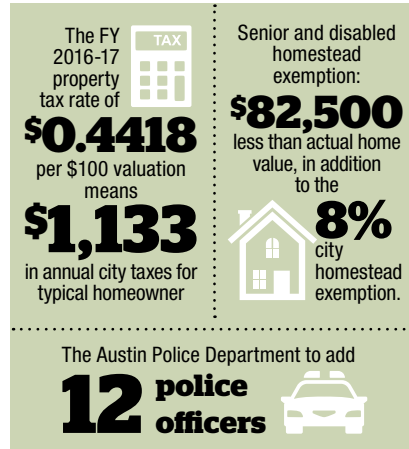
The budget passed 8-2-1, with District 6 Council Member Don Zimmerman and District 10 Council Member Sheri Gallo opposing. District 8 Council Member Ellen Troxclair was absent.

The tax rate passed 7-2-2, with Gallo and Zimmerman opposing. District 1 Council Member Ora Houston

abstaining and Troxclair absent.

Mayor Steve Adler said the budget was a “really strong balance of affordability issues and providing for quality of life in our city.”

Troxclair, who is on maternity leave, said in a statement she would not support the budget and called it “unaffordable.”



Expedited permitting protections approved

AUSTIN City staff will include provisions for protecting construction workers in an upcoming draft ordinance that could create an expedited permitting process for nonresidential development projects.

The council voted Sept. 1 to direct staff to include such standards as living wage, safety training and workers' compensation as requirements for a would-be incentive program to speed up the permit review process. Sometime in November, city staff will bring to council guidelines for worker protections by which businesses paying for an expedited permit review would have to abide.

District 5 Council Member Ann Kitchen brought the resolution forward. She explained at the council meeting that it does not create the expedited permitting process.

“What [the resolution] says is that these [worker] protections should be



Austin could introduce an expedited permitting process.

included,” Kitchen said. “I think it's very important for us to honor our workers and do that in a way that we can look at worker safety.”

A group that includes the Workers Defense Project, Austin Interfaith, developers and contractors rallied to ask the city to ensure worker protections, according to a news release.

The Austin Independent Business Alliance, which represents businesses in districts throughout Austin, sent a letter to the council stating its position against the resolution.

Travis County to consider development proposals for property in downtown Austin

TRAVIS COUNTY Travis County Commissioners Court voted 3-0-2 at its Sept. 13 meeting to issue a request for proposals to develop a 77,215-square-foot property at 308 Guadalupe St. in downtown Austin.

The RFP will solicit offers for creative solutions that are aimed at maximizing the value of the

county-owned property. The county has hired commercial real estate firm CBRE Inc. and is working with a team of consultants including AECOM and Alvarez & Marshall. Responses to the RFP will be due by Nov. 9.

The site was considered as a potential location to expand civil and

family courts capacity as part of a failed bond in November.

Commissioner Brigid Shea said the vote is the court's response to the message voters sent about maximizing the value of downtown real estate.

“We heard the voters, and now we're attempting to say, ‘Y'all told

us this block was too valuable for a courthouse.’ ... How valuable is it, and what would be proposed there that might be appropriate? That's what we're commencing with this process,” she said.

Commissioners Ron Davis and Margaret Gómez abstained from voting.

Meetings

► **Austin City Council**
Meets Thursdays at 10 a.m.
Austin City Hall, 301 W. Second St.
512-974-2497 • www.austintexas.gov/departments/city-council

► **Travis County Commissioners Court**
Meets Tuesdays at 9 a.m.
700 Lavaca St., Austin • 512-854-9020
www.traviscountytx.gov/commissioners-court

► **Sunset Valley City Council**
Meets Oct. 11 and Nov. 1 at 6 p.m.
Sunset Valley City Hall, 3205 Jones Road
512-892-1383 • www.sunsetvalley.org

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- Pediatric Attention Deficit Hyperactivity Disorder
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Officials eye this fall for south high school land purchase

Trustees still undecided on direction of high school

by Kelli Weldon

Discussions about buying South Austin land for a potential high school are ramping up as the Austin ISD board of trustees revisits the issue this fall—possibly its September or October meeting—for a vote.

The board is considering one piece of land in Southwest Austin and another property in Southeast Austin. As of press time Sept. 16, the board was slated to discuss the land purchase in executive session at its Sept. 19 meeting, according to trustee Paul Saldaña, who represents District 6, which includes Akins, Crockett and Travis high schools in South Austin.

“I can tell you that we’re really close. We have gotten somewhat creative to make sure that we meet the needs of Southwest and Southeast [Austin],” he said. “I think [a decision on the land purchase] could be as early as the board meeting at the end of September, but definitely at the end of this year.”

Voters approved \$32 million in bond funds for the land purchase in 2008, but despite rising property values and

years of conversations about locations, timelines and academic programming options, the board has not yet voted to buy land.

That may soon change, said District 7 trustee Yasmin Wagner, who represents much of Southwest Austin.

“The community has been waiting for [a land purchase vote] for far too long, and we owe the community an answer,” she said.

The question is not whether the district should buy land, but where and what it should be used for, Saldaña said.

Where to build

When considering the locations available, the board must decide between a comprehensive school or a school with a smaller footprint, such as a magnet, Saldaña said.

“For Southwest Austin in particular it has been a little tougher because of the environmental concerns,” Saldaña said. “When you’re talking about a high school typically you have to try to find almost 100 acres of land so that you can [accommodate restrictions related to] impervious cover and carbon footprint and environmental features and all

of those things based upon the city’s development standards.”

In Southeast Austin, a high school could be built on 25 or 50 acres because there are fewer restrictions, he said.

Akins and Bowie high schools are both overenrolled, Wagner said.

“At some point we’re going to have to increase some capacity, and that capacity could come in the form of a new high school,” Wagner said. “It could

come in the form of perhaps looking at really creative solutions for how we establish something near Bowie that could help. It could also be a magnet program.”

South magnet, transfers

With the south high school land purchase in limbo, board discussions in the past year have been more focused on developing a potential south magnet program that could mimic the design of the Liberal Arts and Science

Academy, or LASA, which draws students from Bowie and Akins attendance zones.

But recently, that conversation has changed to include talk of a magnet program in Central or Northeast Austin, Saldaña said.

Wagner asked the administration to revise its recommendations made in August for potential magnet programs and come back with a more strategic approach.

A magnet program could attract students in the Bowie attendance zone to a different campus and relieve over-

crowding at Bowie, said Theresa Bastian, president of the Bowie Parent Teacher Student Association.

Updating the transfer

policy could also help overenrolled schools, Saldaña said.

There have been changes implemented this school year to the transfer policy in AISD. Each year a list of schools is frozen to transfers, meaning students cannot transfer into a school if they do not live in the school’s attendance zone.

As an example, the permanent capacity for the Bowie campus is 2,463, according to AISD board documents. Bowie has been closed to transfers

for years and had enrollment of 2,898 as of the end of the first six weeks of the 2015-16 school year, an increase of 304 students compared with 2,594 as of the 2009-10 school year.

“What happens if that school is closed [to transfers] or at capacity is some people are still for some reason or another finding a way to get into those schools,” Saldaña said.

In previous years, “priority transfers,” such as a minority student transferring into a school with a majority of a different ethnicity, were accepted even at frozen schools, Wagner said. This year the majority-minority transfer is no longer a priority transfer, she said.

“I think the initial numbers that I saw for Bowie were down by 58 kids just with that one transfer type,” she said. “Next year we will no longer allow tracking and sibling transfers to overenrolled schools, and that’s a much larger population of our transfer population into Bowie.”

Transfer changes also include the introduction last year of out-of-district transfers, which means more students from outside AISD’s attendance area could attend schools in AISD.

“We’ve done some really good work on the transfer policies, but then there are some in the community who feel we need to do more work on the transfer policies. We haven’t

“There is really not enough capacity or need for a new high school right now in South Austin.”

—Paul Saldaña, Austin ISD trustee

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WILL THERE BE A NEW South Austin high school?

Trustees could vote as early as September on a possible land purchase eight years after voters approved a bond election to release the funds.

Buying land

Voters approved
\$32M
in 2008 for a South Austin high school land purchase



\$10-\$24M
could be the cost to buy magnet land in South Austin

Construction of a new magnet school could begin



3 YEARS

after AISD obtains funding



Land for a magnet in Northeast Austin might cost about

\$12M

Source: Austin ISD board documents from Aug. 15, 2016/Community Impact Newspaper

had any conversations in the two years that I've been on the board about [concrete plans to change] boundaries or attendance zones. ... It's a difficult conversation, but nonetheless we definitely need to get our ducks in a row and make a decision," Saldaña said.

District needs

The average AISD school is about 50 years old, and the district's deferred maintenance and facility needs exceed an estimated \$1.5 billion, Saldaña said. The board established the Facilities and Bond Planning Advisory Committee, or FABPAC, to look at issues such

as overcrowding and boundary changes, Saldaña said.

The FABPAC is presenting recommendations to the board in October—including a possible 2017 bond election, said Rich DePalma, a FABPAC member and Southwest Austin resident.

As the district considers needs for projects to pursue with future bond funds, AISD might face a lack of support from voters in Southwest Austin if there is no land purchase, Bastian said.

Voters in the region weighed in against May 2013 bond funds that would have allocated money to relieve

overcrowding, she said.

"The people of Southwest Austin are sitting here saying, 'We've set aside the money to buy land for a high school. Land has gone up in value. Buy something with [the money] before you ask for more.' There's a disconnect," she said. "It concerns me if it gets to a point where we're ramping up for another bond request or proposition, and this land purchase is still unresolved," she said.

Population projections are higher for Southeast Austin than Southwest Austin, Bastian said.

Saldaña said the needs have changed since 2008.

"There is really not enough capacity or need for a new high school right now in South Austin. What we need in South Austin is definitely more elementary schools," Saldaña said.

If the board votes to purchase land for a south high school, the district cannot then use that land for another purpose. But the board could purchase land at a cost less than \$32 million and then vote to reallocate any remaining funds, which would be designated as contingency funds, for other uses, according to Paul Turner, AISD executive director of facilities.

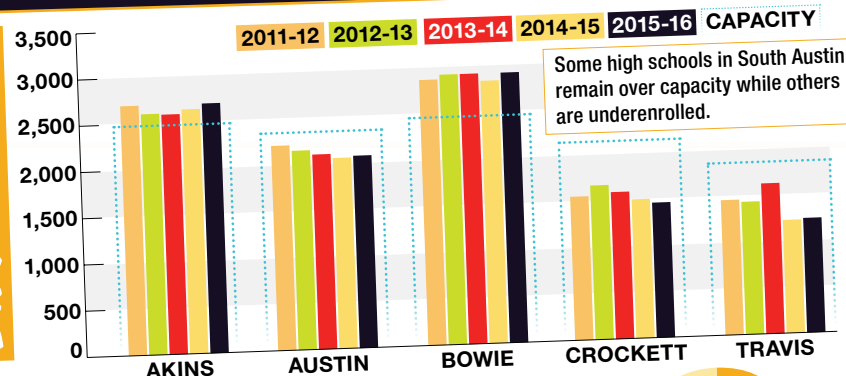
Because voters approved the

2008 bond funds to purchase land for a South Austin high school, the board must satisfy the intent of the proposition by purchasing at least one parcel of land for a site for a south high school, he said.

At that point, the administration could make recommendations to the citizens bond oversight committee about how to spend the dollars. Staff could prepare an agenda item and schedule a public hearing to receive feedback on a proposed alternate use of the contingency funds.

Find updates about South Austin high school at communityimpact.com

Enrollment



Some high schools in South Austin remain over capacity while others are underenrolled.

Sources: Austin ISD, Davis Demographics and Planning Inc./Community Impact Newspaper

In Austin ISD, students cannot transfer into a school that is frozen to transfers if they do not live in the school's attendance zone. But parents can request "priority transfers," which in previous years allowed students to get in to frozen schools.

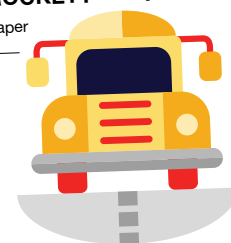
WHAT'S A PRIORITY TRANSFER?*

Majority-to-minority: a student whose ethnicity makes up the majority of students at his or her current school requests transfer to a new school where his or her ethnicity is a minority*

Sibling: a student can attend the same school that a sibling attends

Tracking: a student who has already transferred to a school and had at least two consecutive years of attendance in the two highest grades at the school can request to remain with his or her peers by tracking to the next school in the vertical team, such as elementary to middle school

*Starting with the 2016-17 school year, majority-to-minority student transfers were only approved for schools that are not frozen to transfers. In the 2017-18 school year, all priority transfers will be approved only for schools that have space.



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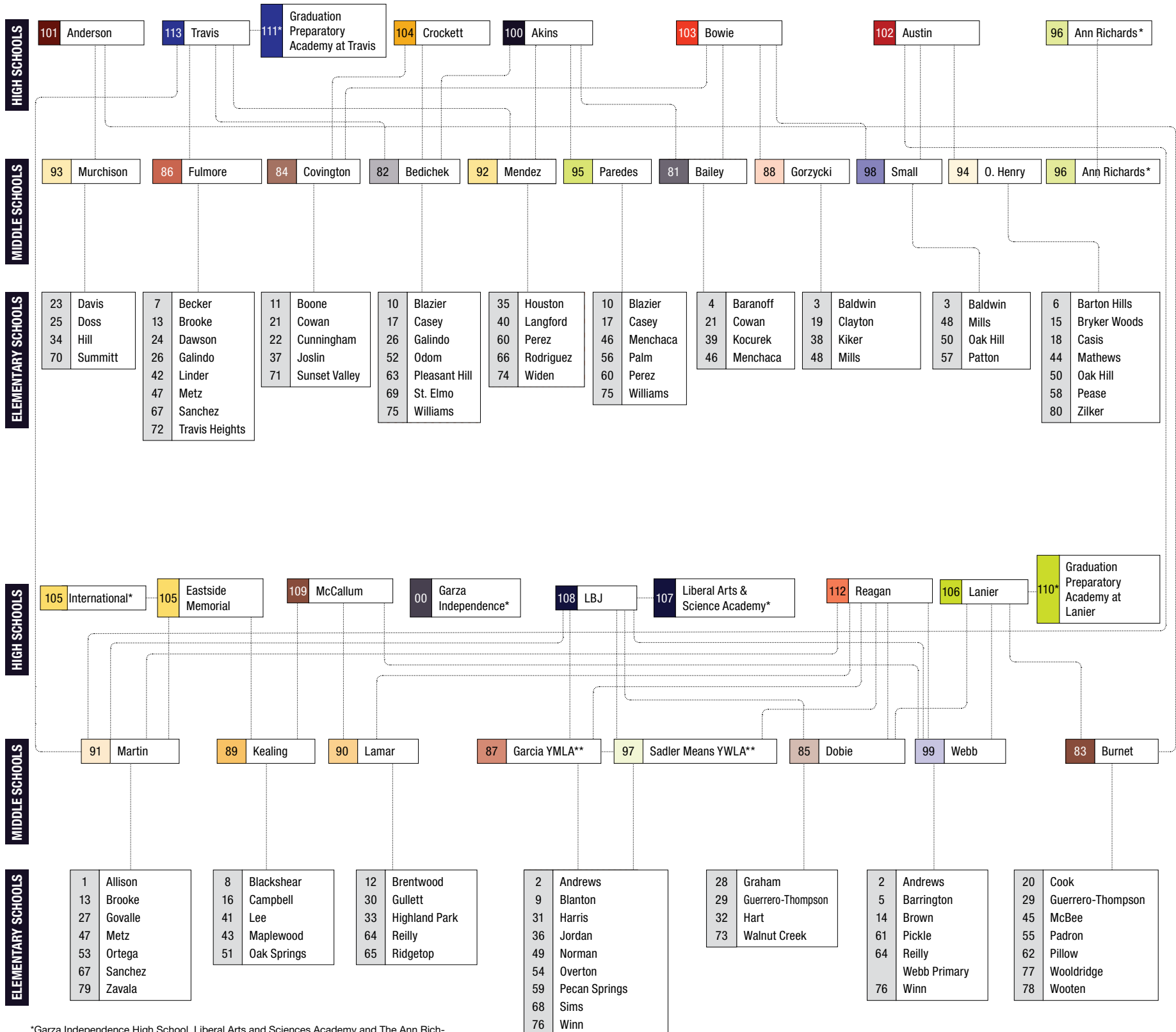


2016 Education FOCUS

AUSTIN ISD

2016-17 Austin ISD feeder pattern

2015-16 Austin ISD total students

83,779

*Garza Independence High School, Liberal Arts and Sciences Academy and The Ann Richards School for Young Women Leaders are considered schools of choice to which students must apply to attend. **The attendance areas for the district's former Garcia and Pearce middle schools were combined to facilitate the design of two single-sex middle schools: Garcia Young Men's Leadership Academy and Sadler Means Young Women's Leadership Academy. They are not schools of choice; parents who reside in the attendance area can opt in but also receive a list of other area school options.

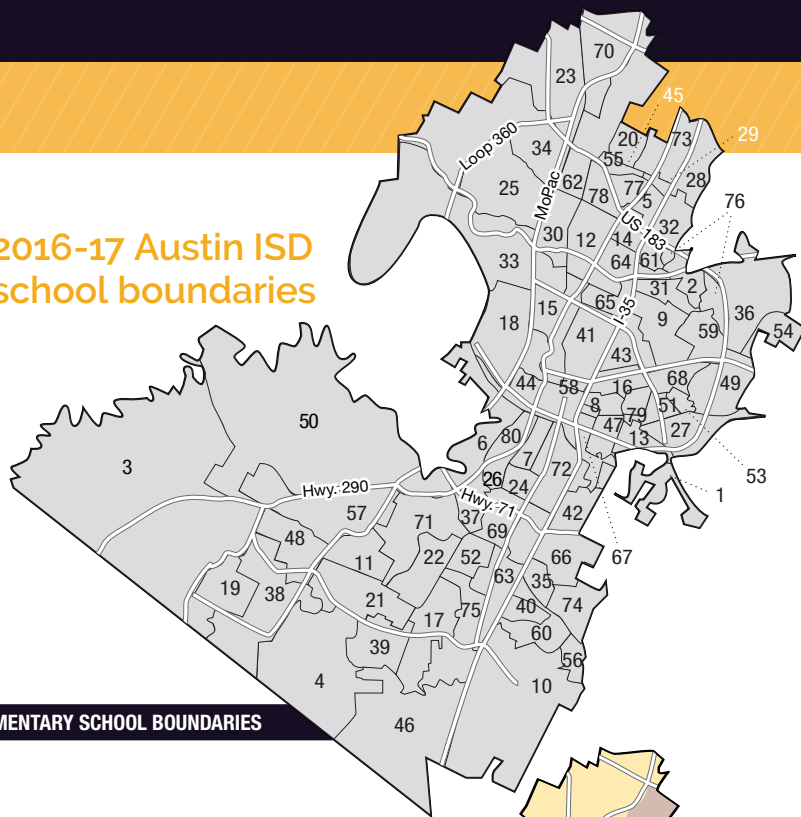
FOR MORE INFORMATION ON SCHOOLS IN

Austin ISD,
VISIT WWW.AUSTINISD.ORG.

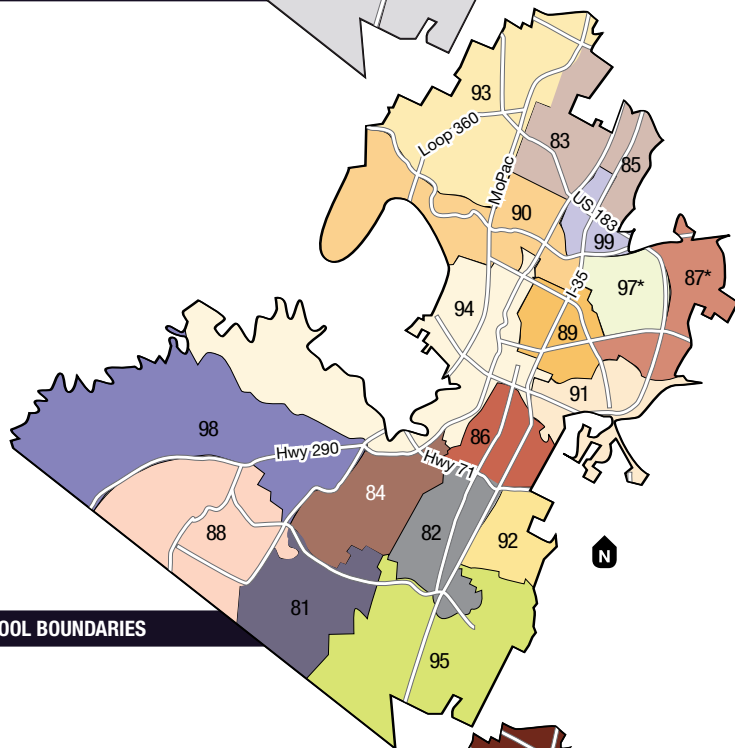


2016-17 Austin ISD school boundaries

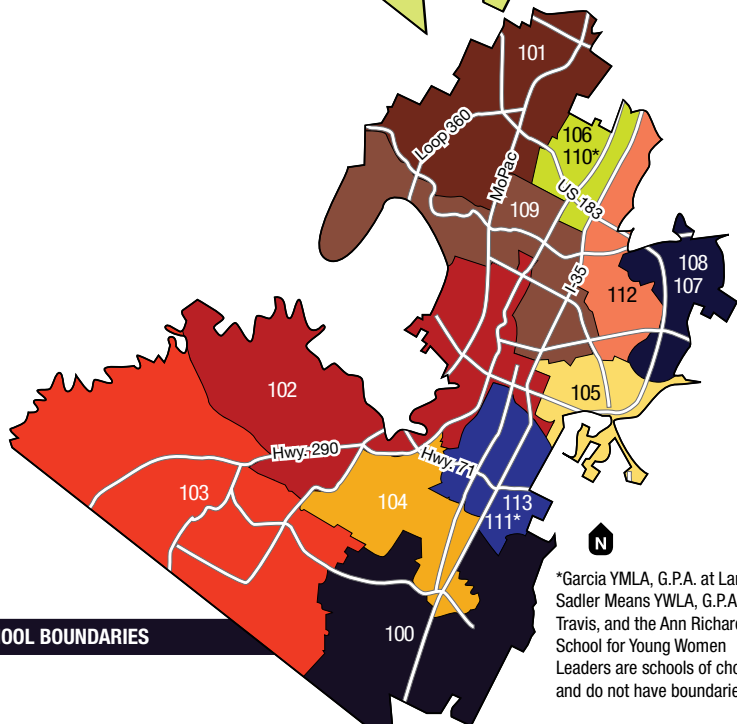
ELEMENTARY SCHOOL BOUNDARIES



MIDDLE SCHOOL BOUNDARIES



HIGH SCHOOL BOUNDARIES





AUSTIN ISD

Elementary schools		2015-16 accountability rating	2015-16 enrollment*	2015-16 economically disadvantaged	2015-16 STAAR passing results by grade									Feeder schools	Elementary schools		2015-16 accountability rating	2015-16 enrollment*	2015-16 economically disadvantaged	2015-16 STAAR passing results by grade									Feeder schools
					3rd		4th			5th			3rd							4th			5th						
					Reading	Math	Reading	Math	Writing	Reading	Math	Science	Reading							Math	Reading	Math	Writing	Reading	Math	Science			
1	Allison	MS	534	95.4%	73%	75%	82%	78%	74%	80%	83%	84%	91	34	Hill	MS	966	9.8%	92%	88%	92%	92%	91%	98%	98%	96%	93		
2	Andrews	MS	582	95.1%	56%	75%	60%	59%	51%	50%	79%	60%	87, 97, 99	35	Houston	MS	702	95.2%	63%	61%	62%	60%	44%	66%	79%	74%	92		
3	Baldwin	MS	786	13.2%	91%	94%	92%	95%	93%	94%	98%	90%	88, 98	36	Jordan	MS	665	97.5%	69%	78%	49%	59%	45%	52%	62%	62%	87, 97, 85		
4	Baranoff	MS	981	11.4%	93%	93%	92%	84%	90%	97%	96%	97%	81	37	Joslin	MS	278	74.2%	84%	77%	78%	87%	72%	78%	75%	79%	84		
5	Barrington	MS	627	94.6%	48%	66%	56%	69%	53%	52%	65%	56%	99	38	Kiker	MS	993	4.4%	98%	98%	97%	94%	93%	97%	96%	90%	88		
6	Barton Hills	MS	409	7.6%	97%	89%	95%	88%	88%	96%	96%	100%	94	39	Kocurek	MS	486	64.7%	67%	70%	79%	73%	67%	85%	77%	90%	81		
7	Becker	MS	379	42.9%	76%	68%	67%	71%	65%	64%	64%	67%	86	40	Langford	MS	695	94.8%	64%	75%	44%	61%	31%	53%	88%	62%	92		
8	Blackshear	MS	295	81.4%	85%	95%	97%	88%	87%	96%	96%	96%	89	41	Lee	MS	376	13.6%	83%	81%	89%	89%	87%	91%	93%	93%	89		
9	Blanton	MS	483	82%	75%	77%	55%	65%	67%	69%	78%	94%	87, 97, 90	42	Linder	MS	368	89.5%	63%	77%	61%	68%	57%	60%	76%	73%	86		
10	Blazier	MS	848	74.7%	81%	78%	87%	89%	86%	83%	94%	88%	82, 95	43	Maplewood	MS	462	43%	91%	85%	77%	74%	76%	80%	76%	65%	89		
11	Boone	MS	569	48%	74%	75%	85%	82%	82%	94%	89%	95%	84	44	Mathews	MS	420	36.3%	90%	82%	96%	90%	96%	94%	88%	77%	94		
12	Brentwood	MS	614	25.6%	91%	88%	87%	76%	75%	88%	98%	94%	90	45	McBee	MS	491	94.9%	73%	87%	81%	81%	67%	60%	90%	81%	83		
13	Brooke	MS	266	94.1%	90%	84%	74%	57%	39%	65%	48%	59%	86, 91	46	Menchaca	MS	716	47.4%	79%	81%	81%	74%	70%	80%	74%	72%	81, 95		
14	Brown	MS	364	95.8%	62%	78%	59%	67%	62%	81%	88%	85%	99	47	Metz	MS	308	86.9%	55%	78%	65%	58%	53%	61%	76%	64%	86, 91		
15	Bryker Woods	MS	396	9.8%	100%	98%	98%	92%	94%	98%	96%	90%	94	48	Mills	MS	812	8.3%	97%	96%	96%	92%	92%	94%	93%	86%	88, 98		
16	Campbell	MS	223	91.9%	68%	88%	76%	83%	89%	89%	95%	67%	89	49	Norman	IR	316	96.9%	30%	37%	35%	23%	16%	58%	87%	81%	87, 97, 91		
17	Casey	MS	609	61.9%	77%	74%	92%	68%	81%	79%	69%	78%	82, 95	50	Oak Hill	MS	842	39.6%	78%	78%	82%	86%	83%	86%	89%	81%	94, 98		
18	Casis	MS	795	2.1%	97%	97%	98%	95%	95%	98%	96%	95%	94	51	Oak Springs	MS	332	94.6%	53%	57%	64%	67%	31%	75%	84%	61%	89		
19	Clayton	MS	870	1.5%	97%	95%	93%	93%	93%	97%	100%	96%	88	52	Odom	MS	541	91.8%	67%	67%	73%	73%	69%	78%	75%	62%	82		
20	Cook	MS	548	96.4%	69%	78%	71%	75%	57%	70%	72%	67%	83	53	Ortega	MS	308	89.5%	87%	90%	81%	93%	76%	77%	85%	78%	91		
21	Cowan	MS	785	30.3%	91%	94%	86%	91%	81%	91%	98%	92%	81, 84	54	Overton	MS	713	94.3%	61%	67%	77%	67%	62%	69%	65%	75%	87, 97, 85		
22	Cunningham	MS	417	63.1%	72%	65%	56%	65%	57%	67%	47%	45%	84	55	Padron	MS	772	97.8%	52%	82%	69%	77%	58%	80%	86%	81%	83		
23	Davis	MS	801	29.2%	84%	85%	75%	73%	75%	83%	79%	74%	93	56	Palm	MS	478	83.2%	72%	84%	62%	72%	63%	74%	70%	59%	95		
24	Dawson	MS	377	82.5%	63%	64%	83%	68%	74%	63%	64%	54%	86	57	Patton	MS	973	24%	94%	91%	91%	93%	93%	94%	92%	90%	98		
25	Doss	MS	878	16.3%	93%	97%	95%	97%	90%	89%	93%	92%	93	58	Pease	MS	268	15.3%	88%	83%	93%	89%	87%	94%	85%	76%	94		
26	Galindo	MS	578	94.2%	82%	78%	51%	49%	33%	55%	72%	59%	82, 86	59	Pecan Springs	MS	482	96.5%	46%	44%	78%	75%	57%	60%	56%	60%	87, 97, 91		
27	Govalle	MS	504	90%	62%	70%	50%	55%	50%	51%	55%	51%	91	60	Perez	MS	754	89.8%	67%	73%	84%	80%	77%	69%	71%	75%	92, 95		
28	Graham	MS	696	86.8%	85%	90%	89%	90%	87%	95%	93%	89%	85	61	Pickle	IR	694	96.1%	59%	57%	57%	37%	40%	44%	51%	44%	99		
29	Guerrero-Thompson	MS	676	97%	58%	88%	65%	89%	81%	61%	89%	87%	83, 85	62	Pillow	MS	530	75.8%	76%	69%	70%	61%	65%	71%	75%	78%	83		
30	Gullett	MS	573	6.5%	76%	97%	85%	93%	94%	94%	97%	96%	90	63	Pleasant Hill	MS	557	87%	63%	66%	66%	63%	65%	71%	75%	89%	82		
31	Harris	MS	627	96.5%	68%	47%	70%	68%	60%	75%	71%	81%	87, 97, 99	64	Reilly	MS	281	90.6%	50%	68%	72%	60%	52%	68%	95%	85%	90, 99		
32	Hart	MS	694	96.5%	85%	95%	82%	85%	74%	72%	83%	86%	85	65	Ridgetop	MS	286	42.1%	85%	64%	85%	74%	71%	79%	83%	61%	90		
33	Highland Park	MS	619	4.8%	97%	96%	97%	91%	86%	95%	96%	90%	90	66	Rodriguez	MS	703	97.1%	53%	69%	59%	59%	54%	55%	66%	57%	92		

Elementary schools		2015-16 accountability rating	2015-16 enrollment*	2015-16 economically disadvantaged	2015-16 STAAR passing results by grade									Feeder schools
					3rd		4th			5th				
					Reading	Math	Reading	Math	Writing	Reading	Math	Science		
67	Sanchez	MS	410	94.3%	77%	80%	78%	66%	61%	50%	75%	65%	86, 91	
68	Sims	MS	265	94%	50%	58%	58%	74%	43%	56%	78%	54%	87, 97, 91	
69	St. Elmo	MS	300	85.3%	81%	82%	97%	93%	90%	92%	93%	74%	82	
70	Summitt	MS	814	37.1%	77%	77%	83%	74%	73%	83%	84%	77%	93	
71	Sunset Valley	MS	534	61.5%	86%	77%	87%	53%	81%	78%	74%	83%	84	
72	Travis Heights	MS	522	66.7%	61%	59%	67%	60%	54%	72%	75%	65%	86	
73	Walnut Creek	MS	628	88.4%	57%	51%	58%	54%	55%	52%	65%	61%	85	
74	Widen	MS	576	94.8%	47%	45%	63%	51%	58%	45%	57%	53%	92	
75	Williams	MS	459	81.9%	69%	69%	80%	78%	92%	72%	87%	71%	82, 95	
76	Winn	MS	303	97%	67%	67%	79%	61%	63%	79%	66%	79%	87, 97, 99	
77	Wooldridge	MS	634	95.9%	60%	54%	70%	52%	69%	50%	71%	62%	83	
78	Wooten	MS	622	92.8%	71%	91%	85%	86%	69%	76%	79%	71%	83	
79	Zavala	MS	376	97.1%	69%	61%	67%	58%	62%	67%	77%	76%	91	
80	Zilker	MS	544	20.6%	90%	81%	89%	86%	88%	98%	98%	90%	94	

Middle schools		2015-16 accountability rating	2015-16 enrollment*	2015-16 economically disadvantaged	2015-16 STAAR passing results by grade									Feeder schools
					6th		7th			8th				
					Reading	Math	Reading	Math	Writing	Reading	Math	Science	Social studies	
81	Bailey	MS	873	26.9%	86%	85%	83%	86%	77%	90%	86%	79%	80%	100, 103
82	Bedichek	MS	919	80.4%	62%	62%	60%	45%	49%	80%	73%	78%	63%	100, 104, 113
83	Burnet	IR	1,026	89.9%	43%	56%	48%	31%	30%	58%	59%	52%	34%	101, 106
84	Covington	MS	641	62.5%	74%	71%	69%	66%	58%	84%	75%	79%	57%	103, 104
85	Dobie	IR	639	91%	41%	44%	47%	33%	42%	54%	55%	66%	46%	106, 108, 112
86	Fulmore	MS	1,015	68%	68%	72%	76%	66%	70%	74%	62%	68%	60%	113
87*	Garcia YMLA	IR	424	93.7%	36%	54%	46%	48%	45%	69%	68%	60%	45%	108, 112
88	Gorzycki	MS	1,343	4.7%	95%	98%	95%	99%	95%	98%	98%	99%	95%	103
89	Kealing	MS	1,211	30.3%	87%	93%	85%	47%	84%	93%	90%	88%	83%	105, 109
90	Lamar	MS	971	29.6%	89%	87%	85%	73%	83%	95%	85%	88%	80%	109, 112
91	Martin	MS	456	91.2%	44%	52%	46%	38%	43%	66%	66%	73%	49%	102, 105, 108, 112, 113
92	Mendez	IR	801	93.5%	43%	45%	55%	50%	51%	65%	58%	67%	25%	100, 113
93	Murchison	MS	1,357	25.4%	87%	86%	85%	76%	80%	90%	81%	86%	81%	101
94	O. Henry	MS	935	23.7%	89%	88%	85%	73%	82%	94%	89%	92%	83%	102
95	Paredes	MS	1,000	72.3%	64%	68%	60%	60%	58%	79%	72%	69%	65%	100
96	Ann Richards School for YWL	MS	435	58%	94%	98%	98%	94%	93%	99%	92%	97%	95%	96
97	Sadler Means YWLA	MS	370	87.6%	54%	57%	54%	30%	71%	65%	76%	65%	49%	108, 112
98	Small	MS	1,005	30.7%	84%	84%	83%	70%	71%	92%	87%	88%	76%	102, 103
99	Webb	MS	708	94.9%	59%	56%	38%	34%	35%	69%	71%	77%	51%	106, 108, 109, 111

District and school targets

Results from the 2015-16 State of Texas Assessments of Academic Readiness, or STAAR, tests were released this summer.

Community Impact Newspaper publishes STAAR results by campus and by district. The following charts show how students performed on the annual exams as well as district information such as enrollment numbers and feeder school patterns.

In August districts and campuses received accountability ratings of Met Standard, Met Alternative Standard or Improvement Required based on STAAR and end-of-course exam results from the 2015-16 school year and other indicators.

Accountability ratings

In the performance index accountability system, first implemented in 2012-13, ratings are as follows:

Met Standard (MS): met performance targets

Met Alternative Standard (MAS): met performance targets for charter operators and alternative education campuses

Improvement Required (IR): did not meet one or more performance targets

2015-16 Austin ISD accountability rating

MS

2015-16 statistics	State	District
Economically disadvantaged	58.93%	57.21%
English Language Learners (ELL)	16.87%	27.85%
Average annual salary of teachers	\$51,892	\$48,631

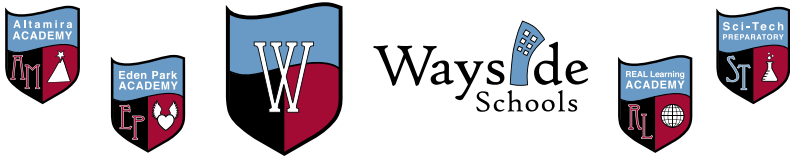
District scores by grade		
2015-16 State of Texas Assessments of Academic Readiness (STAAR) passing results		
Grade 3	Reading 79%	Math 79%
Grade 4	Reading 80%	Math 77%
Grade 5	Reading 79%	Math 83%
Grade 6	Reading 74%	Math 76%
Grade 7	Reading 72%	Math 62%
Grade 8	Reading 82%	Math 78%
End-of-course all grades	English I: 66%, English II: 70%, algebra I: 87%, biology: 95%, U.S. history: 97%	

High schools		2015-16 accountability rating	2015-16 enrollment*	2015-16 economically disadvantaged	2015-16 STAAR passing results by subject				
					End of course—all students				
					Algebra I	Biology	English I	English II	U.S. history
100	Akins	MS	2,733	66.2%	85%	96%	64%	68%	95%
101	Anderson	MS	2,276	22.8%	93%	98%	84%	87%	99%
102	Austin	MS	2,087	28.5%	81%	95%	81%	83%	98%
103	Bowie	MS	2,913	11.8%	97%	99%	87%	92%	100%
104	Crockett	MS	1,478	59.2%	69%	91%	58%	67%	96%
105	Eastside Memorial	MS	568	86.9%	81%	89%	39%	50%	97%
110*	Lanier GPA	IR	132	71.9%	18%	43%	12%	13%	73%
111*	Travis GPA	MAS	113	77.2%	14%	60%	0%	6%	50%
106	Lanier	MS	1,704	86.8%	75%	94%	48%	50%	97%
107	LASA	MS	1,021	8.8%	100%	100%	100%	100%	100%
108	LBJ	MS	879	77.4%	55%	91%	45%	53%	95%
109	McCallum	MS	1,747	28.8%	92%	93%	83%	80%	97%
112	Reagan	MS	1,312	79.8%	77%	86%	50%	43%	92%
113	Travis	MS	1,316	82.6%	81%	97%	43%	44%	93%

*Membership Report first six weeks data

Sources: Texas Education Agency, STAAR scores from Education Testing Services, Austin ISD/Community Impact Newspaper

Because of computer problems with some STAAR tests, of the approximately 3 million students tested throughout the state in 2015-16, 14,220 scores for students who had computer problems were not used when calculating the campus and district accountability results.



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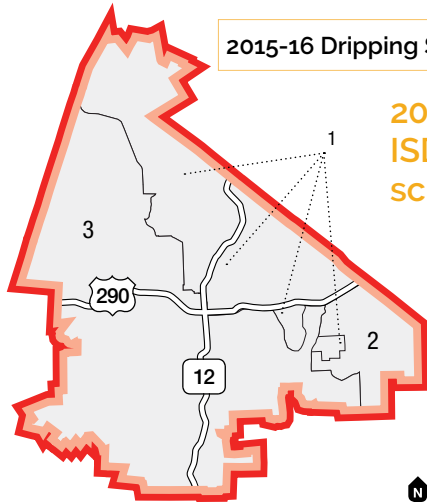
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2016 Education FOCUS

DRIPPING SPRINGS ISD



2015-16 Dripping Springs ISD total students **5,630**

2016-17 Dripping Springs ISD feeder Pattern and school boundaries

HIGH SCHOOL

5 Dripping Springs

MIDDLE SCHOOL

4 Dripping Springs

ELEMENTARY SCHOOLS

1 Dripping Springs
2 Rooster Springs
3 Walnut Springs

Accountability ratings

In the performance index accountability system, first implemented in 2012-13, ratings are as follows:

Met Standard (MS): met performance targets

Met Alternative Standard (MAS): met performance targets for charter operators and alternative education campuses

Improvement Required (IR): did not meet one or more performance targets

2015-16 Dripping Springs ISD accountability rating **MS**

District scores by grade

2015-16 State of Texas Assessments of Academic Readiness (STAAR) passing results

Grade	Reading	Math
3	91%	91%
4	90%	88%
5	92%	90%
6	93%	94%
7	90%	93%
8	96%	97%

End-of-course, all grades
English I: 87%, English II: 92%, algebra I: 94%, biology: 97%, U.S. history: 97%

2015-16 statistics	State	District
Economically disadvantaged	58.93%	11.2%
English Language Learners (ELL)	16.87%	4.7%
Average annual salary of teachers	\$51,892	\$48,958

Elementary schools		2015-16 accountability rating	2015-16 enrollment	2015-16 economically disadvantaged	2015-16 STAAR passing results by grade									Feeder school
					3rd		4th			5th				
					Reading	Math	Reading	Math	Writing	Reading	Math	Science		
1	Dripping Springs	MS	955	17.8%	94%	93%	91%	90%	89%	94%	89%	89%	4	
2	Rooster Springs	MS	887	2.7%	91%	85%	87%	85%	78%	97%	93%	92%	4	
3	Walnut Springs	MS	899	20.9%	87%	94%	92%	90%	84%	87%	88%	82%	4	

Middle school	2015-16 accountability rating	2015-16 enrollment	2015-16 economically disadvantaged	2015-16 STAAR passing results by grade										Feeder school
				6th		7th			8th					
				Reading	Math	Reading	Math	Writing	Reading	Math	Science	Social studies		
4	Dripping Springs	MS	1,268	9.9%	93%	94%	90%	93%	85%	96%	97%	94%	84%	5

High school	2015-16 accountability rating	2015-16 enrollment	2015-16 economically disadvantaged	2015-16 STAAR passing results by subject					
				End-of-course—all students					
				Algebra I	Biology	English I	English II	U.S. history	
5 Dripping Springs	MS	1,621	7.8%	94%	97%	87%	92%	97%	

Sources: Texas Education Agency, Dripping Springs ISD/Community Impact Newspaper

Because of computer problems with some STAAR tests, of the approximately 3 million students tested throughout the state in 2015-16, 14,220 scores for students who had computer problems were not used when calculating the campus and district accountability results.

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Austin ISD ticketed 1,100 drivers

Bus cameras may catch over 6,000 in 2016-17 school year

By Joseph Basco

Approximately 1,100 motorists received citations for failing to stop near a stopped school bus loading or unloading students during Austin ISD's first week of school, from Aug. 22-26, AISD Police Chief Eric Mendez said.

Motorists may not be paying attention to their surroundings, Mendez said. In some instances, motorists may have a green light to turn right but are not yielding to pedestrian traffic, he said.

The district predicts that by the end of the 2016-17 school year, there may be more than 6,000 citations handed out, Mendez said.

During a news conference Sept. 1, Mendez and AISD Director of Transportation Kris Hafezizadeh played two videos that revealed two separate

incidents of vehicles hitting students crossing a road—one on Aug. 29 and one on Aug. 30.

Both male students, one in middle school and another in high school, were not seriously injured but received bruising and other minor injuries, Mendez said.

"We don't want a critical incident," Mendez said. "We don't want a loss of life or serious injury for our students when they're going home."

The two pedestrian incidents, along with the first week of school citations and the 6,600 citations given between Feb. 8 and Aug. 21, were captured on video through cameras installed on buses. AISD began the camera program in February to deter motorists from driving past a stopped school bus loading or unloading children.

"I'm very happy with the program



From left: Austin ISD Police Chief Eric Mendez and AISD Director of Transportation Kris Hafezizadeh show incidents of motorists allegedly driving past stopped school buses and hitting students.

because it provides us eyes where we don't have eyes," Mendez said. "We're looking at close to 1,200 bus stops across the city for all the grade levels, and obviously there's not enough police officers at Austin Police

Department or Austin ISD Police Department to be at every spot."

Motorists caught driving by a stopped school bus may receive a citation with a \$300 fine in the mail, Hafezizadeh said.

Homeless student population increases to 2,693

HousingWorks Austin official: Lack of affordable housing contributing to increase

By Joseph Basco

For at least the fifth year in a row, the homeless student population in Austin ISD has increased again, as there were 2,693 homeless students in the 2015-16 school year, according to HousingWorks Austin, a local nonprofit organization that spreads awareness of affordable housing challenges in Austin.

By comparison, there were 2,642 homeless students counted during the 2014-15 school year.

HousingWorks Austin Executive Director Mandy De Mayo said she was "surprised and disappointed" at the 2,693 count.

De Mayo said that when there was a large spike within the homeless student population during the 2013-14 school year, which was an increase of 467 compared with the previous year, it was understandable because there was a change in the method by which homeless students were identified.

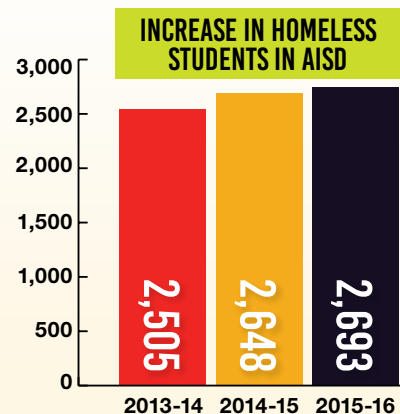
"The challenge now is, we are

losing 1,000 students per year, with AISD projected to continue to lose students through 2020," De Mayo said. "So, you'd like to see a corresponding decrease in the number of homeless students. I think it points to our ongoing challenges with affordability."

Of the 2,693 homeless students, 2,072 are considered to be "doubled-up" homeless, meaning multiple families may be sharing a single home or apartment unit, according to De Mayo.

Living in these doubled-up situations could cause student academic and social performance to decrease because of a lack of shelter stability, she said.

"This is a huge, complicated issue, and the burden shouldn't solely be on AISD," De Mayo said. "AISD may be counting these numbers, and it is important that the data is out there, but this is a problem that needs to be addressed through multiple mechanisms."



Situations in which students are considered homeless include whether a student is sharing a housing unit meant for single families, a student is living in a hotel or motel, a student is living in a homeless shelter or a student is living in no shelter on the street.

2,072	Live "doubled-up" with other families
313	Live in a homeless shelter
277	Live in a hotel/motel
31	Live unsheltered in vehicles or on the street

Source: HousingWorks Austin/Community Impact Newspaper

Khabele School changes name

By Joseph Basco

The Khabele School began the 2016-17 school year under the name Headwaters School in an effort to rebrand and reposition its teaching philosophy.

The school, serving students age 18 months through 12th grade, has two campuses in Southwest Austin. The school begins with a Montessori program and ends with an International Baccalaureate program.

The Khabele School was founded in 2001, followed by Primavera Montessori School in 2002, Head of School Ted Graf said. The two schools merged in 2011 and retained the Khabele name until Aug. 11, when the Headwaters School name went into effect.

"For us, the anatomy of a river, the birth of a river, the progression of a river is a lovely metaphor for thinking about education, particularly when you think about educating a child as young as 2 and as old as 18," Graf said. "We as educators can take advantage of the language of the anatomy of the river."


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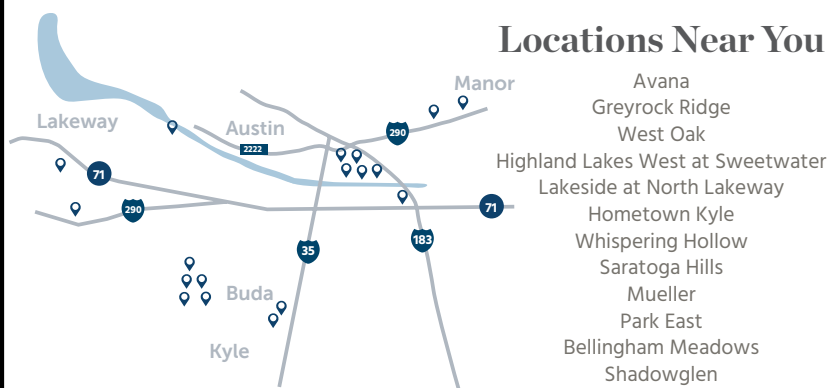


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Rep. Isaac proposes changes to Texas standardized testing system

By Brett Thorne

State Rep. Jason Isaac, R-Dripping Springs, who represents Blanco and Hays counties, told *Community Impact Newspaper* on Aug. 31 his plans to propose fundamental reforms to how Texas students are tested when the 85th legislative session convenes Jan. 10.

The State of Texas Assessments of Academic Readiness tests are administered to many elementary, middle and high school students. The exams test a student's understanding of math, reading, science and social studies, among other subjects. Administration of the tests has been hampered by glitches, lost testing materials and mishandling of students' private information, according to a news release from Isaac's office. The issues affected more than 14,000 students, the Texas Education Agency announced in August.



Rep. Jason Isaac

The tests lost during the 2015-16 school year mainly affected students who needed accommodations, such as those in special education or English language learners, TEA spokesperson Lauren Callahan said.

Isaac said his phone "blew up" after issuing a news release Aug. 29 that broadly outlined a plan to overhaul the current administration of the STAAR tests and add a "dose of free-market philosophy to education" by allowing each of the state's more than 1,000 school districts to choose which nationally approved standardized test to administer to students.

"I don't think we need to get the problems ironed out at the state level," Isaac told *Community Impact Newspaper*. "We need to let the districts decide which tests they're going to implement, when they're going to implement it, and as long as it complies with state law ... then we're good with the [federal requirements of the] Every Student Succeeds Act."

On Aug. 23, the TEA announced it was levying a \$20.7 million fine on the

A brief history of standardized testing in Texas ★

The Texas Assessment of Basic Skills, or TABS, was the first statewide test given to high school students, according to the Texas Education Agency. Since the TABS was first administered in 1980, the state has used four other standardized tests.

- ▶ **1980-84**
Texas Assessment of Basic Skills
- ▶ **1985-90**
Texas Education Assessment of Minimum Skills
- ▶ **1990-2003**
Texas Assessment of Academic Skills
- ▶ **2003-10**
Texas Assessment of Knowledge and Skills
- ▶ **2011-present**
State of Texas Assessments of Academic Readiness

Source: Texas Education Agency/Community Impact Newspaper

STAAR test's vendor, Educational Testing Service, which has a \$300 million contract to administer the test.

"Flawed testing practices threaten the state of Texas' ability to fulfill our education system's goals—and our children's futures," Isaac said. "The litany of errors being uncovered about STAAR is simply a disservice to our students, hard-working teachers and families. To that end, I propose that [school districts] be given the freedom to choose from a variety of nationally normed standardized tests, not have their hands tied while the state of Texas tries to iron out STAAR's many kinks."

ETS was fined \$5.7 million in liquidated damages and directed to invest \$15 million in online testing system enrollment, shipping, online testing, precoding, and scoring and reporting, according to the TEA. The 2015-16 school year was the first year the vendor administered the test.

"School districts should not be hampered by an inefficient and ineffective system," Isaac said.

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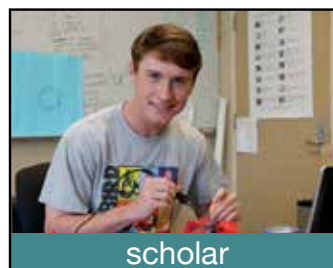
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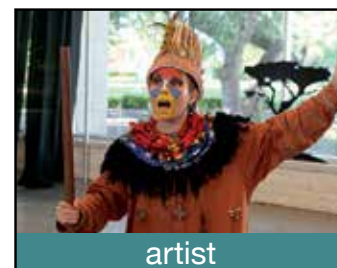
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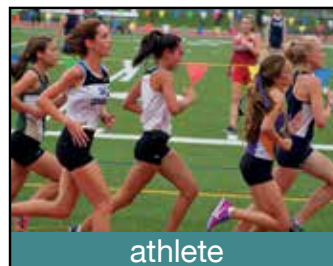
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2016 Education FOCUS

Marketing

Continued from I 1

Advertising Inc. to create a campaign with the district's Communications and Community Engagement Department from January to the end of 2016. The board can renew the contract with the firm on a year-by-year basis for up to four years, according to the contract.

The district's goals of the campaign include retaining students, increasing student enrollment and changing the underperforming perception of East Austin AISD schools.

One of the campaign's primary metrics for its effectiveness, the 2016-17 school year enrollment, has yet to be determined because AISD waits until six weeks after the school year begins to tally enrollment. Telles said the first few weeks of school have volatile enrollment counts because students may transfer to a new school or leave the district entirely.

Based on preliminary data unreleased to the public, trustee Gina Hinojosa said enrollment for the first week of school, which was from Aug. 22-26, increased for middle schools and high schools compared with the 2015-16 school year.

Spending money to make money

From the start of the program in January to the start of the 2016-17 school year on Aug. 22, AISD has spent about \$850,000 for its marketing campaign, which includes the \$350,000 just for hiring Sanders\Wingo, according to AISD.

Reyne Telles, AISD Communications and Community Engagement executive director, said AISD potentially lost

almost \$8.87 million in state funding because of a 1,200-student decline in enrollment from the 2014-15 school year to the 2015-16 school year.

"You take the \$800,000 of that \$8.87 million, which is roughly what we've spent for the marketing—you're still just trying to battle what you're losing in enrollment," Telles said. "It just makes financial sense. If you can get back just half of those students, you're looking at \$4 million gained from the \$800,000 that you spent."

According to the AISD fiscal year 2016-17 budget, AISD has allocated about \$1.07 million for the Communications and Community Engagement Department's contracted services. The department's total budget is \$2.77 million.

Effects of the campaign

The targeted campaign focused on South Austin schools, such as Crockett High School and Kocurek Elementary School, as well as various Northeast and East Austin schools. Telles said the majority of the targeted schools were in East Austin, with some schools north and south of the area.

In addition, general advertisements appeared online and in local media outlets. These ads were more generally focused at the Austin population as a whole to spread brand awareness of the district, Telles said.

Several trustees, including trustee

Yasmin Wagner, whose district represents parts of Southwest Austin, refrained from commenting about the marketing campaign and whether it should be renewed until after 2016-17 school year enrollment data is recorded.

"There will be more data than just enrollment," Wagner said. "There should be measures around sentiment,

reach and how much more people became aware of AISD and its services. There's still a lot of data that [trustees] need to see before we make a fair

"There's still a lot of data that [trustees] need to see before we make a fair assessment of [the marketing campaign's] performance."

—Yasmin Wagner, Austin ISD trustee

assessment of its performance."

Trustee Paul Saldaña, representing parts of South Austin, said the board may discuss how the campaign performed in a mid-October board meeting.

When asked how parents have responded to the campaign, Saldaña said it has been "mostly positive," as families were active on social media with selfie photos with the marketing signs.

In contrast, parent DeeDee Green, president of the Gorzycki Middle School Parent Teacher Association in Southwest Austin, said the campaign was not an effective use of AISD funds.

"If the large amount of money spent was directed towards campus infrastructure updates and supporting the teachers instead of marketing campaigns, we would not be needing to

utilize funds towards enrollment," Green said. "It seems that most community members leaving AISD to enroll in charter or private schools are doing so because of overcrowding."

Andy Bruchey, owner of Austin Fitness Center in Southwest Austin, said he is conflicted with the marketing campaign. He said he understands the financial impact of underenrollment on schools but questions the decision-making when it comes to spending taxpayer funds.

"If you look at where [taxes] go on a local, state or federal level, I don't think [a taxpayer] has any say-so," Bruchey said. "[Taxing entities] are just going to say, 'This is what needs to be done.'"

If the campaign struck a wrong chord with Austinites, Telles said AISD would have heard about it because Austin is not shy about sharing its opinions.

Aggressively marketing

Marketing efforts by charter schools have been one of the motivating factors for AISD's campaign.

"[Charter schools] do a good job at perpetuating the notion that [they are] exclusive," Telles said.

Saldaña said charter schools have been aggressive, using tactics such as handing out advertisements to students and parents at AISD bus stops.

"I've been supportive of moving forward with an aggressive marketing plan for several reasons," Saldaña said.

Saldaña said more work needs to be done to promote programs that already exist in South Austin schools as trustees contemplate building a new magnet high school. He said he also hopes the storytelling is no longer defensive, or reactionary, to the decline in enrollment



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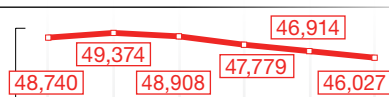
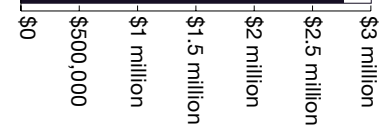
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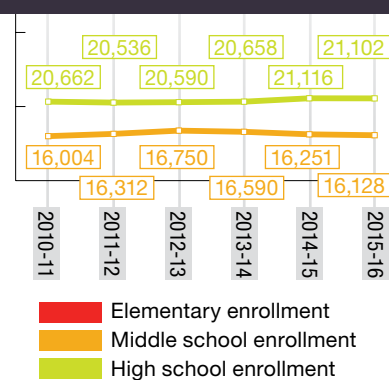


AISD COMMUNICATIONS AND COMMUNITY ENGAGEMENT DEPARTMENT BUDGET

SCHOOL YEAR	BUDGET
2013-14	\$1.56 million
2014-15	\$1.83 million
2015-16	\$2.73 million
2016-17	\$2.77 million



AISD ENROLLMENT 2010-16



Source: Austin ISD/Community Impact Newspaper

or the marketing of charter schools.

Saldaña, referring to Austin's affordability issues causing families to move out and the rising cost of health insurance, said it will take more than just marketing to address enrollment.

David Dunn, executive director of the Texas Charter Schools Association, said marketing efforts at charter schools vary from school to school.

One reason is that the larger charter school networks may conduct extensive marketing, such as billboards, whereas

most other schools may just rely on word-of-mouth marketing, Dunn said.

A charter school can also market beyond its geographical location, Dunn said. A parent can bring his or her child to a charter school near his or her workplace instead of enrolling at the neighborhood school.

"But clearly, the results are different because while AISD is experiencing a decline in enrollment, charter schools here in Austin have grown significantly, and there are waiting lists to get into a

charter school," Dunn said. "I think the dynamics are different."

Although larger-network charter schools may have the clout to market, small and independent charter schools rely on word-of-mouth marketing, said Ted Graf, head of school for local private school Headwaters School.

At IDEA Public School Bluff Springs, which started its first day of school in Southeast Austin on Aug. 15, marketing for the Texas-wide charter school organization is split between large billboard

campaigns for the entire organization and grass-roots marketing for each individual school, Assistant Principal Sameer Bhuchar said.

"The thing that does the most marketing for us is parents who talk to parents," Bhuchar said.

Take the poll online at communityimpact.com/swa-poll

What do you think of Austin ISD's marketing campaign?

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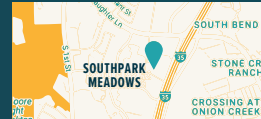
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10/8 **VALLEJO**
Latin Rock

10/15 **EGGMEN**
Beatles Tribute



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CALENDAR

September



Kelli Weldon/Community Impact Newspaper

23 through 24**St. Paul Catholic Church Fall Festival**

The annual event includes games, a scavenger hunt, a silent auction and a raffle as well as live music. 6-10 p.m. Fri., 1-10 p.m. Sat. Free (admission and parking). St. Paul Catholic Church grounds, 10000 David Moore Drive. 512-280-4460. www.saintpaulaustin.org

24 through Oct. 15**Southpark Meadows****Southpark After Dark concert series**

The annual Southpark Meadows outdoor concert series starts again this fall. Led Zeppelin tribute band Mothership performs Sept. 24, '80s pop band Clockwork performs Oct. 1, Latin rock band Vallejo performs Oct. 8 and The Beatles tribute band Eggmen performs Oct. 15. 7-10 p.m. Free. The Grove at Southpark Meadows, 9300 S. I-35. 512-593-4469. www.facebook.com/southparkmeadows

24 Let the People Go Solar

Solar experts provide an introduction to home solar systems for Austin residents. 10:30-11:30 a.m. Free. TreeHouse, 4477 S. Lamar Blvd., Ste. 600. 512-861-0712. <https://tree.house/events/let-people-go-solar>

29 through Oct. 9**'The Resistible Rise of Arturo Ui: A Gangster Spectacle' play**

In the play set in 1930s Chicago, racketeer Arturo Ui is running a "protection" campaign for the Cauliflower Trust. 7:30 p.m. (Thu.-Sat.), 2 p.m. (Sun.). \$18 (students, seniors, St. Edward's community members), \$24 (adults), \$90 (season pass). St. Edward's University Mary Moody Northern Theatre, 3001 S. Congress Ave. 512-448-8484. www.stedwards.edu/theatre

30 Carolyn Wonderland concert

The local blues singer-guitarist performs in her hometown as part of a national tour to promote her new live album, "Live Texas Trio." Wonderland has won numerous awards, including the 2012 Austin Music Awards Best Female Vocalist award. 10 p.m. \$25 (online), \$30 (at the door). Strange Brew Lounge Side, 5236 Manchaca Road. 512-828-7636. www.strangebrewlounge.com

October



Kelli Weldon/Community Impact Newspaper

01 Floral design class

Experts show attendees how to design floral arrangements in 45-minute classes limited to six students per session. 3-6 p.m. (Mon.-Tue.), 10 a.m.-1 p.m. (Sat.) until Dec. 22. Free. Mercedes Flowers Wholesale Market and DIY Bride, 6705 W. Hwy. 290, Ste. C1. 512-291-3536. www.mercedesflowers.com

12 Oak Hill Association of Neighborhoods candidate forum

Residents of Southwest Austin can attend the forum featuring candidates for State Board of Education District 5, Austin ISD trustee at-large, state House District 47, and state House District 48. 7 p.m. Free. Southwest Family Fellowship, 8203 Hwy. 71. www.ohan.org

17 Monstober crafting class

Attendees age 10 and older can make pocket-sized Frankenstein monster-inspired toys by combining pieces from various toys. 3:30 p.m. Free. Austin Public Library, Manchaca Road branch, 5500 Manchaca Road. 512-974-8700. <http://library.austintexas.gov>

22 through 23 The Show

The Artists Alliance of the Hill Country spotlights 60

Featured **EVENT**

Courtesy Austin Zoo and Animal Sanctuary

OCT 07 through 29 Boo at the Zoo

The zoo becomes illuminated and decorated for the Halloween occasion. Attendees can wear a costume, bring a picnic to enjoy in the picnic grove, ride a haunted train, explore a haunted house and see zoo animals. Adult attendees wearing a costume may not wear a mask. The event takes place Oct. 7, 8, 14, 15, 21, 22, 28 and 29. 6:30-9 p.m. \$15 (includes a haunted train pass and unlimited haunted house visits). Austin Zoo and Animal Sanctuary, 10808 Rawhide Trail. 512-288-1490. www.austinzoo.org

juried artists displaying work in a 12,000-square-foot, air-conditioned exhibition hall. 10 a.m.-6 p.m. (Sat., Sun.) Free. Dripping Springs Ranch Park, 1042 Event Center Drive, Dripping Springs. 512-658-3699. www.artistsalliancehc.com

23 'Page-Turning, Stomach-Churning: Building Suspense in Your Thriller'

The half-day class led by Austin-based author Amy Gentry focuses on the thriller-writing craft. 1-4 p.m. \$50 (members), \$60 (nonmembers). The Writing Barn, 10202 Wommack Road. 512-665-0886. www.thewritingbarn.com

Online Calendar

Find more or submit Southwest Austin events at communityimpact.com/swa.

To have Southwest Austin events considered for the print edition, they must be submitted online by the second Friday of the month.

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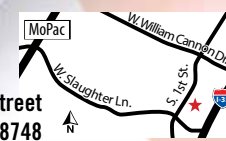
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LET'S Make it a DATE

An unofficial guide to date night spots in Southwest Austin

Dating can be a daunting task, from selecting the right attire to the right place to go. Although your clothing choice is entirely up to you, this guide can help lessen the burden of deciding what to do depending on your interests and personalities.

THE Smarties

Nerds unite at these places meant to stimulate the brain. These options give you the chance to impress your partner with your knowledge.

1 BIOLOGY LESSON

On Oct. 7, museumgoers can visit the Lady Bird Johnson Wildflower Center for a one-night-only bug-sightseeing tour in the gardens. The center's mercury light stations turn on to attract night insects. 6-9 p.m. Free (members, age 4 and younger), \$4 (ages 5-17), \$8 (age 65 and older, students with student ID), \$10 (general admission)

4801 La Crosse Ave.
512-232-0100 • www.wildflower.org

2 GET CREATIVE

The Writing Barn offers writing classes taught by in-house staff and guest authors. The Writing Barn offers full- and half-day workshops.

10202 Wommack Road
512-665-0886 • www.thewritingbarn.com

3 GEEKY PURSUITS

During Geeks Who Drink trivia every Tuesday at 7:30 p.m., the Moontower Saloon pits teams against each other to see who knows more about everything.

10212 Manchaca Road
512-712-5661 • www.moontowersaloon.com



BUG NIGHT OUT

Courtesy Lady Bird Johnson Wildflower Center



THE WRITING BARN

Kelli Weldon/Community Impact Newspaper



MOONTOWER SALOON

Courtesy Joan Bunn

THE Classic

For this couple, the old standby of dinner and a movie is a recipe for a great time.

1 DINNER DATE

At Cafe Malta, diners will find a locally owned restaurant with white tablecloths, candlelight and a cultivated seasonal menu with a heavy Texas influence. Diners can try the Brisket ravioli (\$14)—house pasta filled with cabernet-braised brisket and sauced in parsley-pecan pesto and parmesan cheese.

3421 W. William Cannon Drive, Ste. 127
512-853-9584 • www.cafemaltaaustin.com

2 CATCH A FLICK

Alamo Drafthouse Cinema's movie screenings (\$8.75-\$14.75) along with waitstaff serving items such as alcoholic milkshakes and warm chocolate chip cookies are a fun way to end the date.

5701 W. Slaughter Lane, Austin
512-861-7060 • www.drafthouse.com/austin

WORTH THE TRIP: Bring your car to the Blue Starlite Mini Urban Drive-in, an old-fashioned drive-in in the Mueller district showing classic and art-house movies. 1901 E. 51st St. • www.bluestarlitdrivein.com



CAFE MALTA

Joseph Basco/Community Impact Newspaper



ALAMO DRAFTHOUSE CINEMA
SLAUGHTER LANE

Courtesy Alamo Drafthouse Cinema

THE Offbeat

These date ideas do not fall into any conventional category, so these options are perfect for offbeat couples who want to experiment with new and unique settings.

1 CARRY A TORCH

Check out a blacksmithing class as part of the Metal Works series at Creative Side Metal Works. Basic Blacksmithing participants can make a bottle opener Oct. 15 from 11 a.m.-3 p.m. for \$135 per person. Reservations are required.

2311 Thornton Road, Ste. Q
512-799-0731 • www.creativeside.org

2 UNEXPECTED EATS

Try Hawaiian cuisine poke at Poke-Poke, which opened in July across from St. Edward's University in the former Amy's Ice Creams space. Poke is a raw tuna or salmon dish flash-marinated in sauces and spices and mixed with toppings, including onions, sesame seeds, kale and carrots.

3100 S. Congress Ave. • 512-814-1032 • www.poke-poke.com

3 NAME OF THE GAME

Play your cards right at Ben White Bingo, where games start every day at 5:30 p.m. There are separated areas for smokers and nonsmokers, and on Fridays players can partake in free beer and wine.

2101 W. Ben White Blvd., Ste. 101
512-440-7475 • www.benwhitebingo.com



CREATIVE SIDE METAL WORKS

Courtesy Creative Side Metal Works



BEN WHITE BINGO

Joseph Basco/Community Impact Newspaper

THE Daytrippers

For daters who would rather get out of town—or close enough, a day trip to the Hill Country awaits with gourmet food and craft wine.

1 PICNIC LUNCH PICKUP

Lox, Box & Barrel offers to-go options, such as sandwiches and salads, on the way to Hill Country breweries and wineries.

9521 W. Hwy. 290, Ste. 100
512-400-0681 • www.loxboxandbarrel.com

2 DAY AT THE VINEYARD

Bell Springs Winery in Dripping Springs is open daily from 11 a.m.-6 p.m. Various meat, cheese and olive plates are available for sale at the winery, and guests are welcome to pack a lunch for a midday picnic on the grounds and visit Sidecar, the tasting room.

3700 Bell Springs Road, Dripping Springs
512-643-7398 • www.bellspringswinery.com



LOX, BOX & BARREL

Courtesy Lox, Box & Barrel



BELL SPRINGS WINERY

Courtesy Bell Springs Winery



THE Adventurers

Treasure hunting, the need for speed and spicy foods are no match for this couple.

LIKE POKEMON GO, BUT WITHOUT THE POKEMON

Geocaching is an outdoor activity in which players can use a mobile app to hunt for hidden containers around the world. Players can learn more and research potential caches to find in Austin by visiting www.geocaching.com.



GEOCACHING

Courtesy Geocaching.com



CIRCUIT OF THE AMERICAS

Courtesy Circuit of The Americas



DISTRICT AUSTIN

Joseph Basco/Community Impact Newspaper

1 RACING HEARTS

Racing events at Circuit of The Americas in South Austin include the world's premier motorsport series, the U.S. Formula One Grand Prix, which takes place Oct. 21-23. Attendees can cap their nights with accompanying concerts as well: Taylor Swift performs Oct. 22, and The Weeknd performs Oct. 23. Ticket prices and availability may vary.

9201 Circuit of The Americas Blvd.
512-301-6600 • www.circuitoftheamericas.com

2 SPICY TREAT

For a hot option, try the Blistered Shishito Peppers with chili lime aioli for \$5 during happy hour at District Austin. Cocktail options include the Soft Glow (\$5.50), made with strawberries and lemon.

5900 W. Slaughter Lane
512-351-8436 • www.districtaustin.com

THE Blind date

If you are meeting your online or arranged date for the first time, then Parkside Village in Circle C Ranch is your choice for a stress-free and convenient evening, as businesses are in close proximity to one another.

1 PIE HOPES

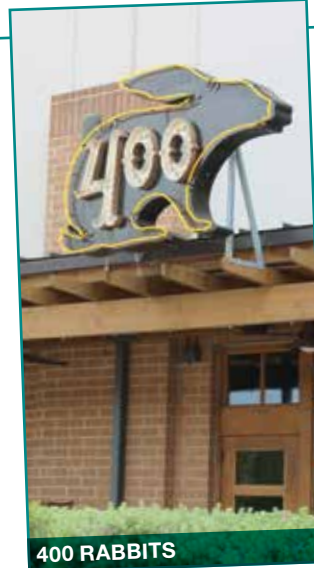
Start off the evening with North By Northwest Restaurant and Brewery's Heart of Circle C Pizza (\$10.95), a 10-inch pizza topped with basil pesto, artichoke hearts, roasted red bell peppers, sun-dried tomatoes and fresh mozzarella. The restaurant also brews several craft beer varieties in-house.

5701 W. Slaughter Lane, Bldg. D
512-301-6969 • www.nxnwbrew.com

2 AFTER-DINNER DRINK

400 Rabbits' Paris, Texas cocktail (\$9), made with ruby red grapefruit vodka, elderflower liqueur, lime juice and sparkling wine, can start a conversation.

5701 W. Slaughter Lane
512-861-7070 • <http://400rabbitsbar.com>



400 RABBITS

Joseph Basco/Community Impact Newspaper



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MOVIES IN THE PARK

— austinparks.org/movies —



CARVANA



BEST IN SHOW

10/6

10/20



11/10



Transit

Continued from I 1

Service-oriented

In September 2015, Capital Metro's board of directors hired consulting firm Transportation Management & Design Inc. to develop the Connections 2025 plan. Capital Metro began public outreach this spring and used that input to create a draft plan.

"We heard overwhelmingly that frequency is what our customers desire most," Capital Metro planner Lawrence Deeter said.

Proposed changes include boosting frequency on existing bus routes, eliminating duplicate bus service, consolidating the fare structure and adding more MetroRapid bus routes, which offer faster service than local bus routes.

TMD founder Russ Chisholm said Capital Metro could implement proposed changes within the agency's existing budget. This is because some changes would involve reallocating service hours and buses from duplicate routes along MetroRapid lines to other bus routes.

"It's combining the best of both types of service into one that works better for people more quickly [and] provides good access to stations," he said. "The other parts of this are just focusing on reducing unnecessary delay by [straightening] routes [and] adding more priority to more routes."

During the agency's Oct. 24 meeting, TMD and Capital Metro staffers will update the board about any changes stemming from the public outreach events in September. The board is scheduled to approve the service plan at its Nov. 16 meeting.

Phased approach

After approving the service plan, Capital Metro would then create a phasing plan to implement the changes.

"We want to implement as much as we can as soon as we can, but some of it, because of other factors, will have to be phased," Hemingson said.

This includes adding bus-rapid transit to I-35 because the agency would have to wait until the Texas Department of Transportation builds the new lanes for the service.

Hemingson said some of the changes, such as consolidating MetroRapid Route 801 and part of Route 1 bus services and adding more MetroRapid routes, would require additional public input.

Hemingson said TMD recommended eliminating route duplication as a means to provide faster service and operate more efficiently.

"Unless you have density like in big metros and strong ridership, it's better in a sense to operate one route at a high level instead of two routes with one being an overlay," he said.

Phasing the service plan is a different approach than the city of Houston took when it overhauled its entire bus system overnight in August 2015, according to the Metropolitan Transit Authority of Harris County. After restructuring its bus routes and extending service, the agency reported a 6.8 percent increase in ridership and 4.5 million more customer boardings between September 2015 and July 2016.

Frequency favored

John Williams, an attorney and 27-year Circle C Ranch resident, commutes by Capital Metro bus to his office downtown a few times per week. He said his experience with service has mainly been positive.

"If you ride the bus, you don't have to deal with the traffic," Williams said. "You're not the driver—you can snooze; you can read the paper; you can read a book."

One of Capital Metro's proposed changes is eliminating bus Route 333

ENHANCING PUBLIC TRANSIT



Capital Metro unveiled proposed changes to its bus and rail services Aug. 22. All proposed service changes are subject to approval by the agency's board of directors and could change depending on public input and feedback from board members.

more capacity and routes on MetroRail and more bus routes to serve other parts of the city, such as the Westlake area.

"It would be really great if [rail] went south of the river," she said.

Howell said Capital Metro is planning to implement changes faster than she thought, and she is pleased the agency is listening to residents' input.

"Most of these improvements are stuff I've heard people talk about that they want," she said.

Austinite Matthew Ludlum said he attended a few of the Connections 2025 open house events in the spring and is pleased the proposals include more multimodal options.

"I'm excited to see some of the new plans coming out, and Capital Metro is doing a great job trying to address some of the problems," Ludlum said.

from Brodie Lane to the intersection of Hwy. 290 and Hwy. 71, known as the Y at Oak Hill.

"The bus service in Southwest Austin is very limited. It's the [routes] 111, 121 and 333. If they get rid of 333, basically bus service in [the area] is going to be two park and rides," he said.

Austin resident Miriam Howell uses transit daily for commuting, going to doctor's appointments and heading downtown with her husband.

"I really like that I don't have to drive. I have that leisure time," she said. "I love the Wi-Fi on the buses [because] I get into the office and I've already put in an hour's worth of work."

Howell said she would like to see



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EXPAND RAPID TRANSIT

Rapid transit is located in a dedicated right of way and includes MetroRail and adding bus-rapid transit on a new pair of I-35 lanes the state plans to add. In 2018, Capital Metro will upgrade MetroRail's frequency to every 15 minutes because of a \$50 million grant from the state to purchase new rail cars. Bus-rapid transit, or BRT, would have stations on I-35 so the buses would not have to leave the corridor to make stops.



CONSOLIDATE DUPLICATE ROUTES

In 2017, Capital Metro will increase frequency on its MetroRapid bus routes. The agency could combine MetroRapid with its local bus counterparts. Capital Metro is planning two new routes. Route 820 would replace routes 20 and 100 and provide service between Austin-Bergstrom International Airport and downtown. A new east-west route would use Fifth, Sixth and East Seventh streets and Lake Austin Boulevard.



BOOST FREQUENCY

The agency would add eight bus routes to its Frequent Service Network of local bus routes that operate every 15 minutes. These new routes would serve William Cannon Drive, Stassney Lane, Rosewood Avenue, Martin Luther King Jr. Boulevard, Cesar Chavez Street and Rundberg Lane. About 85 percent of Capital Metro riders would live within a 1/2-mile of its network.

LOCAL

\$1.25

PREMIUM

\$1.75

\$1.25

CONSOLIDATE FARE STRUCTURE

The agency is considering one bus fare price to allow passengers easier transfers between types of service, such as MetroRapid and local bus routes. Currently, passengers pay \$1.75 per ride for a premium fare ticket, which includes rides on MetroRapid and flyer routes that offer limited service to and from neighborhoods and downtown, compared with \$1.25 per ride for the local bus fare.



INCREASE LOCAL SERVICE

Bus routes that provide more coverage throughout the city would operate every 30 minutes. Capital Metro is planning to increase bus service along several east-west streets, including Ben White Boulevard and Slaughter, Koenig, Anderson and Braker lanes.



IMPLEMENT NEW EXPRESS BUS SERVICE

Capital Metro has negotiated for additional parking in a new Park & Ride on Howard Lane near MoPac to add a new Express bus route that would serve downtown Austin via the new MoPac express toll lanes when the Central Texas Regional Mobility Authority opens them by early 2017.



ADD CIRCULATORS AT KEY DEVELOPMENTS

Capital Metro is still looking at how these circulators would operate, whether via a Capital Metro bus or through a partnership with another agency; these connectors could operate at The Domain and Mueller development. The agency would also have three connectors serving downtown Austin on Congress Avenue as well as Red River and First streets. There are no circulators planned in the Southwest Austin area.



CREATE MOBILITY HUBS FOR CONNECTIONS

These hubs could be on- or off-street and would provide riders with connections to other forms of transportation, including taxicabs, transportation network companies, and bike and car share.



MAJOR HUB



MINOR HUB

Source: Capital Metro/Community Impact Newspaper

Photos and rendering courtesy Capital Metro



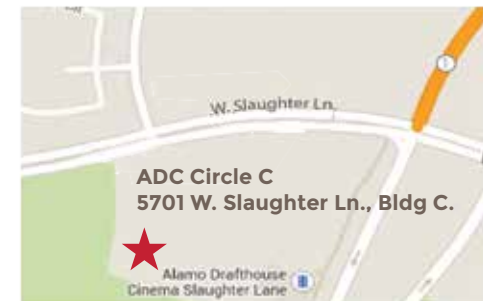
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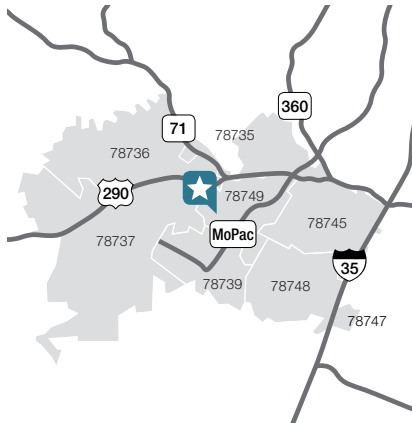
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REAL ESTATE

Village at Western Oaks in Southwest Austin offers homes for sale at the southern end of Loop 1, just north of Slaughter Lane and near Davis Lane and Escarpment Boulevard.

Village at Western Oaks is near The Shops at Arbor Trails, Circle C Metropolitan Park, the Latta Branch Greenbelt, Dick Nichols Park, the Lady Bird Johnson Wildflower Center, the Veloway and Grey Rock Golf Club.



Neighborhood Data provided by
Marc Warshawsky, Realty Austin
Southwest Austin Market Manager
512-658-2128
www.realtyaustin.com



FEATURED NEIGHBORHOOD

Village at Western Oaks



Build-out year: 2005
Builders include: Buffington, JW Smith
Square footage: 1,387-4,577
Home values: \$309,900-\$549,900
HOA dues (estimated): \$225 annually, mandatory
Schools: Patton and Mills elementary schools; Clint, Small and Gorzycki middle schools; Bowie High School
Property taxes (in dollars):
Austin ISD 1.2020
City of Austin 0.4589
Travis County 0.4169
Austin Community College 1.1005
Central Health 0.1178
Total (per \$100 value) **3.2961**

Median home value
\$375,900

Median price per square foot
\$156.56

Median annual property taxes
\$8,039

Homes on the market*
25

Homes under contract*
13

Average days on the market*
39

Recent listings



8104 Bounty Trail **\$309,000**
3 Bedroom / 2 Bath 1,387 sq. ft.
Agent: Adam Walker
Realty Austin 512-280-7653



6306 Clairmont Drive **\$375,900**
4 Bedroom / 2 Bath 2,470 sq. ft.
Agent: Peter Davis
Keller Williams Realty 512-658-2608



7934 Wheel Rim Circle **\$353,000**
4 Bedroom / 2 Bath 2,303 sq. ft.
Agent: Rudy Chavez
Aus10 Realty 512-680-0557



9116 Meacham Way **\$399,900**
3 Bedroom / 2 Bath 2,293 sq. ft.
Agent: Jessica Dodge
Dodge Team Properties 512-514-1700

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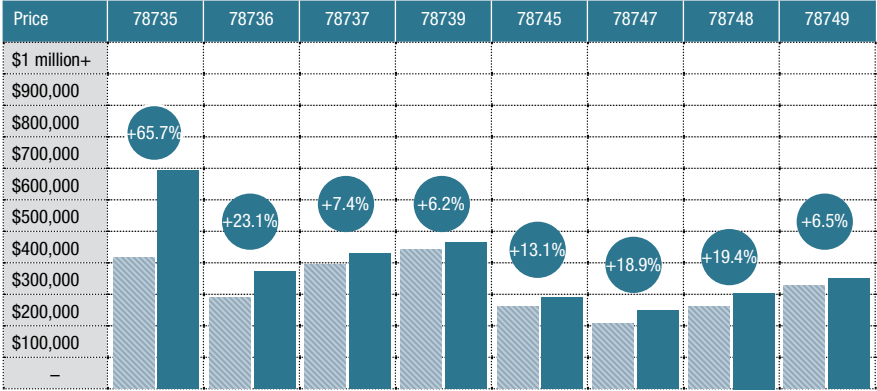
REAL ESTATE

Market Data

On the market (August 2016)

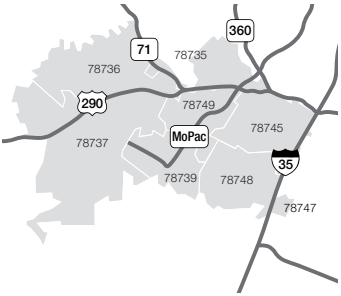
Price Range	Number of homes for sale/Average days on the market							
	78735	78736	78737	78739	78745	78747	78748	78749
\$149,999 or less	1/215	—	—	—	—	—	—	—
\$150,000-\$199,999	—	—	—	—	4/26	3/10	1/80	—
\$200,000-\$299,999	—	3/33	1/11	1/44	23/11	17/28	32/24	11/16
\$300,000-\$399,999	2/14	2/52	14/31	5/21	15/12	4/71	30/40	19/18
\$400,000-\$499,999	1/28	2/87	15/51	18/51	3/26	2/67	4/23	5/9
\$500,000-\$599,999	3/29	2/28	6/46	8/27	1/50	—	1/141	—
\$600,000-\$799,999	1/33	—	2/6	3/70	2/5	—	—	1/50
\$800,000-\$999,999	—	—	2/66	—	—	—	—	—
\$1 million+	7/160	—	—	—	—	—	—	—

Median price of homes sold ■ August 2015 vs. ■ August 2016



Recent Property Listings

ZIP code	Subdivision	Address	Bed/Bath	Price	Sq. ft.	Agent	Agency	Phone
78735	Barton Creek	2705 Maravillas Cove	4br/5ba	\$1,695,000	5,855	Colleen Rouhselan	Coldwell Banker United, Realtors	512-350-3787
78735	Barton Creek	2632 Ravello Ridge Drive	6br/7ba	\$2,450,000	7,941	Eve Kush	Coldwell Banker United, Realtors	512-845-0405
78735	Village Park	4010 Travis Country Circle	4br/3ba	\$578,000	2,471	Edward Farmer	Horizon Realty	512-785-7968
78735	Travis Country West	5729 Fort Benton Drive	3br/2ba	\$444,900	2,456	Tammie Lanier	Berkshire Hathaway TX Realty	512-426-3167
78735	Barton Creek, Verano	9508 Velella Place	6br/7ba	\$2,800,000	5,397	Deborah Lowe	Moreland Properties	512-289-4167
78736	Windmill Run	7704 Fenton Cove	3br/3ba	\$299,000	1,612	Jason Benson	Keller Williams Realty	512-766-4003
78736	Glen At Thomas Springs	7300 Trenton Drive	3br/3ba	\$335,000	1,691	Cheri Martz	Realty Austin	512-716-9178
78737	Belterra	230 Kensington Lane	4br/3ba	\$369,500	2,239	Melanie Fenelon	Realty Austin	512-658-0773
78737	Belterra	270 Torrington Drive	4br/3ba	\$375,000	2,769	Kristen Williams	Keller Williams Realty	512-699-2984
78737	Friendship Ranch	13204 Deerfoot Trail	4br/3ba	\$530,000	2,953	Gary Rossman	Austin-Options Realty	512-656-0721
78737	Highpointe Condominiums	151 Courtland Circle	3br/2ba	\$385,000	2,656	April Miller	Keller Williams Realty	512-567-9974
78737	Goldenwood West	7900 Agarita Drive	4br/2ba	\$325,000	1,899	Burt Dement	Realty Austin	512-689-7352
78737	Belterra	241 Granite Lane	5br/4ba	\$585,000	4,697	Melissa Roberts	Realty Austin	512-769-0877
78745	Oak Plantations	3233 Oak Aly	3br/2ba	\$235,000	1,262	J. Rene Ward	Best Agents in Texas	512-694-2558
78745	Southampton	3315 Harpers Ferry Lane	3br/3ba	\$299,900	2,000	Janice Shelby	Atlas Realty	512-993-6494
78745	Whispering Oaks	2600 Cebo Cove	3br/2ba	\$350,000	1,739	Kim Wolle	Realty Austin	512-461-6741
78745	Cherry Creek	2614 Coatbridge Drive	3br/2ba	\$335,000	1,262	Carlos Cruz	RE/MAX 1	512-689-9353
78745	Cherry Creek	2602 Burly Oak Drive	3br/2ba	\$320,000	1,349	Doug Medford	Horizon Realty	512-619-1867
78745	Forest Oaks	4500 Richmond Ave.	3br/2ba	\$645,000	1,913	Barbara Siegwalt	Keller Williams Realty	512-745-5883
78745	Southbridge Villas	7337 Manchaca Road, Unit 24	3br/3ba	\$299,900	1,583	Christopher Pena	Realty Austin	512-820-3028
78745	Hartkopf	4513 S. Second St.	2br/2ba	\$550,000	1,187	Ryanne Vaughan	Keller Williams Realty	512-619-5034
78745	Park Forest	5003 Gladeview Drive	4br/2ba	\$400,000	1,402	Patrick Birdsong	Keller Williams Realty	512-991-4801
78747	Springfield	6506 Eudora Cove	3br/3ba	\$195,000	1,736	Robert Hachtel	Realty Austin	512-699-0786
78747	Bradshaw Crossing	5520 Emma Thompson Way	3br/3ba	\$225,000	1,220	Mary Carter	Engel & Volkers Austin	512-808-8106
78747	Onion Creek	4617 Pinehurst Drive, Unit C	3br/2ba	\$350,000	2,006	Adam Walker	Realty Austin	512-280-7653
78747	Sheldon	8620 Capitol View Drive	3br/2ba	\$179,900	1,375	Brandi McDaniel	Realty Austin	512-417-9445
78748	Olympic Heights	12112 Johnny Weismuller Lane	3br/3ba	\$238,000	1,422	Alicia Kelley	Realty Austin	512-736-7585
78748	Tanglewood Forest	9301 Roxanna Drive	3br/2ba	\$275,000	1,501	Robin Rhoads	JB Goodwin, Realtors	512-919-2473
78748	Texas Oaks	907 Sweetwater River Drive	3br/3ba	\$310,000	1,791	Scott Hayes	Realty Austin	512-786-8300
78748	Farrell Ronald Add	8616 Cullen Lane	5br/3ba	\$1,100,000	3,148	Clay Byrne	Keller Williams Realty	512-942-7880
78748	Reserve at Southpark Meadows	9700 Alex Lane	3br/3ba	\$357,000	2,347	Paul Johnston	Coldwell Banker United, Realtors	512-636-9924
78748	Texas Oaks	9007 Bill Hickcock Pass	3br/2ba	\$270,000	1,828	Erin Rost	Realty Austin	512-804-8737
78748	Gabardine Condominiums	12424 Gray Camlet Lane	3br/3ba	\$350,000	1,949	Erin Bara	Realty Austin	512-294-6298
78749	Villages at Western Oaks	5416 Korth Drive	4br/3ba	\$389,000	2,392	Todd Bailey	Realty Austin	512-900-5775
78749	Maple Run	4310 Molokai Drive	3br/2ba	\$265,000	1,432	Amy Mills	Realty Austin	512-762-0585
78749	Village at Western Oaks	5660 Wagon Train Road	3br/3ba	\$315,000	2,012	Jordan Johnson	Realty Austin	512-468-5520
78749	Legend Oaks Phs A Sec 2	7502 Mifflin Kenedy Terrace	3br/3ba	\$359,000	1,987	Jeffrey Hill	Realty Austin	512-230-4953
78749	Maple Run Sec 9	8302 Nairn Drive	3br/3ba	\$364,900	2,534	Courtney Oldham	Keller Williams Realty	512-809-5495
78749	Sendera South	4829 Chesney Ridge Drive	3br/3ba	\$370,000	2,191	Wendy Papasan	Keller Williams Realty	512-330-1004
78749	Village at Western Oaks	9015 Sommerland Way	3br/2ba	\$324,999	1,459	Colt Clements	Homes ATX	512-808-6438



7900 Agarita Drive



2602 Burly Oak Drive



9301 Roxanna Drive



5660 Wagon Train Road



Residential real estate listings added to the market between 9/7/16 and 9/13/16 were provided by the Austin Board of Realtors, www.abor.com. Although every effort has been made to ensure the timeliness and accuracy of this listing, Community Impact Newspaper assumes no liability for errors or omissions. Contact the property's agent or seller for the most current information.

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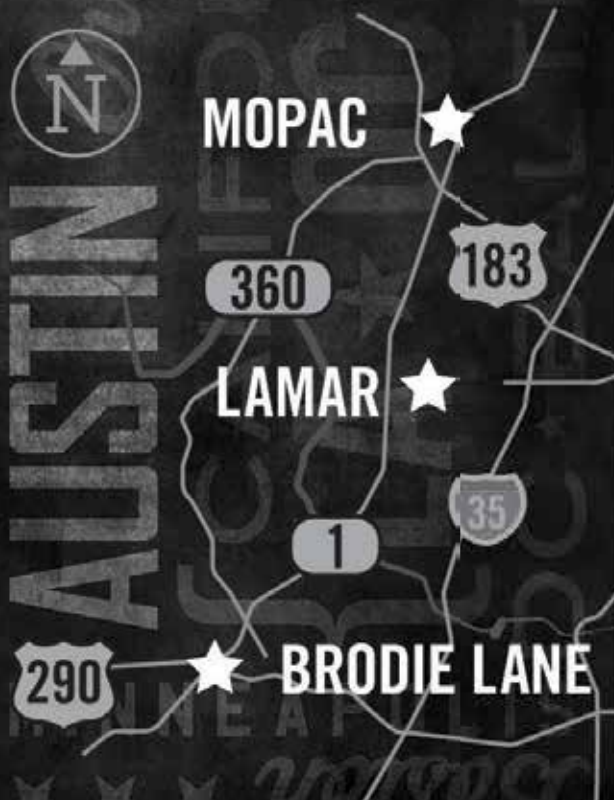
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