



**City Council Workshop Agenda**  
**December 10, 2024 at 4:00 PM**  
**City Hall, 701 Main Street, Kerrville, Texas**



Citizens may view and hear City Council workshops on Spectrum Channel 2 or by live-stream via the [City's website](#) ([www.kerrvilletx.gov](http://www.kerrvilletx.gov)). City Council workshops are recorded, and the recordings posted on the City's website. Citizens wishing to speak during a meeting shall submit a completed "speaker request form" to the City Secretary before the workshop begins. Each speaker is limited to four minutes.

Pursuant to Section 30.06, Penal Code (trespass by license holder with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a concealed handgun.

Pursuant to Section 30.07, Penal Code (trespass by license holder with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not enter this property with a handgun that is carried openly.

Pursuant to Section 46.03, Penal Code (places weapons prohibited), a person may not carry a firearm or other weapon on this property.

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**CALL TO ORDER:**

1. **PUBLIC COMMENTS:** *A member of the public may address City Council regarding an item on this agenda. Comments must be relevant to the agenda item. This is not intended to be a question and answer session. A speaker request form must be completed and submitted to the City Secretary before the workshop is called to order. Each speaker is limited to four minutes.*
2. **INFORMATION AND DISCUSSION:**
  - 2.A Update regarding the City's proposed Tree Preservation regulations. (*D Paxton, Director of Planning & Development*)
  - 2.B Update regarding Chapter 110 Utility Code, Code of Ordinances, to include Water Management Plan (drought regulations) and other proposed amendments. (*S Barron, Executive Director; C Clark, Asst Director Public Works*)
  - 2.C Water Resources Strategic Communications Services. (*D Rice, City Manager*)
  - 2.D Alamo Regional Transit (ART) - On Demand Public Transportation Service. (*D Rice, City Manager*)
3. **EXECUTIVE SESSION:** *City Council may, as permitted by law, adjourn into executive session at any time to discuss any matter listed above if items meet the qualifications in Chapter 551 of the Texas Government Code.*
4. **ACTION ON ITEMS DISCUSSED IN EXECUTIVE SESSION, IF ANY.**

**ADJOURN.**

The facility is wheelchair accessible, and accessible parking spaces are available. Requests for accommodation or interpretive services must be made 48 hours prior to this event. Please contact the City Secretary's Office at 830-258-1118 for further information.

I hereby certify that this agenda was posted as notice of the meeting on the bulletin board at the City Hall of the City of Kerrville, Texas, and on the City's website on December 6, 2024 at 1:00 pm, and remained posted continuously for at least 72 hours preceding the scheduled time of the meeting.

Shelley McElhannon, TRMC, City Secretary, City of Kerrville, Texas



**TO BE CONSIDERED BY THE CITY COUNCIL  
CITY OF KERRVILLE, TEXAS**

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**CAPTION:** Update regarding the City's proposed Tree Preservation regulations. (*D Paxton, Director of Planning & Development*)

**AGENDA DATE:** December 10, 2024

**DATE SUBMITTED:** 12/02/2024

**SUBMITTED BY:**

**EXHIBITS:**

1. 20241210\_DRAFT Ord Tree Preservation\_120324
2. 20241210 Preservation Tree Flow Chart
3. 20241210 Table 1 - Tree Preservation list
4. 20241210 Table 2 - Preservation Rates\_2024.12.05

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**Expenditure:**

**Account Number:**

**Payment to/Vendor  
name:**

**Amount Budgeted:**

**Account Balance:**

**Kerrville 2050 Item?**

Yes

**Key Priority Area:**

P – Parks/Open Space/River Corridor

**SUMMARY:**

Review and discuss the draft Tree Preservation Ordinance.

**RECOMMENDED ACTION:**

N/A

# DRAFT 12/4/24

## CITY OF KERRVILLE, TEXAS ORDINANCE NO. 2025-\_\_

**AN ORDINANCE AMENDING CHAPTER 46 “ENVIRONMENT” OF THE CITY’S CODE OF ORDINANCES BY ADDING A NEW ARTICLE II “TREE PRESERVATION”, WHICH ADOPTS REGULATIONS FOR THE PRESERVATION OF TREES; PROVIDING FOR PENALTIES NOT TO EXCEED \$2000.00; ORDERING PUBLICATION; PROVIDING AN EFFECTIVE DATE; AND PROVIDING OTHER MATTERS RELATED TO THE SUBJECT**

**WHEREAS**, the City of Kerrville (City) is located within the scenic Texas hill country with its abundance of wildlife, scenic views, and natural beauty; and

**WHEREAS**, City Council of the City (City Council) recognizes the value that trees add to the community as beautiful iconic backdrops to the scenery, shady respites from the Texas heat, and ecological benefits that improve air quality while providing food and shelter for wildlife; and

**WHEREAS**, City Council seeks to promote the public health, safety, and general welfare of the City and the safe, orderly, and healthful development of the City, by prioritizing the preservation of trees; and

**WHEREAS**, pursuant to the City’s Comprehensive Plan (*Kerrville 2050*), Kerrville citizens and community members “voiced” their collective opinion that areas trees, particularly those considered significant specimen or heritage trees, should be valued, celebrated, and protected; and

**WHEREAS**, in addition, *Kerrville 2050* specifically provides that trees dotting the landscape of Kerrville and the surrounding Hill Country are an important community asset; contribute to the beauty of the surrounding landscape, reduce pollution and runoff, and enhance property values; and that trees can be cut down and cleared quickly, but they cannot be easily replaced; and

**WHEREAS**, with these views in mind, *Kerrville 2050* stated that a tree preservation strategy and a planting plan for City-owned property and public spaces should be considered; and

**WHEREAS**, *Kerrville 2050* also provided that the City should consider tree preservation in order to encourage limited tree removal as a way to ensure any removal is done thoughtfully and responsibly, thereby protecting property values and the natural beauty of the community; and

**WHEREAS**, on October 22, 2022, City Council adopted Resolution No. 67-2022, which adopted a *Tree Preservation Policy* for the City; and

**WHEREAS**, City Council finds that removing all or most of trees on any property is not beneficial to the hill country environment; and

**WHEREAS**, City Council finds that regulating the removal of trees helps preserve the hill country landscape and water resources; and

**WHEREAS**, City Council has determined that reasonable rules and regulations governing tree preservation are necessary to maintain water quality, protect the region's livability, preserve property values, and reinforce Kerrville's significance within the Hill Country; and

**WHEREAS**, pursuant to Texas Local Government Code Section 51.001, the City has general authority to adopt an ordinance or police regulation that is for the good government, peace, or order of the City and is necessary or proper for carrying out a power granted by law to the City; and

**WHEREAS**, City Council finds that it is necessary and proper for the good government, peace, or order of the City to adopt an ordinance regulating the removal of specified trees;

**NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF KERRVILLE, KERR COUNTY, TEXAS:**

**SECTION ONE.** The facts, recitations, and findings contained in the preamble of this Ordinance are found to be true and correct and are incorporated by reference herein and expressly made a part hereof, as if copied verbatim.

**SECTION TWO.** Chapter 46 "Environment" of the Code of Ordinances of the City of Kerrville, Texas, is amended by adding a new Article II "Tree Preservation", as provided for in **Exhibit A**, which is attached and hereby adopted.

**SECTION THREE.** The City Secretary is authorized and directed to submit this Ordinance to the publisher of the City's Code of Ordinances and the publisher is authorized to amend said Code to reflect the provisions adopted herein, to correct typographical errors, and to index, format, number, and letter paragraphs to the existing Code as appropriate.

**SECTION FOUR.** The provisions of this Ordinance repeal and replace all previous ordinances concerning the subject matter provided herein.

**SECTION FIVE.** It is officially found and determined that the meetings at which this Ordinance is passed were open to the public as required and that

public notice of the time, place, and purpose of said meetings was given as required by the Open Meetings Act, Chapter 551 of the Texas Government Code.

**SECTION SIX.** If any section, subsection, sentence, clause, or phrase of this Ordinance is, for any reason, held to be unconstitutional or invalid, such holding shall not affect the validity of the remaining portions of this Ordinance. City Council declares that it would have passed this Ordinance and each section, subsection, sentence, clause, or phrase hereof irrespective of the fact that any one or more sections, subsections, sentences, clauses, or phrases be declared unconstitutional or invalid.

**SECTION SEVEN.** The penalty for violation of this Ordinance shall be in accordance with the general penalty provisions contained in Section 1-7 of the Code of Ordinances of the City of Kerrville, Texas and specifically a fine not exceeding TWO THOUSAND AND XX/100 DOLLARS (\$2000.00) per day for each violation hereof.

**SECTION EIGHT.** Pursuant to Texas Local Government Code §52.013(a) and Section 3.07 of the City's Charter, the City Secretary is authorized and directed to publish the descriptive caption of this Ordinance in a newspaper of general circulation and in the manner and for the length of time prescribed by the law as an alternative method of publication.

**SECTION NINE.** This Ordinance shall become effective immediately upon the expiration of ten days following publication, as provided for by Section 3.07 of the City Charter.

**PASSED AND APPROVED ON FIRST READING, this the \_\_\_\_\_ day of \_\_\_\_\_ A.D., 2024.**

**PASSED AND APPROVED ON SECOND AND FINAL READING,  
this the \_\_\_\_\_ day of \_\_\_\_\_, A.D., 2024.**

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Joe Herring Jr., Mayor

APPROVED AS TO FORM:

ATTEST:

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Michael C. Hayes, City Attorney

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Shelley McElhannon, City Secretary

## EXHIBIT A

### “CHAPTER 46 ENVIRONMENT”

#### ARTICLE II. – TREE PRESERVATION

##### Sec. 104-1. - Purpose.

This article implements the following provisions of the Kerrville Comprehensive Plan (Kerrville 2050) and includes these goals as its purposes:

- (1) Preserve the neighborhood character of Kerrville;
- (2) Improve the quality of living for Kerrville citizens;
- (3) Preserve and enhance the rural atmosphere of Kerrville;
- (4) Responsibly protects the natural environmental resources of Kerrville;
- (5) Preserve the rugged beauty and natural environment that defines the Hill Country character of Kerrville and makes it a unique and desirable community; and
- (6) Prevent the clear-cutting of land as provided within this article.

##### Sec. 104-2. Definitions.

Caliper means the diameter, or width, of a tree measured at a height 4.5 feet above the natural grade.

City means the City of Kerrville, Texas.

City Council means the City Council of the City of Kerrville, Texas.

City Manager means the City's City Manager or designee.

Commercial use means all commercial uses, to include office, institutional, multifamily, and industrial, to be developed, including parking lots or driveways.

Covered species means any existing living tree of any species or type, as defined in Table 1 “Tree Preservation List”.

Development Services means the City department designated by the City Manager for applying and enforcing these regulations.

Dripline means the area of ground surrounding the trunk of a tree considered essential to protecting the root structure of a tree. The dripline is calculated at 1 foot for every 1 inch of caliper.

Heritage tree means any large tree species with a caliper trunk greater than 18 inches or any small tree species with a caliper trunk greater than 8 inches, such species as designated in **Table 1**.

Preservation rate means the total amount of caliper inches or area of trees to be preserved on a property as calculated for each tree preservation category, such rates found in **Table 2**. Examples are as follows:

Example: Total preservation for “Large Tree Species” (see **Table 1**) where the caliper inches onsite = 10,000”; Preservation rate = 40% of total protected inches →  $10,000 \text{ inches} \times 40\% = 4,000$  caliper inches of this tree type shall be preserved.

Example: Total preservation for “Small Tree Species” (see **Table 1**) where the caliper inches onsite = 1,000”; Preservation rate = 40% of total protected inches →  $1,000 \text{ inches} \times 40\% = 400$  caliper inches of this tree type shall be preserved.

Example: Total preservation for “Heritage trees” (see **Table 1**) where the caliper inches onsite = 1,000”; Preservation rate = 60% of total protected inches →  $1,000 \text{ inches} \times 60\% = 600$  caliper inches of this tree type shall be preserved.

Preservation tree(s) means a tree that by virtue of its size and species is protected by this article as follows:

- (1) Large tree species are trees of a covered species as specified in **Table 1** and categorized as “protected trees”;
- (2) Small tree species are trees of a covered species as specified in **Table 1** and categorized as “protected trees”; and
- (3) Heritage tree as specified in **Table 1**, as applied to both large and small tree species.

Residential use means a single-family dwelling.

Tree preservation categories means the categories of trees found in **Table 2, Tree Preservation Categories and Preservation Rates**.

Tree stand delineation method means the methodology which uses a current aerial photograph, such as the City's GIS or an equivalent to include video taken by drone, aircraft, or an equivalent, and overlays the proposed development onto a photograph to determine the tree preservation rate, as described in **Table 2**.

**TABLE 1\* TREE PRESERVATION LIST**

**TABLE 2\* TREE PRESERVATION CATEGORIES AND PRESERVATION RATES**

(\* NOTE: Tables are attached and will be included within Code of Ordinances.)

**Sec. 104-3. Applicability.**

All new commercial and residential development within the City occurring after the effective date of this article, are subject to this article.

**Sec. 104-4. Exceptions.**

The following situations and actions are exempt from the terms and provisions of this article:

- (1) Existing platted lots, whether developed or not, prior effective date of this article.
- (2) Regular maintenance of trees to include trimming and pruning, especially as it relates to oak wilt and other diseases or strategies to address pest control.
- (3) During the period of or following a significant weather event, such as a tornado, storm, flood, or other act of God, City Council may waive the requirements of this article for an affected area or areas and for a specified period.
- (4) Utility companies franchised or otherwise authorized to provide utility service may remove protected trees that endanger public health, safety, and welfare by interfering with utility service, provided that any removal is the minimum necessary for the utilities to function properly and no other alternative is available.
- (5) Mowing, clearing, and grubbing of brush located within or under the drip lines of protected trees is allowed, provided such mowing, clearing, or grubbing is not conducted by use of bulldozers, loaders, or other construction or earth-moving equipment.

(6) Areas contained within public and private rights-of-way or utility or drainage easements, provided that any removal is necessary for the rights-of-way and easements to function properly.

(7) All governmental functions and activities of the City and other governmental entities are exempt from this article.

**Sec. 104-5. Permit for tree preservation and removal.**

(a) *Applicability.* All property subject to this article shall comply with the permitting requirements as follows.

(b) *Permit information.* Development Services shall maintain applications for a tree preservation and removal permit, such application to include the submission of a tree survey.

(c) *Original tree survey.* The tree survey submitted with an original application for a tree preservation and removal permit shall be the reference by which the City reviews all subsequent permits for the tract(s) or portions of the tract(s).

(d) *Protection of property.* An applicant shall not circumvent the minimum preservation requirements set forth in this article through the filing of multiple applications and toward this end, the City may require an owner to protect trees located on the property through restrictive covenants, conservation easements, or equivalent methods.

**Sec. 104-6. Preservation trees (protected and heritage trees): removal, replacement, relocation, and penalties.**

(a) *Removal of preservation and heritage trees.* It is unlawful for any person, directly or indirectly, to cut down, destroy, remove, or perform any other action which effectively destroys through damaging, any protected tree within the City without first obtaining a tree preservation and removal permit from Development Services.

(b) *Replacement Trees.* **Table 2** specifies the required tree preservation rate that property owners shall maintain. Should such percentage fall below the required rate, a person obtaining a tree preservation and removal permit for a protected tree shall provide a replacement tree(s) as follows:

(1) *Protected tree(s) replacement having a total caliper width equal to that of the tree(s) to be removed (1:1 replacement)*

(2) Heritage tree having a total caliper width equal to three times that of the tree(s) to be removed (3:1 replacement).

(3) Such replacement trees must have a minimum caliper width of two inches and a minimum height of at least 8.0 feet when planted. In addition, no more than 35 percent of replacement trees may be of the same species.

(4) All replacement trees shall be planted and cared for to maintain a healthy growing condition and for which the tree(s) shall live for at least one year.

(5) After planting a replacement tree, a property owner shall replace such tree with another tree if the replacement tree dies within one year from the date of its planting and a new one year warranty period shall start for that tree.

(6) Pursuant to a request from the property owner and/or the applicant, the City Manager may assess the value of established smaller trees, or clumps of trees, that could be retained to meet the requirements of this article so that the addition of replacement trees may not be required.

(c) *Mitigation in lieu of replacement.* A person may pay a mitigation fee to the City instead of providing replacement trees required by this article as follows:

(1) This provision is limited to 50 percent of the required protected tree replacement.

(2) The City shall deposit payments for the tree mitigation fee into a replacement fund.

(3) The per-caliper-inch cash value for replacement trees and planting is set out in the City's fee schedule and applied per caliper inch.

(d) *Penalties for unauthorized removal of protected trees.* If a person removes or injures a protected tree in violation of this article, the City Manager shall have the authority to enact the following administrative and civil penalties on the person:

(1) A monetary penalty of \$500.00 per caliper inch of each protected tree removed or injured. The City Manager shall deposit any fine paid to

the City as a penalty into the City's tree mitigation and replacement fund; and/or

(2) Replacement with tree(s) having a total tree caliper equal to five times that of the illegally removed or injured tree(s). Such replacement tree(s) shall have a minimum caliper width of two inches and a minimum height of at least 8.0 feet.

(e) *Replanting of protected trees.* No person, directly or indirectly, shall move any protected tree on or from any property within the City without first obtaining a tree preservation and removal permit from the City.

(f) *Replanting standards.* Only those trees indicated in **Table 1**, as periodically and consistently reviewed and approved by the City Manager, shall satisfy the tree replanting requirements contained herein.

#### Sec. 104-7 Tree Preservation Incentives.

A person may apply for, and subject to verification from the City Manager or a ruling from the City's Planning and Zoning Commission, shall receive incentives for tree preservation as follows:

(1) *Parking Space Reduction.* Upon application and verification by the City Manager, an individual shall be entitled to a reduction in the minimum parking requirements to help meet the minimum tree preservation requirements. For the purpose of providing an incentive, the City Manager may reduce minimum parking requirements by 1 parking space for every 4 diameter inches of trees that have been protected or mitigated on a site. No more than 15 percent of required spaces may be waived.

(2) *Sidewalks.* Where the City's Planning and Zoning Commission determines that preservation of trees warrants the elimination, reduction in width, alternative routing, or modification to the sidewalk and curb requirements in accordance with the tree preservation standards, the Commission may grant a waiver.

(3) *Tree Cluster(s).* In order to emphasize the importance of preserving trees in a cluster during development, the City Manager may apply tree preservation credits for a cluster(s) of 3 or more trees less than 10 feet apart with a minimum caliper size of 4.5 inches.

## Sec. 104-8. Tree protection measures.

The following tree protection measures are required:

- (1) Prior to commercial or residential subdivision development, a property owner shall establish and maintain a root protection zone and install four-foot high plastic (or equivalent) safety fencing outside the drip line of protected and heritage trees for the duration of construction and development. It is unlawful to prune any tree to reduce the root protection zone.
- (2) During construction or development of commercial or residential subdivision developments, the property owner shall prohibit the cleaning of equipment or materials and/or the disposal of any waste material, including paint, oil, solvents, asphalt, concrete, mortar, and similar products under the canopy or within the drip line of any protected or heritage tree.
- (3) It is unlawful to attach any attachments or wires of any kind, other than those of a protective nature, to any tree during construction or development of commercial or residential subdivision developments.
- (4) Where major grade changes of 6 inches or greater results from placement of fill material, the property owner shall construct a retaining wall or tree well of rock, brick, landscape timbers, or other approved materials around the tree no closer than 6 feet from the trunk of protected or heritage trees during. The top of the retaining wall or tree well will be considered the new finished grade.
- (5) Unless otherwise approved by the City Manager, no commercial or residential subdivision development construction or construction-related activity shall occur within the drip line of any protected or heritage tree.
- (6) Any trees removed during commercial or residential subdivision development shall be chipped or hauled off-site within 30 days of the time the trees were removed.

## Sec. 104-9. Penalty upon failure to comply.

- (a) In addition to any penalties specified elsewhere in this article, any person violating or failing to comply with any provision or requirement of this

article shall be fined a minimum of \$250.00 and a maximum of \$2000.00. Each tree illegally removed or damaged in violation of this article shall constitute a separate offense.

- (b) Failure of any person to follow the procedures of this article shall constitute grounds for the City withholding or revoking site plan approval, building permits, occupancy permits, or any other appropriate approvals necessary to continue development. Such sanctions, however, may be instituted immediately at the direction of the City Manager. In the case of emergency to prevent the unauthorized removal of trees, the City Attorney may petition a court of competent jurisdiction for injunctive relief seeking compliance with this subsection.
- (c) In addition to any other remedies or penalties contained herein, the City may enforce the provisions of this article pursuant to the applicable provisions of Chapter 54 of the Texas Local Government Code, which chapter provides for the enforcement of municipal ordinances.

#### Sec. 104-10. Jurisdiction.

- (a) To ensure compatibility with the City's comprehensive plan and this article, the City Manager has the authority to review and act on all tree preservation and removal permits for commercial and residential subdivision developments within the City. Plans shall be approved, approved with conditions, or denied. The City Manager shall provide comments to the property owner or designated representative as to the disposition of each tree preservation and removal permit application.
- (b) Any applicant or party aggrieved by a decision of the City Manager may appeal such decision to the City's Planning and Zoning Commission. Such notice of appeal must be filed with the Development Services Department within ten working days of the decision in question. Such appeal shall stay the issuance of a building permit. Following a decision by the Planning and Zoning Commission, the applicant may appeal this decision to the City Council.

#### Sec. 104-11. Enforcement.

The City Manager is authorized to enforce this article and may serve notice to any person in violation thereof or institute legal proceedings, as may be required.

## Sec. 104-12. Variances.

(a) Variances to any decision of the City Manager, or to the terms of this article may be granted by the City's Planning and Zoning Commission where a literal enforcement of the provisions of this article will result in unnecessary hardship. A variance request must be submitted to the City Manager in writing setting out the basis for the request. No variance shall be granted unless:

- (1) Such variance will not be contrary to public interest;
- (2) Such variance will be in harmony with the spirit and purposes of this article;
- (3) The plight of the owner of the property for which the variance is sought is due to unique circumstances existing on the property, and the unique circumstances were not created by the owner of the property and are not merely financial; and
- (4) The variance will not substantially weaken the general purposes of this article.

(b) After review of the variance request, Planning and Zoning Commission may:

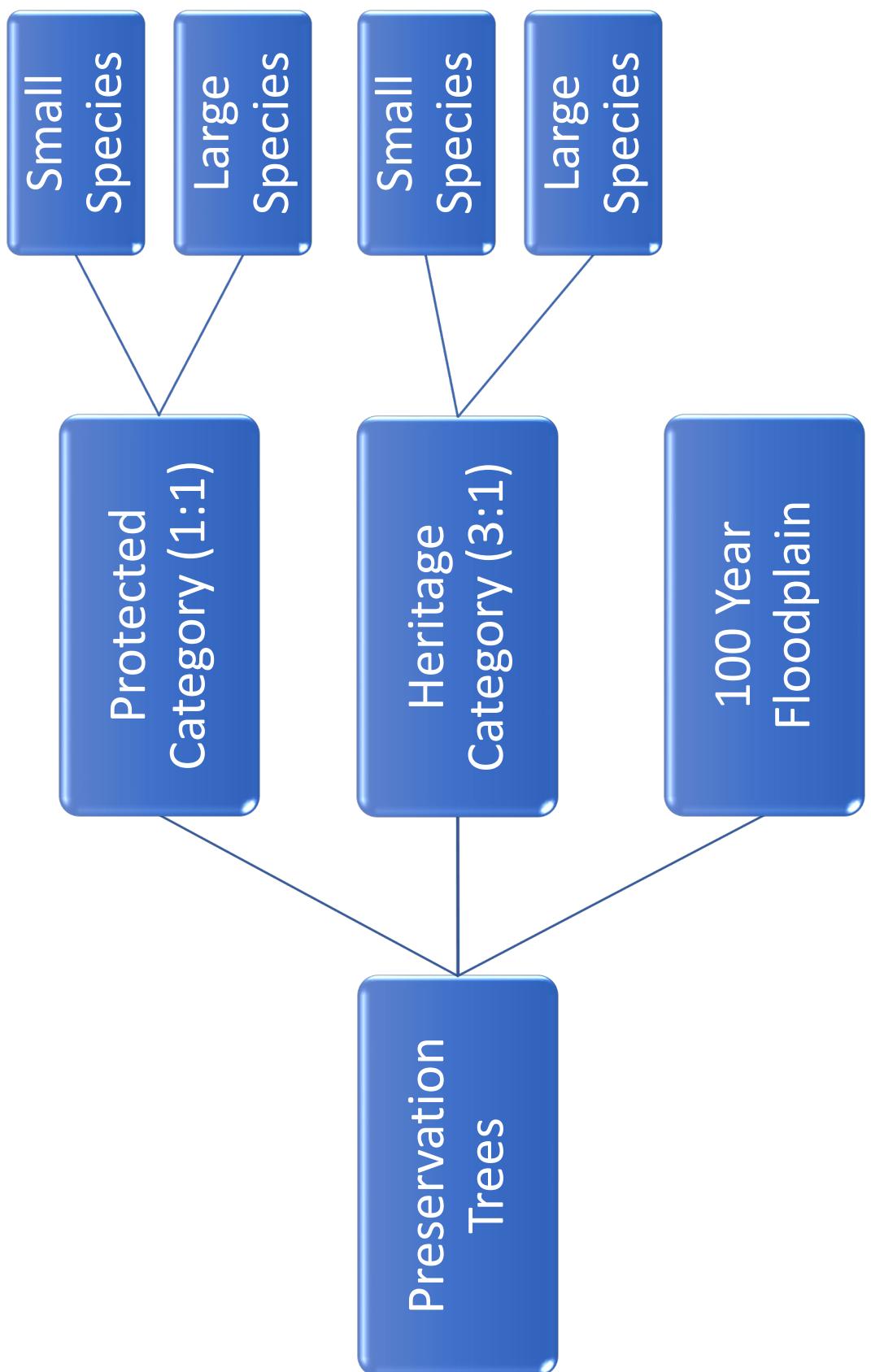
- (1) Approve the variance; or
- (2) Deny the variance; or
- (3) Grant the variance with such conditions as may be necessary for the furtherance of the purposes of municipal tree preservation in keeping with the spirit and intent of the ordinance.

(c) An applicant may appeal a decision by the Planning and Zoning commission to City Council.

## Sec. 104-13. Liability.

Nothing in this article shall be deemed to impose any liability for damages or a duty of care and maintenance upon the City or upon any of its officers or employees. The person in possession of public property or the owner of any private property shall have a duty to keep the trees and landscaping upon the property and under their control in a safe, healthy condition. Any person who feels a tree located on property possessed, owned, or controlled by them is a

danger to the safety of themselves, others, or structural improvements on-site or off-site shall have an obligation to secure the area around the tree or support the tree, as appropriate to safeguard both persons and improvements from harm.”



Large Trees	Scientific/Binomial name	Native/ Adaptive	Usual Height (FT.)	Foliage (1)	Comments	Recommended for Planting
American Elm	<i>Ulmus americana</i>	Native	60-90	D	Grows on well-drained soils along streams and rivers, but also planted widely as a shade tree. High water use.	Wet areas only
Anacua	<i>Ehretia anacua</i>	Native	20-50	S	Ornamental landscape tree. Easy to grow on alkaline soils with good drainage. Disease resistant. Drought tolerant.	Yes
Black Hickory aka Texas Hickory	<i>Carya texana</i>	Native	60-75	D	Grows on well-drained hillsides and sandy uplands with post and blackjack oaks. Produces edible nuts.	Yes
Bodark (Bois-d'Arc)	<i>Maclura pomifera</i>	Native	40-60	D	Spiny, with short often crooked trunk and milky sap. Large fruits on female trees create litter and are not edible.	Yes
Box Elder	<i>Acer negundo</i>	Native	50-75	D	For moist areas. Fast growing, short-lived, brittle wood.	Wet areas only
Carolina Basswood	<i>Tilia americana var. caroliniana</i>	Native	70-100	D	Moist soils. Fast grower. Ornamental shade tree. Late spring flowers favored by honeybees.	Wet areas only
Cedar Elm	<i>Ulmus crassifolia</i>	Native	50-75	D	Hardy, fast-growing shade tree. Tolerates heat, flood, and poor soils. Good substitute for oaks.	Yes
Chinese aka Lacebark Elm	<i>Ulmus parvifolia</i>	Adaptive	40-60	D	Common landscape tree native to Asia. Tolerates drought and alkaline soils.	No
Eastern Cottonwood	<i>Populus deltoides</i>	Native	100+	D	Fast growing, short-lived shade tree. Weak wood, brittle limbs, invasive roots, cottony seeds. High water use.	No
Eastern Persimmon	<i>Diospyros virginiana</i>	Near-Native	20-100	D	Edible fruit. Deep well drained moist soil. Part shade. Usually disease and insect free. Attracts wildlife.	Yes
Escarpment Black Cherry	<i>Prunus serotina</i> ssp. <i>Eximia</i>	Native	25-60+	D	Spring flowers, golden orange fall color. Requires moist well-drained soil. Fruit is edible. Toxic seeds, leaves, and bark.	Yes
Green Ash	<i>Fraxinus pennsylvanica</i>	Native	50-70	D	Common bottomland tree across the eastern third of Texas, as far west as the Guadalupe River. Prefers moist soils. Susceptible to invasive Emerald Ash Borer beetle.	Wet areas only
Hackberry species	<i>Celtis</i> species	Native	40-80	D	Fast growing. Best in moist soils. Good food and shelter tree for wildlife. Birds relish the berries and spread the seeds.	Yes
Honey Mesquite	<i>Prosopis glandulosa</i>	Native	30-40	D	Needs deep watering to become a tree. Thorny, drought tolerant. Spreads by seeds and can invade grasslands.	Yes

Notes:  
 (1) Legend: D = Deciduous, E = Evergreen, S = Semi-Evergreen

Large Trees	Scientific/Binomial name	Native/ Adaptive	Usual Height (FT.)	Foliage (1)	Comments	Recommended for Planting
Honeylocust	<i>Gleditsia triacanthos</i>	Native	30-80	D	Occurs in a wide variety of soil and moisture conditions. Thornless varieties are popular for landscape plantings.	Yes
Mexican Ash	<i>Fraxinus berlandieriana</i>	Near-Native	30-40	D	Native to South Texas, grows along streams. Planted as a fast-growing yard tree in Texas. Often sold as Arizona Ash. Susceptible to invasive Emerald Ash Borer beetle.	Yes
Pecan	<i>Carya illinoiensis</i>	Native	70-100+	D	Slow-growing. Needs rich, moist, well-drained deep soil. Nut producing. Native and cultivated varieties.	
Red Mulberry	<i>Morus rubra</i>	Native	50-60	D	Prefers rich, moist soils of river bottoms, often grows in the shade of larger trees. Good tree for wildlife.	Yes
Southern Catalpa	<i>Catalpa bignonioides</i>	Adaptive	25-50	D	Often planted as a fast-growing yard tree. Prefers moist soil; tolerates drier sites. Has naturalized along streams.	Yes
Southern Magnolia	<i>Magnolia grandiflora</i>	Adaptive	60-80	E	Widely cultivated ornamental. Occurs naturally in moist lowlands. Best in slightly acid to slightly alkaline soils.	No
Sweetgum	<i>Liquidambar styraciflua</i>	Near-Native	up to 100	D	Often planted as a landscape tree. Fruits shaped like a spiked ball. Does not do well in alkaline soils.	No
Sycamore species	<i>Platanus species</i>	Native	50-100	D	Fast growing, weak limbs, messy leaves and seed balls. Shedding bark. Invasive roots in yards. High water use. Important large tree in streamside situations.	No
Texas Ash	<i>Fraxinus albicans</i>	Native	30-45	D	Strong, long lived, good shade tree, attractive fall color. Susceptible to invasive Emerald Ash Borer beetle.	Yes
Walnut spp.	<i>Juglans species</i>	Native	30-100	D	Three native species. Usually grow near water source. Nut bearing. Roots inhibit growth of nearby plants.	No
Western Soapberry	<i>Sapindus saponaria var. drummondii</i>	Native	20-50	D	Occurs throughout Texas. Tolerates various conditions. Often suckers to form thickets. Berries toxic to humans.	Yes
Willow species	<i>Salix species</i>	Native / Adaptive	50-100	D	Occur along streams and wet areas; high water needs. Invasive roots. Prone to insects and disease.	No
<b>OAK TREES</b>					<b>All oaks are susceptible to oak wilt.</b>	
Page Blackjack Oak	<i>Quercus marilandica</i>	Native	30-60	D	Slow growing, long lived. Able to survive on very poor soils. Attractive shade tree.	Yes

Notes:  
 (1) Legend: D = Deciduous, E = Evergreen, S = Semi-Evergreen

Large Trees	Scientific/Binomial name	Native/ Adaptive	Usual Height (FT.)	Foliage (1)	Comments	Recommended for Planting
Bur Oak	<i>Quercus macrocarpa</i>	Native	80-100+	D	Large, slow growing, long lived. Big leaves, huge acorns. Common landscape tree. Sensitive to root disturbance.	Yes
Chinkapin Oak aka Chinquapin	<i>Quercus muehlenbergii</i>	Native	45-70	D	Attractive fast growing shade tree. Medium water use in well drained soil. Good fall color.	Yes
Lacey Oak	<i>Quercus laceyi</i>	Native	45-60	D	Attractive, medium-sized, with blue-gray foliage. Tolerates drought and thin rocky limestone soils.	Yes
Mexican White Oak	<i>Quercus polymorpha</i>	Near-Native	40-80	S	Native to west Texas. Fast growing. More resistant to oak wilt and other diseases. Common landscape tree.	Yes
Plateau Live Oak	<i>Quercus fusiformis</i>	Native	20-55	S	Susceptible to oak wilt and live oak decline when stressed by drought. Protect from injury above and below ground to prevent infection.	Yes
Post Oak	<i>Quercus stellata</i>	Native	40-50+	D	Slow-growing and long-lived. Roots extremely sensitive to disturbance. Not often used in landscape situations.	Yes
Shumard Red Oak	<i>Quercus shumardii</i>	Native	50-90	D	Outstanding red/crimson fall color, drought tolerant. Similar to Texas Red Oak but prefers deeper soils.	Yes
Southern Live Oak	<i>Quercus virginiana</i>	Near-Native	40-50	S	Native to coastal areas. Beautiful branch structure. Best in neutral or slightly acidic soils. Medium water use.	No
Texas Red Oak	<i>Quercus buckleyi</i>	Native	35-70	D	Fast growing. Beautiful fall color, multiple trunks. Tolerates limestone soils. Susceptible to oak wilt.	Yes
Miscellaneous Oaks	<i>Quercus species</i>	Varies	Varies		Additional Near-Native and Adaptive landscape trees occur in the area.	Yes
<b>Conifer Trees</b>						
Arizona Cypress	<i>Cupressus arizonica</i>	Near-Native	30-90	E	Native to canyons in Big Bend National Park. Planted widely in desert landscapes and other well-drained sites.	Yes
Ashe Juniper (Mountain Cedar)	<i>Juniperus ashei</i>	Native	30-40	E	Picturesque. Improves degraded soils. Provides food and shelter for wildlife. Tolerates drought and deer.	Yes
Bald Cypress	<i>Taxodium distichum</i>	Native	50-100	D	For moist areas; fall color. "Knees" develop from roots in poorly drained situations.	Wet areas only
Deodar Cedar	<i>Cedrus deodara</i>	Adaptive	40-60	E	Graceful looking tree with a pendulous growth habit. Very sensitive to cold temperatures.	No

Large Trees	Scientific/Binomial name	Native/ Adaptive	Usual Height (FT.)	Foliage (1)	Comments	Recommended for Planting
Montezuma Cypress	<i>Taxodium mucronatum</i>	Near-Native	100+	S	Faster growing than Bald Cypress. Could suffer winter damage. Small "knees" may project from submerged roots.	No
Pinyon Pine species	<i>Pinus edulis</i> / <i>P. remota</i> / <i>P. cembroides</i>	Near-Native	30-40	E	Slow-growing, forms a dense compact crown. Grows naturally on dry rocky slopes and hillsides in SW Texas.	Yes
Miscellaneous Conifers	<i>Pinaceae family</i>	Varies	Varies	E	Generally grow poorly in limestone-based soils.	No

Small Trees	Scientific/binomial name	Native/ Adaptive	Deer Resistant	Usual Height (FT.)	Foliage	Comments	Recommended for Planting
American Smoketree <i>Cotinus obovatus</i>	Native	No	8-15	D	Outstanding ornamental. Likes north or east facing rocky slope or protected side of Ashe Juniper. Slow growing. Well-drained soil/low water use.	Yes	
American Witch-hazel <i>Hamamelis virginiana</i>	Native	No	12-15	D	Large shrub/small tree. Occurs on moist soils along streams and forest edges. Yellow fringed flowers persist long after leaves drop. Full sun to part shade.	Wet areas only	
Anacacho Orchid <i>Bauhinia lunarioides</i>	Native	Yes	8-12	D	Grows in rocky limestone canyons. Needs well-drained soil. White or pink flowers. Plant it facing south in a protected area.	Yes	
Arroyo Sweetwood <i>Myrospennum souisanum</i>	Near-Native	No	15-25	S	Vanilla-scented white flowers/flat bean type fruit. Nearly thornless. Fern like leaves. Xeric. Drought and cold tolerant, full sun.	Yes	
Bigtooth Maple <i>Acer grandidentatum</i>	Native	No	15-20	D	Grows best when protected from west sun. Fall colors. Needs extra water until established.	Yes	
Brazilian Bluewood <i>Condalia hookeri</i>	Native	Yes	6-15	E-S	Thorny. Grows in dry limestone soil or along waterways. Small green flowers turn to seed that attracts birds.	Yes	
Buckeye species <i>Aesculus species</i>	Native	Yes	10-15	D	4 species/varieties of true buckeyes occur in the area. Deep red to yellow tube shaped flower. Best in shade near streams. Seed capsules highly poisonous.	Yes	
Buttonbush <i>Cephaelanthus occidentalis</i>	Native	No	5-12	D	Grows in moist to wet soil. Fragrant white spherical flowers early to mid-summer. Full sun. Not drought tolerant. Very low maintenance.	Wet areas only	
Carolina Buckthorn <i>Frangula caroliniana</i>	Native	No	15-30	D	Prefers alkaline well drained moist soils. Part shade. Greenish white flowers, pink to red to black berries. No thorns. Medium low water use.	Yes	
Carolina Laurelcherry aka Cherry-Laurel <i>Prunus caroliniana</i>	Native	Yes	15-40	E	Usually found on rich, moist, well-drained bottom lands. Showy white flowers attract birds; leaves poisonous.	Yes	
Crape Myrtle <i>Lagerstroemia species</i>	Adaptive	No	10-40	D	Smooth bark, summer flowers, various sizes and colors, tolerates hot dry conditions.	Yes	

## SMALL TO MEDIUM TREES

## TREE PRESERVATION LIST

11/15/2024

Small Trees	Scientific/binomial name	Native/ Adaptive	Deer Resistant	Usual Height (FT.)	Foliage	Comments	Recommended for Planting
Desert Willow	<i>Chilopsis linearis</i>	Native	Yes	20-25	D	Pink or burgundy orchid-like flowers in summer. Full sun /drought tolerant. Spreads via seeds.	Yes
Evergreen Sumac	<i>Rhus virens</i>	Native	Yes	10-20	E	Creamy white flowers in late summer attract bees and butterflies. Red berries in fall attract birds. Fast-growing, disease free, drought tolerant.	Yes
Eve's Necklace	<i>Styphnolobium affine</i> / <i>Sophora affinis</i>	Native	Yes	15-35	D	Wisteria-like rosy-pink flowers, seed pods like black string of beads. Grows in full sun to shade. Low water use, well-drained site, heat tolerant.	Yes
Goldenball Leadtree	<i>Leucaena retusa</i>	Near-Native	No	15-25	D	Bright golden-yellow globe-shaped flowers from spring to fall followed by seed pods. Heat and drought tolerant.	Yes
Guajillo aka Thornless Acacia	<i>Senegalia berlandieri</i>	Near-Native	Yes	8-15	S	Showy ornamental, fragrant flowers. Great honey plant. Drought hardy. Low water use.	Yes
Hawthorn spp.	<i>Crataegus</i> spp.	Native / Adaptive	No	15-35	D	30+ species, usually small trees or shrubs with small white flowers, thorny branches, small red seeds. Different species are adapted to different sites.	Yes
Huisache / Sweet Acacia	<i>Acacia farnesiana</i>	Near-Native	Yes	20-30	D	Often a multi-trunked clump. Thorny. Feathery leaves, fragrant flowers, small seed pods. Aggressive. Tolerates heat, drought, poor soil. Cold sensitive.	Yes
Loquat	<i>Eriobotrya japonica</i>	Adaptive	Yes	15-20	E	Dark green foliage, edible fruit, seeds poisonous. Drought tolerant. Dies in sub 27 F temperatures.	No
Mexican Buckeye	<i>Ungnadia speciosa</i>	Native	Yes	15-25	D	Outstanding specimen tree. Bright pink flowers in spring. Seed pods hold mildly poisonous, glossy, dark-brown seeds. Multi trunk can be trained into a small tree. Drought tolerant. Low water use.	Yes
Mexican Plum	<i>Prunus mexicana</i>	Native	No	20-25	D	Fragrant white blooms in spring, edible fruit. Needs supplemental water in drought. Full sun, part shade. Non-suckering showy accent tree.	Yes

Notes:  
 (1) Legend: D = Deciduous, E= Evergreen, S = Semi-Evergreen

Small Trees	Scientific/binomial name	Native/ Adaptive	Deer Resistant	Usual Height (FT.)	Foliage	Comments	Recommended for Planting
Mexican Silk-tassel	<i>Garrya ovata</i>	Native	No	10-20	E	Rocky well drained soils. Fast growing. Disease free. Drought, heat, and cold tolerant.	Yes
Possumhaw	<i>Ilex decidua</i>	Native	Yes	7-15	D	Alkaline, well drained soil. Red berries grow in clusters, a favorite of birds in fall and winter. Full sun or partial shade, drought and heat tolerant.	Yes
Prairie Flameleaf Sumac	<i>Rhus lanceolata</i>	Native	Yes	10-15	D	Red fall color. Tight spike of white flowers at ends of branches in spring. Alkaline soil. Spreads by suckers to form a small colony. Full sun, drought tolerant.	Yes
Retama aka Paloverde	<i>Parkinsonia aculeata</i>	Near-Native	Yes	15-20	D	Green bark, showy yellow flowers, seed pods attract birds. Fast growing, neutral to alkaline well drained soil. Drought tolerant. Multi trunked.	Yes
Roughleaf Dogwood	<i>Cornus drummondii</i>	Native	No	10-20	D	Showy clusters of small white flowers. White fruits eaten by birds. Adaptable, best in moist soil, tolerates dry. Part shade. Spreads by suckers. Good for erosion control.	Yes
Rusty Blackhaw	<i>Viburnum rufidulum</i>	Native	No	10-20	D	White flowers, blue/black fruit. Understory tree. Fall color. Requires well drained soil. Drought tolerant.	Yes
Shantung Maple	<i>Acer truncatum</i>	Adaptive	No	20-25	D	A Texas Superstar™ heat and drought tolerant. Grows in average well-drained soils in full sun to partial shade. Yellow to red fall color.	Yes
Texas Crabapple	<i>Malus ioensis var. texana</i>	Native	No	12-30	D	Ornamental, thorny. Thicket forming via underground rhizomes. Heat and cold tolerant. Low water needs.	Yes
Texas Kidneywood	<i>Eysenhardtia texana</i>	Native	Yes	8-12	D	Attractive wispy form. Easy to grow. Blooms after summer rain. Well drained soil. Low water use.	Yes
Texas Madrone	<i>Arbutus xalapensis</i>	Native	No	20-30	E	Multitrunked, understory, slow growth. Prefers north facing slope, grows best near Ashe Juniper. Drought tolerant. Exfoliating reddish bark, deep taproot.	Yes

## SMALL TO MEDIUM TREES

## TREE PRESERVATION LIST

11/15/2024

Small Trees	Scientific/binomial name	Native/ Adaptive	Deer Resistant	Usual Height (FT.)	Foliage	Comments	Recommended for Planting
Texas Mountain Laurel	<i>Sophora secundiflora</i>	Native	Yes	15-25	E	Purple flowers similar to wisteria. Slow grower. Heat, drought, cold tolerant. Seeds poisonous.	Yes
Texas Persimmon	<i>Diospyros texana</i>	Native	Yes	10-20	D	Smooth peeling bark, small black edible fruit. Can be an aggressive spreader. Tolerates heat/drought.	Yes
Texas Pistache	<i>Pistacia mexicana</i>	Near-Native	Yes	10-30	E	Alkaline soil, full sun. Tolerates heat, drought. Needs good drainage. Red berries in fall attract birds.	Yes
Texas Redbud	<i>Cercis canadensis</i> ssp. <i>texensis</i>	Native	Yes	15-20	D	Pink to magenta flowers in spring. Grows on thin, calcareous well-drained soils. Sun to partial sun. Heat tolerant, medium drought tolerance.	Yes
Texas Prickly Ash aka Toothache Tree	<i>Zanthoxylum hirsutum</i>	Native	Yes	10-15	D	Birds love summer fruit. Prickly branches, leaves smell like citrus. Low water use, well drained soil.	Yes
Vasey Oak	<i>Quercus vaseyana</i>	Native	No	25-40	S	Good specimen tree for small areas. Heat/drought tolerant. Alkaline soil. Forms thickets.	Yes
Wafer Ash / Hop Tree	<i>Ptelea trifolia</i>	Native	Yes	10-25	D	Outstanding tree resistant to pests and diseases. Prefers moist deep soil but tolerates dry.	Yes
Wax Myrtle	<i>Morella cerifera</i>	Adaptive	Yes	12-20	E	Dense leaves. Frequently used as a hedge. Purple seeds on female. Attracts birds. Slightly acidic moist soil. Tolerates drought.	Yes
Weeping Yaupon	<i>Ilex vomitoria 'Pendula'</i>	Hybrid of Native	Yes	15-30	E	Grows best in acidic moist soil, tolerates dry. Red berries in fall attract birds. Full sun to partial shade.	Yes
White Shin Oak	<i>Quercus sinuata</i> var. <i>breviroba</i>	Native	No	12-40	D	Grows single trunk in hard limestone soil; thicket forming in light soil or if roots disturbed. Pale gray, shaggy bark on older trees. Heat / drought tolerant.	Yes
Yaupon	<i>Ilex vomitoria</i>	Native	Yes	15-20	E	Grows well in poor soil. Bushy but can be pruned into small tree. Red berries in fall attract birds. Drought and heat tolerant.	Yes
Misc. Acacias	Acacia species	Varies	Yes	Varies	D	Thorny. Drought tolerant. Cold sensitive.	Yes

Notes:  
 (1) Legend: D = Deciduous, E= Evergreen, S = Semi-Evergreen

## Recommended for Planting

Small Trees	Scientific/binomial name	Native/ Adaptive	Deer Resistant	Usual Height (FT.)	Foliage	Comments
Misc. Conifers	<i>Pinaceae family</i>	Varies	Yes	15-50	E	8 native conifer species in Texas. Typically narrow habit, aromatic scale-like leaves, small cones. Most grow poorly in limestone-based soils.
Misc. Maples / Other	Various	Native / Adaptive	No	Varies	D	Additional Near-Native and Adaptive landscape trees occur in the area.
Misc. Oaks	<i>Quercus species</i>	Varies	No	Varies		Additional Near-Native and Adaptive landscape trees occur in the area.
Palm species	<i>Arecaceae family</i>	Native / Adaptive	Yes	Varies	E	Texas Sabal, south Texas native, planted in Kerrville. Non-natives planted. Sensitive to extended freeze.

Common Invasives	Scientific/ <i>binomia</i> / name	Usual Height (FT.)	Foliage	Comments - These are all listed on the <a href="http://TexasInvasives.org">TexasInvasives.org</a> website.	Recommended for Planting
Callery Pear	<i>Pyrus calleryana</i>	20-50	D	The parent rootstock of the "Bradford" / "Aristocrat" and other cultivars. Cultivars can cross-pollinate with other cultivars, produce viable seeds, and escape to invade disturbed areas. Native to Asia, cultivars widely planted in Texas, especially in small spaces and on commercial development sites due to price, availability, tolerance of a wide range of soils, conditions, drought.	No
Chinaberry	<i>Melia azedarach</i>	40	D	A common shade tree of old homesteads and unmaintained areas. Has naturalized throughout central Texas, especially along river bottoms and streams. One of the top ten invasive exotic species in Texas.	No
Chinese Parasoltree	<i>Firmiana simplex</i>	35-50	D	Prolific seed production, quick growth and aggressive competition. Prefers moist areas. Often found growing along roadsides and other disturbed areas.	No
Chinese Pistache	<i>Pistacia chinensis</i>	25-35	D	Has been invading natural areas in Central Texas, including ranchland and forested/riparian areas. It will replace native plants, thereby altering the habitat for native animals and plants. Widely planted as an urban street tree.	No
Chinese Privet and other privets	<i>Ligustrum sinense</i> and others	8-20	E	Aggressive and troublesome invasives, often forming dense thickets, particularly in bottom-land forests and along fencerows. Colonize by root sprouts and spread widely by abundant bird- and animal-dispersed seeds.	No
Chinese Tallow	<i>Triadica sebifera</i>	20-50	D	Alters light availability for other plant species. Toxins in fallen leaves create unfavorable soil conditions for native plant species. Outcompetes native plants, reducing habitat for wildlife and forage areas for livestock.	No
Golden Rain Tree	<i>Koelreuteria paniculata</i>	30-40	D	Introduced from China as an ornamental tree. It is a fast grower and has great seed viability.	No
Mimosa aka Silk Tree	<i>Albizia julibrissin</i>	20-40	D	Because it can grow in a variety of soils, produce large seed crops, and resprout when damaged, it is a strong competitor to native trees and shrubs. Occurs on dry-to-wet sites and spreads along stream banks. Prefers open conditions but also persists in shade.	No

Notes:

(1) Legend: D = Deciduous, E= Evergreen, S = Semi-Evergreen

Common Invasives	Scientific/ <i>binomia</i> <i>l name</i>	Usual Height (FT.)	Foliage	Comments - These are all listed on the <a href="http://TexasInvasives.org">TexasInvasives.org</a> website.	Recommended for Planting
Paper Mulberry	<i>Broussonetia papyrifera</i>	30-60	D	May be confused with exotic white mulberry and native red mulberry, basswood, and white poplar. Shallow root system makes it susceptible to blow over in high winds. Spreads by seeds and new plants from its roots.	No
Princess Tree	<i>Paulownia tomentosa</i>	30-60	D	Common around old homes, on roadsides, riparian areas, and forest margins in infested areas. Spreads by wind- and water- dispersed seeds. Invades after fire, harvesting, and other disturbances. Forms colonies from root sprouts.	No
Siberian Elm	<i>Ulmus pumila</i>	50-70	D	Looks similar to other elms. Thickets of fast growing seedlings quickly overtake native vegetation. Wind carries seed. Prairies and stream banks are vulnerable. Fast growing, short-lived, and disease prone.	No
Tree-of-Heaven	<i>Ailanthus altissima</i>	60-80	D	A prolific seed producer, grows rapidly, can overrun native vegetation and form an impenetrable thicket. Produces toxins that prevent the establishment of other plant species. Root system is aggressive enough to cause damage to sewers and foundations. The invasive Spotted Lanternfly is an insect that uses this tree in its native range; having wild populations of the tree is concerning. The tree can create a 'host plant superhighway' allowing Spotted Lanternfly to spread throughout the country.	No
Vitex aka Chaste Tree	<i>Vitex agnus-castus</i>	10-20	D	Texas Superstar plant sold as a landscape tree in nurseries. Native to Europe and Asia. Has been found in limestone outcrops and dry creek beds throughout Central Texas. Outcompetes native vegetation.	No
White Mulberry	<i>Morus alba</i>	30-50	D	The "fruitless" mulberry planted in many Texas landscapes. Native to Asia. Displaces native species, possibly hybridizing with and transmitting a root disease to the native red mulberry.	No

**TABLE 2.0**  
**TREE PRESERVATION CATEGORIES AND PRESERVATION RATES**

<b>Protected Category</b>	<b>"Large Tree Species"</b>	<b>"Small Tree Species"</b>	<b>Preservation Requirement</b>
<b>Protected Category</b>	Large Tree Species that are: 8" to 18" caliper	Small Tree Species that are: 6" to 8" caliper	40% of the total protected inches or area, if alternative tree stand option used
<b>Heritage Category</b>	Large Tree Species that are: Greater than 18" caliper	Any Small Tree Species that are: Greater than 8" caliper	60% of the total protected inches or area, if alternative tree stand option used
<b>100 Year Floodplain Category</b>	All Protected and Heritage Category Trees	All Protected and Heritage Category Trees	80% of the total protected inches or area, if alternative tree delineation stand option used



**TO BE CONSIDERED BY THE CITY COUNCIL  
CITY OF KERRVILLE, TEXAS**

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**CAPTION:** Water Resources Strategic Communications Services. (*D Rice, City Manager*)

**AGENDA DATE:** December 10, 2024

**DATE SUBMITTED:** 12/03/2024

**SUBMITTED BY:**

**EXHIBITS:**

1. 20241210\_Proposal: Consor- Water Resources Strategic Communications Services
2. Consor Kerrville Strategic Communications 120524 0800AM FINAL

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**Expenditure:**

**Amount Budgeted:**

**Account Number:**

**Account Balance:**

**Payment to/Vendor  
name:**

**Kerrville 2050 Item?**

Yes

**Key Priority Area:**

W – Water/Wastewater/Drainage

**SUMMARY:**

**Overview:**

The City of Kerrville recognizes the importance of a reliable and resilient water supply, stakeholder engagement, and community trust-building to meet current needs and anticipated growth. To address these priorities, the City proposes partnering with Consor to implement a Water Resources Strategic Communications Plan. This initiative aims to enhance transparency, public understanding, and support for future water resource investments.

**Kerrville 2050 Plan:** Water, Waterwater, & Drainage W10 Expand ongoing education efforts regarding water issues.

**Key Components of the Plan:**

**1. One-Time Services:**

- Development of a comprehensive Strategic Communications Plan with key messages and tactics.
- Creation of a water utility branding package, including name, tagline, logo,

and brand guidelines.

- Bilingual public opinion research to assess community attitudes and preferences.
- Design of communication materials (FAQs, brochures, maps) and tools for ongoing engagement.

#### **1. Ongoing Services(Tiered Options):**

- Regular consultations and check-ins with City staff.
- Content creation for social media, newsletters, and video storytelling.
- Support for a Water Resource Citizens Advisory Committee to foster dialogue and participation.

#### **Expected Benefits:**

- **Proactive Branding:** Establishing a cohesive identity for Kerrville's water resources to enhance community awareness and pride.
- **Enhanced Engagement:** Utilizing tailored bilingual strategies and multimedia tools to reach diverse audiences effectively.
- **Informed Decision-Making:** Building trust and support for future investments by transparently communicating goals, challenges, and successes.
- **Sustainability and Growth:** Aligning communication strategies with long-term infrastructure planning to support community needs.

#### **Fiscal Impact:**

The project offers flexibility with tiered options for one-time services (\$40,000) and ongoing support ranging from various price ranges per month, depending on the selected level of engagement which would be assessed in the upcoming budget process.

#### **RECOMMENDED ACTION:**

**STATEMENT OF QUALIFICATIONS****CITY OF KERRVILLE****Water Resources  
Strategic Communications Services****October 22, 2024**

# Introductory Letter

October 22, 2024

**Mr. Dalton Rice, City Manager**

City of Kerrville  
701 Main Street  
Kerrville, TX 78028

**RE: Water Resources Strategic Communications Services**

Dear Mr. Rice,

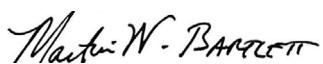
Thank you for meeting in person earlier this month and for the opportunity to provide the City with the following proposal for Strategic Communications Services. To support your reliable and resilient water supply and service goals for existing rate payers and anticipated growth, you've recognized the need for stakeholder engagement and trust-building. To help you determine which approach best fits Kerrville's needs and budget, we've provided a tiered approach which includes the following components:

- > One-time start up services including strategic communications planning, branding, and bilingual public opinion research
- > On-going advisory services
- > Content creation for Kerrville's existing platforms
- > Augmentations to Kerrville's in-house communications team

With more than four decades of experience in Strategic Planning and Communications, Consor has a proven track record of bringing together water-sector leaders and members of the public to meaningfully exchange information and ideas. Our team has immediate availability and each member looks forward to working with Kerrville to maximize accurate, resonant information to help grow support for the investments and innovations which will be necessary in the decades to come.

Sincerely,

Consor



Martin Bartlett, Senior Project Manager  
915.731.4066 | martin.bartlett@consoreng.com



*A multidisciplinary national firm with an award-winning strategic planning, communications, and community engagement practice.*



[www.consoreng.com](http://www.consoreng.com)

# Firm Bio

## Consort

Consort's strategic planning and communications staff has 40+ years of experience leading facilitation, public involvement/engagement and community liaison services. Our experience includes seeking community input on planning and design projects, to campaigns to secure public funding, and keeping the public informed during construction.

Our goal is to help create more livable and lovable communities by gathering meaningful input, developing thoughtful insights, and crafting tailored recommendations. We have supported hundreds of public agencies across the nation.

Our guiding principles are put into action by adhering to the fundamentals.



Community is our best asset, & we seek out collaborators & partners.



Expertise affirms that strategies & tactics respond to community conditions.



Inclusive involvement seeks to inform & engage potentially impacted people.



Opinions are heard & considered, & we respect & actively listen to people to build & foster understanding.

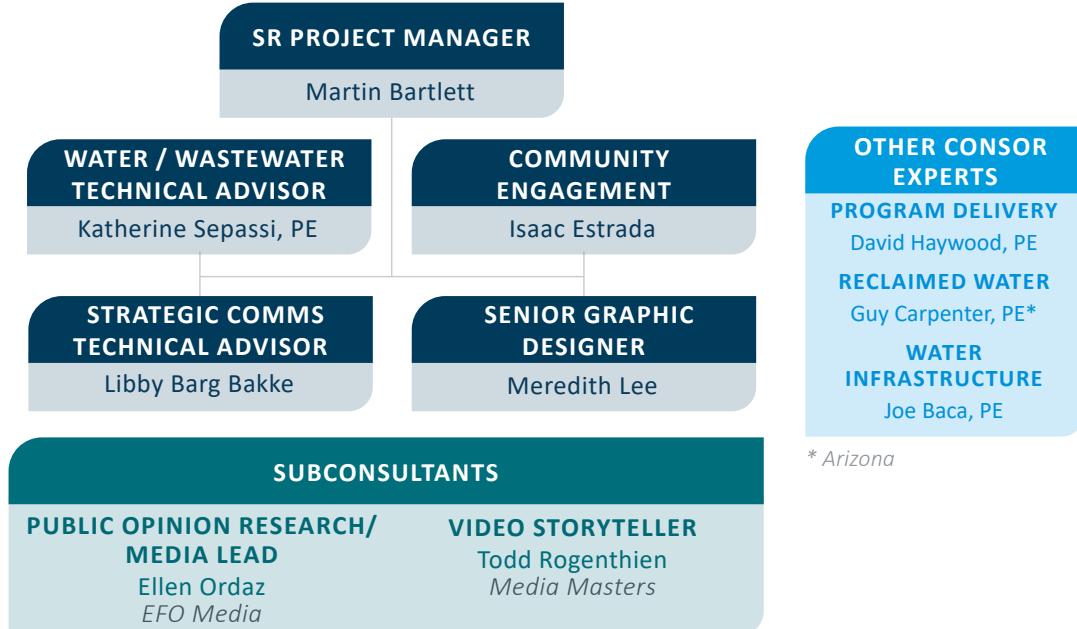


People engage, learn, & receive information in many ways, so tactics should be varied.



Compelling video, polished graphics, & plain language are vital to communicating technical information in ways that are easy to understand & make participation accessible.

## Project Team



\* Arizona

## Subconsultants

**EFO MEDIA** a Women-Owned, HUB-certified agency, was founded in 2013 with a mission to deliver bilingual and bicultural strategic advertising services specializing in data analytics and public opinion research.

**MEDIA MASTERS** helps corporations, businesses, government agencies, and non-profits connect with the public to create powerful narratives that drive education, engagement and understanding.

# Team Bios



## Martin Bartlett Senior Project Manager

**EXPERIENCE:** 19 years

**EDUCATION:** BA, Broadcast Journalism and Public Relations, University of Mississippi

**CERTIFICATIONS:** Accredited Member of Congress for the New Urbanism (CNU). Member of International Association for Public Participation (IAP2)

**Why Martin?** As your Project Manager, Martin will leverage his 20 years of strategic communications to guide you and the Consor team through the process of building trust and buy-in with your stakeholders. He has a proven track record of creating bilingual, multiplatform strategies which effectively demonstrate the positive impact of infrastructure investment on communities.

### SELECT PROJECT EXPERIENCE:

**El Paso Water:** In his third year providing strategic and tactical communications support to El Paso Water during an unprecedented expansion in their CIP using video, door-to-door outreach, and innovative in-person community engagement events.

**WateReuse Texas:** Oversaw video storytelling project which called upon resources in all corners of the state to demonstrate the importance of innovation and collaboration as more and more Texas communities integrate reclaimed water into their water resource portfolios.

**Socorro ¡Avanzando!:** Leading public engagement activities as this community of 20,000 people builds a roadmap for how transit can best serve residents, businesses and visitors now and into the future. Activities include project branding, social media content creation, in-person engagement, community meetings, and an online engagement tool built on the Social Pinpoint platform.



## Katherine Sepassi, PE Water / Wastewater Technical Advisor

**EXPERIENCE:** 8 years

**EDUCATION:** BS, Civil Engineering, University of Texas San Antonio

**CERTIFICATIONS:** Professional Engineer- TX #152448

**Why Katherine?** Katherine, a graduate of Tivy High School, will provide local context and technical support for this effort. She will reach out to our national experts, with the support of Guy Carpenter, to address any engineering or service questions that arise. She has over 8 years of experience in both water and wastewater infrastructure design and delivery. Her work experience includes water and wastewater treatment and pipeline projects for communities here in Texas and around the country.

### SELECT PROJECT EXPERIENCE:

#### **Rockwood Groundwater Development Package 4, Oregon; Rockwood Water People's Utility District:**

Design and construction of a 28 million gallon per day (MGD) water treatment plant consisting of iron and manganese filters and on-site Sodium Hypochlorite System (OSHG) and approximately 3,000 LF of sewer and water mains. Katherine served as a design engineer for the water treatment plant and pipeline design.

#### **Wylie Water Treatment Plant III Sludge Handling and Reclaimed Water Improvements, North Texas Municipal Water District:**

Design and construction of a new reclaim basin, reclaimed pump station, rehabilitation of an existing sludge pump station, small and large diameter pipelines. Katherine served as a design engineer for small and large diameter pipelines, site demolition, and restoration.

#### **Floyd Branch Wastewater Treatment Project, North Texas Municipal Water District:**

Construction of a multi-discipline wastewater treatment project which included installation of BioMag technology and improvements to the existing activated sludge process. Katherine served as construction lead.



## Libby Barg Bakke

### Strategic Communications Technical Advisor

**EXPERIENCE:** 28 years

**EDUCATION:** MS, Community & Regional Planning, University of Oregon

**Why Libby?** Libby is widely known for her planning and strategic communications expertise. She has extensive experience in planning and communications for water, wastewater and stormwater utilities. She specializes in developing strategies and programs that support clients' initiatives, including master planning, new and expanded facilities, funding plans, water quality communications and ratepayer engagement.

#### SELECT PROJECT EXPERIENCE:

**Lakewood Water District, Ore., PFAS Communications:** Libby successfully worked with the District to educate customers on their PFAS situation and the steps it takes to protect public health. Communications materials included a customer mailer, website updates, media releases, fact sheets, FAQs, and presentation materials.

**Willamette, Ore., Water Supply Program:** As the consultant team lead for the \$1.6B Willamette Water Supply Program, Libby is responsible for developing and implementing outreach efforts, including public opinion polling, message development, website, educational materials, community and elected official briefings, surveys, open houses, video, social media, newsletters, mailings, and construction communications.

**Gladstone, Ore., Stormwater Utility Implementation:** Libby supported the City of Gladstone's successful effort to implement a stormwater utility that provides a structure and permanent funding source for the city's stormwater infrastructure and maintenance. Libby worked with city staff to educate customers about the need and benefits of funding stormwater infrastructure projects and programs that protect the environment and public health.



## Isaac Estrada

### Community Engagement

**EXPERIENCE:** 5 years

**EDUCATION:** BS Marketing, University of Oregon

**Why Isaac?** Isaac is a successful bilingual communicator whose diverse skillset blends technical expertise and creative abilities. He has contributed to numerous projects through community research, events and canvassing coordination, and the creation of informative materials that foster inclusive engagement. Isaac's commitment to impactful communication is reflected in his successful implementation of bilingual strategies across public agencies and organizations.

#### SELECT PROJECT EXPERIENCE:

**Drinking Water Investigation:** Providing public outreach and engagement to Morrow and Umatilla County residents of Eastern Oregon who are impacted by contaminated drinking water. Isaac is leading the approach on identifying community events, community-based organizations to partner with, and developing bi-lingual materials to connect with low-income and Spanish-speaking households; His mission is to educate impacted residents and encourage them to get their wells tested for nitrates.

**Socorro ¡Avanzando!:** Contributing to the Communications and Outreach team by supporting stakeholder interviews and managing the Spanish translation of materials and surveys. These efforts are key in facilitating public involvement and gathering valuable feedback for the City of Socorro's Transit Development Plan. In addition to behind-the-scenes planning, Isaac is supporting in-person outreach activities and helps craft messaging to ensure clear and inclusive communication.

**Hillsboro Water Community Advisory Panel:** Supported the successful creation and execution of Hillsboro Water's Community Advisory Panel in Western Oregon, which engaged residents and customers to provide valuable input on water rate structures. Isaac actively contributed to the recruitment of panelists, with a focus on reaching out to diverse community members, including Spanish-speaking individuals. Isaac also supported the development of meeting materials and communications, organized meeting agendas, assisted in facilitating panel discussions, and compiled comprehensive meeting summaries. His efforts helped ensure inclusive participation and meaningful dialogue throughout the project.



## Meredith Lee

### Senior Graphic Designer

**EXPERIENCE:** 24 years

**Why Meredith?** With over 24 years experience Meredith is an expert in graphic design who has an eye for innovation and improvement. In addition to, building brands, creating social media content, and designing printed material, Meredith is also well practiced in the use of augmented reality, motion graphics, and computer animation.

#### SELECT PROJECT EXPERIENCE:

**Conson Branding:** Created several items for Conson's existing brand including business cards, cut sheets, social media templates, motion graphics, 2019 company welcome video, presentations, posters, conference booth, covers, annual report report, covers, and other printed materials.



**Denver West Metro Logo Design:** Meredith provided logo design and branding services for the regional chamber of commerce for Jefferson County in Greater Denver. This work included delivery of several logo versions to be used across applications and platforms.



▼ **I-10 Widening Project Brand:** In addition to creating the project brand for this multi-million dollar TxDOT project, Meredith created a social media toolkit, updated traffic control maps, and animated detour maps to keep commuters informed. The brand has extended to other tangible applications including lapel pins and even coasters.



TxDOT El Paso  
@txdotelp





## Ellen Ordaz (EFO Media)

### Public Opinion Research / Media Lead

Ellen is deeply committed to her client's success and demonstrates exemplary leadership within the agency. Her dedication to excellence and genuine care for her clients set her apart in the industry.

**Why Ellen?** Ellen, the founder of EFO Media, brings over 30 years of extensive advertising experience, collaborating with national, regional, and local brands. As a seasoned media strategist, she excels in developing targeted outreach plans that leverage traditional, digital, and nimbly adjust based on real-time analytics to maximize impact.

#### SELECT PROJECT EXPERIENCE:

**The Texas Department of State Health Services Vaccination Project:** Working with academic partners, the EFO team was called upon to help build trust in vaccines and combat misinformation among Texans. This ongoing project aims to create educational products and materials to reduce vaccine hesitancy and improve vaccination rates across the state. Based upon extensive public opinion research, EFO developed materials including posters and videos to encourage vaccination-hesitant people to engage in conversations with their trusted healthcare providers.

**Anti-Vaping Information Campaign:** EFO Media leads this multi-platform, bilingual behavior change campaign aimed at reducing vaping among hard to reach populations. Heavily based in public opinion research, this campaign uncovered valuable insights which lead the team to pivot their approach to maximize engagement and reach of materials on social and traditional media.

**Survey Design And Implementation For Paso Del Norte Non-Profit Organizations:** EFO Media led a team that conducted a comprehensive survey and data collection effort to gather essential information from non-profit organizations within the region. The project began with the development of a customized survey instrument.



## Todd Rogenthien (Media Masters)

### Video Storyteller

Todd is an award winning storyteller with more than two decades of experience in communications.

**Why Todd?** Todd brings a unique approach to video production with his ability to manage every aspect of storytelling; camera work, producing, scriptwriting, and editing with unmatched expertise. With over 100 industry awards, his comprehensive skill set ensures personalized, emotionally resonant video solutions that deliver results from the initial concept to the final cut.

#### SELECT PROJECT EXPERIENCE:

**Texas Parks and Wildlife Department:** Todd works with TPWD to produce videos that tell the stories of Texas' outdoor treasures. [Click the play buttons below to watch these videos](#) which have aired on public television stations across the state.

# Scope and Fee

Consort and our teammates have developed a modular approach allowing the City of Kerrville to flexibly decide which level of support works best for your needs and budgets. Shown below, one time start up costs include key services to initiate the project. Tiers 1, 2, and 3 include services to meaningfully put that plan into action for the City.

Start-up	Approximate Labor Cost: \$40,000 (One time fee)
<h2>One Time Communications Planning Services</h2>	
<ul style="list-style-type: none"><li>➤ Creation of a Strategic Communications Plan including key messages, talking points, audience profiles, and recommended communications tactics and campaigns.</li><li>➤ Interviews with city staff, elected officials and key stakeholders to inform creation of plan.</li><li>➤ Create evergreen communications toolkit including design of the following:<ul style="list-style-type: none"><li>• Quick reference guide to talking points and messaging guide in PDF format</li><li>• Print-ready pocket card utilizing key messages in PDF format</li><li>• Slide deck on Kerrville water resources (10-15 slides)</li><li>• Trifold, bilingual brochure on Kerrville water resources</li><li>• 8.5 x 11" bilingual FAQ's / "8 Things to Know" on Kerrville's water resources</li><li>• Construction project fact sheet template</li><li>• Construction site signage template</li><li>• 11 x 17" bilingual map of Kerrville's water resources in PDF format</li><li>• 11 x 17" bilingual map of Kerrville's water delivery system in PDF format</li><li>• Integrate water utility branding or City of Kerrville branding into all materials above</li></ul></li></ul>	
<h2>One Time Branding Services</h2>	
<ul style="list-style-type: none"><li>➤ Develop water utility branding for Kerrville including name, tagline, logo and brand guide (recommendations for fonts, colors, usage)</li></ul>	
<h2>One Time Public Opinion Services</h2>	
<ul style="list-style-type: none"><li>➤ Develop of bilingual focus group materials related to attitudes about water resources, resonant messages, and preferred communications channels among target audiences.</li><li>➤ Facilitation of up to four bilingual focus groups conducted virtually.</li><li>➤ Report on focus group findings including recommendations on messages and communications channels</li></ul>	

Tier 1	Approximate Labor: \$5,000/month
<h2>STRATEGIC COMMUNICATIONS SERVICES</h2>	
<h3>On-Going Services</h3>	
<ul style="list-style-type: none"><li>➤ Facilitate bi-weekly check-in calls with Kerrville staff and Consort communications team, including senior project manager and water resources technical advisor.</li><li>➤ Provide on-going consultative support to municipal staff on how best to execute Strategic Communications Plan</li><li>➤ Advise on creation and utilization of Water Resource Citizens Advisory Committee</li><li>➤ Ad-hoc content creation (written, video, graphic) as budget allows</li></ul>	

## Tier 2

Approximate Labor: \$12,500/month

### COMMUNICATIONS PLANNING SERVICES + ON-GOING CONTENT CREATION

- All Tier 1 services plus the following:
- On-going content creation of materials and tactics described in Strategic Communications Plan including the following each month:
  - Up to four social media posts with one accompanying graphic per post to be posted on owned social media platforms by City of Kerrville. Provided by Consor in one tranche of content at the beginning of each month.
  - Up to two written communications items (up to 500 words each) such as newsletter article, guest editorial, or news release to be distributed by City of Kerrville.

## Tier 3

Approximate Labor: \$30,000/month

### STRATEGIC COMMUNICATIONS PLANNING SERVICES + ON-GOING CONTENT CREATION

- All core Tier 1 & Tier 2 services plus the following:

#### Video Content Creation

- One TV news style video on water resources per month shot in Kerrville with up to one round of edits for use on social media, KERR-TV, and similar platforms. Shared by City of Kerrville via filesharing platform such as Box, DropBox, etc.
- Two 30 vignettes for social media based upon the above subject and using the above content.

#### Social Media Management

- Turnkey social media content creation of up to eight posts per month and platform curation including liking, commenting, and responding to comments across city-owned platforms.

**ASSUMPTIONS:** Consor will seek and obtain approval from the City of Kerrville for all materials prior to posting, printing, or other public deployment. Because timeliness is critical to the success of this program, the City of Kerrville will make every effort to respond within 48 hours (excluding weekends or official city holidays) unless otherwise agreed.

*NOTE: With written client approval, direct expenses such as travel, printing, postage, and/or subscriptions will be incurred by Consor and submitted to the client for reimbursement in accordance with the terms of the contract.*



# Building Community Ownership in Infrastructure Investments

Katherine Sepassi, P.E., and  
Martin Bartlett  
December 10, 2024



# OUR INTEGRATED ENGINEERING & COMMUNICATIONS TEAM



**Katherine** | Water Expert  
Graduate of Tivy High School



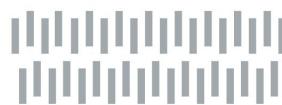
**Martin** | Communications Expert  
20 years as a Texan

# CHARTING A COURSE FOR SUCCESS

How a **strategic communications program** and **outreach strategy** can support the City of Kerrville's journey toward the future.



# NEED FOR COMMUNITY OWNERSHIP NOTED IN KERRVILLE 2050 COMPREHENSIVE PLAN



## **W10** GUIDING PRINCIPLE: Expand ongoing education efforts regarding water issues

The public can be an important ally in the City's efforts to change water and sewer usage patterns. Nurturing citizen participation in conservation efforts can yield positive results, both in the short-term and over time.

- Establish a citizen advisory committee for water supply and conservation policy. Establishing a water conservation policy committee could be a key element of gaining consensus on a water conservation program. Without community consensus, such a program has a much-reduced likelihood of success.
- Educate the public on current water and sewer usage. A properly devised education program can yield significant results, as many people in the public do not have a keen understanding of where our water comes from, how it is treated, how is distributed, and how it is disposed of. An element of the program should be directed to children in the community, including an emphasis on the importance of conservation for future generations.





## BROADEN THE CONVERSATION

Holistic conversation about community priorities surrounding water.



## INSPIRE COLLECTIVE ACTION

Not just what customers can do or what the city is doing, but what we can all do moving forward *together*.

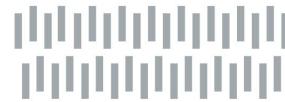


## PLAN FOR THE FUTURE

Seek solutions that align with community values and council goals for growth *and* preservation.



# INVEST IN PUBLIC OPINION RESEARCH TO CREATE POWERFUL MESSAGING



Focus on the what's important to audiences

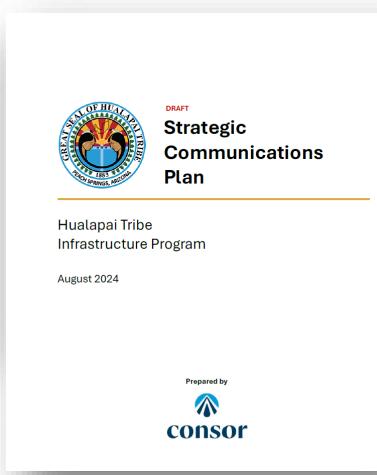
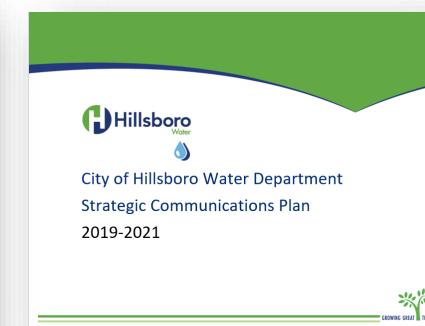
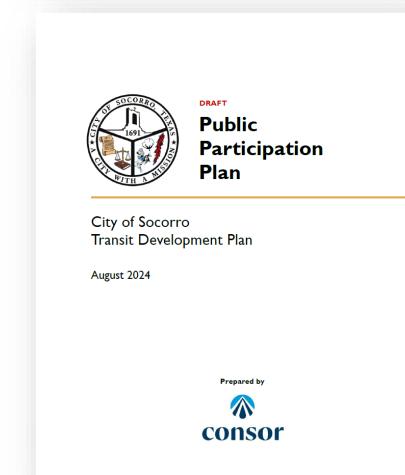
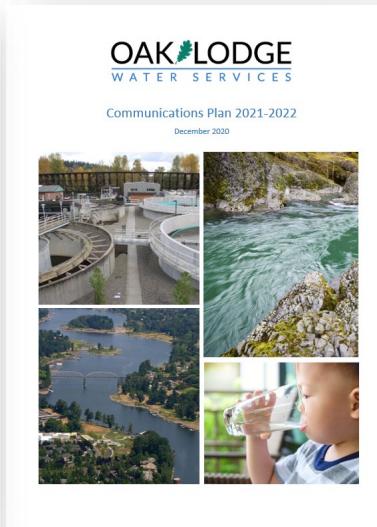
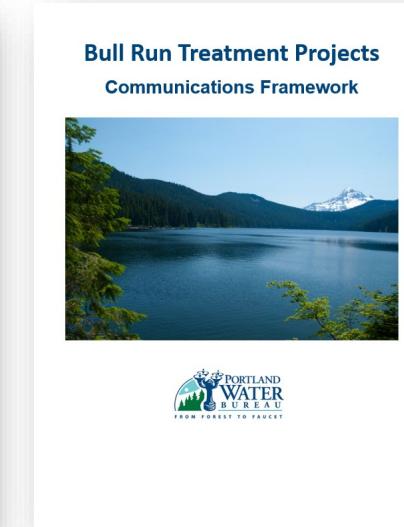
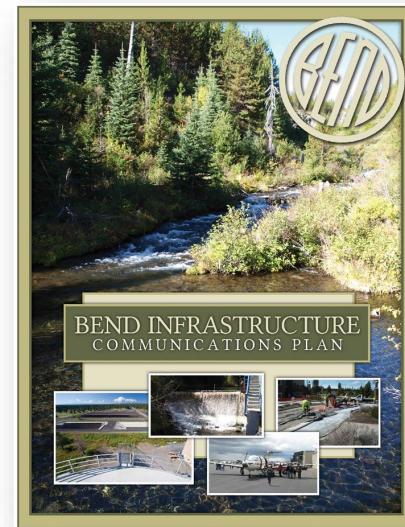


Meet them where they are



# CREATION OF A STRATEGIC COMMUNICATIONS PLAN

- Creation of a Strategic Communications Plan for City of Kerrville to implement
- Key messages
- Talking points
- Audience profiles
- Recommended communications tactics and campaigns for city to implement



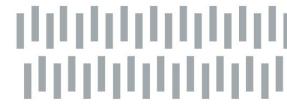
# BRANDING PROCESS

## STEP 1:

Develop multiple concept names and taglines



**Hualapai Moving Forward**  
Our Legacy. Our Future.



## STEP 2:

Develop multiple concept logos reflecting name and tagline



**HUALAPAI**  
**MOVING FORWARD**  
**OUR LEGACY. OUR FUTURE.**



## STEP 3:

Build out the brand guide, including high-resolution logos, fonts, colors and recommended uses



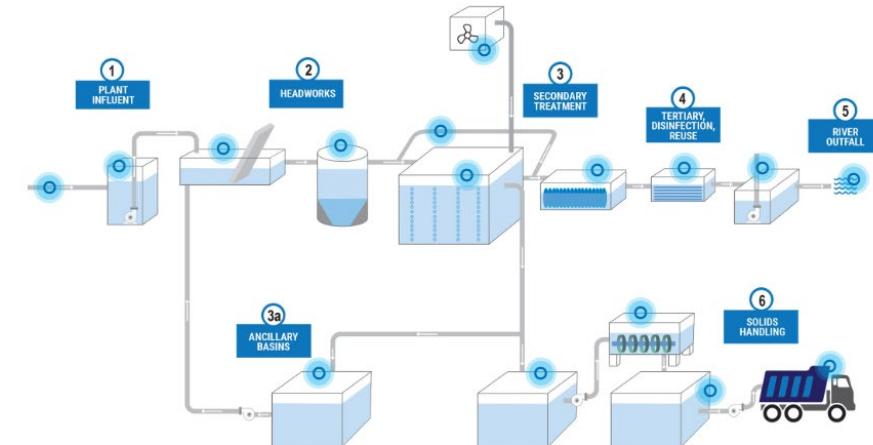
# COMMUNICATIONS TOOLKIT



Example of water resources illustration

## Treatment Process Step-by-Step

Click on the highlighted treatment process steps below to learn more.



Example of water infrastructure illustration

- Quick reference guide to talking points and messaging
- Pocket card utilizing key messages
- Ready-to-go slide deck
- Bilingual trifold brochure
- Bilingual FAQ's / "8 Things to Know"
- Construction project fact sheet template
- Construction site signage template

# AVAILABLE MULTI-TIERED APPROACH



- **Tell Kerrville's story to Kerrville**
  - Video content creation
  - Social media content creation and management
  - eNewsletter (similar to El Paso's WaterWatch)
- **Not just High Tech, but also High Touch**
  - Provide opportunities for two-way communication and feedback
  - Reflective of Kerrville with special focus on traditionally marginalized communities
  - Advising on creation of citizens advisory committee
  - Support for pop-up/in-person engagement events





# Building Community Ownership in Infrastructure Investments

Katherine Sepassi, P.E., and  
Martin Bartlett  
December 10, 2024





**TO BE CONSIDERED BY THE CITY COUNCIL  
CITY OF KERRVILLE, TEXAS**

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**CAPTION:** Alamo Regional Transit (ART) - On Demand Public Transportation Service. *(D Rice, City Manager)*

**AGENDA DATE:** December 10, 2024

**DATE SUBMITTED:** 11/18/2024

**SUBMITTED BY:**

**EXHIBITS:**

1. ART\_AACOG Presentation

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**Expenditure:**

**Account Number:**

**Payment to/Vendor  
name:**

**Amount Budgeted:**

**Account Balance:**

**Kerrville 2050 Item?**

Yes

**Key Priority Area:**

M – Mobility/Transportation

**SUMMARY:**

**Overview:** The City of Kerrville, in partnership with the Alamo Area Council of Governments (AACOG) and Alamo Regional Transit (ART), is advancing public transportation through an innovative on-demand system. The initiative aims to enhance community mobility, improve access to essential services, and leverage modern technology for increased efficiency and convenience.

**Kerrville 2050 Plan:** Mobility/Transportation M6 Develop a more comprehensive, multi-modal transportation plan that addresses both daily transportation needs and recreational interests (pedestrian, trails, bicycle, etc.) with an emphasis on filling gaps and creating interconnectivity for both local and tourist traffic.

**Budget and Funding:** City Council allocated \$200,000 in FY 2024 as a matching grant to support this project. The total projected cost of the new on-demand service, "Pronto Micro Transit," is estimated at \$400,000, shared equally between Kerrville and AACOG/ART. This is salable at any time.

**Service Details:**

- **Hours of Operation:**

- Monday–Friday: 7:00 AM – 7:00 PM
- Saturday–Sunday: 10:00 AM – 5:00 PM

- **Projected Impact:**

- Approximately 5,400 additional service hours in the first year.
- Estimated ridership of one trip per revenue hour, leading to significant community engagement and benefits.

**Technology Integration:** The Pronto app empowers users with convenient tools to schedule, cancel, and manage trips via their smartphones. ART will also provide travel training to ensure accessibility for all community members, including seniors and students.

**Economic and Social Benefits:** Investing in public transportation contributes to local economic growth, job creation, and improved connectivity. It enhances access to employment, education, medical services, and social activities, fostering a more inclusive community.

**Next Steps:** Pending approval, authorize the City Manager to finalize the agreement with AACOG and ART, enabling the launch of the on-demand service. The project aligns with the city's commitment to sustainable growth and improved quality of life for its residents.

**RECOMMENDED ACTION:**



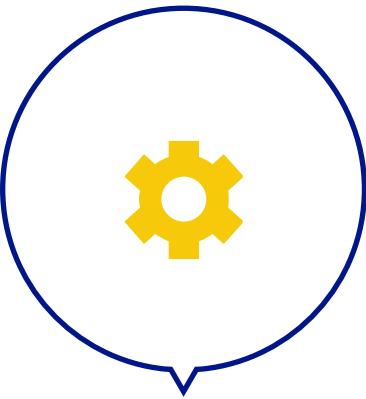
# Alamo Regional Transit Service Kerrville FY 2024

10/23 through 09/24

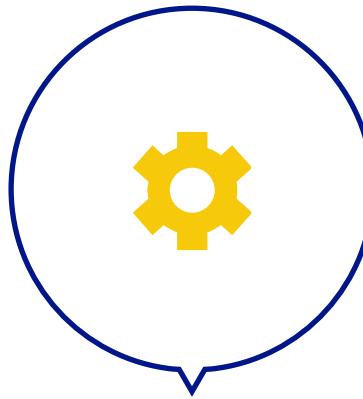


# Strategic Goals

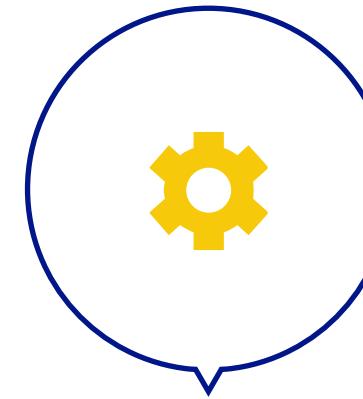
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**Growth of overall system while maintaining fiscal responsibility of budget**



**Implement Regional Planning strategies**



**Increase system efficiency and capacity by utilizing available technology and evaluating current types of service delivery**



# Services ART Provides in Kerrville

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- ✓ Advance Demand Response (ADR)
- ✓ Travel Training
- ✓ Regional Coordination Transportation Planning
- ✓ Pronto Micro Transit

\*\* Pending Approval



# Advance Demand Response



- ✓ Days of Operations

**Monday thru Friday - 6:00 am – 6:00 pm**

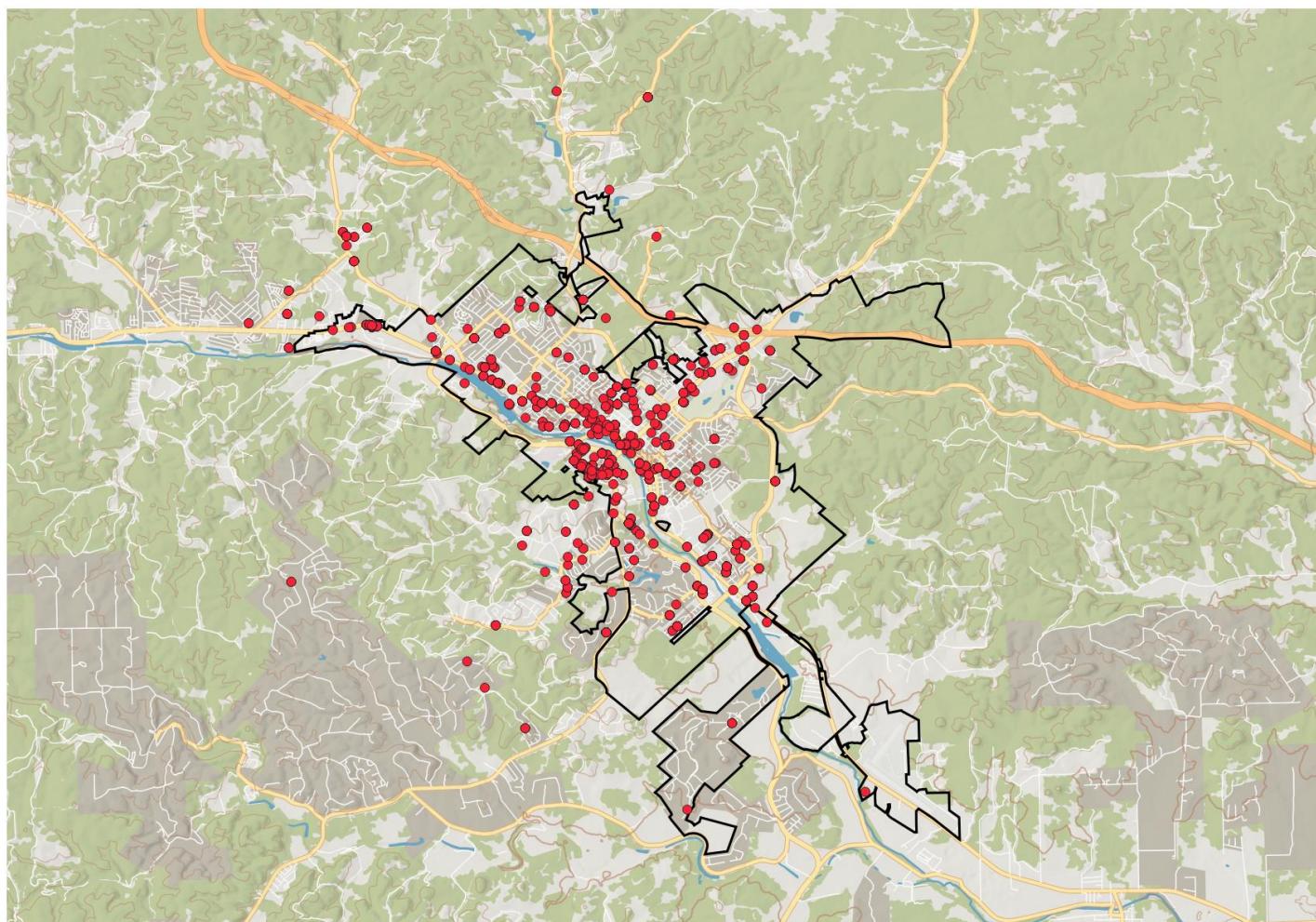
- ✓ Call the dispatchers at **1.866.889.7433**

**Call in your request as soon as possible**

- ✓ Be ready for pickup 30 minutes before your scheduled pickup time

# Advance Demand Response

- ✓ ART Did 7617 Trips for Kerr County
- ✓ 77% or 5884 Trips were within Kerrville City Limits
- ✓ Cost of this service for 2024 was \$388,400. AACOG paid 100%



# Alamo Regional Transit Mobile APP - Pronto



- PRONTO – ART's Micro transit same day trips
- The Mobility App allows ART passengers to manage their transportation from the convenience of their smart phone
  - Empower riders to manage the scheduling of their trips
  - Through the app you can cancel trips or rebook

# Alamo Regional Transit Mobile APP - Pronto



CITY OF KERRVILLE PUBLIC TRANSPORTATION

# Alamo Regional Transit Mobile APP – Travel Training



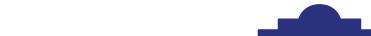
- To educate people on how to use our app to plan and reserve their trips through self registration service
- Group or Individual Training/Instructions to various groups for example senior centers, schools and other organizations, this allows these people the freedom to schedule their transportation at their leisure



# Proposal for Pronto Service and Cost

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- **Mon – Fri 7am to 7pm**
- **Sat – Sun 10am to 5pm**
- **Adding approximately 5,400 hours of service**
- **First Year Projections conservatively would be a ride per revenue hour (5400)**
- **Total Value of the service is over \$400K. Kerrville and AACOG/ART would share the cost 50/50.**
- **ART would continue the current ADR Service**



# Transportation Benefits

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**Most if not all residents, whether they ride the bus or not will benefit from Public Transportation**

- Every dollar invested in public transportation can yield around \$4 in economic gains in the community.
- Public Transit improves community mobility
  - Public Transit connects workers to jobs and students to classes
  - Public Transit Creates Jobs
  - Public Transit assists in accessing medical services
  - Public Transit provides opportunities for socialization to vulnerable populations





**QUESTIONS?**

**Thank You For Your Time**