



## What's Inside

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2010 Healthcare  
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## What's News



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**Austin City Council** passed an ordinance that will ban text messaging while driving beginning Jan. 1, 2010. | 10

**What's Online**  
www.impactnews.com



**The 2009 Texas Book Festival** transformed the Texas Capitol Building into a forum for discussion on a wide spectrum of issues. On Oct. 31 and Nov. 1, 35,000 attendees lined up for book signings, listened to live bands and bought books by featured authors.  
more.impactnews.com/6196

**The Capital Metro Board of Directors** approved a fare proposal Nov. 4 that will increase fares for local and express bus, MetroRail, MetroAccess and RideShare service. Seniors, riders with disabilities and Medicaid cardholders will continue to ride for free.  
more.impactnews.com/6190

# Austin businesses prepare for holiday shopping season

## Despite bleak forecasts, local retailers optimistic

By Eric Pulsifer

Holiday retail sales are projected to decline 1 percent this year to \$437.6 billion, according to an October report by the National Retail Federation. While Austin may fare better than most of the nation, as it has during the recession, many locally owned businesses rely heavily on the November/December shopping season.

"Austin isn't doing as bad as everywhere else, but it's definitely rough out there," said Dean Lofton, Austin Independent Business Alliance executive director. "For many of our retail businesses, this is the biggest time of their year, but they have the challenge of not having the corporate

support to sustain them through the rest of the year."

Angelos Angelou, principal executive officer of AngelouEconomics, said for most local retailers, the holiday season can count for 30 to 35 percent of the total year's sales.

"It is an important element of the health of the retail sector," he said.

Angelou is in the process of finishing his company's 2010 economic forecast for the Austin area and said he believes retail sales will remain down this year.

"Given the trends we have seen so far this year, it points to at best flat and at worst negative performance compared to last year," he said.



At Game Over's northwest Austin location, owner David Kaelin is looking forward to the holiday season.

### Shift from spending to saving

U.S. consumers are expected to spend an average of \$682.74 on holiday-related shopping this year, down from last year's \$705.01,

according to the National Retail Federation survey.

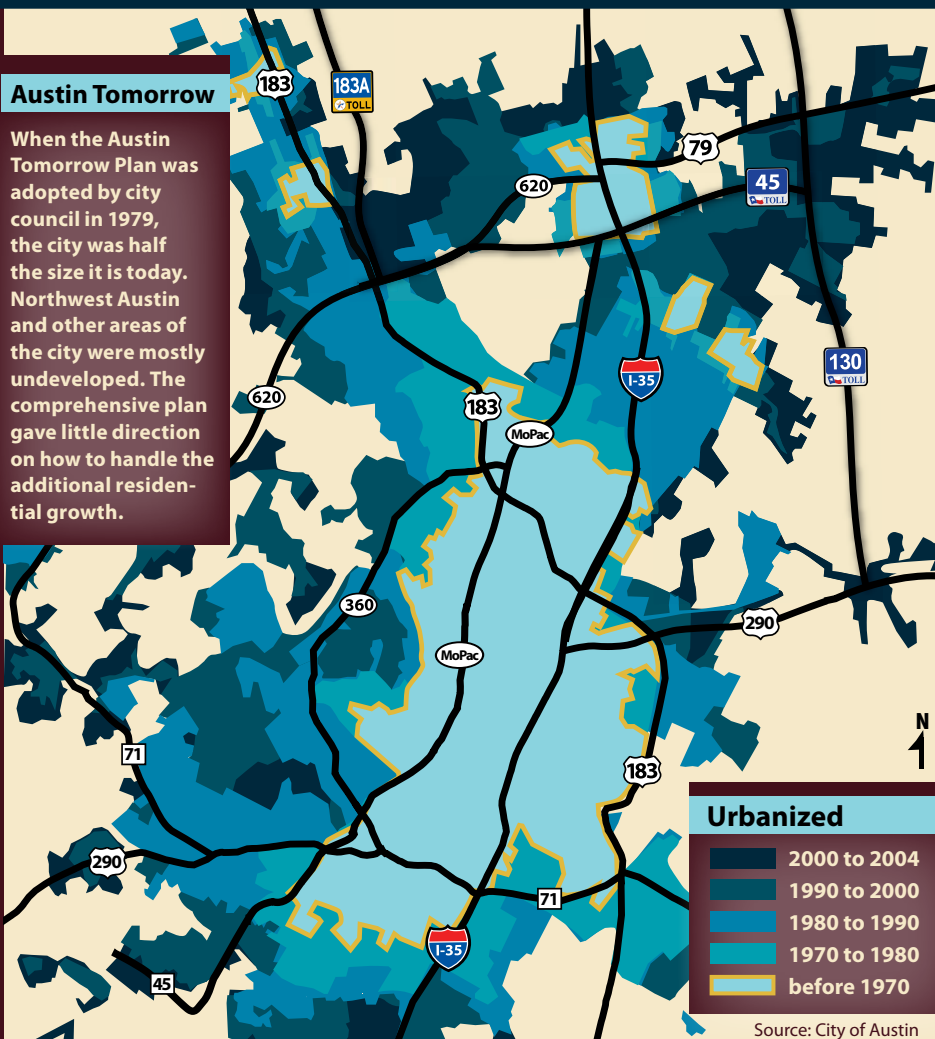
Shoppers have begun saving a

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## Austin's urbanized area from 1970-2004

### Austin Tomorrow

When the Austin Tomorrow Plan was adopted by city council in 1979, the city was half the size it is today. Northwest Austin and other areas of the city were mostly undeveloped. The comprehensive plan gave little direction on how to handle the additional residential growth.



Source: City of Austin

## Austin to replace city's 30-year-old comprehensive plan

### Story Highlights

- Four public forum series to be held over two-year span for public input on plan
- Wallace Roberts & Todd hired for \$1.3 million to lead the project

By Tiffany Young

Austin is creating a new comprehensive plan, a document used to plan growth and development, to replace its 1979 version.

When preparing the current 176-page comprehensive plan, Austin Tomorrow, city limits did not extend past Travis County and most of northwest Austin was undeveloped and not yet considered a part of Austin. Today, the population and land area have more than doubled, leaving most of Austin under a plan written before it was even considered a part of the city.

"The previous plan is very much a product of its time," said Mark Walters, a principal planner with the Neighborhood Planning and Zoning Department. "It had some good ideas, but that was over 30 years ago. Back when this plan was written, such issues as climate change, sustainability and even homeless[ness] were not even on the radar."

While the plan was amended in 2008, it is

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# CELEBRATING *Christmas*



## georgetown

### Sundays

9:30 am, 11:30 am  
1:30 pm (*en español*), and 6 pm

### Christmas Services

Sunday, December 20th

9:30 am, 11:30 am,  
1:30 pm (*en español*) and 6 pm

Thursday, December 24th

2 pm & 4 pm

1202 Rabbit Hill Rd. (CR 116)  
Georgetown, TX

**celebration church**  
one church two locations

## cedar park

### Sundays

10:45 am

### Christmas Service

Thursday, December 24th, 6 pm

2121 Cypress Creek  
Cedar Park, TX

(in the Summit Christian Academy  
across from Cedar Park High School)

**CelebrationChurchtx.com**





## Publisher's Note

One Friday morning on my way to work I stopped to buy a cup of coffee. I was wearing one of my *Community Impact* golf shirts and a 20-something gentleman named Marcus came up to me to say how much he loved our paper.

"Everyone loves that thing. It is a great community newspaper," he said.

My staff and I are so appreciative of comments like this. There is no question that the newspaper business is a challenging one, but we are convinced if we work hard to provide local news that matters to you, we can continue to grow this young company.

Our print edition, which we send free to you each month, is our core product, but our website is loaded with content, too.

We recently launched the new, improved impactnews.com, and below we have highlighted ways you can get quality news and information from our award-winning journalists every day. If you haven't visited impactnews.com in a while, get online. You can comment on an article that impacts you and follow and "re-tweet" us on Twitter. You can also sign up for our informative (and free) e-mail newsletters.

As always, we love to know how you use our newspaper and our website. If I don't get the privilege to meet you at a coffee shop, e-mail me your comments or suggestions.

  
John Garrett  
jgarrett@impactnews.com

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Limited supply. Promotion ends Dec. 31, 2009.  
**impactnews.com/bobandmikes**

## Reader feedback

### New superintendent

*I would like to congratulate the Austin School District Board of Trustees in bringing aboard Meria Carstarphen as AISD superintendent. This school district needs someone who understands reform and has a track record of implementing change. This requires a person who will continue to balance the budget and protect the AISD core mission to better student achievement ... and that person is Dr. Carstarphen.*

— Jimmy Castro

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### About us

*Community Impact Newspaper* is Texas' fastest growing news organization. We now distribute to nearly 500,000 homes and businesses in six markets in Central Texas and one in northwest Houston. Since local businessman John Garrett founded the company in 2005, our papers' commitment to hyper-local, unbiased reporting has kept readers informed and connected to their communities.

### Central Texas distribution schedule

**Round Rock / Pflugerville:** 1st Friday of the month  
**Central Austin:** 2nd Friday  
**Georgetown / Hutto / Taylor:** 2nd Friday  
**Cedar Park / Leander:** 3rd Friday  
**Northwest Austin:** 4th Friday  
**Southwest Austin:** 4th Friday

### Subscriptions

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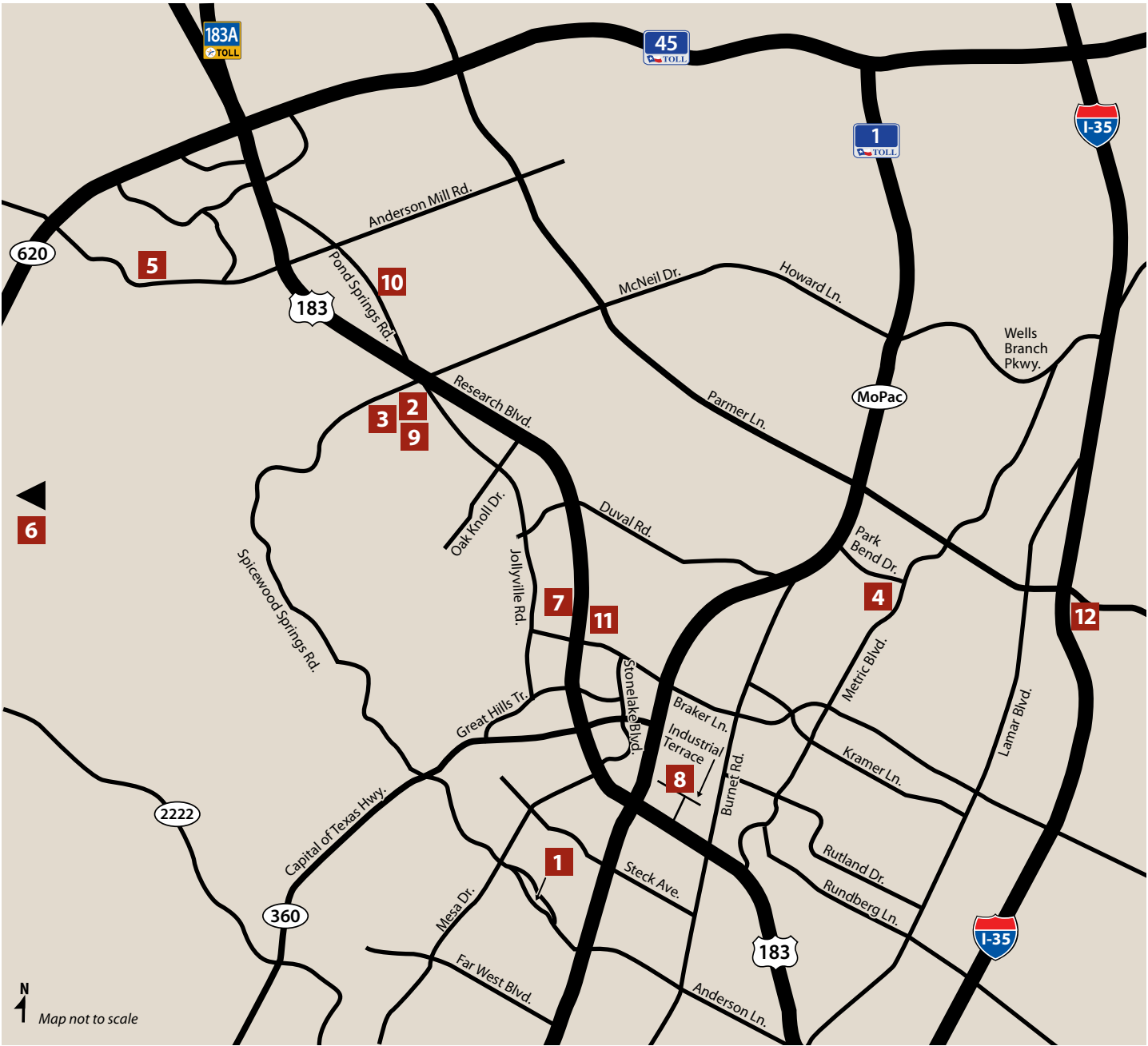
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1 Contest winner

Northwest Austin nonprofit **Hospice Austin**, 4107 Spicewood Springs Road, was selected as the winner of the I Live Here, I Give Here Big Give contest for excellence in donor relations in October. The nonprofit will receive \$10,000 as an award. The nonprofit I Live Here, I Give Here formed two years ago in an effort to increase local charitable giving. Visit [www.ilivehereigivehere.org](http://www.ilivehereigivehere.org) or [www.hospiceaustin.org](http://www.hospiceaustin.org).

2 Art school

Local artist Monica Aaroz opened **Art Plus Academy** in September at 8650 Spicewood Springs Road, Ste. 201. The academy offers instructional art classes to adults, teens and children and covers basic techniques in a variety of media including charcoal, pastels, acrylics and watercolors. The classes are open for training, and curriculum is designed to encourage skill and development while fostering individual creativity. Call 415-8267 or visit [www.artplusacademy.com](http://www.artplusacademy.com).

3 Cartridge care

Digital printing supplier **123items Corporation** opened a storefront at 8650 Spicewood Springs, Ste. 114B in September. The store, which was formerly an online business, provides ink, toner and other printing services to businesses across the country. Call 853-9063 or visit <http://123items.com>.

4 Women's health

Dr. Deborah O'Connell, who served 24 years as director of the Women's Imaging Center at the Austin Diagnostic Clinic, recently opened **Radmedx & the Deborah O'Connell Women's Imaging Center** at 2200 Park Bend Drive, Bldg. 2, Ste. 301. The comprehensive breast and women's imaging center delivers same-day turnaround on tests. Its services include screening and diagnostic mammograms, and breast, pelvic, abdomen and thyroid ultrasounds. Call 873-7237 or visit [www.austinmammo.com](http://www.austinmammo.com).

5 In shape

Christine and John Huppee opened

**Punch Kettlebell Gym Austin** at 10700 Anderson Mill Road, Ste. 300 in October. The gym is a locally owned branch of the Punch Kettlebell Gym franchise that uses kettlebells as the central tool for strength, endurance and body shaping. Call 219-0251 or visit [www.punchgym.com](http://www.punchgym.com).

6 Play ball

On Oct. 23, **Concordia University Texas**, 11400 Concordia University Drive, held a ground breaking to celebrate the start of construction on its new baseball field. The new field is planned for completion by the first home baseball game in the upcoming season. The university received a \$1.5 million donation in May to go toward the new baseball field and received an additional \$300,000 gift from former Concordia baseball player Scott Linebrink, now playing with the Chicago White Sox organization. With these donations, Concordia has more than 50 percent of the total funds needed for the design and construction of the university's baseball complex, which will include a playing field, lights,



covered grandstands and concession areas. Visit [www.concordia.edu](http://www.concordia.edu).

## 7 Same firm, new name

One of the state's most prominent health-care law firms, Davis & Davis, is being renamed to **Davis Fuller Jackson Keene** to reflect the elevation of three longtime members to shareholders: Alexis Fuller, Brian Jackson and Mark Keene. The firm, located at 11044 Research Blvd, Ste. A-425, was established by Dean Davis almost 50 years ago and has served clients in more than 200 counties across Texas. Call 343-6248.

## 8 Made in Morocco

Online Moroccan home décor supplier, **Star of Morocco**, recently opened a storefront location at 3100 Industrial Terrace. The new location, which previously was open by appointment only, will be open for regular walk-in hours during the holiday season. Star of Morocco originally opened in 2006 and features authentic pieces imported from Moroccan artisans. Call 300-1006 or visit [www.starofmorocco.com](http://www.starofmorocco.com).

## 9 Moving on up

**The Asia Market Café**, which was once located inside the Asia Market at 8650 Spicewood Springs Road, Ste. 115, moved next door to Ste. 114-A. The café offers authentic gourmet Chinese food at affordable prices. The new location will offer customers more menu items. Call 331-5780 or visit [www.asiamarketaustin.com](http://www.asiamarketaustin.com).

## 10 Baby talk

Locally owned and operated **Baby Jungle** opened at the end of October at 13233 Pond Springs Road, Ste. 307. The upscale consignment and resale store offers a range of baby supplies including clothes, equipment and toys. The shop is open daily from 10:30 a.m. to 6 p.m. and will be open for extended hours during the holiday season. Call 250-5011.

## 11 Sweet treat

Locally owned cookie delivery shop **Tiff's Treats** opened a new location at 3201 Bee Caves Road Nov. 14. The business has a location in northwest Austin at 11011 Research Blvd. offering home-made cookies and brownies for delivery and pickup. During the grand opening, the new location sold boxes of cookies with proceeds benefiting an Austin child involved with the Make-A-Wish Foundation. Visit [www.tiffstreats.com](http://www.tiffstreats.com).

## 12 Coffee and popcorn

**Maui Wowi Hawaiian** is opening its fourth Central Texas location Nov. 7 inside H-E-B at Tech Ridge, 500 Canyon Ridge Drive. The shop combines coffee and smoothies, serving Hawaiian Kona-blend coffee; espresso; cold, blended coffee drinks; cappuccinos; and fresh fruit

smoothies. This location will also offer Doc Popcorn, a Boulder, Colo.-based retailer and producer of all-natural flavored popcorn. For more information, visit [www.mauiwowiaustin.com](http://www.mauiwowiaustin.com).

## Good dog

**Fetch! Pet Care**, a franchise owned locally by husband and wife Brian and Deanna Mueller, opened Oct. 15 and serves north and west Austin. Pet caretakers provide pet sitting, in-home private boarding and pet walking at the client's home. Call 879-4174, visit <http://fetchpetcare.com>.



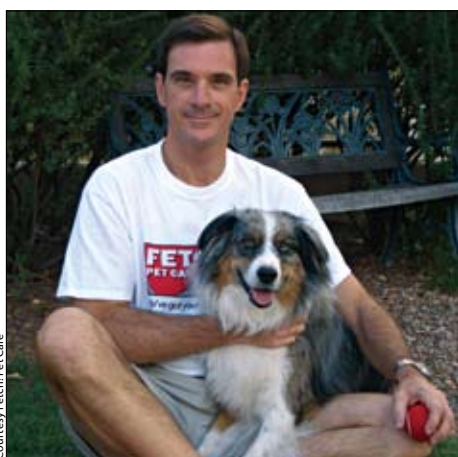
Art Plus Academy



Dr. Tom Cedel, president of Concordia; Tommy Boggs, head baseball coach; Scott Linebrink, former Concordia baseball player and current pitcher with the Chicago White Sox organization; and Dan Huntley, athletics director at Concordia's baseball field ground breaking Oct. 23



New location of Tiff's Treats on Bee Caves Road



Fetch! Pet Care owner Brian Mueller

# Community Events

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## November

**26 | 19th Annual ThunderCloud Turkey Trot**  
The annual 5-mile run, 1-mile walk and Kids-K begins at Waterloo Park and benefits Caritas of Austin.  
9:30 a.m. • \$25 (untimed), \$30 (timed), \$10 (Kids K)  
[www.thundercloud.com](http://www.thundercloud.com)

**28 | Children Giving to Children Parade**  
The annual parade presented by Chuy's restaurants features a toy drive where, at various points, the procession stops and participants collect toys for the Operation Blue Santa Program.  
Starts at 11th Street and Congress Avenue  
11 a.m.-noon • Toy donation requested  
[www.chuysparade.com](http://www.chuysparade.com)

## December

**4-5 | Cancer Connection volunteer training**  
Cancer Connection is offering its quarterly volunteer training. The nonprofit offers outreach to cancer survivors. Cancer Connection is in need of volunteers to provide one-on-one matching/mentoring, hospital visitation and oncology center visitation.  
Location is available upon registration.  
Dec. 4, 5:45-9 p.m. • Dec. 5, 8:45 a.m.-4 p.m.  
342-0233 • [www.thecancerconnection.org](http://www.thecancerconnection.org)

**5 | Round Rock Holiday Spectacular**  
Join the Round Rock Symphony and Texas State University choirs for holiday hits, both sacred and secular. The concert will feature an audience sing-along.  
Anderson Mill Baptist Church, 10633 Lake Creek Parkway  
8 p.m. • \$15-\$20 per ticket • [www.roundrocksymphony.org](http://www.roundrocksymphony.org)

**Holiday in the Park**  
Presented by the Anderson Mill Limited District, the event will feature the Westwood High School Airforce Junior ROTC booster club and a possible visit from Santa.  
Harper Park Pavilion on Lake Creek Parkway across from Grisham Middle School  
1-4 p.m. • Free • [www.andersonmill-limited.org](http://www.andersonmill-limited.org)  
[www.austinininternationalschool.org](http://www.austinininternationalschool.org)

**Santa Claws Holiday Fundraiser Event**  
Street Cat Rescue is having its second annual Santa Claws Holiday Fundraiser Event with proceeds benefiting the nonprofit. Music will be provided by the Divas and Cavaliers and Bill Snipes. There will be food, beverages, a raffle, door prizes and silent auction.  
Austin Business Furniture Showroom, 9300 United Drive  
\$20 • 6-9 p.m. • 762-3597 • [www.streetcatrescue.com](http://www.streetcatrescue.com)

**6 | Austin Symphonic Band Opening Season Concert**  
The first half of the "Then and Now" concert features music from the 1950s, with the second half containing works composed during the last decade.  
Reagan High School Performing Arts Center  
7204 Berkman Drive • 3 p.m. • \$10 (adults), \$6 (students/seniors) • 345-7420 • [www.asband.org](http://www.asband.org)

**11-12 | Luminaries**  
Presented by the Wells Branch Municipal Utilities District, the event will feature dance groups, singing, children's karaoke, refreshments, a train ride, lighted trials and a visit from Santa.  
Katherine Fleischer Park, 2106 Klattenhoff Drive  
6-9 p.m. • Free • 251-9814  
[www.wellsbranchmud.com/wb-special.html](http://www.wellsbranchmud.com/wb-special.html)

**11-13, 18-30 | The Ninth Annual Austin Children's Nutcracker**  
Presented by the Austin City Ballet, the performance features dancers between the ages of 8 and 18 dancing to Peter Tchaikovsky's "The Nutcracker Suite."  
The Dougherty Art Center, 1110 Barton Springs Road  
Tickets and performance times vary.  
496-4937 • [www.austin-conservatory-arts.com](http://www.austin-conservatory-arts.com)

Calendar events for print must be submitted by the first Friday of the month. Submit events and find our Central Texas calendar online at [www.impactnews.com/calendar](http://www.impactnews.com/calendar).

## WHO NEEDS HOME CARE



## Signs that someone you LOVE may need help.

If you answer **YES** to two or more of the following questions, your loved one may be at risk!

- ☐ Is food left out on the counters for extended periods or overnight?
- ☐ Are they spending all their days at home watching TV?
- ☐ Do they forget to take medication?
- ☐ Is personal hygiene being neglected such as bathing, teeth and hair?
- ☐ Do they get disoriented when driving or make unsafe maneuvers?
- ☐ Is the thermostat set on inappropriate temperatures?
- ☐ Do they sleep most of the day?
- ☐ Have they stopped socially interacting?
- ☐ Is their laundry piling up or the housekeeping neglected?
- ☐ Do they wear the same clothes day after day?
- ☐ Are they forgetting appointments or to make payments on time?
- ☐ Have they stopped cooking or eating nutritious meals?
- ☐ Do they have difficulty stepping up or stepping down a curb?
- ☐ Are they unstable when getting up or walking?

**HomeCare** | Assistance was founded to serve as a comprehensive alternative to a nursing home or assisted living facility for older adults. Our constant mission is to provide the highest quality, most reliable home care service while maintaining an intimate and personal rapport with each of our clients.

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Business Profile | Senior Work Solutions



Senior Work Solutions founder Allison Jenkins, left, and business partner Jenny Kregel of Dream Jobs Inc.

By Kelsey Wilkinson

Some people dream of spending their senior years lying on sunny beaches, visiting grandchildren and fiddling in the garden, but for others, a permanent vacation is not in the cards. The latter are the people that Allison Jenkins targets.

Jenkins and her mother, Holly DeLeon, founded Senior Work Solutions, an employment agency that focuses exclusively

on finding jobs for adults older than 50. The business specializes in filling gaps in the workforce with senior-level experience. The company is young, but has already received national attention and hundreds of clients.

“A lot of employers are tired of hiring temps who don’t have the experience, might not show up, are unprofessional and spend all day texting or on Facebook,” Jenkins said. “They know that

someone who is 50 plus is going to be more responsible. They will come in every day on time and do their job because they want to stay mentally, physically and socially active.”

Jenkins said the business model is unique, and Senior Work Solutions is one of only a handful of businesses in the nation that focuses exclusively on staffing seniors.

Before starting a business, Jenkins said she knew she wanted to work with the baby boomer market.

“I thought that there was a need with baby boomers. Looking at the research, I saw that there was no one out there looking out for them, and that’s exactly what we wanted to do,” Jenkins said. “It just didn’t make sense that there were all these people between 50 and 70 and employers who didn’t want to hire them because they thought they were overqualified. But the majority of seniors don’t want the high-stress job and the managerial six-figure paychecks anymore.”

Senior Work Solutions opened

in August 2008 with Jenkins personally interviewing every applicant to assess his or her strengths and place him or her in the best work environment possible.

“I fell in love with these people,” Jenkins said. “Some stories are good and some stories are bad, but I was able to understand where they were coming from.”

Three months after the launch of Senior Work Solutions, the economy crashed, and Jenkins began receiving multiple calls a day from laid-off seniors looking to find a new source of income. Soon, she had more than 300 clients searching for work.

“The biggest challenge has been getting the word out to all of the businesses,” she said. “We have so many people who are highly qualified, from CEOs to people who owned their own companies. The problem is that there weren’t enough jobs.”

To face the economic obstacle, Jenkins partnered with Jenny Kregel of Dream Jobs Inc., an employment sourcing service, in order to better meet their clients’ needs. Together, they have

managed to employ more than 50 seniors in the Central Texas area and are working to finalize contracts with major employers in the area.

Comment at [more.impactnews.com/6250](http://more.impactnews.com/6250)

Reasons for returning to work after retirement

- 61% Financial reasons
- 54% Desire to stay mentally active
- 52% Health benefits
- 49% Desire to stay physically active
- 47% Desire to remain productive/useful

Source: Senior Work Solutions



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## Business Profile | John Bittick, pastel artist



Pastel artist John Bittick with his artwork, "Capitol Moon"

By Tiffany Young

At first glance, John Bittick, a professional artist focusing on pastels and acrylic painting, does not look the part of struggling artist. But he admits even successful artists struggle, especially during a recession. However Bittick, whose art studio overlooks Bull Creek in the Arboretum area, recently has seen an uptick in sales and is optimistic about his future in the art world.

"The recession has been real tough on artists, but sales have really been going up lately," he said.

Having gotten his first artwork commissioned in the fourth grade, Bittick has been training in art for years. During the '80s his artwork fell by the wayside, but at the urging of a friend he started portrait lessons with local and renowned artist Charlene Epwright.

About three years ago, Bittick, who grew up in Austin and attended Lanier High School, got serious about selling his artwork.

"I decided that this is something you can't waste. You're born with a talent and you can't waste it," Bittick said. "I quit my full-time job to pursue my art."

Having sold restaurant equipment and supplies for 30 years gave Bittick an advantage to selling his art. Where some artists lack business and sales skills, Bittick has been training for years and also knows many people around town. Bittick is the upcoming president of the Creative Arts Society, was previously a competitive water skier and has been in sales for many years giving him many contacts in and around Central Texas.

Bittick is most involved with the Austin Pastel Society and Creative Arts Society, each boasting more than 100 members.

"You learn how to network through those other artists," he said, "and I use my sales experience to call on gift shops and art studios."

His networking has paid off. At a show at The Treasury at the Oasis, he met Mark Akins of the Austin Area Obstetrics &

Gynecologists, which is housed in the St. David's Women's Center of Central Texas. Akins asked Bittick to be the curator of AAOBGYN, and now Bittick's art, along with paintings and photography from about a dozen other artists, hangs in the waiting rooms of AAOBGYN, where about 400 people cycle through the offices daily.

Last year, Bittick received recognition throughout Central Texas when he was chosen as the featured artist for the Blanco Lavender Festival. After his artwork was displayed on posters and T-shirts for the festival, the publicity got him into more shows and galleries around town. He also has greeting cards being sold at the Lady Bird Johnson Wildflower Center.

Though Bittick is glad he has so many opportunities to show his work in galleries and gift shops across Central Texas, he plans on expanding his web presence in the next year.

"My goal is to build up my site so people can look at my complete list of work," Bittick said. "But I wanted to be in the shows first—I'm old school."

With the Creative Art Society averaging about 15 shows a year and having another five himself, he has little downtime; a single piece of art takes him about 25 to 30 hours.

"Artists struggle just like musicians, splitting time between marketing and painting. It's a balancing act," he said.

### Bittick creates:

- Greeting cards
- Prints on fine art paper
- Canvas Giclée reproductions

### His work is on display at:

- St. David's Women's Center, AAOBGYN, 12200 Renfert Way, Ste. 100
- Scarborough Building, 522 Congress Ave.

**John Bittick, pastel artist**

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2007 A4 2.0T	21067 miles	\$22,900	
2008 A4 2.0T	19091 miles	\$25,888	C
2008 A3 2.0T S-LINE	24122 miles	\$27,775	C
2006 A6 3.2Q	37323 miles	\$28,900	C
2009 A4 2.0TQ	16601 miles	\$31,900	C
2007 Q7 4.2Q	27673 miles	\$36,900	C
2008 A6 3.2 FWD	21340 miles	\$38,900	C
2009 A4 2.0TQ PREST.	6165 miles	\$41,900	C
2009 Q5 PRESTIGE	11079 miles	\$51,900	C
CHEVROLET			
2002 TAHOE	98572 miles	\$10,250	
2003 TAHOE LS 2WD	100266 miles	\$11,900	
2005 TAHOE LS	125207 miles	\$12,700	
2005 TAHOE LT2WD DVD	48690 miles	\$17,900	

DODGE	2007 TAHOE LTZ 4X2	37793 miles	\$28,256
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FORD			
2005 MUSTANG CPE.GT	58992 miles	\$14,900	
2004 EXPED EB 2WD	38551 miles	\$16,700	
HYUNDAI			
2005 ELANTRA GT	56500 miles	\$5,995	
2007 SANTA FE LTD	27894 miles	\$14,900	
JAGUAR			
2006 X-TYPE AT SR	40760 miles	\$18,450	
MASERATI			
2007 QUATTROPORTE	13424 miles	\$69,995	
MINI			
2004 COOPER HARDTOP	105353 miles	\$10,450	
2006 COOPER HARDTOP	35027 miles	\$16,450	
2008 COOPER HARDTOP	22650 miles	\$18,450	

NISSAN	2009 FORESTER	6852 miles	\$23,450	C
2006 ALTIMA 2.5-S	48576 miles	\$10,900		
2004 MURANO SL	88668 miles	\$12,726		
2007 MURANO	53221 miles	\$18,450		
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2008 911 CARRERA	3605 miles	\$79,995	C	
SAAB				
2004 9-3	82293 miles	\$7,995		
2006 9-3	48055 miles	\$14,695		
2009 9-3	11039 miles	\$23,995	C	
SUBARU				
2003 LEGACY WAGON	65165 miles	\$10,450	C	
2008 IMPREZA I	11472 miles	\$19,450	C	

TOYOTA	2009 FORESTER	6852 miles	\$23,450	C
2004 COROLLA LE	68617 miles	\$9,200		
2006 SCION TC	40282 miles	\$12,900		
2007 CAMRY XLE	40028 miles	\$14,900		
2005 4RUNNER	81425 miles	\$18,450		
2006 AVALON	58473 miles	\$19,450		
2007 4RUNNER SPT ED	36912 miles	\$22,900		
VOLVO				
2002 S60 2.4T ASR	155786 miles	\$5,950		
2001 C70	96944 miles	\$7,450		
2004 XC70 AWD	98082 miles	\$12,450		
2004 S60	89973 miles	\$14,450		
2008 S40I ASR	18107 miles	\$18,500	C	
2007 S60 2.5T ASR	38287 miles	\$21,400	C	
2009 S60 2.5T ASR	25160 miles	\$23,900	C	
2008 XC90 3.2 ASR 7	31412 miles	\$29,970	C	



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**\$23,900** 2009 Volvo S60 2.5T Sedan



**\$23,450** 2009 Subaru Forester 2.5X SUV



# Transportation Report | Most congested roadways in Austin

By Tiffany Young

## IH 35 from Hwy. 71 to US 183

Ranking: 26

This segment has more than **1.36 million** annual hours of delay\* with an annual congestion cost of delay\* of **\$28.32 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **28 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **45 minutes** in 20 years. TxDOT has **no plans** to update this roadway.

## MoPac from US 183 to Hwy. 290

Ranking: 44

This segment has more than **1.08 million** annual hours of delay with an annual congestion cost of delay of **\$22.56 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **26 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **40 minutes** in 20 years. TxDOT has **plans** to add managed lanes to help with congestion.

## IH 35 from US 183 to Howard Lane

Ranking: 45

This segment has more than **570,000** annual hours of delay with an annual congestion cost of delay of **\$11.89 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **26 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **39 minutes** in 20 years. TxDOT has **plans** to widen the southbound frontage road, add a deceleration lane at Park Thirty Five Circle and construct an interchange at Parmer Lane.

## MoPac from Toll 45 to Parmer Lane

Ranking: 48

This segment has more than **317,000** annual hours of delay with an annual congestion cost of delay of **\$6.59 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **25 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **29 minutes** in 20 years. TxDOT has **no plans** to update this roadway.

## US 183 from MoPac to IH 35

Ranking: 49

This segment has more than **314,000** annual hours of delay with an annual congestion cost of delay of **\$6.53 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **26 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **42 minutes** in 20 years. TxDOT has **plans** to add managed lanes from Lakeline Boulevard to IH 35.

## IH 35 from Howard Lane to FM 3406

Ranking: 53

This segment has more than **652,000** annual hours of delay with an annual congestion cost of delay of **\$13.54 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **25 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **40 minutes** in 20 years. TxDOT has **plans** to construct direct connectors from Toll 45.

The Texas Department of Transportation recently published a list of Texas' 100 most congested roadways. While Austinites may already complain about traffic congestion, now they can see how their commute measures up to friends' and neighbors'. Thirteen of the roadway segments are in Central Texas. Find out the ranking of roadways along with what, if anything, is planned to improve the roadways and the cost of improvements versus not taking action. For a full list, visit <http://apps.dot.state.tx.us/apps/rider56>.



## Capital of Texas Hwy. from RM 2222 to 2244

Ranking: 61

This segment has more than **338,000** annual hours of delay with an annual congestion cost of delay of **\$7.03 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **27 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **30 minutes** in 20 years. TxDOT has **no plans** to update this roadway.

## US 183 from RM 1431 to 1 mile south of Lakeline Blvd.

Ranking: 64

This segment has more than **267,000** annual hours of delay with an annual congestion cost of delay of **\$5.56 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **27 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **30 minutes** in 20 years. TxDOT has **plans** to add managed lanes from Lakeline Boulevard to IH 35.

## RM 620 from US 183 to FM 2222

Ranking: 70

This segment has more than **342,000** annual hours of delay with an annual congestion cost of delay of **\$7.1 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **27 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **37 minutes** in 20 years. TxDOT has **plans** to construct direct connectors at US 183 and construct a new freeway facility with intermittent frontage roads on Toll 45.

## US 290 from Oak Boulevard to RM 1826

Ranking: 72

This segment has more than **150,000** annual hours of delay with an annual congestion cost of delay of **\$3.12 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **26 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **29 minutes** in 20 years. TxDOT has **no plans** to update this roadway.

## FM 1325 from IH 35 to Merrittown Drive

Ranking: 78

This segment has more than **129,000** annual hours of delay with an annual congestion cost of delay of **\$2.69 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **26 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **31 minutes** in 20 years. TxDOT has **no plans** to update this roadway.

## Capital of Texas Hwy. from RM 2244 to MoPac

Ranking: 81

This segment has more than **193,000** annual hours of delay with an annual congestion cost of delay of **\$4.02 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **26 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **29 minutes** in 20 years. TxDOT has **no plans** to update this roadway.

## Southwest Parkway from Vega Avenue to MoPac

Ranking: 54

This segment has more than **153,000** annual hours of delay with an annual congestion cost of delay of **\$3.18 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **26 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **45 minutes** in 20 years. TxDOT has **no plans** to update this roadway.

## Capital of Texas Hwy. from US 183 to RM 2222

Ranking: 55

This segment has more than **282,000** annual hours of delay with an annual congestion cost of delay of **\$5.86 million**. A trip that takes 20 minutes in free-flow conditions will take approximately **27 minutes** during rush hour. **If no changes** are made to the current transportation system, TxDOT projects that a trip during rush hour would take **30 minutes** in 20 years. TxDOT has **no plans** to update this roadway.

### Glossary

**\*Travel delay**  
The total amount of wasted time is produced by comparing the travel time at congested speeds to the free flow speed on each roadway type. The free flow speed was assumed to be 60 mph on freeways and 35 mph on arterial streets and frontage roads. An additional factor that varies by road type and urban region is used to account for additional delay because of crashes, stalled vehicles and other irregular delay-causing events.

**\*Congestion cost**  
Two cost components are associated with congestion: delay cost and fuel cost. These values are directly related to the travel speed calculations. In 2007, the most recent year of data, the average cost for an hour of person delay was approximately \$21 per hour. This value was used as an estimate of congestion cost, including delay and fuel. The delay cost is an estimate of the value of lost time in passenger vehicles and the increased operating costs of commercial vehicles in congestion.



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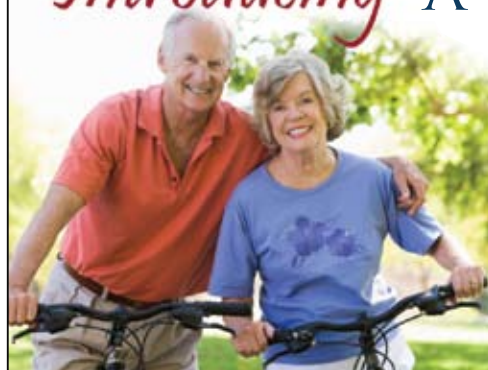
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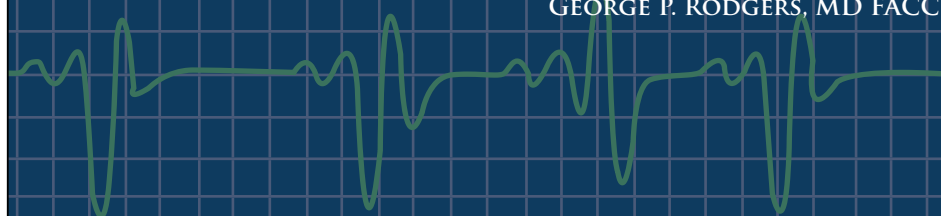
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## City Notes | News from recent meetings

Compiled by Tiffany Young

### Director of economic development



Kevin Johns, director of economic development for the City of Austin

Kevin Johns, director of economic development for Palm Beach County, Fla., was hired to direct and provide assistance to the city manager and city council on the development and implementation of the city's economic development policies and programs.

"Today's economic world is a much smaller place, and Mr. Johns understands the importance of both local partnerships and international outreach," City Manager Marc Ott said.

Austin's Economic Growth and Redevelopment Services Office has a staff of about 45 and a budget of more than \$16 million. The office seeks to preserve Austin's arts and creative industries, which strengthen and sustain Austin's cultural identity. The office also manages the Art in Public Places program, the first of its kind in Texas to designate a percentage of construction project funds for public art.

Visit [www.ci.austin.tx.us/redevelopment](http://www.ci.austin.tx.us/redevelopment)

### Contractor of the year

The City of Austin's Small and Minority Business Resources Department has honored Harutunian Engineering Inc., located near Highland Mall, as its 2009-2010 Contractor of the Year.

The award was presented during the Fourth Annual Contractors' Appreciation event Oct. 20 at City Hall.

"We're very pleased to select Harutunian Engineering Inc. as our 'Contractor of the Year,'" SMBR Acting Director Veronica Briseño Lara said. "Harutunian has been very successful in securing water-related contracts within the city as both a prime and a subcontractor."

Visit [www.ci.austin.tx.us/snbr](http://www.ci.austin.tx.us/snbr).

### Texting banned in Austin

Austin City Council voted unanimously Oct. 22 to approve an ordinance banning text messaging while driving.

The ordinance states, "A driver of a motor vehicle may not use a wireless communication device to view, send or compose an electronic message while operating a motor vehicle."

Chip Rosenthal, chairman of the Austin Community Technology and Telecommunications Commission, said while he supports a ban on texting while driving, the language in the ordinance is too broad and could prove restrictive as communication technology may expand in unforeseen ways in the future. He also expressed concerns that the ordinance was being fast-tracked.

"This ordinance is largely misunderstood by the public. This has been

portrayed to the public as a ban on texting while driving, where in fact it is actually a wide-ranging ban on the use of cellular data and instruments that use that data," Rosenthal said. "I think the language before you will have unintended consequences and unanticipated consequences because we're dealing with a moving technology. The other issue is, because the scope is so much wider than just a ban on texting, I really think this should be brought before the public."

Mayor Pro Tem Mike Martinez said if there are amendments that could improve the ordinance, council may consider them, but he added that the ordinance had not been fast-tracked.

"We brought it up two years ago at the Public Safety Task Force and have been talking about it since then," he said. "I think that the intention here [is] it's not about enforcement, it's not about revenue generation—it's about safety and awareness."

Martinez said fines for first offenders could be in excess of \$500. The ordinance was initially set to take effect Nov. 2, but was delayed by council until Jan. 1.

Visit [more.impactnews.com/6053](http://more.impactnews.com/6053).

### Exceptions to text ban:

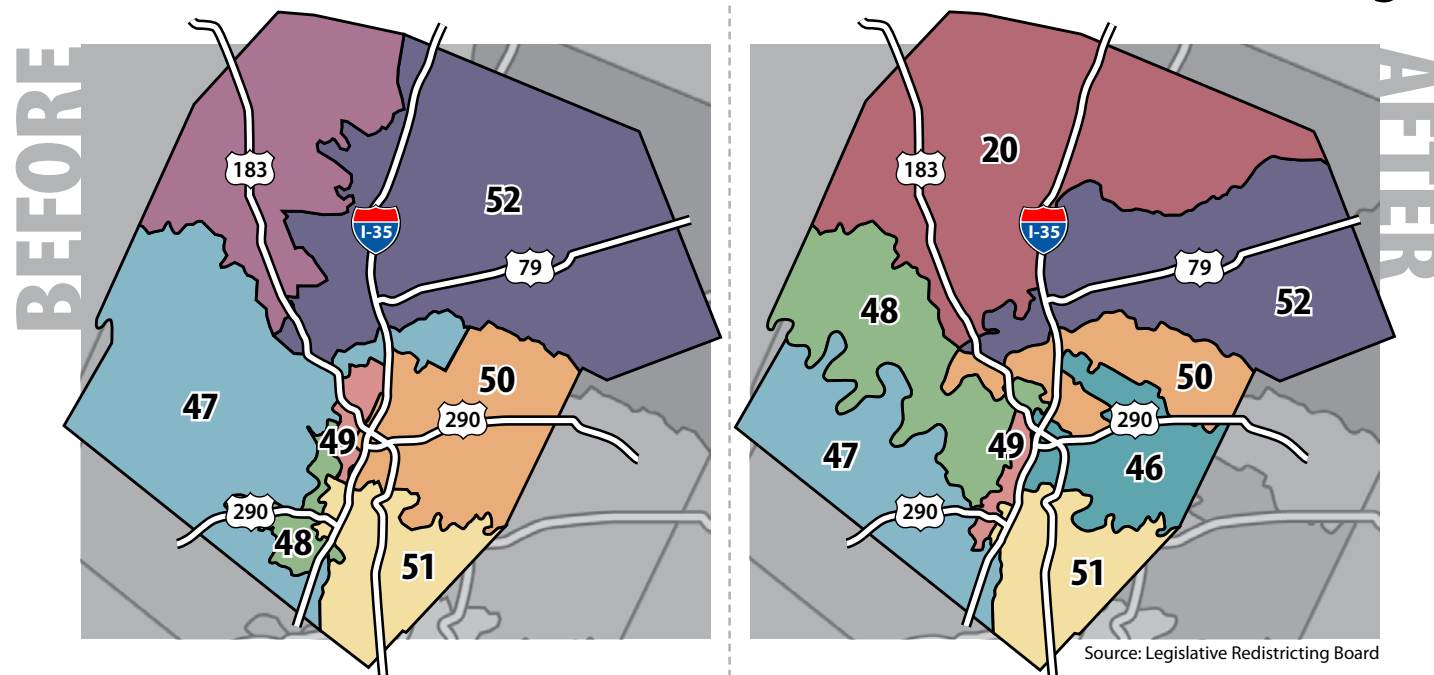
- vehicle is stopped
- making a telephone call
- using as a global positioning or navigation system affixed to the vehicle
- obtaining emergency assistance to report a traffic accident, medical emergency or serious traffic hazard
- preventing a crime about to be committed
- in the reasonable belief that a person's life or safety is in immediate danger
- device is permanently installed inside the vehicle
- device is solely in a voice-activated or other hands-free mode





## At the Capitol | Redistricting after 2010 census

# Texas House Districts before and after 2001 redistricting



By Patrick Brendel

The choices Texas residents make next spring and fall will influence government for a decade. When the 2010 U.S. Census results are released in 2011, state lawmakers picked by voters in the next elections will have the obligation to redraw the borders of the districts they represent, through a process called redistricting.

"The shape of your government for the next 10 years will be defined by what happens in a process in which you are not included," said Harvey Kronberg, editor of *The Quorum Report*, a publication on state politics. "Every two years, voters get to pick their elected officials. Every 10 years, public officials get to pick who votes for them."

### Drawing maps

The political stakes involved in redistricting are tremendous. Changes to the shape of a district can unseat previously untouchable officials or provide job security to an incumbent for several election cycles.

"It's hard to be a statesman when you don't have a district to represent," syndicated political columnist Dave McNeely said.

Even with detailed data on the locations and leanings of likely voters, partisan mapmakers are not guaranteed to achieve their desired results. For example, state Reps. Valinda Bolton, Donna Howard, Diana Maldonado and Mark Strama are all Democrats in districts drawn to be represented by Republicans, McNeely said.

### 2003 redistricting

Conflicts over maps breed rancor, pitting members against one another (regardless of party), or, as in 2003, causing Democratic representatives and senators to flee the state in attempts to avoid participating in a controversial, unprecedented mid-decade redistricting plan driven by Republicans.

That plan split Travis County's Democratic congressional district into three pieces

(represented by U.S. Reps. Lloyd Doggett, D-Austin; Michael McCaul, R-Austin; and Lamar Smith, R-San Antonio).

State legislatures are mandated to undertake redistricting every 10 years, when the U.S. Census results are released. As the Texas redistricting in 2003 demonstrated, however, state legislators are not forbidden to redraw districts more than once a decade.

### 2010 census and elections

Next year's census is expected to show great population gains in Texas, especially up and down the IH 35 corridor, in and around Houston and among Hispanics. The state is projected to receive an additional four U.S. congressional districts, bringing U.S. House representation up to 36 seats and giving Texas 38 presidential electoral votes.

McNeely thinks that could bring intense attention upon the state during future presidential campaigns, saying the Democratic Party is not likely to continue ceding Texas to the GOP without a fight.

Regarding state House districts, Central Texas is in a position to gain more seats at the expense of rural east and west Texas. McNeely said it is not possible to predict how those districts will look, but a likely scenario, if Republicans are in control, is an increase in suburban representation.

If the House and Senate cannot pass a redistricting plan, then authority passes on to the Legislative Redistricting Board, a five-

member body comprising the lieutenant governor, House speaker, attorney general, state comptroller and land commissioner. Republicans currently hold all five positions. That could change after the 2010 elections, due to jockeying over the U.S. Senate seat held by gubernatorial hopeful Kay Bailey Hutchison, and a possible Democratic takeover of the House, where the GOP now has a slim majority of 76 to 74 members.

"Barring something unforeseen happening, I wouldn't think the House and Senate are going to be able to agree, and I think the Legislative Redistricting Board is going to draw the districts," McNeely said.

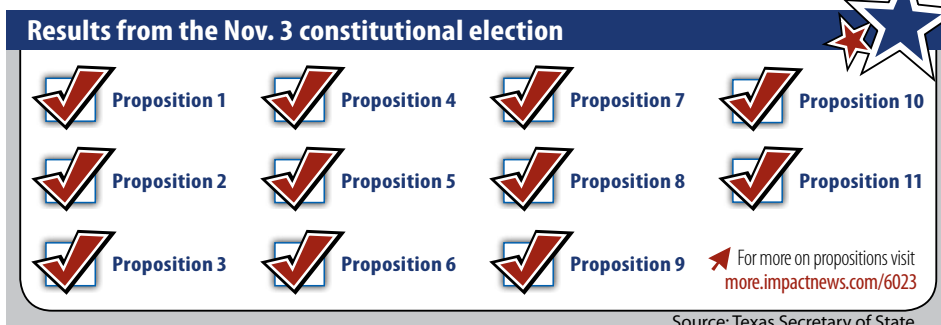
In 2001, the GOP-controlled LRB's plan maximized Republican gains at the expense of Democratic incumbents, causing ill will that affects politics to date, Kronberg said.

### Voting Rights Act

Under the Voting Rights Act, all changes to district boundaries in Texas must be approved by a panel of three federal judges or by the Department of Justice. For the first time since the 1965 VRA, the DOJ is being controlled during redistricting by a Democratic White House administration, Kronberg said.

If state officials are unable to create an acceptable redistricting plan, then a federal court will draw the new maps.

Extended version of this story at [more.impactnews.com/6246](http://more.impactnews.com/6246)



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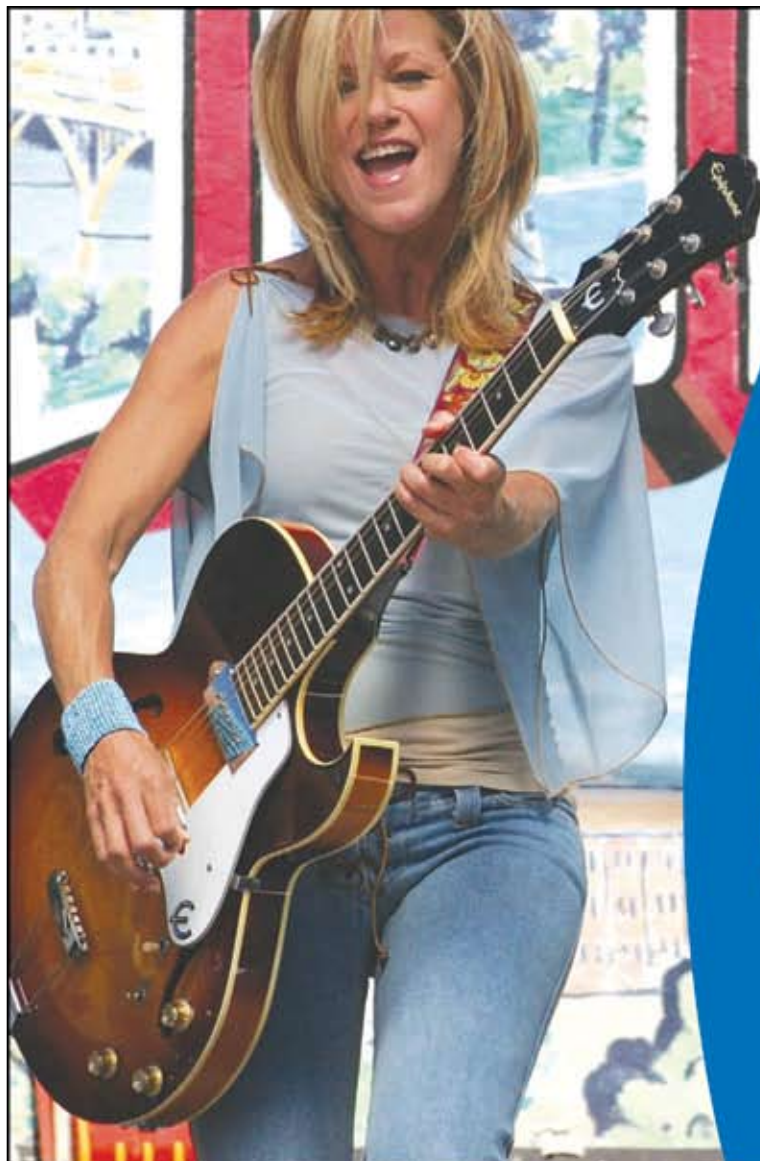
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## Regional Report | Abridged stories from our other editions

### Business Profile

**Food for Life** 2051 Cypress Creek Road, Ste. L • 331-0096 • www.gfcfcuisine.com

**Cedar Park** Nine years ago, Sherrie and Chris Kjar received a heartbreaking diagnosis for their son, Dillon. He was so severely autistic, the doctor said, that he would likely need to be institutionalized by the time he was 6 years old.

"[The doctor said] the only thing he could do was put Dillon on anti-seizure medicine," Sherrie said. "Being a chiropractor, I know the side effects of it. He wasn't having seizures, so that didn't make any sense to me."

Sherrie delved into researching the condition and hit upon what she said made all the difference for Dillon: a gluten-, casein- and dairy-free diet.

"[Kids with autism] can't break down gluten and it causes leaky gut syndrome," she said. "When I removed dairy from his diet [at 2 years old], three days later we were out in the garage and he counted to 10. I didn't even know he knew what one to 10 was. We did a lot of other therapies, but I believe they worked because I had

him on this diet already."

Dillon, 10, is now in mainstream fourth grade and on the honor roll.

Six months ago, Sherrie opened Food for Life, a gluten- and casein-free café and store in Cedar Park where customers can eat in or take out. Depending on the food item, the taste is the same or better than foods with gluten and casein in them.

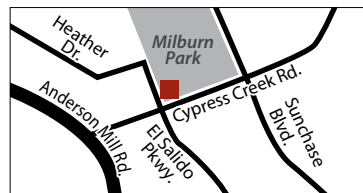
"This diet is not convenient," Sherrie said. "My hope in opening this store is it would make it more convenient for people, and maybe more parents would do this for their children."

Gluten is a natural component of wheat, barley and other grains, and casein is in milk and other dairy products. These substances are not easy to avoid, Sherrie said, and nutrition labels may not necessarily use the words "gluten" or "casein."

Because Sherrie attributes her son's success to this diet, she is meticulous in making certain her ingredients are indeed gluten-



The Kjar family, from left: Sherrie, Chris and their son, Dillon



and casein-free—even if the manufacturer has given her the OK. She tests anything she is uncertain about, with strips that test chemicals in foods. Outside food is not permitted in the building to ensure no cross-contamination occurs.

"You have to really trust someone, cooking like this, that they know what they are doing," Sherrie said.

Full story at [more.impactnews.com/5909](http://more.impactnews.com/5909)

### Neighborhood Dining

**Pecan St. Station Deli & Grill** 1005 Pecan St. • 251-0296

**Pflugerville** Pecan St. Station Deli & Grill is James and Robin Akins' third restaurant, and it fills a unique niche in Pflugerville's dining options.

"We technically are fast food, but we are a step above it as far as quality and the variety I have," James said.

The drive-thru menu at the Pecan St. Deli & Grill features nearly all the same items as the dine-in menu. Because all food is prepared to order, drive-thru customers may be asked to pull forward and food will be delivered to their vehicle.

Their first venture was Mama Jacks, a fast-food restaurant they bought in Pflugerville in 1993. James, who attended the Texas Culinary Academy, wanted to offer dishes more creative than just hamburgers and fries, so he and Robin opened a second Pflugerville restaurant in 2000.

At the original Pecan St. Deli, the couple served sandwiches in addition to hamburgers. The new restaurant was successful, so they

sold Mama Jacks the same year.

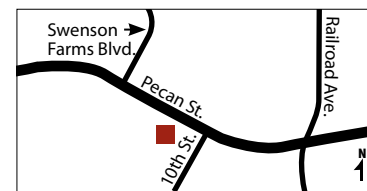
In June 2008, the couple purchased a plot of land not far from their original Pecan St. Deli and had a building custom designed and built. The new location features more than twice the dining area and a new name: Pecan St. Station Deli & Grill.

"We figured we'd change it from just 'Deli' to 'Station' to let everybody know we've got things other than just sandwiches," James said.

Full story at [more.impactnews.com/6128](http://more.impactnews.com/6128).



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## Neighborhood Dining | Zen



The bento box (\$7.95)

By Patrick Brendel

Zen isn't your typical fast-food restaurant. The Anderson Lane location's contemporary fast food seating, softly streaming pop music and brown concrete floors hearken more to wings and burgers than sushi and teriyaki dishes. However, in lieu of ketchup, each table has a bottle of soy sauce. Zen's refrigerated cases hold salads made with seaweed instead of lettuce. Rather than dipping battered and breaded meat into fryer vats, friendly black-uniformed workers cut fresh fish and dress plates with slices of ginger.

The idea behind Zen is to offer nutritious and affordable food options to people on the go. Founder Adam Weisberg, an Arizona State University graduate who later trained in restaurant management, arrived in Austin in 1997 with the intention of opening Zen.

"If you wanted fast and healthy food [back then], it was really 'sandwich, sandwich, sandwich,'" he said. "We were bringing in a new type of food to a community that really didn't know what it was. That's kind of fun and kind of scary—trying to educate people as to what Japanese fast food is."

The first Zen opened on West Anderson Lane in 1999. It took a couple of years for the restaurant to gain traction, he said, but the idea really caught fire after seemingly incidental conversations between Weisberg and a few loyal customers who reported losing anywhere from 26 to 72 pounds by eating at Zen. The customers agreed to share their experiences as part of a small marketing campaign for the restaurant.

"They were pretty neat stories, and I think people started to realize that if they wanted to eat healthier and change some habits, we could be a very good alternative for them," Weisberg said.

The second restaurant opened in 2002 on South Congress Avenue, injecting Zen into the middle of the local Austin scene. In 2004, the location on the Drag debuted, followed by the restaurant on Brodie Lane in southwest Austin.

I visited Zen for a late lunch on a weekday and ordered edamame (\$1.99), miso soup (\$1.99), seaweed salad (\$1.49) and a bento box (\$7.95).

The cold seaweed salad (wakame seaweed, green onion and marinated cucumber) was

surprisingly flavorful, with a sour bite followed by a hint of heat.

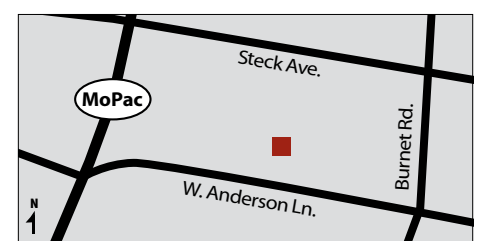
The bento box comprised four pieces of nigiri sushi—raw pieces of fish served individually on squeezed rice portions—and a California roll. Each piece of nigiri was about two bites and had a bit of wasabi between the fish and the rice. The two pieces of nigiri salmon were obviously fresh and had a texture that was almost buttery. The two pieces of nigiri ahi tuna, also fresh, had a neutral taste that brought out the sweetness of the rice. The California roll was cut uniformly and packed tightly, so there was no fear of food falling out midway to mouth.

Do not overlook Zen's selection of cooked entrées, like chicken teriyaki bowls (\$4.60 for small, \$5.85 for large) and spicy shrimp bowls (\$5.85 or \$7.85). Right now, cooked entrées are sautéed in woks, but Weisberg said major changes are coming to Zen's menu in the near future. The most noticeable addition will be that cooks will be able to prepare foods on the grill. Weisberg is especially excited about dishes with grilled salmon filets and grilled tofu.

In mid-October, Zen began testing a new, higher quality tuna at the Brodie location. The new dish, sticky saku tuna, is made with sticky rice, seared saku tuna, jicama, green apples, golden raisins, cranberries, candied pecans and a citrus vinaigrette.

"Japanese cuisine has a very clean taste and finish. We're trying to use light elements that are still very healthy. That's just one of the new items we'll be offering," Weisberg said.

For more photos and an extended version of this story, visit [more.impactnews.com/6245](http://more.impactnews.com/6245)



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## Nonprofit Profile | College Forward



College Forward Executive Director Lisa Fielder at College Forward's headquarters in Manor

### By Tiffany Young

What once began as a three-person organization meeting out of College Forward Executive Director Lisa Fielder's kitchen in Tarrytown has grown to a nonprofit with 12 employees and 49 AmeriCorps members assisting more than 1,400 high school and college students. AmeriCorps is a national volunteer program supporting a range of local service programs to meet community needs.

College Forward members work with school districts in Austin, Pflugerville, Round Rock and elsewhere, to reach high school students. Their mission is to provide college access and persistence services to economically disadvantaged students.

The program started at Hays Consolidated Independent School District.

"We knew what we wanted to do, but we couldn't show that we had done it before," Fielder said. "Hays School District was willing to take a risk, so they were easier to convince we were worth a try."

In 2003, its first year, the program had

30 students sign up. Fielder said at that point the curriculum was mostly trial and error. They would come up with a curriculum, test it with the students and if it worked, they would repeat it. If students did not learn, they would tweak it until the students succeeded. All 30 students from their first year applied and got accepted into a college.

This year, Connally, Reagan, Lyndon B. Johnson and Manor high schools were added to those being served. Stony Point, Crockett and Travis are the high schools that already have College Forward programs in AISD and RRISD.

In the beginning, College Forward gave presentations to juniors and seniors who were in the top 60 percent of their class and qualified for the national free lunch program. The organization has since opened it up to youth who would be first-generation college students or to students who have parents with an annual income that would qualify them for the national lunch program if they applied.

Students enrolled in the program generally put in 420 hours during their junior and senior years with two after-school classes per week, occasional weekend test diagnostic courses and volunteer hours that the organization requires of the students to "pay" for the program.

Fielder said that not only is the volunteer service good for their resumes, but it is also good for the community and helps students have a greater responsibility for their success.

Once they go off to college, there is a staff of AmeriCorps members devoted to the students attending college. Called persistence services, these workers contact students regularly to see how they are doing, send care packages and make sure the students are succeeding.

Though Fielder no longer coaches at the local high schools, she still loves hearing from students.

One memory that sticks out to her came from a phone call she received last year from a Del Valle student who graduated in 2008. The student, who had grown up with very few books in the family household, was calling to ask Fielder which books to keep for his personal library of college textbooks.

"To think some kid from Del Valle can now discuss Plato and is studying aerospace engineering and all because of an afterschool class—that's the best part—seeing our kids become successful," she said.

### College Forward

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## Connally High School College Forward program

At Connally High School, more than 81 juniors meet in classrooms after school after their peers pack up to go home. They are not there for detention or practicing for a school play—they are preparing, two years in advance, for college. Many of the participants will be the first in their family to attend college.

In their second month of College Forward, the students are learning about the college application process—everything from how colleges evaluate applications to determining scores for college preparatory tests. College Forward has a near-perfect record for getting dedicated students admitted into college, and while the program is only in its sixth year, it is showing results in keeping students in college as well.

After familiarizing the students with key words to know during the college application process, the students are given four mock applications and are asked to put themselves in the shoes of an admissions committee to determine which students

should be accepted, wait listed and denied to New York University. This exercise gives them an idea of what colleges will look for when they submit their applications and how to improve their chances of getting an acceptance letter.

One student, Abdullah Suleman, said he is participating in College Forward because he wants to attend college and needs help with applications. He hopes his participation will land him at the University of Texas to study accounting or business management.

Another student and drill team member Marie Portillo said it is what the program offers that has her coming in after school twice a week.

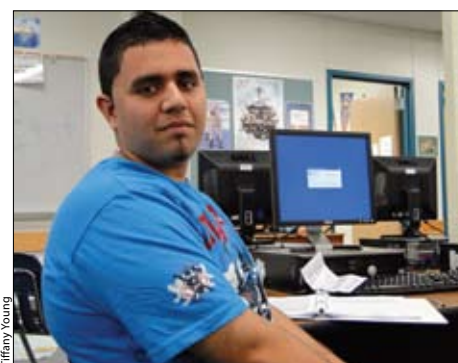
"I'm looking for a better understanding of college," Portillo said.

She hopes to be accepted to Texas State University and get a degree in psychology or education. She said the time spent after school is worth it.

"So far I've learned a lot," Portillo said.



AmeriCorps member Monica Wheelock is helping Maria Portillo.



Connally junior Abdullah Suleman hopes to attend UT.

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# Shopping

CONTINUED FROM | 1

higher portion of their income than before, Angelou said, as they are concerned about their financial future.

"This recession is unlike any other we have had. It has definitely changed consumer behavior," he said. "Austin is leading the state of Texas in retail sales decline this year, which is a first. Austin has a high unemployment rate, albeit lower than state or national averages, but for a longer period than any other time in its history. I believe it has really led consumers to save more for a rainy day and not spend."

Angelou said it might be some time, if ever, before holiday shopping seasons return to prerecession levels.

"I don't know that the consumer is going to return to spending 100 percent of what they're making. I think the retail sector may have to adjust to a savings rate of between 4 and 6 percent, which we're already seeing in the U.S. economy."

The consumer savings rates have remained around 1 percent or less for most of the last 30 years, meaning consumers had more to spend, Angelou said.

"This may not cause retail sales to decline longer term; retail sales could return back to normal levels. However, this is the time when we need retail sales and consumers are not spending," he said. "But, having a positive savings rate is probably one of the best things that could happen to the U.S. economy over the long term."

## Against the odds

The numbers may point to soft sales for most this holiday, but some Austin business owners remain hopeful for a strong

shopping season.

Game Over Videogames, a classic and used game store with three Central Texas locations, opened four years ago and has seen business grow every year. Owner David Kaelin said he is preparing for a record year going into the store's fifth holiday shopping season and is also hoping to launch a new online store to reach customers outside the Austin market.

"We're very much looking forward to this Christmas. We're stocking up on inventory and getting ready for what we plan to be a very busy Christmas season," he said. "We're looking to top last year's numbers."

The end of the year is the busiest time for the store, but business has remained steady throughout the years, Kaelin said.

"I wouldn't say video games are recession proof, but it's more recession proof than many other industries. It's actually done pretty well," he said. "In our particular niche of the industry, classic and used games, we do very well and compete well with the major retailers."

## Austin Unchained

To encourage shoppers to buy locally, the Austin Independent Business Alliance created Austin Unchained, held the Saturday after Thanksgiving to encourage shoppers to buy at local stores rather than from chains.

"Because times are tough and people are likely to spend less, we encourage folks to spend money locally because you keep three times as much in the local economy when you do that," Lofton said. "We're not asking people to make a huge change in their lifestyle, but just to realize the economic and cultural benefits of shopping locally."

★ Extended version of this story at [more.impactnews.com/6253](http://more.impactnews.com/6253)

## Economic recovery in Texas?

A quarterly report tracking the recession in America's 100 largest metropolitan areas by the Brookings Institution released in September reports the economic decline began to slow in the second quarter of 2009 and the national housing market began stabilizing. Six of the 20 best-performing areas over the course of the recession are located in Texas. Only three metropolitan areas — Austin, McAllen and Washington, D.C. — show "early signs of full recovery from the recession."

Similar promising news came from a report by Moody's Economy.com and msnbc.com published in October that found one in five metropolitan areas in August saw an economic upswing and for the first time this year, an area has moved from "recession" into "recovery." Austin and six other Texas metropolitan areas were included among those in Texas to see economic recovery. No area has yet to be classified as in "expansion," or seeing an increase beyond its previous economic peak.

September numbers from the U.S. Bureau of Labor Statistics ranked the Austin metro area as the second best performing area of the largest 50 metros in the country.

AngelouEconomics principal executive officer Angelos Angelou said though Austin may be in better shape than most of the country, the Central Texas area has long had above-average stats.

"The unemployment rate is lower than both the state and national averages, but then again we have to remember that Austin was never like the Texas average or the U.S. average," Angelou said. "At the peak of employment, prerecession, we were creating 35,000 jobs. Now we're at a loss of 5,000 jobs yearly in Austin."

Angelou said Austin may very likely come out of the recession stronger than before, but that recovery will not come overnight.

"At the national level, it may take five to seven years before we go back to where we were in 2007," he said. "I think the recovery is going to be slow, and it may have its ups and downs, but this is not going to be a steep recovery like we have been accustomed to out of every recession. This is going to be very slow."

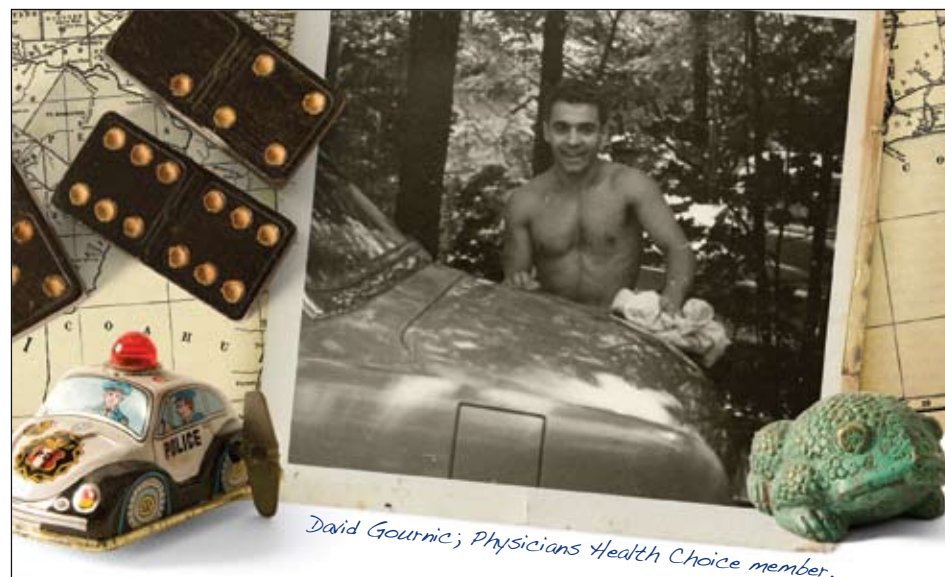
## The 20 strongest-performing metro areas

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\*Source: The Brookings Institution's Metropolitan Policy Program



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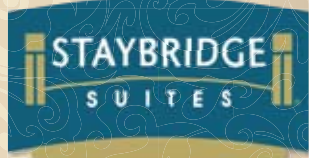
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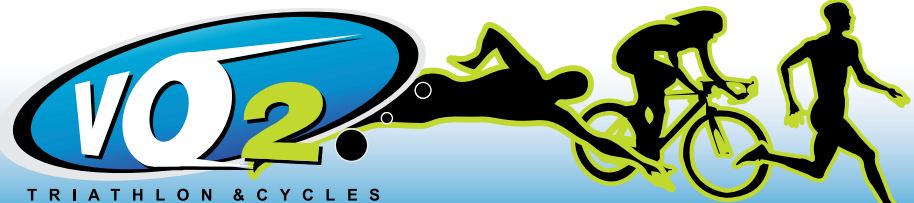
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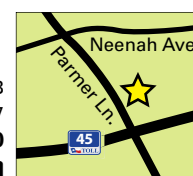
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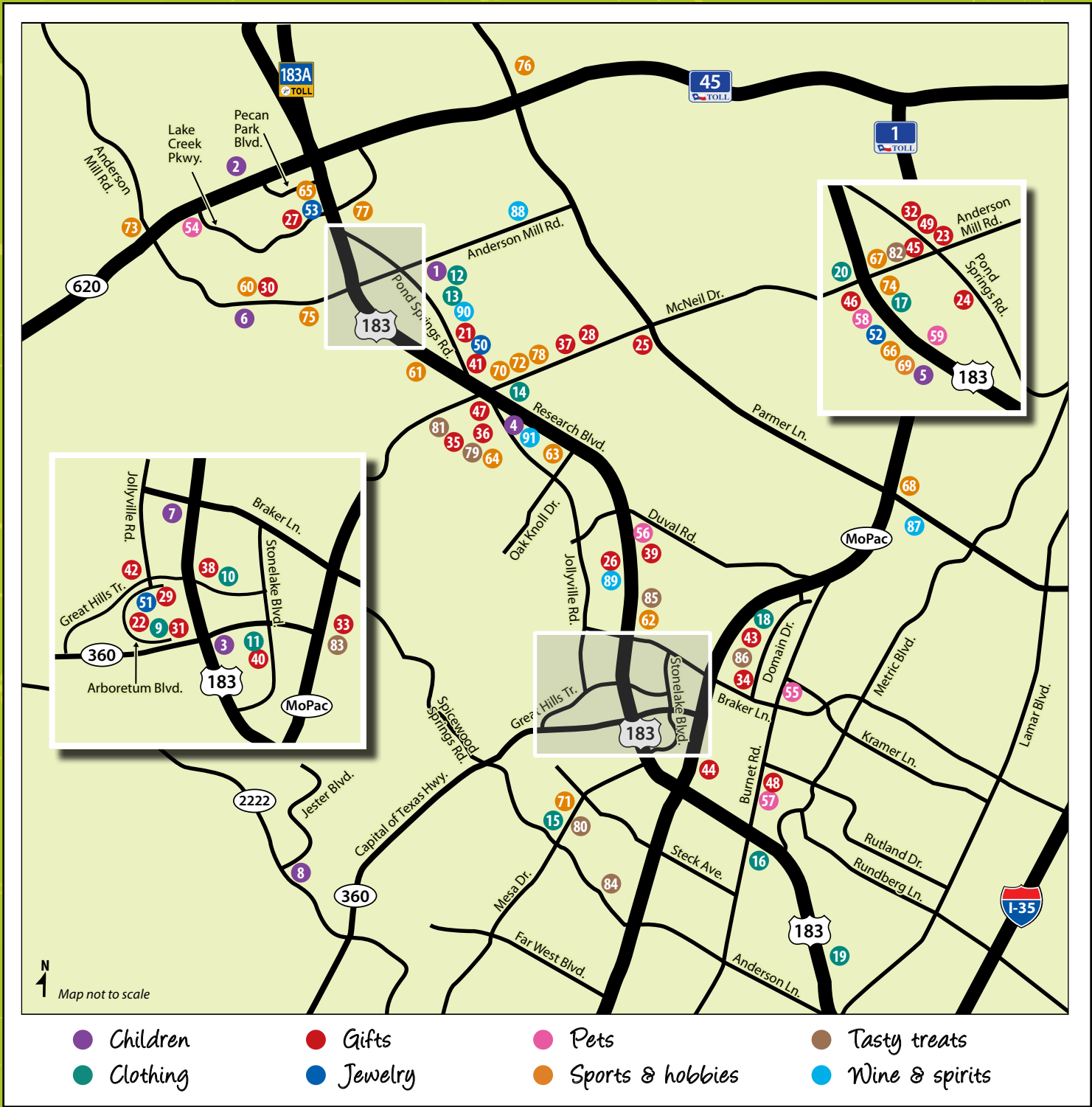
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# City plan

CONTINUED FROM | 1

still seen as out of date.

“The interim update just updated the Austin Tomorrow [Plan] with all the different ordinances, resolutions and programs that have been put into effect since Austin Tomorrow was first passed. [It] just said, ‘Here’s where we’re at,’ and didn’t do anything to bring all those things into alignment,” said Gregory Claxton, associate planner for the City of Austin. “This new plan is intended to coordinate all the things the city does over the next five to 20 years. From our perspective it’s about getting all our policies, ordinances and spending coordinated so we’re working toward a common purpose.”

## Imagine Austin!

In its 2009-2010 annual budget, Austin City Council apportioned funds to create a new comprehensive plan, recently named Imagine Austin!, for the city. Over the course of about two years, the plan will be developed in three phases: planning and executing a kickoff; creating a vision and planning a framework consisting of several series of community forums for public input; and developing and adopting the comprehensive plan.

Since the plan extends to Austin’s extra-territorial jurisdiction areas, the city is also working with other municipalities, such as Travis and Williamson counties and municipal utility districts.

“It’s tricky because a lot of [residents in the ETJ] hear City of Austin and they think, ‘They’re not talking about me,’” Claxton said. “We’re very concerned that we get good at reaching out to them fast.”

The City of Austin has three main goals it hopes to achieve throughout the process.

“First of all is public participation—we really want this to be a community vision for the future. Second is we’re looking ahead to be a sustainable city. And the last thing is we want a plan that is implementable,” Claxton said.

## Phase one

In its first phase, Austin City Council chose lead planning consultant Wallace Roberts & Todd LLC in April, awarding the

project for \$1.3 million. The firm has experience in developing comprehensive plans in other cities, including Georgetown’s 2030 Plan, adopted in 2008.

The firm will facilitate meetings and convert community input into a plan document.

“At no point does [Wallace Roberts & Todd] go off and do that on their own, but we hired them for their technical expertise in assembling comprehensive plans,” Claxton said. “We’re working very closely with them. A lot of what we’re doing is bringing our staff in to expand on what they can do.”

Once the firm was chosen, the city began planning a kickoff to let the community understand what a comprehensive plan is and how to get involved in the process.

More than 230 people attended the comprehensive plan kickoff and open house Oct. 12, with about 10 percent of attendees from northwest Austin.

## Phase two

The second phase, consisting of three community forum series, began early November and will take about nine months to a year to complete.

The first community forum series meetings were held throughout Austin mid-November asking the question, “What is a community vision?” and discussing the importance of a shared vision.

“We’ll be continuing to take online data through a survey and create a telephone survey to check how we are doing with the populace at large,” Claxton said. “That will take a month or two for us to take the information and start synthesizing it and looking for common ground. While we’re doing that, we’ll also be working on a second community forum series.”

The city is also providing a portable meeting-in-a-box, which includes materials and tools for an interactive activity, for residents to hold their own meetings. It allows volunteers to facilitate and conduct their own forums, capturing public input that can be brought back to the planning team.

The other two series will cover Austin’s growth and the implications of that growth and imagining future scenarios and strategic directions for change, planned for the spring and fall of next year respectively. Spreading public input across several months allows

data to be entered and evaluated before the next series.

Also, city council appointed 33 members to a Comprehensive Plan Citizen Advisory Task Force to provide advice and recommendations to city council, the planning commission, city staff and project consultant team based on public input. To be appointed to the task force, residents submitted an application to the city clerk, which was evaluated by city council.

## Phase three

The last phase will focus on the creation of the document and getting it passed by city council. There will be one last community forum series, a draft plan review and public hearings before bringing the final document to council for adoption of the plan.

Once the plan is in place, the city will review it on a yearly basis.

“Good, long-range planning is continuous. It shouldn’t stop and a city shouldn’t try to stop planning,” said Garner Stoll, assistant director of the city’s Neighborhood Planning and Zoning Department, at a Leadership Austin presentation.

Eric Pulsifer contributed to this story.

### 10 elements the city charter says the comprehensive must include:

1. Future land use
2. Traffic circulation and mass transit
3. Wastewater, solid waste, drainage and potable water
4. Conservation and environmental resources
5. A recreation and open space element
6. A housing element
7. A public service and facilities element, which shall include but not be limited to a capital improvement program
8. A public buildings and related facilities element
9. An economic element for commercial and industrial development and redevelopment
10. A health and human service element

Additional resources:  
<http://2030.georgetown.org>  
[www.wrtddesign.com](http://www.wrtddesign.com)

Source: City of Austin Charter, Article X

### Comprehensive plan process overview

#### Phase 1: Plan kickoff

- Design process
- Begin process
- Begin to engage public

Kickoff was held Oct. 12 with more than 230 in attendance.

#### Phase 2: Vision and plan framework

- Articulate vision (First community forum series, held Nov. 9-12)
- Understand dynamics (Second community forum series, spring 2010)
- Plan framework (Third community forum series, fall 2010)

#### Phase 3: The comprehensive plan

- Develop the plan
- Adopt the plan and move toward implementation (fall 2011)

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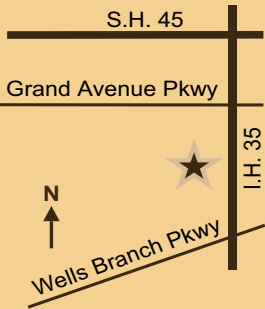




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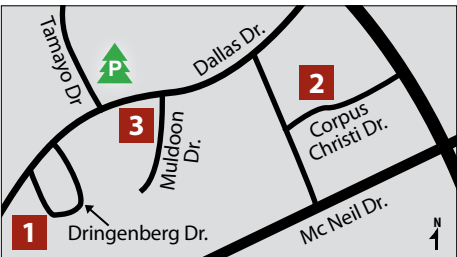
Residential Real Estate | Neighborhoods at a Glance

Milwood - 78729

This family-friendly neighborhood near McNeil Road includes Rattan Creek Park, which has a recreation complex and treehouse.

Schools - Round Rock ISD

- Jollyville Elementary School
- Deerpark Middle School
- McNeil High School



Featured homes



1 12602 Dringenberg Drive

4 Br/2 Ba | 1,609 sq. ft. \$179,500  
Agent: Joshua Bushner 771-3367



Rattan Creek Park



2 6506 Corpus Christi Drive

4 Br/2 Ba | 2,310 sq. ft. \$225,000  
Agent: David Durham 695-7910



3 13010 Muldoon Drive

3 Br/2 Ba | 1,836 sq. ft. \$198,000  
Agent: Dawn McKim 300-1187

Great Hills - 78759

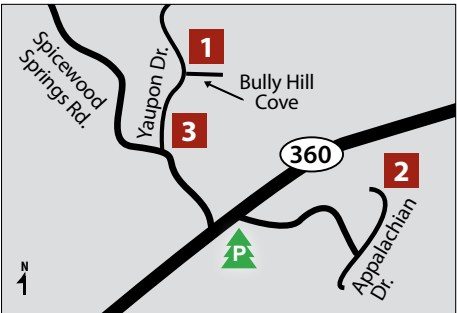
This hilly neighborhood is located near Capital of Texas Hwy. and US 183, near the Arboretum.

Schools - Austin ISD

- Hill Elementary School
- Murchison Middle School
- Anderson High School

Schools - Round Rock ISD

- Laurel Mountain Elementary School
- Canyon Vista Middle School
- Westwood High School



Featured homes



1 9505 Bully Hill Cove

4 Br/3 Ba | 3,296 sq. ft. \$525,000  
Agent: Monica Johnson 297-9080



Bull Creek Greenbelt



2 8601 Appalachian Drive

3 Br/2 Ba | 2,472 sq. ft. \$415,000  
Agent: Julie Nelson 848-5881



3 6313 Yaupon Drive

3 Br/2 Ba | 2,105 sq. ft. \$350,000  
Agent: Bruce Berman 750-6611



Residential Real Estate | Market Data

On the market (October 2009)

Price range	No. of homes for sale / Average days on market				
	78727	78729	78750	78758	78759
Less than \$149,000	7 / 67 days	3 / 66 days	10 / 65 days	63 / 98 days	22 / 104 days
\$150,000-\$199,999	18 / 67 days	34 / 88 days	24 / 72 days	22 / 53 days	21 / 69 days
\$200,000-\$299,999	40 / 62 days	21 / 235 days	27 / 78 days	12 / 93 days	34 / 69 days
\$300,000-\$399,999	4 / 117 days	3 / 65 days	28 / 111 days	3 / 224 days	29 / 92 days
\$400,000-\$499,999	-	-	21 / 81 days	1 / 287 days	24 / 93 days
\$500,000-\$599,999	-	-	6 / 80 days	-	8 / 126 days
\$600,000-\$799,999	-	-	5 / 94 days	-	2 / 90 days
\$800,000-\$999,999	-	-	1 / 105 days	-	-
\$1 million +	-	-	-	-	-

Market Data include condominiums, townhomes and houses.

Monthly home sales

Month	Sold / Median price				
	78727	78729	78750	78758	78759
Oct. 2009	30 / \$203,500	24 / \$185,125	33 / \$307,500	26 / \$136,338	35 / \$209,500
Oct. 2008	20 / \$200,500	18 / \$214,000	21 / \$245,990	20 / \$138,750	35 / \$292,000
Sept. 2009	29 / \$200,000	20 / \$210,500	41 / \$297,500	36 / \$131,250	31 / \$250,000
Aug. 2009	30 / \$177,850	28 / \$180,750	31 / \$226,500	32 / \$116,450	32 / \$299,500
July 2009	37 / \$193,000	36 / \$182,888	40 / \$330,500	35 / \$139,000	40 / \$239,250
June 2009	30 / \$198,750	43 / \$198,500	56 / \$274,310	24 / \$123,600	4 / \$257,500
May 2009	27 / \$195,000	24 / \$182,000	27 / \$199,900	26 / \$126,000	31 / \$347,500
Apr. 2009	61 / \$189,900	23 / \$181,000	52 / \$229,985	53 / \$137,950	57 / \$304,000
Mar. 2009	20 / \$168,250	25 / \$184,000	16 / \$192,500	15 / \$136,500	23 / \$233,800

Market Data provided by Austin Board of Realtors  
454-7636 | www.abor.com

Residential Real Estate | Property Listings

Northwest Austin								
ZIP code	Subdivision	Address	Bed/Bath	Price	Sq. Ft.	Agent	Agency	Phone
78727	Cottages at Champions Forest	4820 Amesley Cove	3br/2ba	\$280,000	2,065	Jeff Gifford	Keller Williams Realty	775-1797
78727	Lamplight Village	2019 Elysian Fields	3br/2ba	\$154,900	1,293	Jaymes Willoughby	Keller Williams Realty	347-9599
78727	Lamplight Village	12811 Rampart St.	3br/2ba	\$174,900	2,016	Michelle Esper-Martin	J.B. Goodwin, Realtors	636-6055
78727	Milwood	12911 Quinn Trail	3br/2ba	\$164,900	1,400	Peter Sajovich	Re/Max Austin Advantage	219-3030
78727	Scofield Farms	13108 Broughton Way	4br/2ba	\$260,000	2,410	Alexa Keller	York Real Estate Services	653-2195
78727	Scofield Ridge Condo	1900 Scofield Ridge Parkway	2br/1ba	\$129,900	1,089	Nell Hanson	J.B. Goodwin, Realtors	426-5080
78729	Anderson Mill Village	9615 Meadowheath Drive	2br/2ba	\$149,000	1,631	Lili Maliner	Coldwell Banker United Realtor	657-1957
78729	Anderson Mill Village	13192 Mill Stone Drive	3br/2ba	\$164,888	1,599	Andrew Constancio	J.B. Goodwin, Realtors	784-0852
78729	Forest North Estates	12801 Sherbourne St.	4br/2ba	\$255,000	2,775	Colleen Sellars	RE/MAX Capital City II	646-1375
78729	Hunters Chase	12706 Oro Valley Trail	3br/2ba	\$199,000	1,725	Laurie Flood	Keller Williams Realty	576-1504
78729	Los Indios	12616 Oro Valley Trail	3br/2ba	\$204,990	1,938	Mark Miller	Keller Williams Realty	538-5915
78729	Milwood	12602 Driveingenberg Drive	4br/2ba	\$179,500	1,609	Joshua Bushner	Carol Dochen Realtors, Inc.	771-3367
78729	Milwood	6506 Corpus Christi Drive	4br/2ba	\$225,000	2,310	David Durham	Keller Williams Realty	695-7910
78729	Milwood	13010 Muldoon Drive	3br/2ba	\$198,000	1,836	Dawn McKim	Coldwell Banker United Realtor	300-1187
78729	Milwood	6701 Corpus Christi Drive	3br/2ba	\$174,900	1,989	Laurie Flood	Keller Williams Realty	576-1504

ZIP code guide
78727 West Parmer/MoPac
78729 Anderson Mill/McNeil
78750 Anderson Mill/Balcones
78758 MoPac/Braker
78759 Great Hills/Arboretum



12706 Oro Valley Trail \$199,000



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Residential Real Estate | Property Listings

ZIP code	Subdivision	Address	Bed/Bath	Price	Sq. Ft.	Agent	Agency	Phone
78750	Balcones Place Condo	9518 Topridge Drive	3br/2ba	\$229,000	2,086	Georgia Levin	Amelia Bullock, Realtors	461-2051
78750	Cottages at Lake Creek Condo	13604 Caldwell	3br/2ba	\$219,900	1,300	Ed Lundry	Keller Williams Realty	401-6300
78750	Jester Point	7301 Anagua Drive	5br/4ba	\$499,900	3,788	Patrick McGinley	Keller Williams Realty	784-2142
78750	Jester Point	8100 Vailview Cove	5br/3ba	\$649,900	4,107	Michael Hammonds	Moreland Properties	983-6603
78750	Lakewood	7705 Waldon Drive	3br/2ba	\$409,000	2,454	Jana Birdwell	Coldwell Banker United Realtor	784-8600
78750	Lakewood	6900 Hideaway Hollow	3br/2ba	\$285,000	1,631	Roland Castillo	Keller Williams Realty	514-3354
78750	Overlook at Jester	6509 Winterberry Drive	4br/3ba	\$465,000	3,352	Arlene Maze	Carol Dochen Realtors, INC.	789-1892
78750	Park West Condo	10616 Mellow Meadows Drive	2br/2ba	\$47,900	952	Michelle Sheehan	Gaston & Sheehan Realty	251-4950
78750	Park West Condo	10616 Mellow Meadows Drive	2br/2ba	\$76,000	952	Diane Tran	Prudential Texas Realty	560-5155
78750	Spicewood at Bullcreek	10507 Pickfair Drive	5br/3ba	\$519,000	3,968	Christina Harmon	Coldwell Banker United Realtor	417-5234
78750	Spicewood Estates	11102 Wintergreen Hill	3br/2ba	\$335,000	2,038	David Boggs	Sellstate Classic Realty	383-5654
78750	Tanglewood Estates	11507 Kempwood Drive	4br/2ba	\$425,000	3,096	Jack Oster	Prudential Texas Realty	633-0622
78758	Edgecreek Condo	12166 Metric Blvd.	2br/2ba	\$70,000	1,004	Linda Bishop	J.B. Goodwin, Realtors	330-9300
78758	Gracywoods	11902 Rickem Cove	4br/2ba	\$225,000	2,235	Jeffrey Clawson	Austin Vestors	695-2425
78758	Gracywoods	11805 Carshalton Drive	3br/2ba	\$192,015	1,680	Linda Botello	Keller Williams Realty	626-7459
78758	Jamestown	8516 New Hampshire Drive	3br/1ba	\$119,875	1,174	Mike Hardin	Prudential Texas Realty	751-6453
78758	Macmora Cottages Condo	10700 Macmora Road	2br/2ba	\$167,900	1,288	Cherie Copus	Amelia Bullock, Realtors	203-5887
78758	North Star	12329 Limerick Ave.	3br/2ba	\$139,000	1,111	Ryan Rogers	Coldwell Banker United Realtor	413-9456
78758	North Star	2216 Blalock Drive	4br/2ba	\$139,000	1,380	Kathryn Bender	e-Executive Realty	698-8512
78758	Quail Creek West	1400 Quail Crest Drive	4br/2ba	\$179,900	1,907	Jaymes Willoughby	Keller Williams Realty	347-9599
78758	Quail Creek West	9506 Quail Court	3br/2ba	\$100,000	1,498	Russell Martinez	e-Executive Realty	691-9383
78758	Quail Hollow	11504 Ruffed Grouse Drive	3br/2ba	\$140,000	1,137	Victoria Costello	Coldwell Banker United Realtor	917-4562
78758	Quail Hollow Garden Homes	1824 Rainy Meadows Drive	2br/1ba	\$122,500	854	Julie Nelson	Keller Williams Realty	848-5881
78758	Stoneleigh Condo	2320 Gracy Farms Lane	1br/1ba	\$78,000	799	Linda Bishop	J.B. Goodwin, Realtors	330-9300
78759	Austin Hills	10900 Galleria Cove	3br/2ba	\$355,000	2,270	Sheri Brummett	Coldwell Banker United Realtor	970-8809
78759	Balcones Woods	11402 Santa Cruz Drive	3br/2ba	\$234,933	1,659	Allison Dady	J.B. Goodwin, Realtors	502-7674
78759	Barrington Oaks	8102 Wexford Drive	4br/2ba	\$219,000	1,674	Kathy Chappell	Pacesetter Properties	914-8859
78759	Great Hills	9505 Bully Hill Cove	4br/3ba	\$525,000	3,296	Monica Johnson	Coldwell Banker United Realtor	297-9080
78759	Great Hills	8601 Appalachian Drive	3br/2ba	\$415,000	2,472	Julie Nelson	Keller Williams Realty	848-5881
78759	Great Hills	6313 Yaupon Drive	3br/2ba	\$350,000	2,105	Bruce Berman	Coldwell Banker United Realtor	750-6611
78759	Loop Condo	9525 Capital of Texas Hwy.	2br/1ba	\$182,000	1,002	Carra Elkins	Amelia Bullock, Realtors	422-9411
78759	Mesa Park	11505 Natrona Cove	4br/2ba	\$205,000	1,932	Jocelyn Potts	Moreland Properties	480-0449
78759	Stillhouse Canyon Condo	4711 Spicewood Spicewood Road	2br/1ba	\$155,900	979	Marian Derks	RE/MAX Capital City	659-1642
78759	Walnut Crossing	12313 Scribe Drive	3br/2ba	\$185,000	1,474	Matt Seidel	Keller Williams Realty	293-2433
78759	Walnut Crossing	3205 Peddle Path	4br/2ba	\$173,900	1,680	Michael Jones	J.B. Goodwin, Realtors	502-7611
78759	Woodlands Austin	8005 Raintree Place	3br/2ba	\$350,000	1,958	Shirley Prud'homme	Amelia Bullock, Realtors	452-4988



6509 Winterberry Drive \$465,000



10700 Macmora Road \$167,900



9525 Capital of Texas Hwy. \$182,000

For additional residential real estate listings, visit [more.impactnews.com/6012](http://more.impactnews.com/6012)

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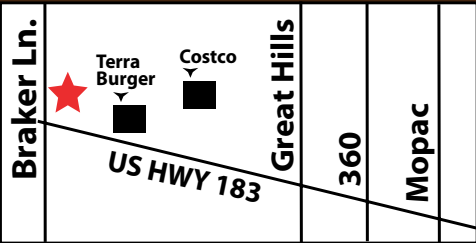
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