



# City of Rowlett

## Meeting Agenda

### City Council

4000 Main Street  
Rowlett, TX 75088  
www.rowlett.com

*City of Rowlett City Council meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at 972-412-6115 or write 4000 Main Street, Rowlett, Texas, 75088, at least 48 hours in advance of the meeting.*

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Tuesday, June 21, 2016

5:30 P.M.

Municipal Building – 4000 Main Street

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As authorized by Section 551.071 of the Texas Government Code, this meeting may be convened into closed Executive Session for the purpose of seeking confidential legal advice from the City Attorney on any agenda item herein.

The City of Rowlett reserves the right to reconvene, recess or realign the Regular Session or called Executive Session or order of business at any time prior to adjournment.

**1. CALL TO ORDER**

**2. EXECUTIVE SESSION**

- 2A.** The City Council shall convene into Executive Session pursuant to the Texas Government Code, §551.087 (Economic Development) to discuss commercial or financial information and the offer of incentives to business prospects that the City may seek to have locate, stay or expand in Rowlett and with which the City is conducting economic development negotiations. **TO BE HELD AFTER MEETING** (45 minutes)

**3. WORK SESSION (5:30 P.M.)** \* Times listed are approximate.

- 3A.** Joint Work Session of Arts and Humanities Commission and Council. (45 minutes)
- 3B.** Presentation by Avalanche Consulting on North Shore Target Industry & Recruitment Study. (45 minutes)
- 3C.** Discuss status of GroundFloor Development Blue Line Loft project. (30 minutes)

**4. DISCUSS CONSENT AGENDA ITEMS**

**CONVENE INTO THE COUNCIL CHAMBERS (7:30 P.M.)**

**INVOCATION**

**PLEDGE OF ALLEGIANCE**

**TEXAS PLEDGE OF ALLEGIANCE**

*Honor the Texas Flag; I pledge allegiance to thee, Texas, one state under God, one and indivisible.*

**5. PRESENTATIONS AND PROCLAMATIONS**

- 5A.** Update from the City Council and Management: Financial Position, Major Projects, Operational Issues, Upcoming Dates of Interest and Items of Community Interest.

**6. CITIZENS' INPUT**

*At this time, three-minute comments will be taken from the audience on any topic. To address the Council, please submit a fully-completed request card to the City Secretary prior to the beginning of the Citizens' Input portion of the Council meeting. No action can be taken by the Council during Citizens' Input.*

**7. CONSENT AGENDA**

*The following may be acted upon in one motion. A City Councilmember or a citizen may request items be removed from the Consent Agenda for individual consideration.*

- 7A.** Consider action to approve minutes from the June 7, 2016 City Council Regular Meeting and June 14, 2016 Joint Meeting of City Council and the Planning and Zoning Commission.
- 7B.** Consider all matters incident and related to the adoption of a resolution expressing official intent to reimburse costs of projects through the issuance of tax-exempt obligations with an aggregate principal amount not to exceed \$4,750,000.
- 7C.** Consider a resolution approving Change Order Number 1 to the contract with F&F Concrete Company in the amount of \$77,879.71 for sidewalk and miscellaneous concrete repair and authorizing the Mayor to execute the necessary documents.
- 7D.** Consider a resolution appointing a representative to the Dallas Area Rapid Transit (DART) Board of Directors.

**8. ITEMS FOR INDIVIDUAL CONSIDERATION**

There are no agenda items.

**TAKE ANY NECESSARY OR APPROPRIATE ACTION ON CLOSED/EXECUTIVE SESSION MATTERS**

**9. ADJOURNMENT**

*Laura Hallmark*

Laura Hallmark, City Secretary

I certify that the above notice of meeting was posted on the bulletin boards located inside and outside the doors of the Municipal Center, 4000 Main Street, Rowlett, Texas, as well as on the City's website (www.rowlett.com) on the 16<sup>th</sup> day of June 2016, by 5:00 p.m.



**City of Rowlett**  
**Staff Report**

4000 Main Street  
P.O. Box 99  
Rowlett, TX 75080-0099  
[www.rowlett.com](http://www.rowlett.com)

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**AGENDA DATE:** 06/21/16

**AGENDA ITEM:** 2A

**TITLE**

The City Council shall convene into Executive Session pursuant to the Texas Government Code, §551.087 (Economic Development) to discuss commercial or financial information and the offer of incentives to business prospects that the City may seek to have locate, stay or expand in Rowlett and with which the City is conducting economic development negotiations. TO BE HELD AFTER MEETING (45 minutes)



# City of Rowlett

## Staff Report

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**AGENDA DATE:** 6/21/16

**AGENDA ITEM:** 3A

### **TITLE**

Joint Work Session of Arts & Humanities Commission and Council. (45 minutes)

### **STAFF REPRESENTATIVE**

Kathy Freiheit, Director of Library Services

### **SUMMARY**

Council has set the expectation of meeting one-on-one each year with City Boards and Commissions to discuss their respective roles and future direction. Jim Katzenberger, Chair, and members of the Arts & Humanities Commission will share the Commission's perspective on their service in this capacity, reporting last year's accomplishments and this year's plans and goals. Members will also engage in conversation about how the Commission provides advisory services to Council for the citizens of Rowlett.

### **BACKGROUND INFORMATION**

On December 1, 2015, Chairpersons and Staff Liaisons for the City's Boards and Commissions met with Council to discuss Council's request for a review of the Boards' roles and purpose as outlined in the *Boards and Commissions Handbook*. Council also asked for reports on the Boards' FY2015 accomplishments and FY2016 plans and goals. This information, as well as discussion over how the Boards interact with Council on behalf of the citizens of Rowlett would be included in a joint work session held between Council and each of the Boards on an annual basis. Future budgetary needs might also be discussed at that time.

### **DISCUSSION**

The work of the Arts & Humanities Commission is achieved through Standing Committees, with coordination and support provided by City staff. The Commission will present the group's FY2015 accomplishments, which included the planning and delivery of two grants programs and three arts contests, all of long standing within the community. In FY2016, the Commission's annual operations budget was more than doubled (i.e., increased from \$4,000 to \$10,000). As a result, the Commission has been able to expand contest categories and increase dollar amounts for grants awards and contest prizes. The Commission has also added new projects, including a 2016 Calendar featuring images of winning AHC Photography Contest entries, an Arts & Humanities Facebook page launched in April, the recent Adopt-a-Thon Drawing Contest held May 28<sup>th</sup> in partnership with the Rowlett Animal Shelter, and a Special Needs Artists Exhibit currently in progress.

Commission members wish to return in July to discuss Public Art Project progress and present a proposal on tornado memorial sculptures. These pieces would serve as the Commission's

inaugural offerings in development of sculpture exhibits made possible by Council's FY2016 project appropriation of \$40,000.

**FINANCIAL/BUDGET IMPLICATIONS**

The Commission is requesting additional funding in the amount of \$5,000 in FY2017 to expand and build upon grants and contests of long standing, as well as new projects initiated in FY2016.

**RECOMMENDED ACTION**

No action required. Information only.



# City of Rowlett

## Staff Report

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**AGENDA DATE:** 06/21/16

**AGENDA ITEM:** 3B

### **TITLE**

Presentation by Avalanche Consulting and discussion on North Shore Target Industry & Recruitment Study.

### **STAFF REPRESENTATIVE**

Jim Grabenhorst, Director of Economic Development  
Nathan Weber, Economic Development Specialist

### **SUMMARY**

As part of the City's strategic visioning document, *Realize Rowlett 2020*, Rowlett's North Shore District has long been viewed as the community's opportunity to diversify its tax base and attract commercial development focused on job creation and business attraction. To reach this goal, the City engaged Avalanche Consulting, Inc. to prepare a study identifying target industries for the North Shore District, as well as a strategy for recruiting those industries.

The study and strategy have been presented to City staff, reviewed by the Economic Development Advisory Board (EDAB) and the final report will be presented to City Council during this Work Session.

### **BACKGROUND INFORMATION**

- On November 5, 2013, City Council authorized the North Shore Planning Initiative.
- On April 15, 2014, City Council adopted and amended the Form-Based Code to include the North Shore Master Plan Initiative.
- On November 18, 2015, City staff solicited proposals for a target industry study and selected Avalanche Consulting.
- On December 15, 2015, the EDAB discussed and recommended acceptance of the proposal.
- On December 21, 2015, the City of Rowlett entered into an agreement with Avalanche Consulting.
- On February 16, 2016, Avalanche presented their initial findings to the EDAB.
- On May 17, 2016, the EDAB discussed the final report with Avalanche Consulting and recommended that the report be presented to City Council.

### **DISCUSSION**

Key highlights from the Avalance report are listed below and will be discussed in more detail during the Work Session.

- Rowlett has historically served as a bedroom community for the Dallas Metroplex and has one of the greater imbalances of population and employment among the Dallas metropolitan area. Among the more than 50 cities with 10,000 or more residents within the Dallas region, only The Colony has a greater imbalance of employed residents to jobs.
- Citizens of Rowlett are typically well-educated individuals employed in high-paying occupations; however, fewer than 10% of Rowlett residents are employed within the City. A disproportionate share of jobs within the City are in lower-skill, lower-income positions. If Rowlett is to become a more balanced community, the City's development pattern must evolve to accommodate an even greater diversity of uses.
- The Village of Rowlett will bring new housing and retail activity to the City's historic downtown. The Bayside development will enrich Rowlett with additional retail, entertainment, and residential offerings. With an emphasis on commercial and industrial development, the North Shore District represents a complimentary component in Rowlett's long-term strategy to emerge as a community where residents can live, play, and work.
- Rowlett features three advantages critical to greater economic vibrancy – a large workforce, infrastructure, and land. There are more than 100,000 surplus workers extending across virtually every industry living within 10 miles of Rowlett. Thanks to the President George Bush Turnpike and DART, Rowlett is now more accessible than ever and has opened up new opportunities for development in the North Shore.
- The North Shore Target Industry & Recruitment Study found that the North Shore District should be reserved for commercial use, and recommends four industries to target:
  1. Advanced Manufacturing
  2. Business and Professional Services
  3. Educational Services
  4. Health Care and Life Sciences

Along with these targeted industry recommendations, Avalanche also provided information for how to best market to professionals within those industries.

#### **FINANCIAL/BUDGET IMPLICATIONS**

The Avalanche Consulting contract was awarded in the amount of \$26,800 plus up to \$750 in travel expenses and was budgeted in the Economic Development Professional Services account.

Additional funding recommendations were made by Avalanche and will be included in the Economic Development department's upcoming budget request.

#### **RECOMMENDED ACTION**

No action required. Information only.

## **ATTACHMENTS**

Attachment 1 – Target Industry Study & Business Recruitment Strategy

# NORTH SHORE DISTRICT

*Target Industry Study & Recruitment Strategy*



AVALANCHE CONSULTING

## Table of Contents

<b>INTRODUCTION</b> .....	<b>3</b>
<b>ABOUT THIS REPORT</b> .....	<b>4</b>
<b>ECONOMIC &amp; DEMOGRAPHIC DYNAMICS</b> .....	<b>5</b>
POPULATION GROWTH.....	7
HOUSING.....	8
AGE DISTRIBUTION.....	9
YOUNG PROFESSIONALS.....	11
EDUCATIONAL ATTAINMENT.....	12
HOUSEHOLD INCOME.....	13
POVERTY LEVELS.....	14
DIVERSITY.....	15
EMPLOYMENT.....	16
UNEMPLOYMENT.....	17
EMPLOYMENT BY INDUSTRY.....	18
EMPLOYMENT CHANGE BY INDUSTRY.....	19
EMPLOYMENT DYNAMICS BY INDUSTRY.....	20
PAY BY INDUSTRY.....	23
SELF-EMPLOYMENT.....	24
SMALL BUSINESS.....	25
HOUSING COSTS & OWNERSHIP.....	26
COMMUTING PATTERNS.....	27
CRIME.....	31
TAX REVENUE BY LAND USE.....	32
PROPERTY TAX RATE.....	33
REGIONAL EMPLOYMENT GROWTH.....	34
REGIONAL POPULATION GROWTH.....	35
<b>TARGET INDUSTRY IDENTIFICATION</b> .....	<b>36</b>
<b>TARGET SELECTION PROCESS</b> .....	<b>38</b>

<b>TARGET RECOMMENDATIONS</b> .....	<b>39</b>
<b>ADVANCED MANUFACTURING</b> .....	<b>40</b>
<b>BUSINESS &amp; PROFESSIONAL SERVICES</b> .....	<b>42</b>
<b>EDUCATIONAL SERVICES</b> .....	<b>44</b>
<b>HEALTH CARE &amp; LIFE SCIENCES</b> .....	<b>46</b>
<b>TARGET INDUSTRY RECRUITMENT STRATEGY</b> .....	<b>48</b>
NORTH SHORE DISTRICT MARKETING TOOLKIT .....	49
ADVANCED MANUFACTURING.....	51
BUSINESS & PROFESSIONAL SERVICES .....	53
EDUCATIONAL SERVICES.....	55
HEALTH CARE & LIFE SCIENCES .....	56

## INTRODUCTION

Rowlett is a suburban bedroom community for the larger Dallas metropolitan area. Once almost exclusively residential in character, Rowlett has benefited from additional retail activity in recent years. New developments within two of Rowlett's most unique assets promise to further diversify the city. The Village of Rowlett will bring new housing and retail activity to the city's historic downtown. The Bayside development, located on the site of the former Elgin B. Robertson Park, will enrich Rowlett with additional retail, entertainment, and residential offerings. With an emphasis on commercial and industrial development, the North Shore District represents a complimentary component in Rowlett's long-term strategy to emerge as community where residents can live, play, and work.

Rowlett has one of the greatest imbalances of population and employment among any city in the Dallas metropolitan area. Fewer than 10% of Rowlett residents are employed within the city. Additionally, the city is home to four employed residents for every single job. Among the more than 50 cities with 10,000 or more residents within the Dallas region, only The Colony has a greater imbalance of employed residents to jobs.

Rowlett is also characterized by relatively little overlap between the skills of its residents and the occupations available in the city. Rowlett residents are typically well-educated individuals employed in high-paying occupations. A disproportionate share of jobs within the city, however, is in lower-skill, lower-income positions. If Rowlett is to become a more balanced community, the city's development pattern must evolve to accommodate an even greater diversity of uses.

Rowlett features three advantages critical to greater economic vibrancy—a large workforce, infrastructure, and land. There are more than 100,000 surplus workers extending across virtually every industry living within 10 miles of Rowlett. The completion of the President George Bush Turnpike, complimented by the existing DART station, provides Rowlett with efficient connections to the rest of the Dallas region. Thanks to the efforts of local visionary leaders in the past, Rowlett's North Shore District provides the city with prime land for commercial development.

The North Shore District is central to Rowlett's future economic development efforts. Bedroom communities typically fail to evolve into more diversified locales due to difficulty of simultaneously delivering companies a critical mass of workers while also providing sufficient land for commercial activity. Aggressively courting residential development is often the highest priority for younger communities, as the presence of a large number of people is generally a prerequisite for the subsequent recruitment of retail and commercial uses. Once these communities have established population and retail bases, however, they may discover very little land remains available for commercial activities such as office and industrial facilities.

By offering companies a large number of skilled workers and the land necessary to accommodate their operations within the city, Rowlett is competitively positioned to deliver greater job opportunities to existing residents while also securing the city's fiscal health. Fully realizing the city's potential to capture additional employment growth and private capital investment in the years ahead, however, will require that the North Shore District remain preserved for non-residential uses.

## ABOUT THIS REPORT

The North Shore Target Industry Study & Recruitment Strategy involves three components:

### *Part 1: Economic & Demographic Overview*

The first section of the report provides a detailed analysis of the economic and demographic dynamics operating within the City of Rowlett and the broader Dallas metropolitan region. The section highlights trends relevant to the North Shore District's development, including employment growth and composition, population growth and composition, labor force availability, commuting patterns, tax rates and revenues, and other competitive factors.

### *Phase 2: Target Industry Identification*

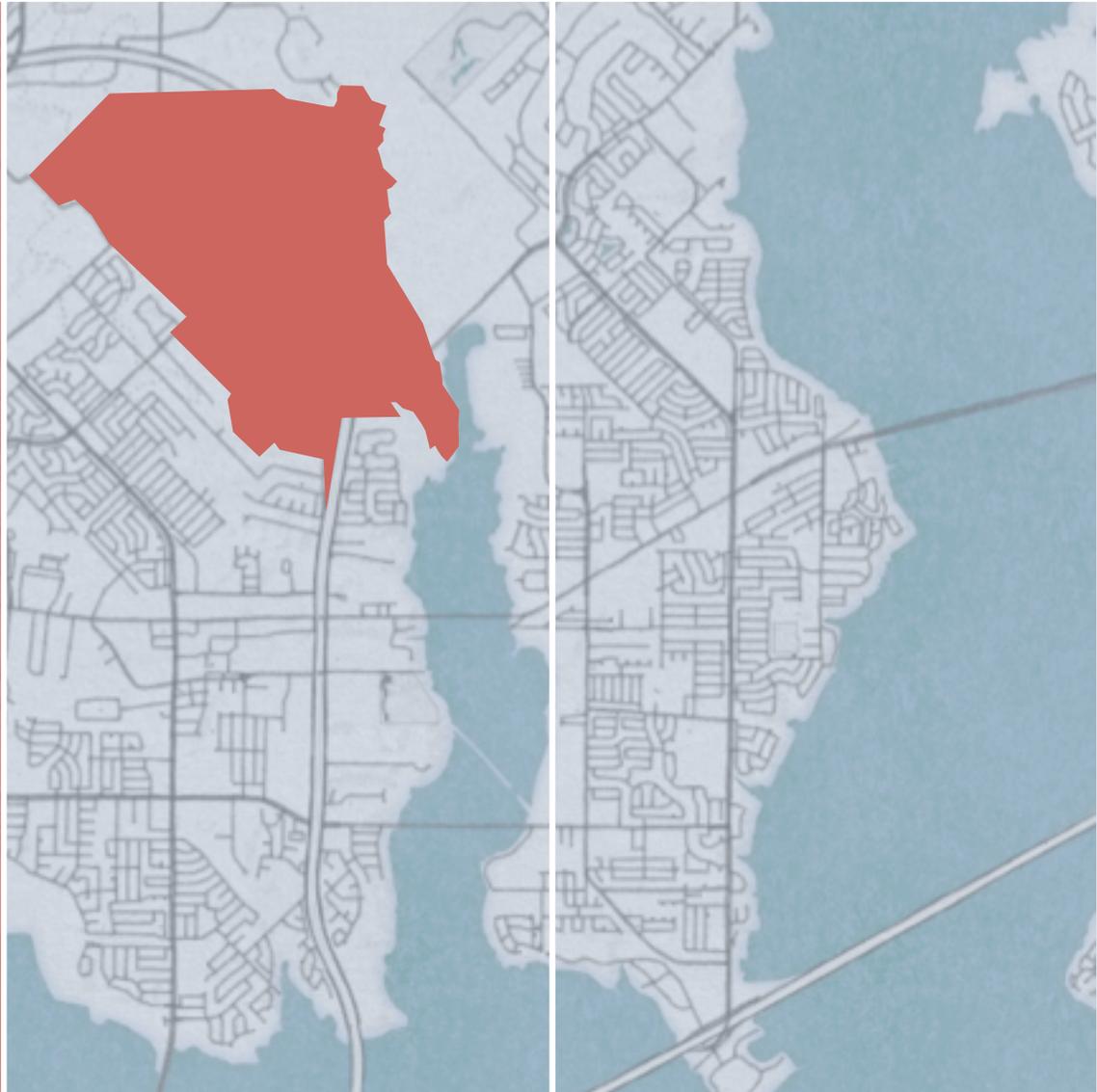
The second section of the report identifies a series of target industries recommended for the North Shore District. Each target industry profile includes an examination of state, national, and global industry trends and how they will potentially impact the Dallas region, the City of Rowlett and the North Shore District.

### *Phase 3: Target Industry Recruitment Strategy*

The final section of the report provides a series of strategic recommendations that will help Rowlett realize its vision for the North Shore District. The Target Industry Recruitment Strategy will emphasize marketing initiatives the City of Rowlett can implement to help increase awareness of the North Shore District and effectively position the site for commercial and industrial development.

## ECONOMIC & DEMOGRAPHIC DYNAMICS

The first section of the report examines recent economic and demographic trends occurring throughout the City of Rowlett, the Dallas metropolitan region, Texas, and the US. Examined metrics include employment growth and composition, population growth and composition, labor force availability, and commuting patterns.



## ECONOMIC & DEMOGRAPHIC DYNAMICS OVERVIEW

The City of Rowlett is far more vibrant demographically than economically. The city's population is booming; since 2000, Rowlett's population has increased at more than the twice the rate of US overall growth. Rowlett is home to an educated workforce; educational attainment rates among the city's young professionals exceed the averages of the Dallas Metro, Texas, and the US. The City of Rowlett is also an affluent community. At \$83,000, the median income of Rowlett households is approximately \$30,000 higher than the national average. Finally, Rowlett is a relatively diverse community, with significant Hispanic, African-American, and Asian populations.

If any community within the Dallas metropolitan region could be described as a bedroom community, it is the City of Rowlett. More than 90% of residents leave the city to reach their place of employment. The daily exodus of workers from Rowlett reflects the quantitative and qualitative limits of the city's existing employment base. The City of Rowlett is home to four workers for every single job. Among the more than 50 cities within the Dallas metropolitan region with at least 10,000 residents, the City of Rowlett has the second lowest proportion of jobs to workers. Additionally, employment in Rowlett is dominated by low-skill, low-wage positions in industries such as retail and food service. As a result, job opportunities within Rowlett are often misaligned with the skills possessed by the city's residents.

The imbalance between population and employment within Rowlett has important implications for the city's fiscal health as well as the physical health of residents.

Single-family residential development often fails to generate sufficient tax revenues to support expenses such as police and fire protection, road infrastructure, and education. According to a previous analysis by Ricker Cunningham, for example, a \$360,000 home within Rowlett produces just \$1 in net tax revenue for the city on a per acre basis. In 2015, the average sales price of a home within the City of Rowlett was slightly more than \$200,000. With its tax burden overwhelmingly supported by residential development, the City of Rowlett has been forced to rely on relatively high property tax rates. Among cities with at least 10,000 residents within the Dallas region, Rowlett has the 8<sup>th</sup> highest city property tax rate. This scenario is unlikely to change without substantial commercial and industrial development.

The shortage of employment opportunities within Rowlett forces most employed residents to undertake significant commutes. The average worker living in Rowlett spends 31 minutes traveling to work; only a handful of communities within the Dallas region have longer commutes. In a 2013 study published in *The American Journal of Preventive Medicine*, which relied on participants from the Dallas region, driving more than 10 miles each way to work increased the risk of high blood pressure, obesity, and depression.

Fortunately, the City of Rowlett possesses both the labor force and the real estate to attract greater levels of commercial and residential development. The second section of the report—Target Industry Identification—will highlight potential market opportunities.

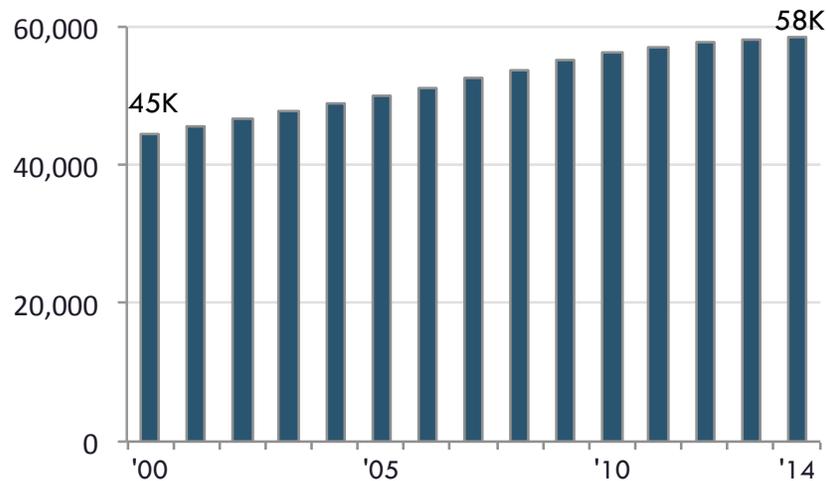
## POPULATION GROWTH

### WHY IS THIS IMPORTANT?

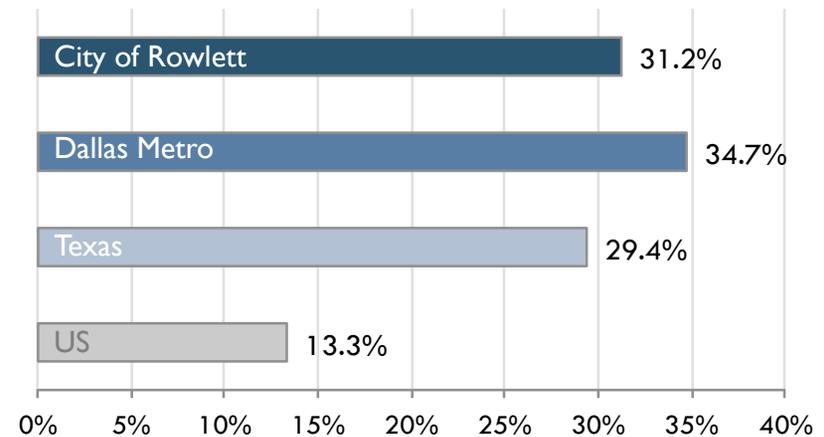
Population growth often reflects a community's recent success and potential for further growth. Businesses are attracted to growing communities because of the relative ease of recruiting and retaining employees.

The City of Rowlett is located on the periphery of one of the fastest growing metropolitan areas located within one of the fastest growing states in the US. Since 2000, the population of the City of Rowlett has increased more than 31%, more than twice the US growth rate during this period. The population of the Dallas metro increased nearly 35% during this period.

### CITY OF ROWLETT TOTAL POPULATION



### POPULATION GROWTH 2000 - 2014



SOURCE: US CENSUS BUREAU / AVALANCHE CONSULTING

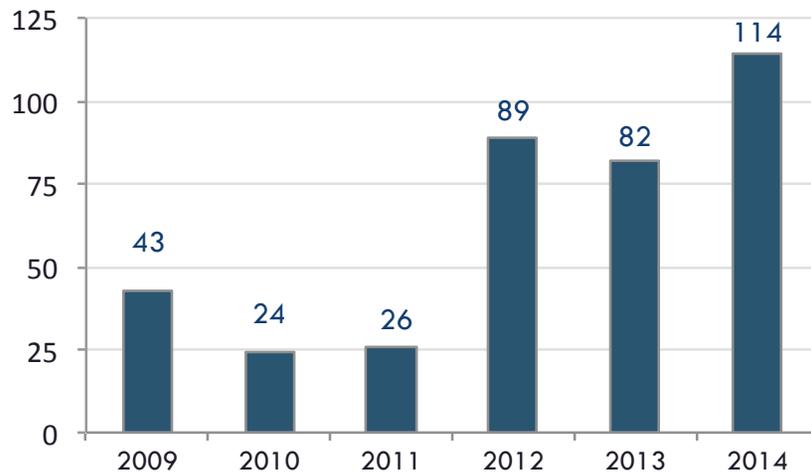
## HOUSING

### WHY IS THIS IMPORTANT?

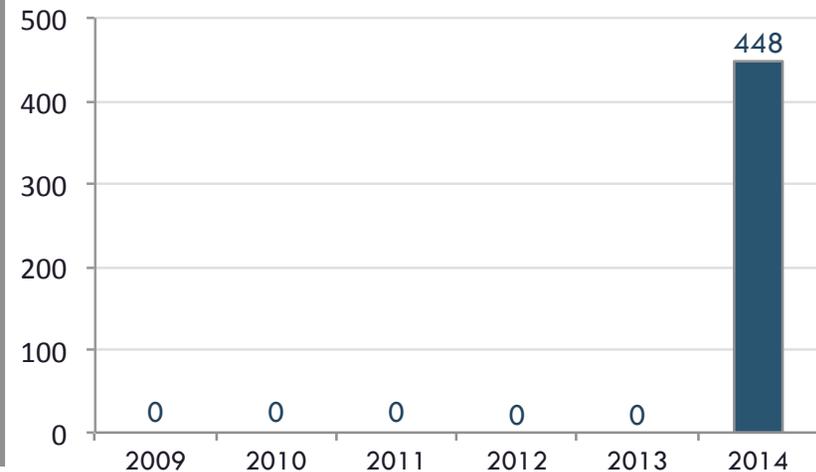
A growing housing stock bolsters local employment in industries such as construction and retail. Increased inventory also helps keep home prices affordable. Additionally, stable home prices contribute to heightened local consumer confidence.

After several years of limited residential housing construction, single-family construction in the City of Rowlett strongly rebounded in 2012 and has remained relatively high ever since. In 2014, the City of Rowlett issued the first permits for multi-family buildings in more than 5 years.

CITY OF ROWLETT  
SINGLE-FAMILY HOUSING PERMITS ISSUED



CITY OF ROWLETT  
MULTI-FAMILY UNIT BUILDING PERMITS ISSUED



SOURCE: US CENSUS BUREAU / AVALANCHE CONSULTING

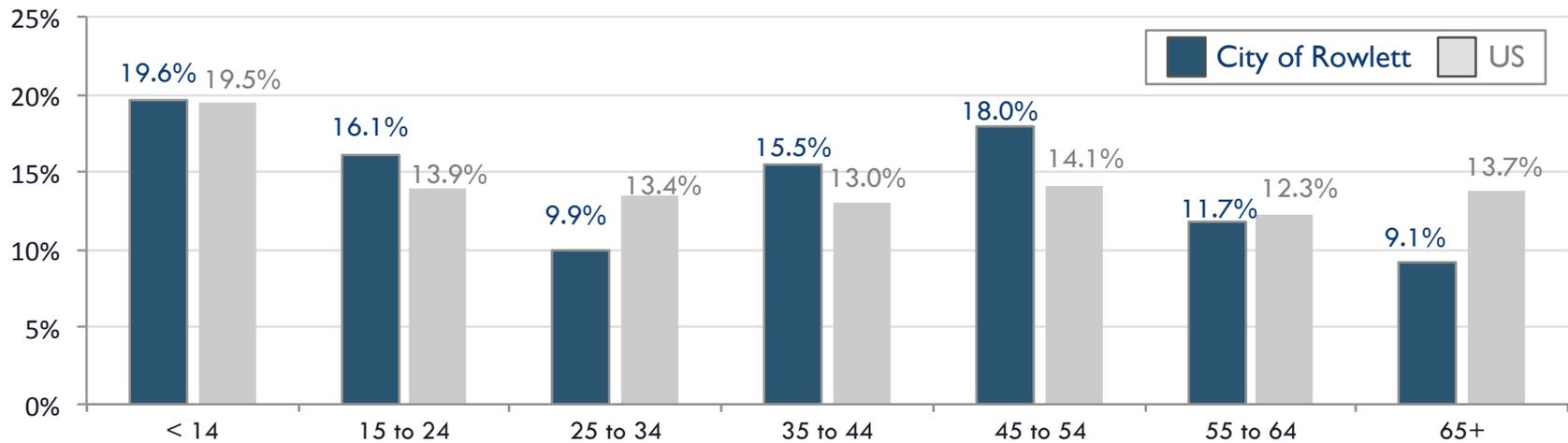
## AGE DISTRIBUTION

### WHY IS THIS IMPORTANT?

Age distribution patterns indicate a community's appeal to individuals at various life stages, including younger workers, retirees, and families.

The City of Rowlett is slightly older than the US as a whole. Residents between the ages of 35 to 54 represent a third of the population (compared to the US average of 27%). 20% of City of Rowlett residents are age 55 and older compared to 26% for the US as a whole.

### COMPOSITION BY AGE 2014



SOURCE: US CENSUS BUREAU / AVALANCHE CONSULTING

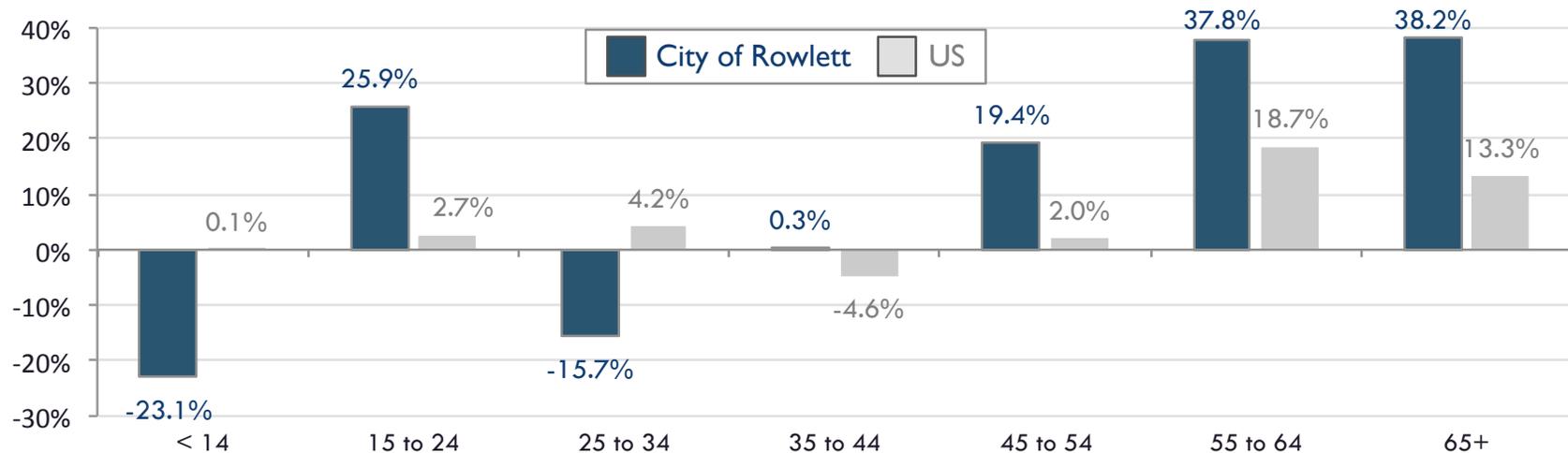
## AGE DISTRIBUTION (continued)

### WHY IS THIS IMPORTANT?

Age distribution patterns indicate a community's appeal to individuals at various life stages, including younger workers, retirees, or families.

The City of Rowlett's population is growing older. The changing of the city's demographic composition appears to be driven by the aging of young families with children. The number of young children is declining, the number of young adults is growing, and the number of residents age 55 and older is quickly rising.

POPULATION GROWTH BY AGE  
2009 - 2014



SOURCE: US CENSUS BUREAU / AVALANCHE CONSULTING

## YOUNG PROFESSIONALS

### WHY IS THIS IMPORTANT?

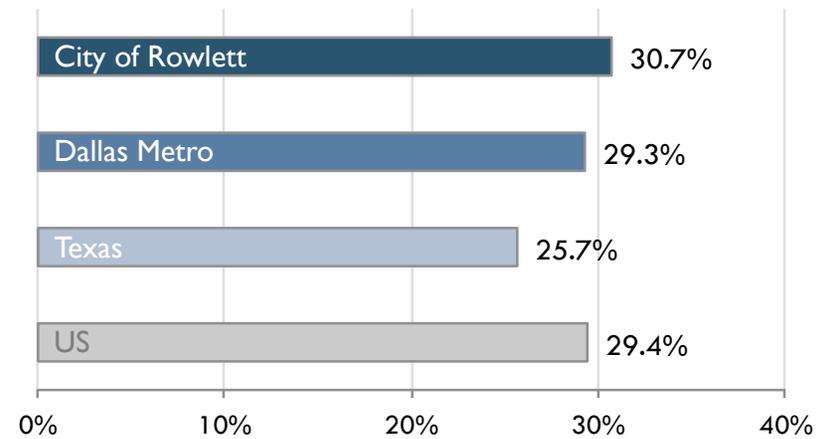
The share of a community's population between the ages of 25 and 44 is an important component of a community's workforce and one valued by companies looking to expand and relocate. The presence of these 'young professionals' assures businesses that they will have a talent pool needed to fuel growth.

Young professionals represent approximately 25% of the City of Rowlett's population, trailing the averages of the Dallas metro, Texas, and the US. More than 30% of young professionals in the City of Rowlett possess a bachelor's degree, a higher proportion than the US and Texas averages but slightly lower than the Dallas metro average.

YOUNG PROFESSIONALS (POP. AGE 25-44)  
2014



YOUNG PROFESSIONALS W/ BACHELOR'S DEGREE  
2014



SOURCE: US CENSUS BUREAU / AVALANCHE CONSULTING

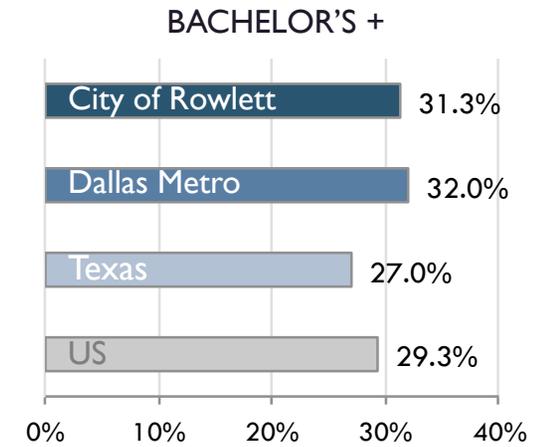
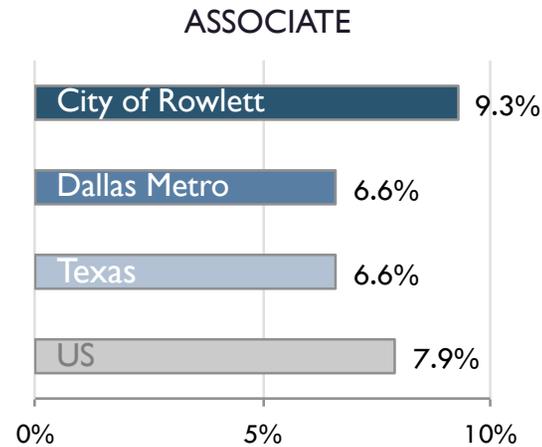
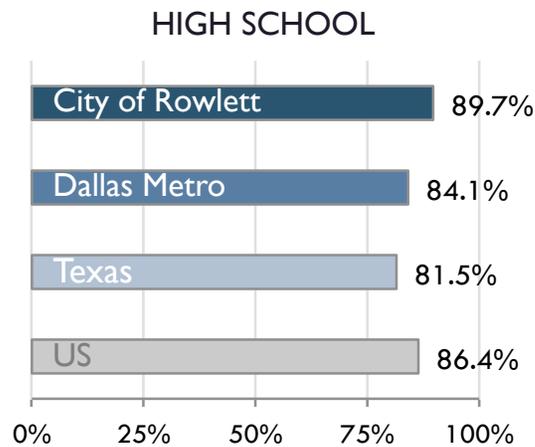
## EDUCATIONAL ATTAINMENT

### WHY IS THIS IMPORTANT?

In today's "war for talent," a region's educational attainment levels are among the most widely examined workforce characteristics by relocating business and residents. Many professional services firms require workers with advanced education while manufacturers increasingly want workers with an associate degree.

At the high school and associate degree level, the City of Rowlett outperforms the Dallas metro, the State of Texas, and the US average in educational attainment. More than 31% of City of Rowlett residents possess a bachelor's degree or higher level of educational attainment, higher than the Texas and US averages.

## EDUCATIONAL ATTAINMENT 2014



SOURCE: US CENSUS BUREAU / AVALANCHE CONSULTING

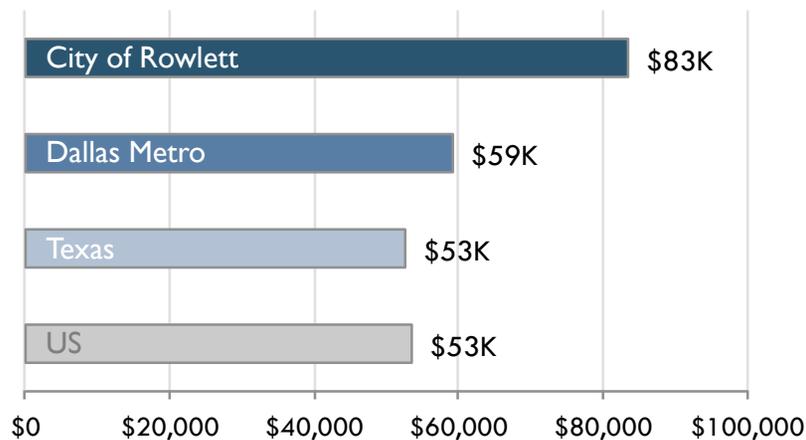
## HOUSEHOLD INCOME

### WHY IS THIS IMPORTANT?

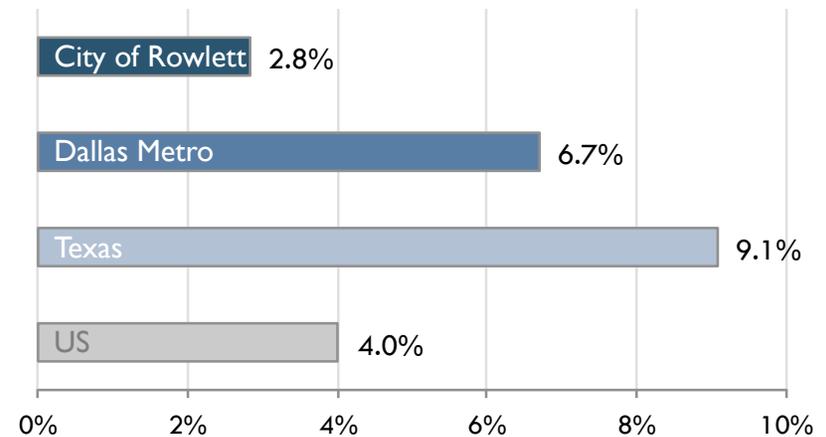
Household income gains are associated with rising prosperity and community wealth generation. Household incomes vary between communities based on wage levels, the size of households, and the level of labor force participation (whether spouses and teens are working).

The City of Rowlett is an affluent community. Median household income in the City of Rowlett is approximately \$83,000, significantly greater than figures for the Dallas metro, Texas, and US.

MEDIAN HOUSEHOLD INCOME  
2014



CHANGE IN MEDIAN HOUSEHOLD INCOME  
2009 – 2014 (UNADJUSTED FOR INFLATION)



SOURCE: US CENSUS BUREAU / AVALANCHE CONSULTING

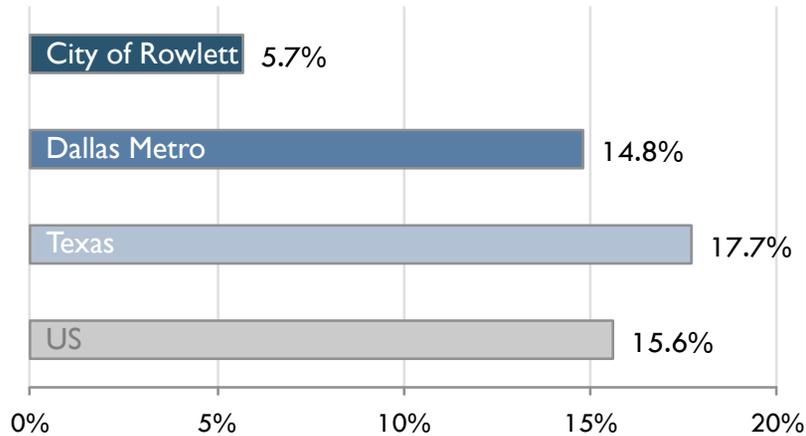
## POVERTY LEVELS

### WHY IS THIS IMPORTANT?

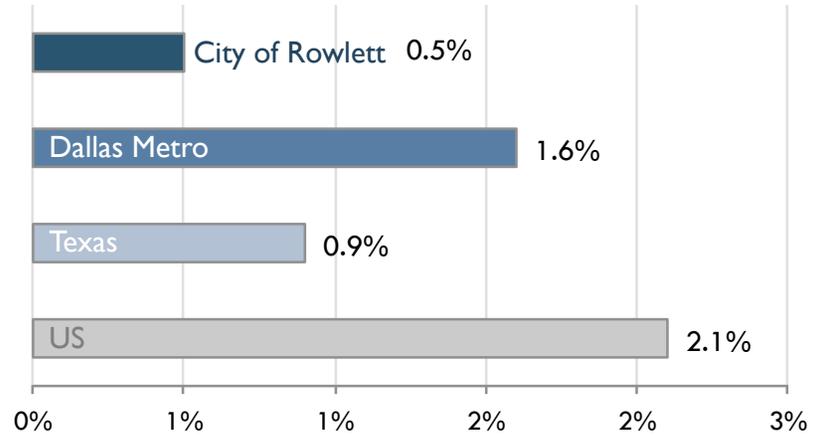
Like income, poverty rates measure a community's relative wealth and the resulting distribution of economic success. Notably, the income threshold that determines poverty is set nationally and does not take into account differences in relative cost of living.

At less than 6%, the City of Rowlett's poverty rate is less than half that of the Dallas metro, Texas, or US. Between 2009 and 2014, the City of Rowlett also experienced a smaller increase in the proportion of residents living in poverty compared the Dallas metro, Texas, or US.

POVERTY RATE  
2014



PERCENTAGE POINT CHANGE IN POVERTY RATE  
2009 - 2014



SOURCE: US CENSUS BUREAU / AVALANCHE CONSULTING

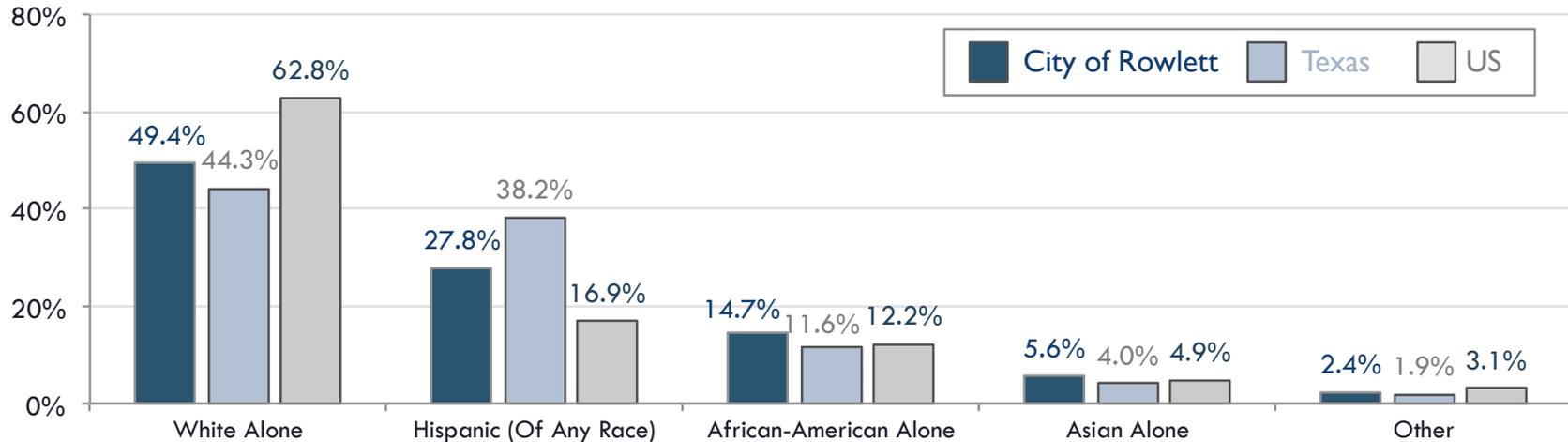
## DIVERSITY

### WHY IS THIS IMPORTANT?

Diversity contributes to greater innovation, creativity, and other critical drivers of success. Communities that engage a diverse population enjoy competitive advantages that come from a workforce with varied perspectives and skillsets. Diversity can also help attract young professionals.

The City of Rowlett is more racially and ethnically diverse than the national average but less racially and ethnically diverse than Texas. On a proportional basis, the City of Rowlett is home to a higher proportion of Hispanic and Asian residents relative to the US average.

POPULATION BY RACE & ETHNICITY  
2014



SOURCE: US CENSUS BUREAU / AVALANCHE CONSULTING

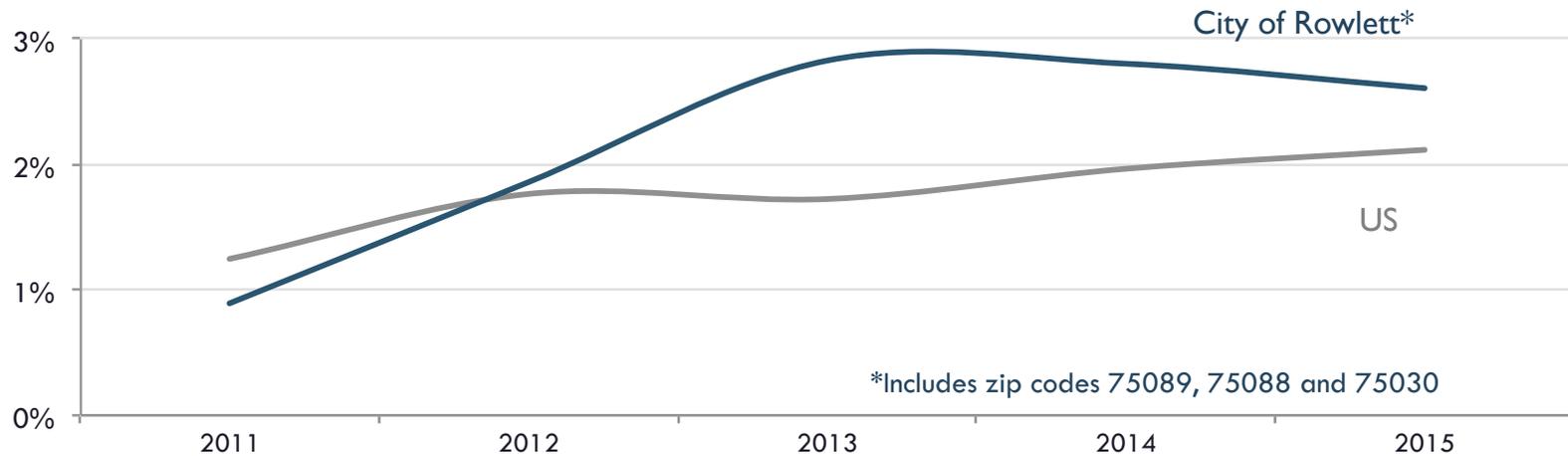
## EMPLOYMENT

### WHY IS THIS IMPORTANT?

Employment growth is a primary indicator of overall economic health. Higher job growth translates into greater prosperity for a community. New workers are drawn to regions that have abundant employment opportunities. Businesses seek locations where other companies are growing and the labor force is increasing.

In recent years, employment growth in the City of Rowlett has outpaced the US average. Between 2010 and 2015, total employment in the City of Rowlett increased 11.4%. Employment growth in the US was 9.1% during this period.

### ANNUAL EMPLOYMENT GROWTH



SOURCE: EMSI / AVALANCHE CONSULTING

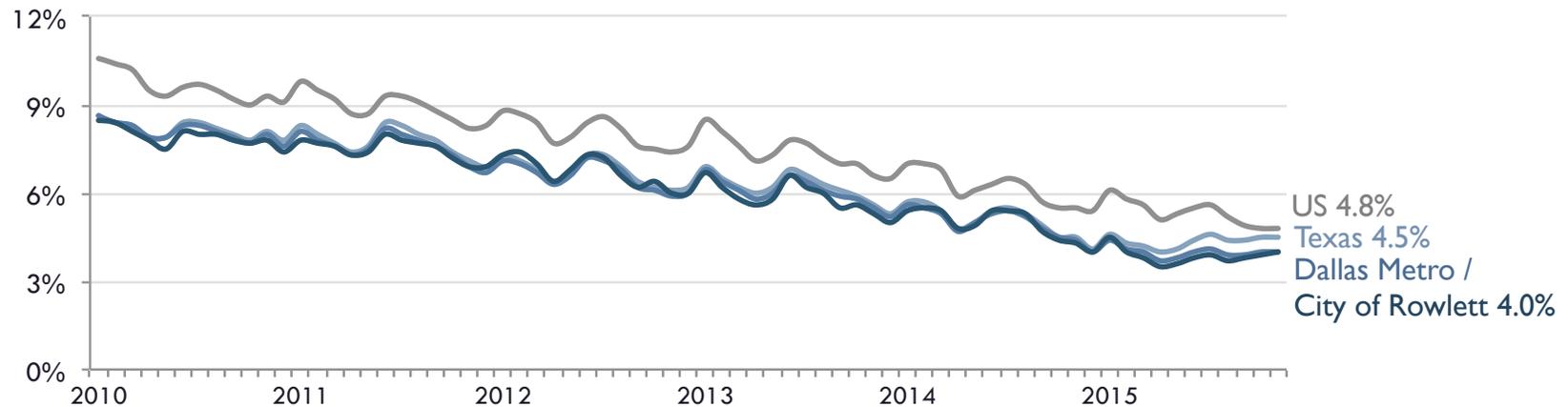
## UNEMPLOYMENT

### WHY IS THIS IMPORTANT?

Higher unemployment levels suggest that regional employers are not fully utilizing the locally available workforce. In turn, higher levels of employment among residents helps drive additional demand for local goods and services.

Since 2010, the City of Rowlett's unemployment rate has been consistently less than the US and Texas averages. As of December 2015, the City of Rowlett's unemployment rate was 4.0%, identical to the Dallas metro average. The unemployment rates for the US and Texas were 4.8% and 4.5%, respectively.

### MONTHLY UNEMPLOYMENT RATE



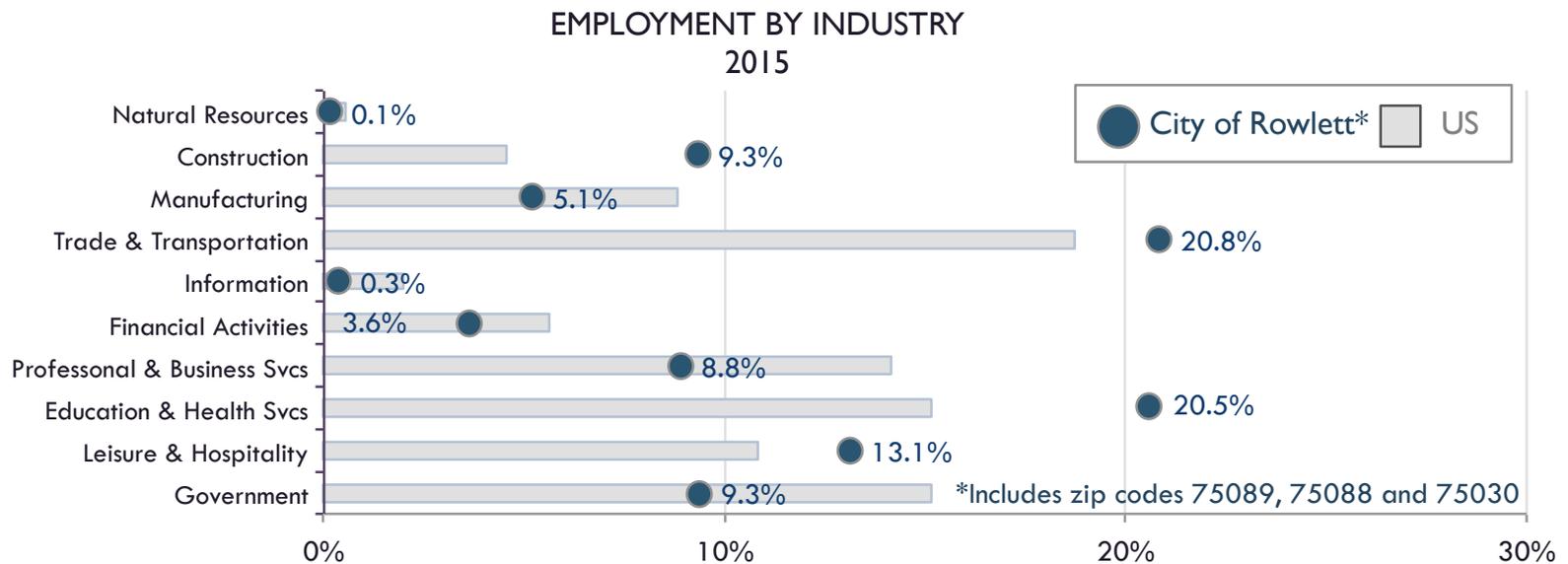
SOURCE: BUREAU OF LABOR STATISTICS / AVALANCHE CONSULTING

## EMPLOYMENT BY INDUSTRY

### WHY IS THIS IMPORTANT?

Employment composition provides insight into the economic diversification of a region. Initial examinations of employment are limited to government-defined industry classifications, such as Construction and Manufacturing. Subsequent analyses will examine more granular target industry clusters.

Employment in the City of Rowlett is dominated by two industries—Trade & Transportation and Education & Health Services. Together, these two sectors represent more than 40% of the city’s employment. Other leading areas of employment include Leisure & Hospitality (13.1%), Construction (9.3%), and Government (9.3%).



SOURCE: EMSI / AVALANCHE CONSULTING

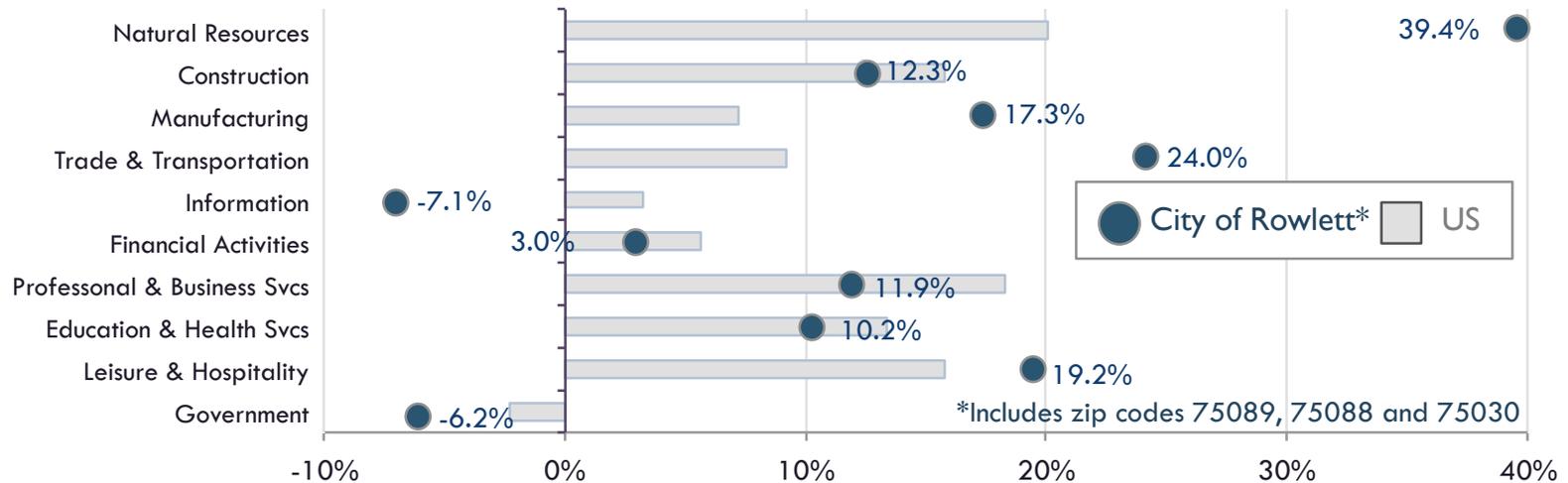
## EMPLOYMENT CHANGE BY INDUSTRY

### WHY IS THIS IMPORTANT?

The performance of individual employment sectors provides additional insight into potential competitive advantages within a region.

Between 2010 and 2015, nearly every private sector industry in the City of Rowlett experienced growth. Employment in Natural Resources increased nearly 40%, though this sector remains very small within the City of Rowlett. Trade & Transportation, Construction, Manufacturing, Professional & Business Services, Education & Health Services, and Leisure & Hospitality all enjoyed double-digit employment gains. Information employment, however, dipped 7%.

### CHANGE IN EMPLOYMENT BY INDUSTRY 2010 - 2015



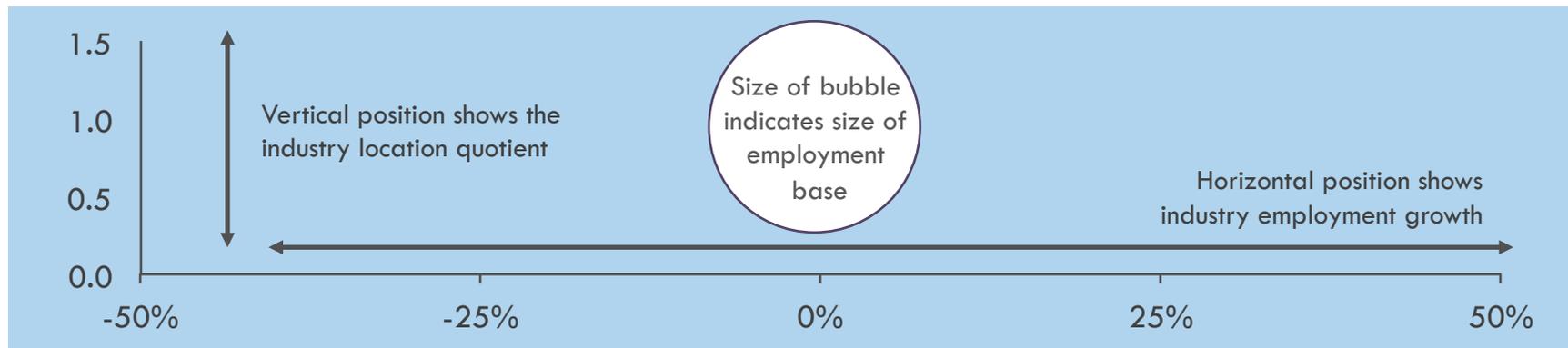
SOURCE: EMSI / AVALANCHE CONSULTING

## EMPLOYMENT DYNAMICS BY INDUSTRY

### WHY IS THIS IMPORTANT?

Location Quotients (LQ) calculate the relative employment concentration of industries in a community compared to the US average. An LQ of 1.0 indicates parity with the US average. An LQ higher than 1.0 is more concentrated than the US average while an LQ lower than 1 indicates an industry is less concentrated than the US average.

The bubble chart shows LQ by industry on the vertical axis. The horizontal axis shows growth rates for the industry. The size of the bubble indicates the employment base of the sector.

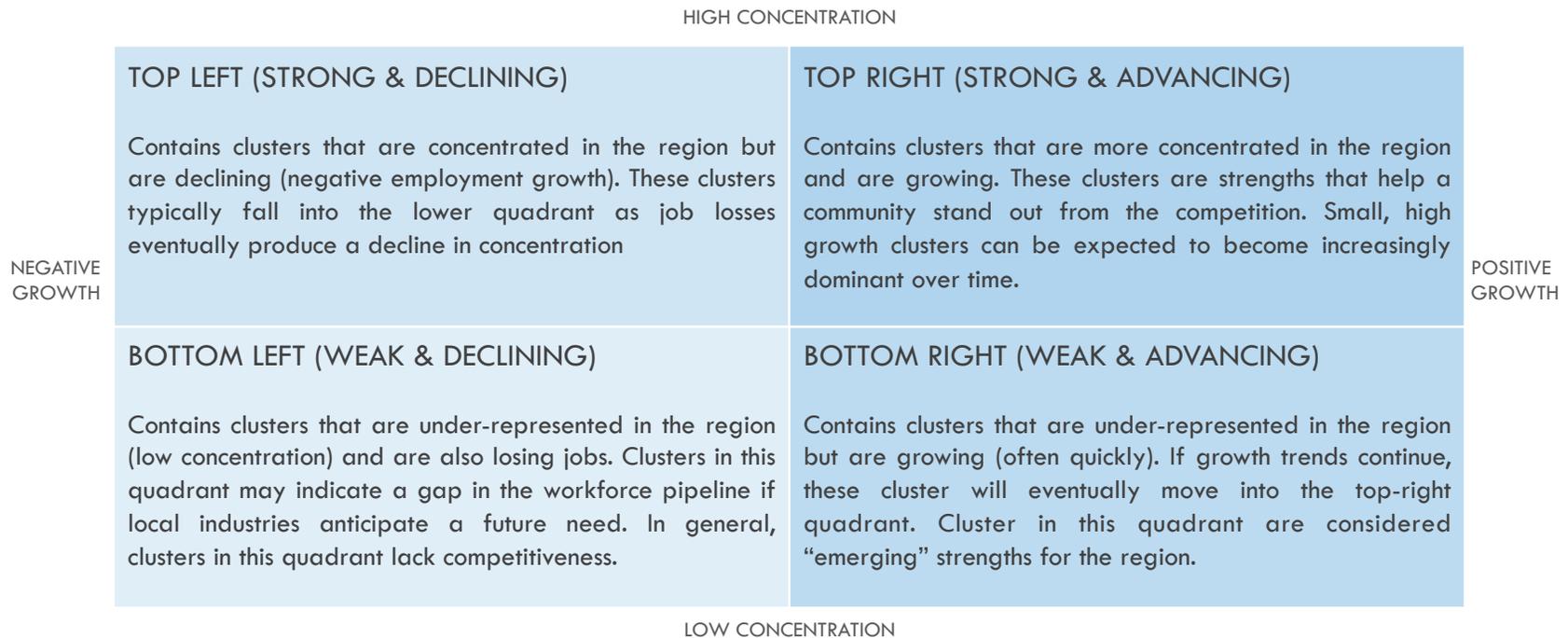


## EMPLOYMENT DYNAMICS BY INDUSTRY

### WHY IS THIS IMPORTANT?

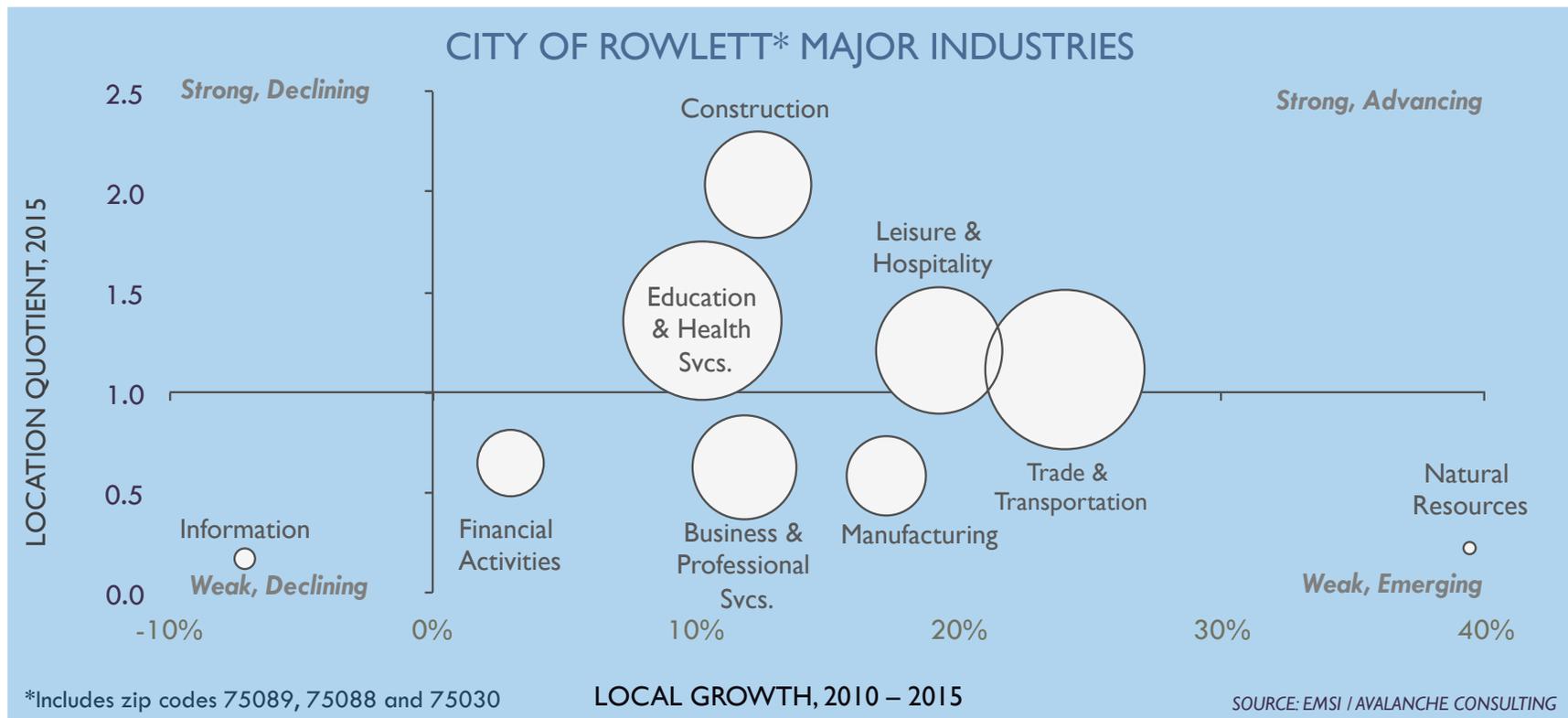
The graph's four quadrants tell a story for each industry sector.

Sectors in the top right quadrant are competitive and potential target audiences for economic development. Bottom right sectors, with growing but below-average concentrations, are emerging industries for the region. These industries are also potential economic development targets but need additional assistance to evolve, such as infrastructure investments or talent development.



With the exception of Information, every single industry cluster within the City of Rowlett added jobs between 2010 and 2015. Trade & Transportation employment increased approximately 25%, representing nearly 500 additional jobs. Other sectors that enjoyed strong employment growth included Leisure & Hospitality (250 jobs, 19% growth) and Education & Health Services (230 jobs, 10% growth).

With an LQ of 2.0, Construction is the most relatively concentrated employment sector within the City of Rowlett. Other relatively concentrated employment sectors include Education & Health Services (1.4 LQ), Leisure & Hospitality (1.2 LQ), and Trade & Transportation (1.1 LQ). All other employment sectors are less concentrated within the City of Rowlett relative to the US average.



## PAY BY INDUSTRY

### WHY IS THIS IMPORTANT?

Some industries, eager to reduce their operating costs, are more attracted to regions with lower wages. Other companies, particularly in professional services, may place a premium on attracting more skilled workers regardless of costs.

Wages within the City of Rowlett are typically lower than the US. With the exception of Natural Resources, average wages across every industry sector within the City of Rowlett trail the US average. In some instances, such as Professional & Business Services and Leisure & Hospitality, these differences are minor. In others, including Information and Manufacturing, the wage differentials are more substantial.

AVERAGE ANNUAL PAY BY INDUSTRY  
2013



\*Includes zip codes 75089, 75088 and 75030

SOURCE: BUREAU OF LABOR STATISTICS / AVALANCHE CONSULTING

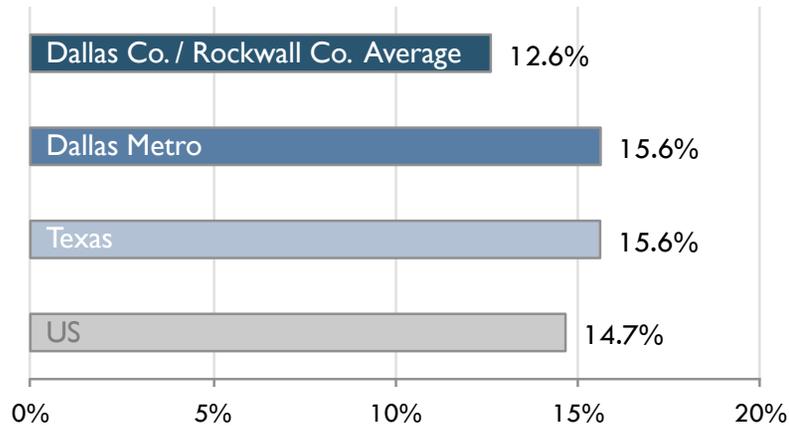
## SELF-EMPLOYMENT

### WHY IS THIS IMPORTANT?

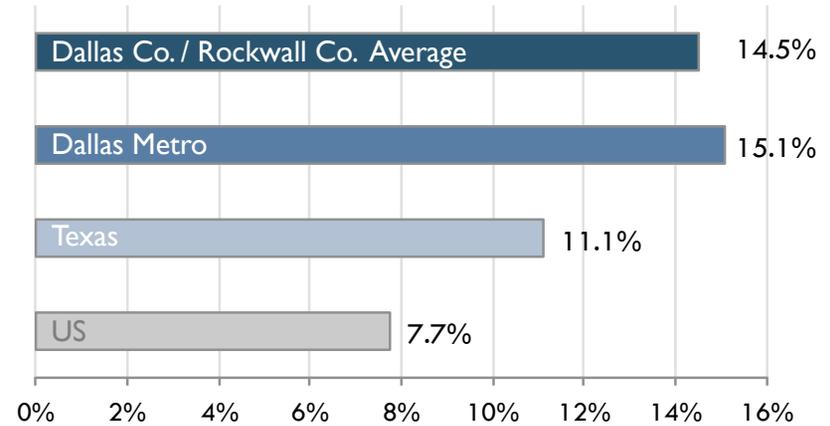
A community's share of self-employed individuals indicates its level of entrepreneurship. Both talent and businesses are drawn to regions with thriving entrepreneurial cultures.

As self-employment data is unavailable for the City of Rowlett, the Dallas County / Rockwell County average is used as a proxy. The self-employment rate for the Dallas County / Rockwell County area is less than the US average but growing nearly twice as fast.

SELF-EMPLOYED AS A % OF TOTAL EMPLOYMENT  
2013



GROWTH IN SELF-EMPLOYED WORKERS  
2008 - 2013



SOURCE: US CENSUS BUREAU / AVALANCHE CONSULTING

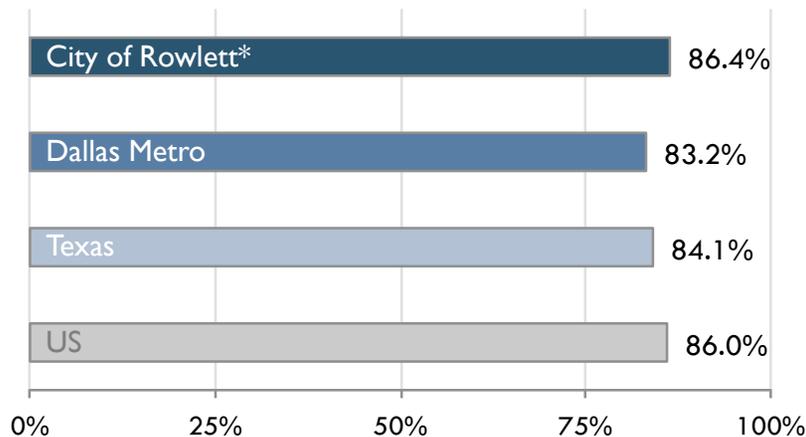
## SMALL BUSINESS

### WHY IS THIS IMPORTANT?

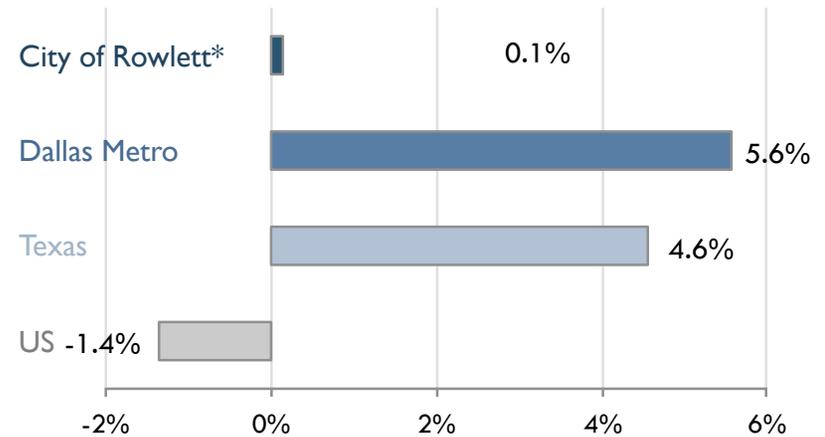
Small businesses with 20 or fewer employees encompass a host of operations, from family stores to high-tech startups and manufacturing operations. The Small Business Administration (SBA) reports that since 1990, small businesses have added eight million new jobs in the US, while big businesses have eliminated four million.

Approximately 86% of businesses within the City of Rowlett have 20 or fewer employees, identical to the US average and slightly higher than the Dallas metro and Texas averages. The number of small businesses within the City of Rowlett remained flat between 2008 and 2013. The number of small businesses in the US declined during this period, though both Texas and the Dallas metro enjoyed gains.

SMALL BUSINESSES RATE  
(COMPANIES WITH <20 EMPLOYEES AS % OF TOTAL)



SMALL BUSINESSES GROWTH  
(COMPANIES WITH <20 EMPLOYEES)  
2008-13



SOURCE: FEDERAL BUREAU OF INVESTIGATION / AVALANCHE CONSULTING  
\*Includes zip codes 75089, 75088 and 75030

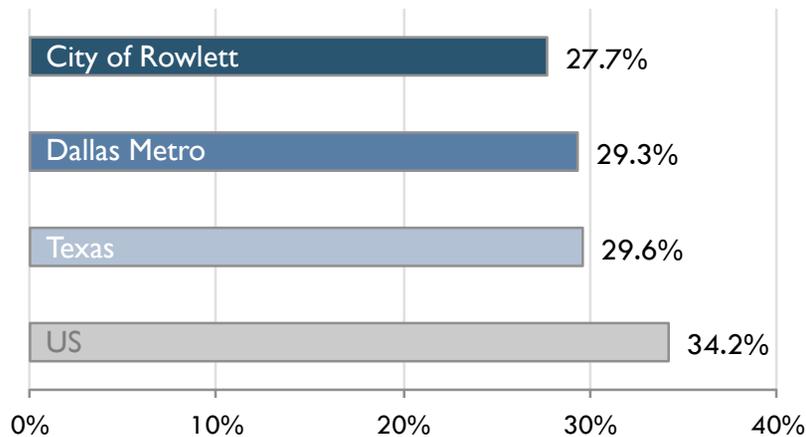
## HOUSING COSTS & OWNERSHIP

### WHY IS THIS IMPORTANT?

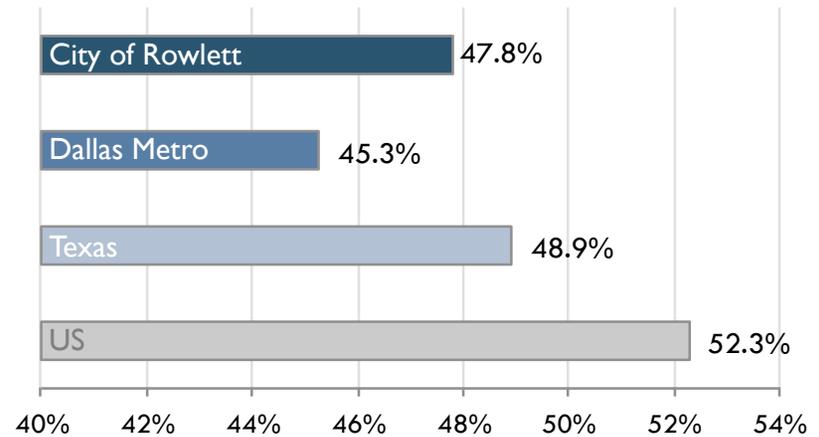
As housing costs are typically the single largest household expense, home prices are a key determinant of a region's relative affordability. Lower home values help reduce upward pressures on wages, further increasing a region's cost competitiveness.

Thanks to strong household income levels, the City of Rowlett has proportionally fewer cost burdened homeowners with a mortgage relative to the Dallas metro, Texas, and the US. However, nearly half of all renters in the City of Rowlett are cost burdened, slightly higher than the Dallas metro average.

HOMEOWNERS W/ MORTGAGE SPENDING MORE THAN 30% OF INCOME ON HOUSING COSTS, 2014



RENTERS SPENDING MORE THAN 30% OF INCOME ON HOUSING COSTS, 2014



SOURCE: US CENSUS BUREAU / AVALANCHE CONSULTING

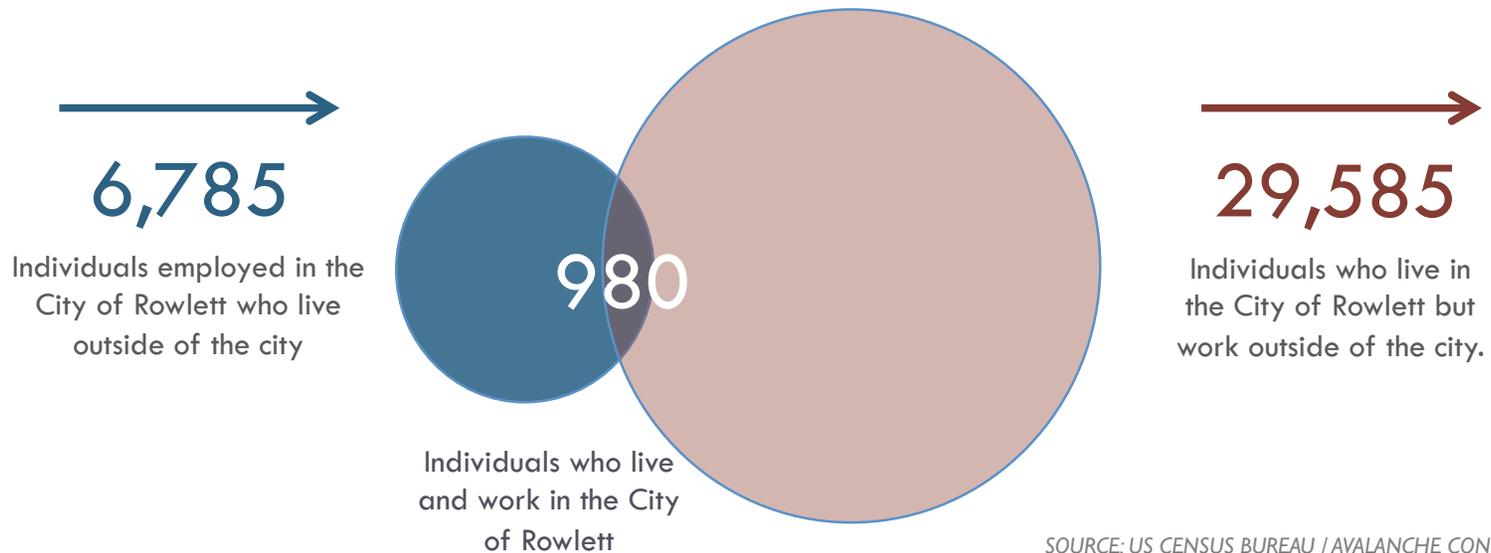
## COMMUTING PATTERNS

### WHY IS THIS IMPORTANT?

Commuting patterns play several important roles in a region's economy. Regions that can draw from the available talents and skillsets present outside of their communities can significantly increase their available workforce.

There is very little overlap between the people who live in the City of Rowlett and the people who work within the City of Rowlett. Nearly 97% of employed City of Rowlett residents work elsewhere. More than 87% of workers in the City of Rowlett come from other communities.

### CITY OF ROWLETT COMMUTING PATTERNS 2013



SOURCE: US CENSUS BUREAU / AVALANCHE CONSULTING

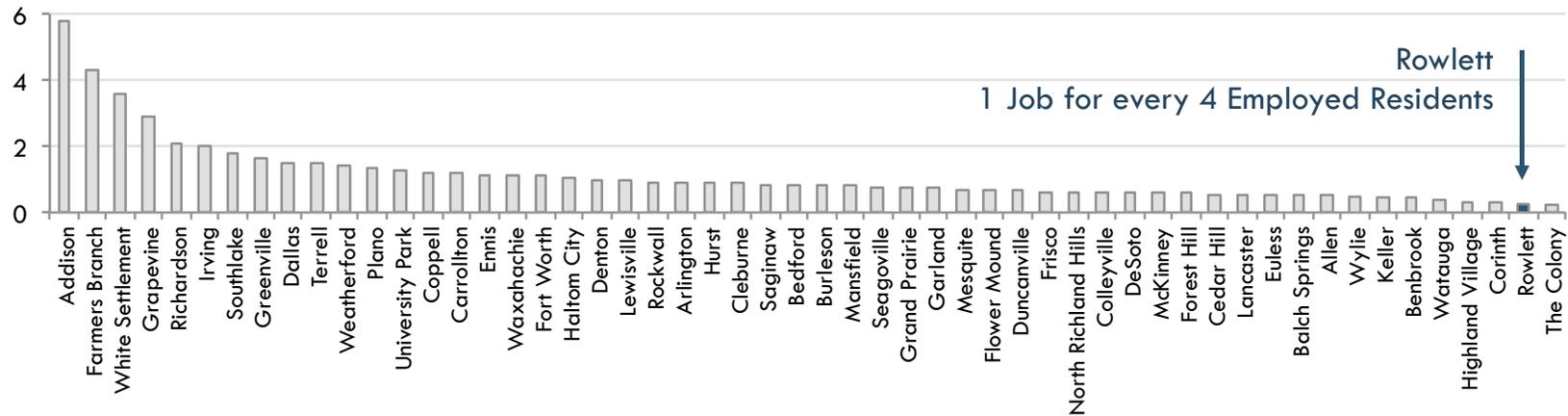
## COMMUTING PATTERNS (continued)

### WHY IS THIS IMPORTANT?

Commuting patterns play several important roles in a region's economy. Regions that can draw from the available talents and skillsets present outside of their communities can significantly increase their available workforce.

The City of Rowlett has one of the greatest imbalances between the number of residents within the community and the number of jobs within the community. There are approximately 4 workers living in the City of Rowlett for every 1 job within the city. Among the 54 cities within the Dallas metro with at least 10,000 residents, The Colony is the only city with a greater imbalance between jobs and workers.

RATIO OF EMPLOYMENT WITHIN A CITY TO EMPLOYED RESIDENTS



SOURCE: US CENSUS BUREAU / AVALANCHE CONSULTING

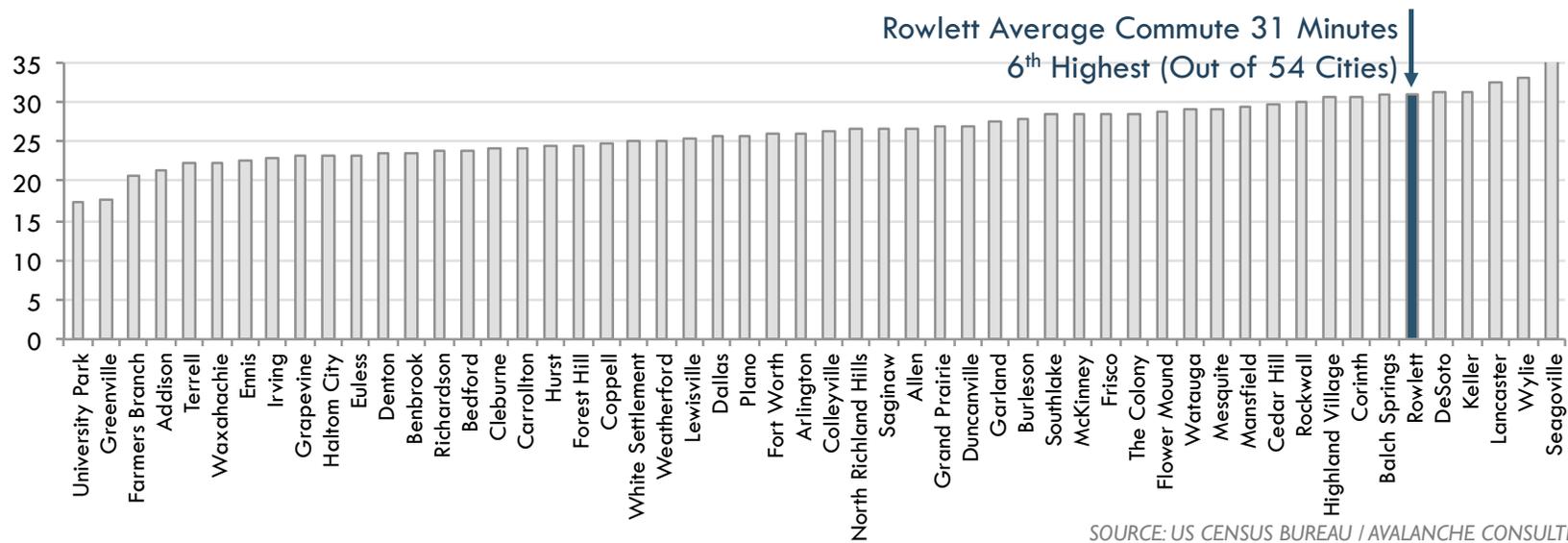
## COMMUTING PATTERNS (continued)

### WHY IS THIS IMPORTANT?

Commuting patterns play several important roles in a region's economy. Regions that can draw from the available talents and skillsets present outside of their communities can significantly increase their available workforce.

Commute times for Rowlett residents are among the longest in the Dallas metro. With an average commute of 31 minutes, City of Rowlett residents have the 6<sup>th</sup> longest commute among 54 cities in the Dallas metro with at least 10,000 residents.

AVERAGE TRAVEL TIME TO WORK (IN MINUTES), 2013

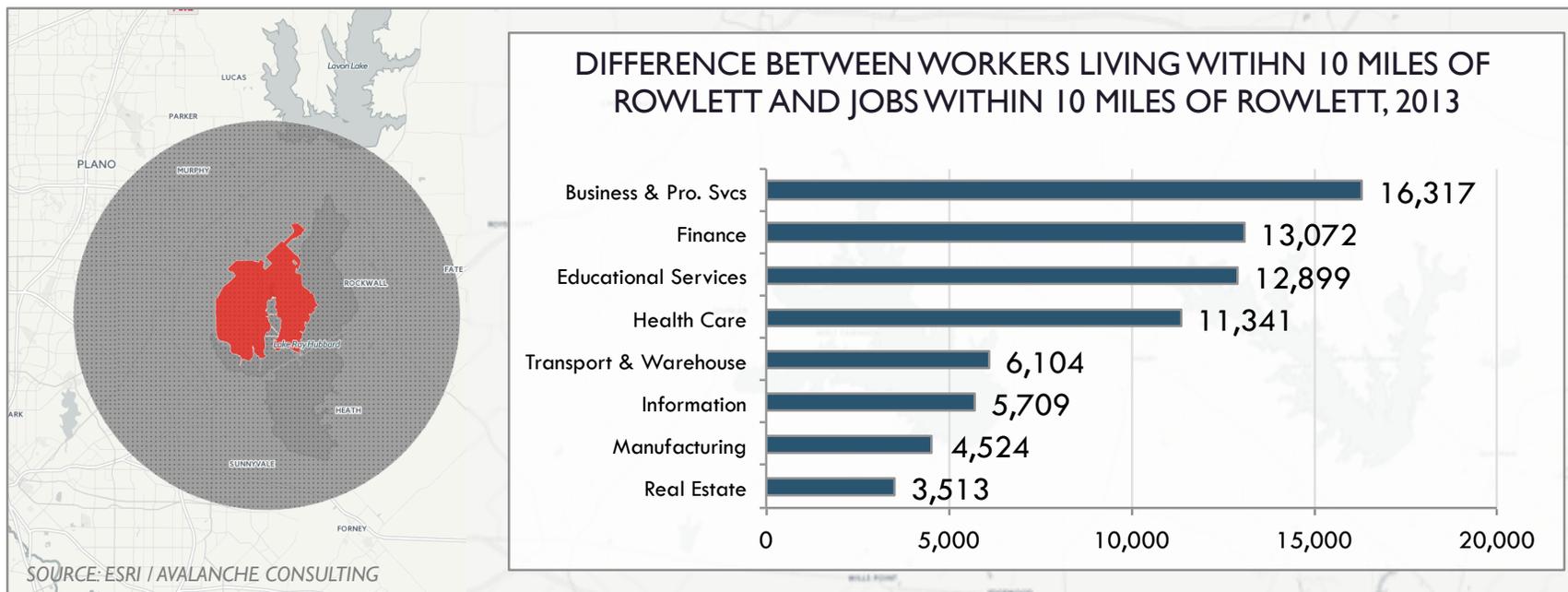


## COMMUTING PATTERNS (continued)

### WHY IS THIS IMPORTANT?

Commuting patterns play several important roles in a region's economy. Regions that can draw from the available talents and skillsets present outside of their communities can significantly increase their available workforce.

The City of Rowlett and surrounding communities are home to far more workers than jobs. While more than 286,000 workers reside within 10 miles of Rowlett, there are just 178,000 jobs within this area. The surplus of workers extends across virtually every industry.



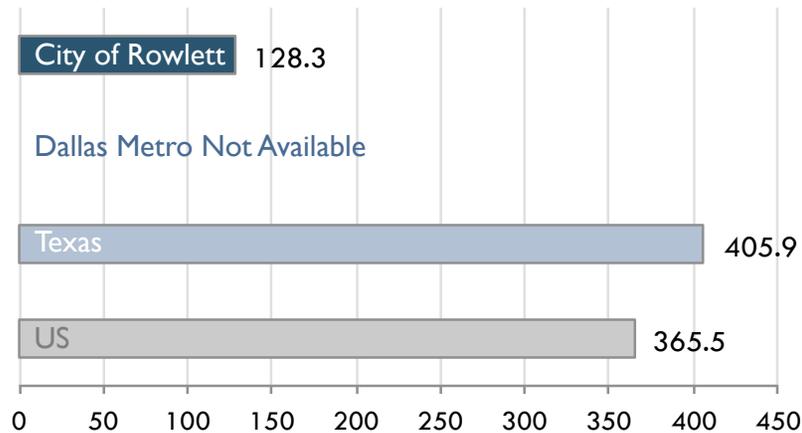
## CRIME

### WHY IS THIS IMPORTANT?

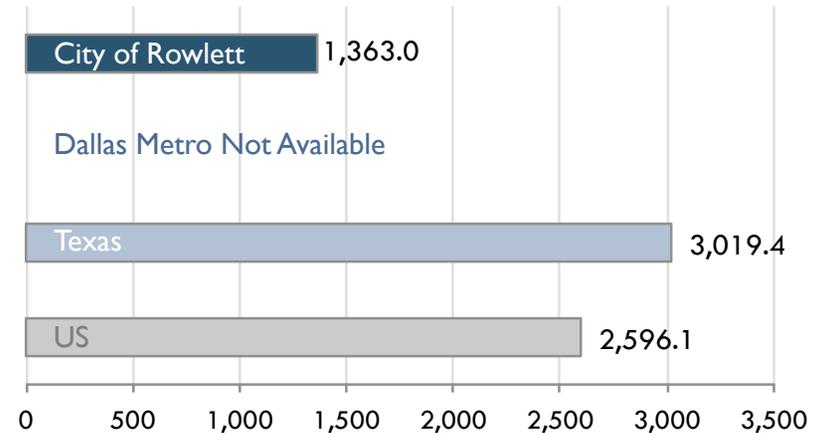
Actual and perceived crime rates play a significant role in location decisions for residents and businesses. Both individuals and companies want to invest in communities where their physical and material being is assured.

The City of Rowlett is a very safe community. The City's violent crime rate is less than a third of the Texas average. The City of Rowlett's property crime rate is barely half the US average.

VIOLENT CRIME PER 100K RESIDENTS  
2014



PROPERTY CRIME PER 100K RESIDENTS  
2014



SOURCE: FEDERAL BUREAU OF INVESTIGATION / AVALANCHE CONSULTING

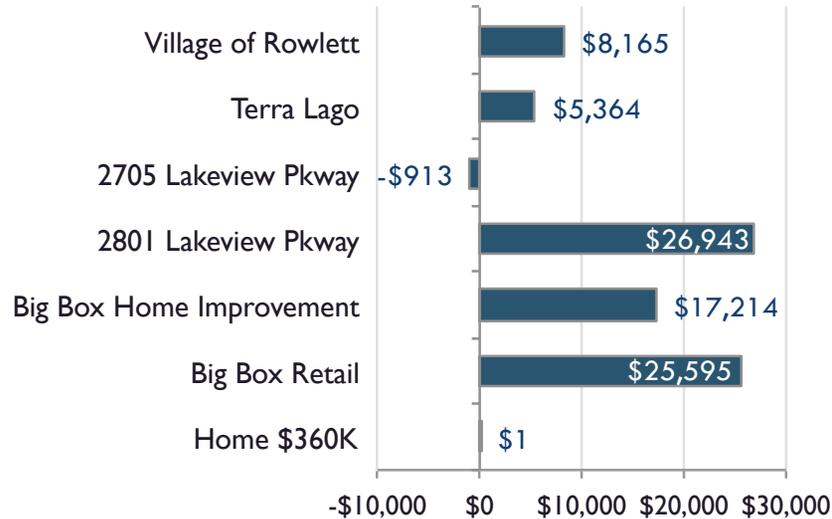
## TAX REVENUE BY LAND USE

### WHY IS THIS IMPORTANT?

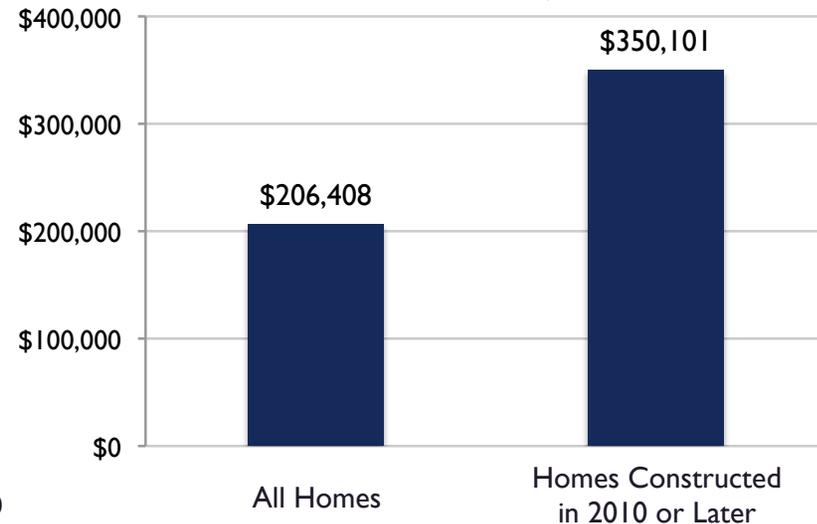
From a taxing perspective, not all development types are equal. Residential development, for example, typically requires significant supporting services while generating relatively modest tax revenues. Commercial and industrial development, on the other hand, typically produces a net gain in revenues.

According to a fiscal impact analysis conducted by Ricker Cunningham for the City of Rowlett, a home valued at \$360,000 produces virtually no revenue on a per acre basis once service cost are considered. In 2015, the average home in the City of Rowlett sold for little more than \$200,000. Although newer homes sell at a premium, the average sales price remains less than \$360,000.

### NET SURPLUS/DEFICIT PER ACRE BY LAND USE



### AVERAGE LIST PRICE OF HOMES SOLD IN CITY OF ROWLETT, 2015



SOURCE: RICKER / CUNNINGHAM / REDFIN / AVALANCHE CONSULTING

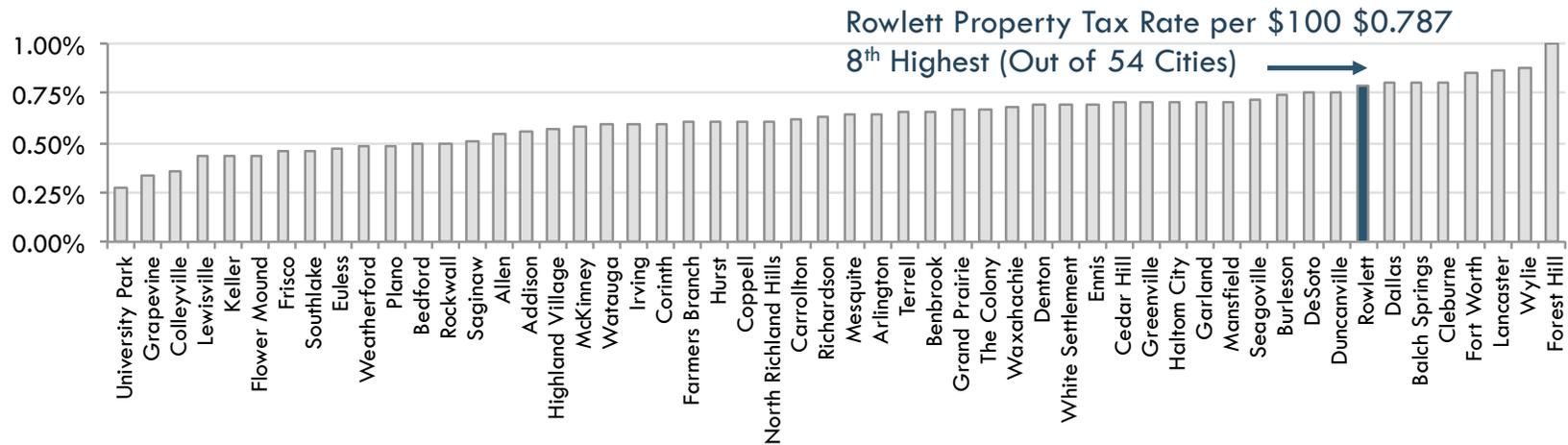
## PROPERTY TAX RATE

### WHY IS THIS IMPORTANT?

Local property tax rates can play a significant role in a community's ability to recruit companies in capital-intensive industries such as Manufacturing. A high property tax rate may also reflect a lack of commercial and industrial development.

In 2015, The City of Rowlett's property tax rate was \$0.787 for every \$100 of valued property. Within the Dallas metropolitan area, which includes 54 cities with population of at least 10,000, the City of Rowlett has the 8<sup>th</sup> highest city property tax rate.

CITY PROPERTY TAX RATE, 2015  
(ALL CITIES IN LOCATED WITHIN DALLAS METRO WITH AT LEAST 10,000 RESIDENTS)



SOURCE: TEXAS COMPTROLLER / AVALANCHE CONSULTING

## REGIONAL EMPLOYMENT GROWTH

### WHY IS THIS IMPORTANT?

Regional employment growth trends often influence recruitment and retention strategies at the local level. As regional economies expand geographically, new opportunities often emerge for outlying communities.

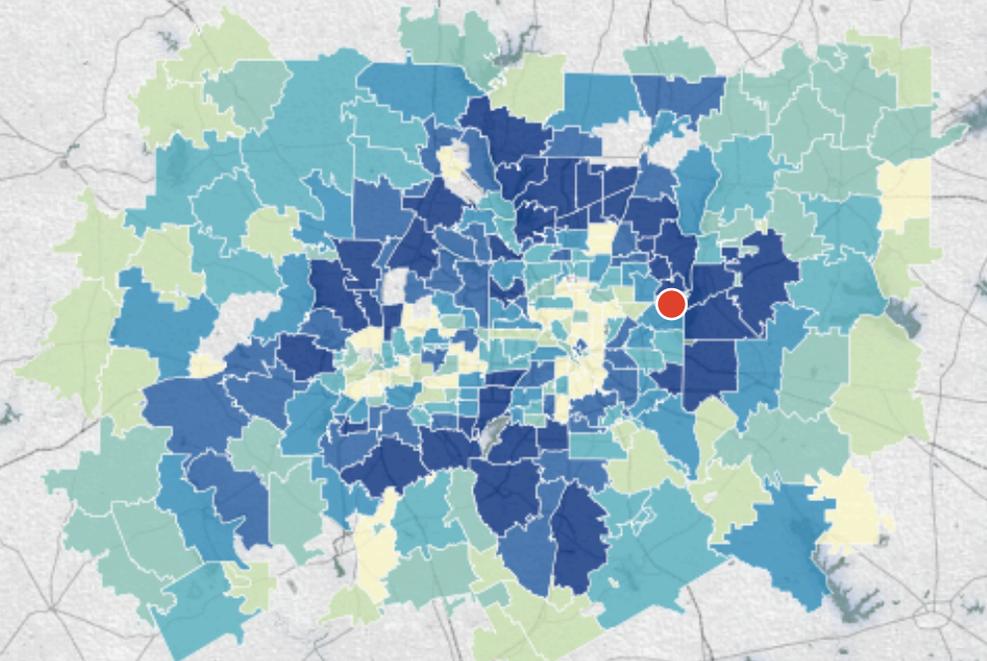
Although the City of Dallas remains the most concentrated employment node within the metropolitan area, communities located along the periphery of the Dallas urban core have experienced the greatest level of employment growth since 2000. Employment growth has been heavily concentrated along existing transportation infrastructure, especially I-635.

## DALLAS METRO POPULATION GROWTH BY ZIP CODE, 2000 - 2013

KEY

MORE GROWTH

LESS GROWTH



SOURCE: EMSI / AVALANCHE CONSULTING

## REGIONAL POPULATION GROWTH

### WHY IS THIS IMPORTANT?

Population growth is typically more decentralized than employment growth within a metropolitan area. Residents in seek of affordable housing often migrate to bedroom communities that provide labor to communities located closer to the urban core. Over time, however, many bedroom communities mature into employment centers.

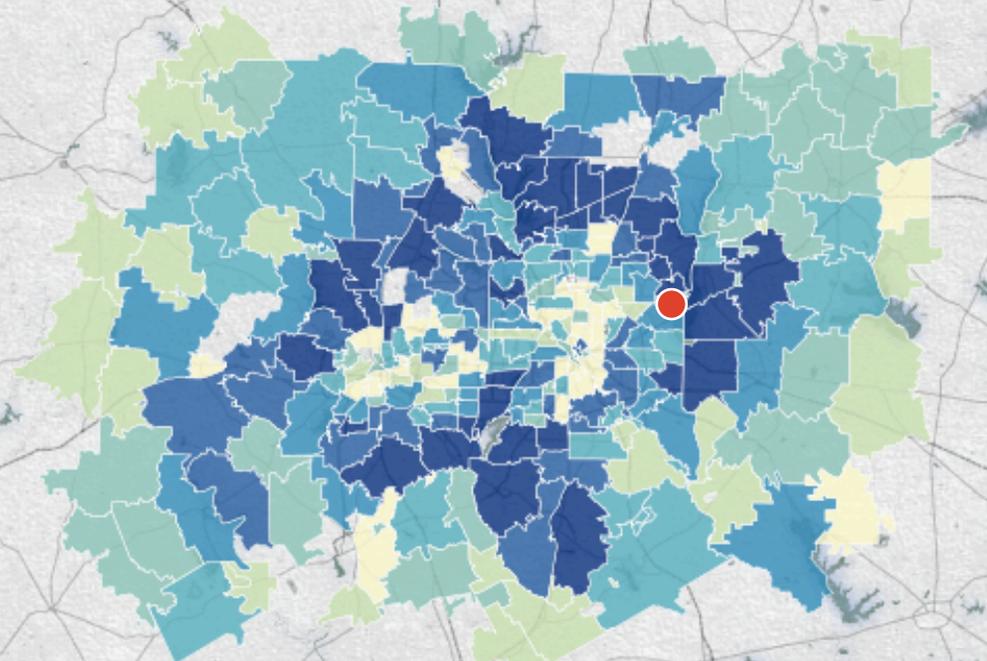
While outlying communities within the Dallas metro area enjoyed some of the highest levels of employment growth between 2000 and 2013, many of these localities experienced even greater rates of population growth. As a result of these trends, many communities such as Rowlett now have far more residents than jobs.

## DALLAS METRO POPULATION GROWTH BY ZIP CODE, 2000 - 2013

KEY

MORE GROWTH

LESS GROWTH

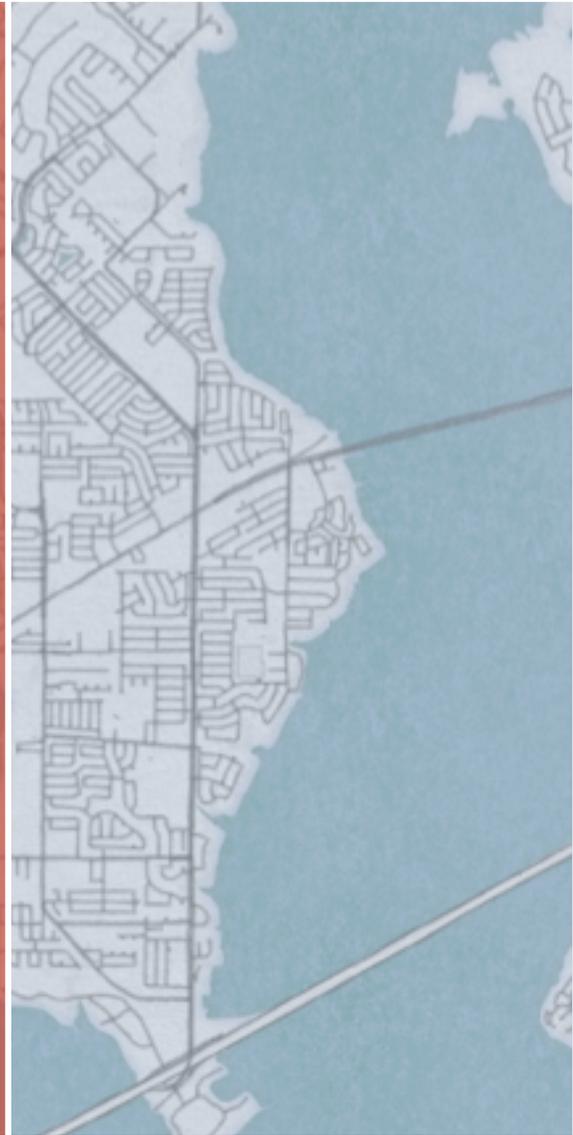


SOURCE: EMSI / AVALANCHE CONSULTING



## TARGET INDUSTRY IDENTIFICATION

The second section of the report identifies Rowlett's recommended target industries. The target list includes broad industry descriptions as well as recommended niche sectors.



## TARGET SELECTION PROCESS

In an era of limited organizational and financial resources, economic developers must prioritize their activities accordingly. Focusing efforts on industries with the greatest local competitive advantage, growth levels, and wealth generating potential helps fully leverage every dollar of investment. Targeting also triggers cluster development in which employers, their suppliers, and support functions tend to locate closely together to share assets like talent and infrastructure.

A target industry initiative yields even greater results when it is integrated with the efforts of aligned organizations and agencies, including educational curricula, workforce development programs, public policy decisions, and infrastructure investments. Coordination demonstrates that area leaders are committed to the long-term success of new and existing businesses, further increasing the attractiveness of a community as a place to live and conduct business.

Targeting a particular industry does not preclude growth in other sectors. Growing target industries generate additional revenue into the community, boosting residents' spending power. Every sector benefits from heightened business activity, new income, new residents, and new spending that results from investments in a target industry cluster.

## TARGET SELECTION PROCESS

Target selection is an iterative process that integrates a variety of quantitative and qualitative information. When identifying targets, Avalanche Consulting considers four questions:

### What industries are forecast to grow?

An examination of national industry trends helps place local employment performance within a broader context.

### What industries have an existing presence in the city and region?

The second step of target identification involves examining local economic dynamics, including existing regional cluster concentrations.

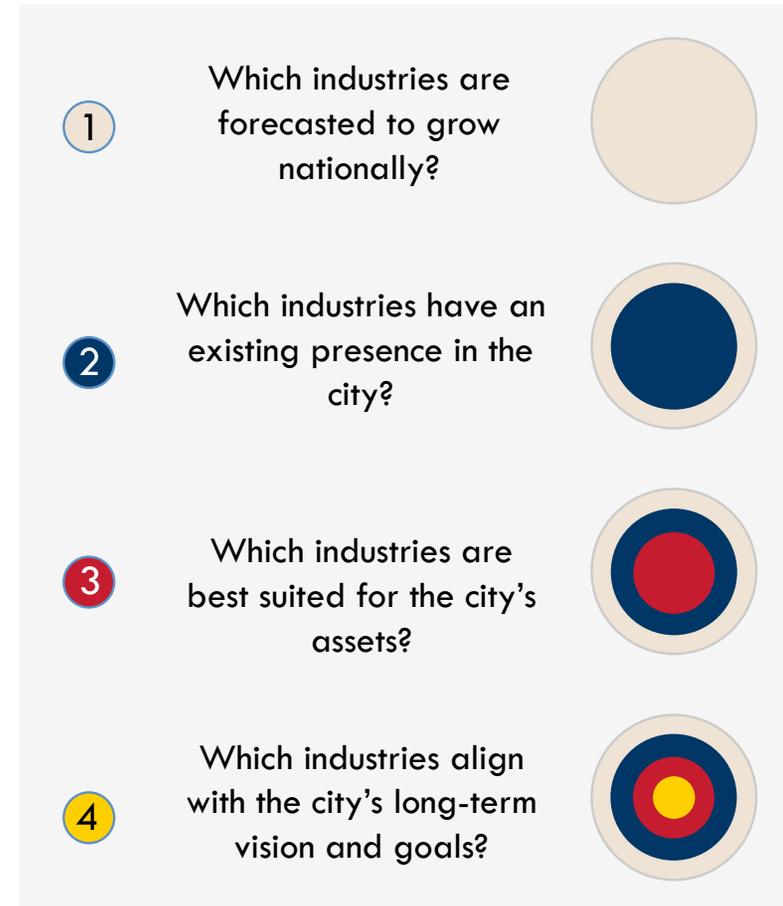
### Which industries are best suited to the North Shore District's assets?

The *Competitive Assessment* examined local competitive strengths through research on the community and region. The process identified regional assets that can support future employment growth.

### Which industries align with the city's long-term visions and goals?

Selected target industries must also reflect local values. Conversations with local stakeholders help the consulting team articulate the community's vision for itself and supporting goals that the economic development strategy should help realize.

The target selection process will ultimately result in the selection of target industries that align with local competitiveness.



## TARGET RECOMMENDATIONS

The following target industries have been selected after a careful review of local and national trends, competitive assets, and community vision:

### ADVANCED MANUFACTURING

Manufacturing involves transformation of raw materials into component pieces and finished products. After decades of employment losses, Advanced Manufacturing in the US has rebounded in recent years. Advanced Manufacturing is aggressively recruited by many communities due to the industry's relatively high wages and large capital expenditures. Although Advanced Manufacturing employment within the Dallas region has remained largely flat in recent years, Rowlett's Advanced Manufacturing base continues to grow. Between 2010 and 2015, Advanced Manufacturing employment within the city increased 16%. In addition, the North Shore District will provide large-acreage tracts that will be a competitive advantage for this sector.

### BUSINESS & PROFESSIONAL SERVICES

Business & Professional Services encompasses a variety of technical and business-related sectors, including accounting, architecture, advertising, consulting, engineering, information technology, and a many others. Business & Professional Services typically cluster in regions rich with talent and potential clients. Business & Professional Services has been integral to the current economic vibrancy of the Dallas region; between 2010 and 2015, Business & Professional Services employment within the metro increased nearly 25%.

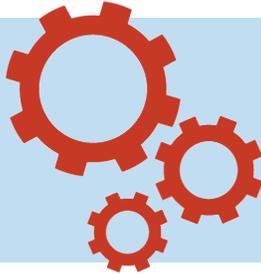
### EDUCATIONAL SERVICES

Educational Services includes instruction and training in a variety of settings, ranging from primary schools to post-secondary institutions such as technical schools and universities. Strong population growth in the Dallas region, the rise of the Millennial generation, and a labor market increasingly favoring skilled workers will all contribute to significant Educational Services employment growth in the years to come. Services employment within the Dallas, for example, is projected to increase 15% through 2020. One challenge for Rowlett is to capture a greater share of these gains.

### HEALTH CARE & LIFE SCIENCES

The Health Care industry spans everything from hospital medical care to outpatient care to urgent care. The Life Sciences industry focuses on the development of many of the tools used by the Health Care industry to improve health outcomes. Thanks to technological innovation and demographically driven demand, the Health Care & Life Sciences industry continues to post consistent employment growth. As the US population continues to age, this trend is likely to continue for the next decade or two. Through 2020, Health Care & Life Sciences employment within Rowlett is anticipated to increase approximately 25%.

## ADVANCED MANUFACTURING



### — NICHE SECTORS —

FABRICATED METAL & EQUIPMENT MFG.

MACHINERY MFG.

COMPUTER & ELECTRONIC MFG.

### About the Industry

Manufacturing encompasses activities that transform raw materials into component pieces and finished products. Manufacturing is among the most heavily recruited by communities throughout the US as a result of the industry's substantial capital investments and high average wages. The complex and costly machinery associated with Advanced Manufacturing often generates considerable property tax revenues. Advanced Manufacturing jobs are characterized by relatively high wages due to the specialized skills and training required to operate advanced machinery.

A generation ago, factors such as increased automation and offshoring contributed to a steady and substantial decline in US manufacturing. The recent economic collapse marked the nadir of the industry's fortunes. In the years since, Advanced Manufacturing has rebounded. US manufacturers have added nearly 900,000 workers to their payrolls since January 2011. Advanced Manufacturing firms that survived the great recession have become increasingly efficient thanks to a combination of technology and a highly skilled workforce. Domestic Manufacturing operations have also benefitted from lower domestic energy costs, rising overseas labor costs, and growing concerns about protecting intellectual property.

Advanced Manufacturing operations are attracted to locations with a skilled, low-cost workforce and plentiful, competitively-priced energy supplies. Many Advanced Manufacturing niche sectors also require significant and competitively priced water and wastewater capacity. Rail access can be critical to delivering raw materials while uncongested roadways are necessary to deliver finished goods. Large scale manufacturing operations will often seek communities with competitive incentive packages, especially property tax abatements and/or free land.

Advanced Manufacturing target niche sectors identified for Rowlett's North Shore District include:

- Fabricated Metal & Equipment Manufacturing
- Machinery Manufacturing
- Computer & Electronic Manufacturing

## Why the North Shore District?

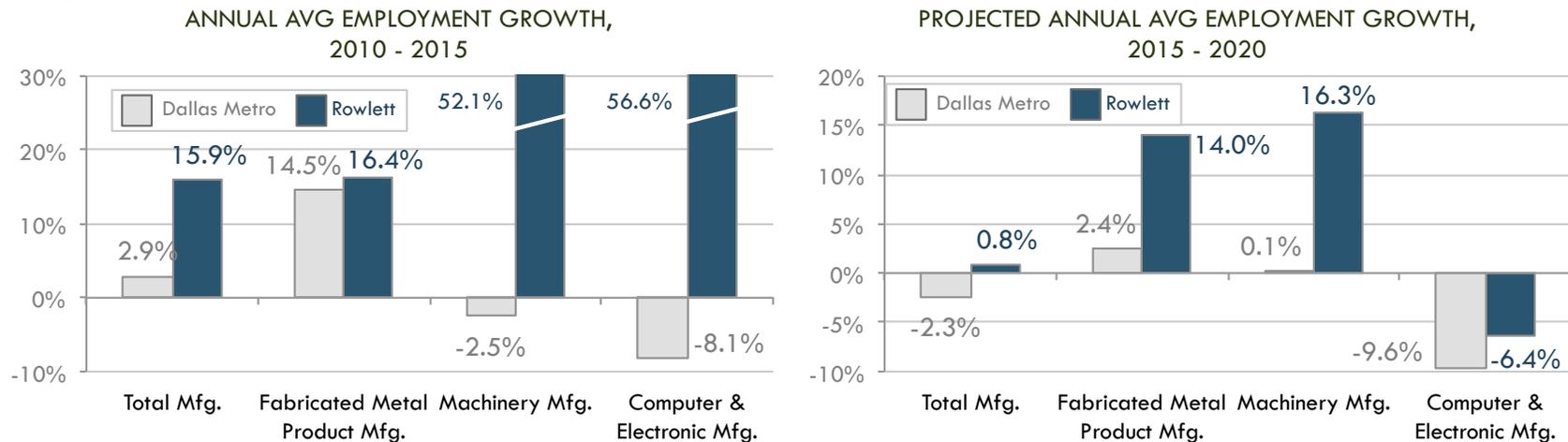
The Dallas region has a rich tradition of manufacturing, with specific competencies in areas such as aerospace, electronics, and metal products manufacturing. Historically, the region's manufacturing prowess has been concentrated in several communities adjacent to Rowlett, especially Garland. Despite the industry's significant local presence, manufacturers can't fully absorb the available workforce—there are approximately 4,500 more manufacturing workers residing within Rowlett and surrounding communities than actual manufacturing jobs. As a result, manufacturers expanding within or relocating to Rowlett will find a deep pool of skilled workers.

Since 2010, Manufacturing employment within Rowlett has increased approximately 16%, outperforming the performance of both the broader Dallas region's Manufacturing base as well as total employment within the City of Rowlett. Manufacturing employment within Rowlett is expected to experience modest growth in the years ahead, though several niche sectors are projected to enjoy significant gains. Metal product manufacturing and machinery manufacturing are projected to experience double-digit employment growth through 2020.

If recent history is any indication, Rowlett may outperform current forecasts. Development of the North Shore District would likely further accelerate manufacturing growth within the city. Past manufacturing growth within Rowlett has been constrained by a lack of available sites and buildings. The city's current industrial parks, for example, are near full capacity. Development of the North Shore District would provide Rowlett with the capabilities to support large-scale manufacturers, as well as existing manufacturing firms looking to expand their operations locally.



### REGIONAL & LOCAL ADVANCED MANUFACTURING INDUSTRY DYNAMICS



SOURCE: Avalanche Consulting / EMSI

## BUSINESS & PROFESSIONAL SERVICES



### — NICHE SECTORS —

FINANCE & INSURANCE  
PROFESSIONAL & TECHNICAL SERVICES  
ADMINISTRATIVE SUPPORT SERVICES  
CORPORATE HEADQUARTERS

### About the Industry

The Business & Professional Services industry cluster encompasses a broad range of professional, technical, and business services sectors. The cluster is characterized by a variety of positions, including architecture, accounting, engineering, finance, and legal occupations.

Despite a brief period of contraction during the recession, the Business & Professional Services cluster has been a dominant driver of employment growth in the US for several decades. The cluster has also rebounded strongly during the economic recovery. During the past five years, Business & Professional Services employment gains have outperformed the US average by nearly 50%. National gains, however, have been far from even. Regions with concentrated Finance sectors, for example, have experienced only modest Business & Professional Services employment gains. In Texas, however, Business & Professional Services employment has increased 20% since 2009.

Unlike other industry clusters such as Advanced Manufacturing, Business & Professional Services firms typically have minimal infrastructure requirements beyond office space, broadband availability, and access to a major airport. Business & Professional Services are also attracted to locations rich with market opportunities, lifestyle amenities, and a robust talent pipeline. Legal and architecture firms, for example, thrive in regions with a large customer base. Business & Professional Services also rely heavily on an educated workforce. Communities with a strong quality of life help Business & Professional Services recruit skilled workers while the presence of nearby higher education institutions assures that employers will be able to secure the workers necessary to maintain and expand operations.

Business & Professional Services occupations are characterized by high degrees of specialization and many positions require a bachelor's degree (at minimum). As a result, the Business & Professional Services workers are often well compensated. In 2015, the average Business & Professional Services salary in Rowlett totaled nearly \$75,000 annually.

Business & Professional Services target niche sectors identified for Rowlett's North Shore District include:

- Finance & Insurance
- Professional & Technical Services
- Administrative Support Services
- Corporate Headquarters

## Why the North Shore District?

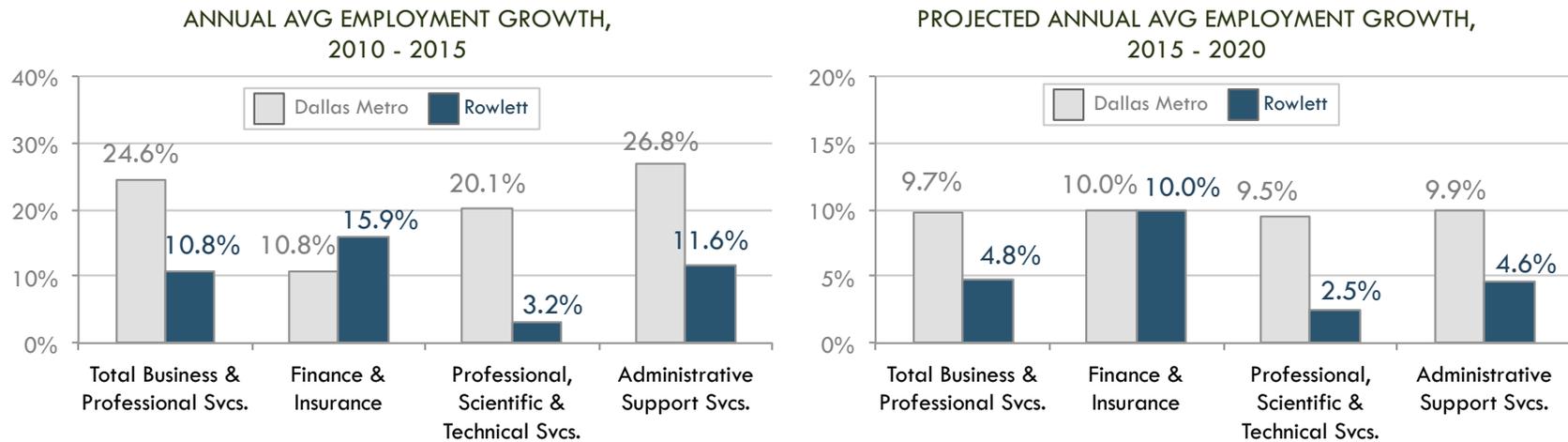
The Dallas region is a Business & Professional Services powerhouse. Between 2009 and 2014, Business & Professional Services employment in the Dallas metro increased at twice the rate of the industry's growth within the US. Today, Dallas is among the first choice for companies looking to relocate a corporate headquarters or establish a regional office. The Dallas metro ranks fourth among all US regions in Fortune 500 headquarters. Toyota's new US headquarters in Plano will only further enlarge the region's corporate headquarters presence.

Rowlett is already home to a small but growing Business & Professional Services sector. Between 2010 and 2015, Business & Professional Services employment increased nearly 11%, with all niche sectors experiencing growth. Business & Professional Services employment within Rowlett is expected to continue growing through 2020, though current employment forecasts are more muted than recent growth trends.

Rowlett remains well positioned for additional Business & Professional Services employment. The city and surrounding communities possess the workforce required to support additional Business & Professional Services operations. Rowlett's population is well-educated and augmented by residents in adjacent communities. Within a 10-mile radius of Rowlett, there are 29,000 more residents employed in Business & Professional Services and Finance industries than actual Business & Professional Services and Finance jobs. What Rowlett has historically lacked, however, is compelling locations for Business & Professional Services operations. The North Shore District, combined with the completed President George Bush Turnpike, provides the real estate and infrastructure to help attract these firms.

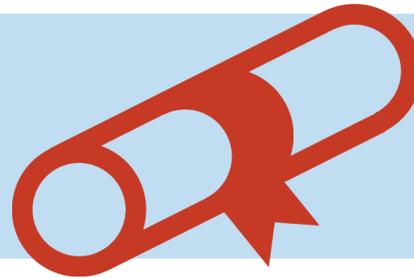


### REGIONAL & LOCAL BUSINESS & PROFESSIONAL INDUSTRY DYNAMICS



SOURCE: Avalanche Consulting / EMSI

## EDUCATIONAL SERVICES



### NICHE SECTORS

SECONDARY INSTRUCTION

POST-SECONDARY INSTRUCTION

### About the Industry

Educational Services includes instruction and training across a variety of subjects and levels, from primary schools to post-secondary institutions such as technical schools and universities. Educational Services establishments may be publicly or privately owned and operated.

Educational Services has posted consistent employment gains in recent years. During the past decade, Educational Services employment in the US increased more than any industry except Energy and Health Care. Growth has been fueled by combination of demographic and economic forces. Millennials, which includes individuals between the ages of 18 and 34, are the largest generational cohort since the Baby Boomer generation. The size and relative youth of this generation has fueled sustained demand for Educational Services at all levels. An employment environment that places greater emphasis on educational attainment has complimented these demographic trends. From Advanced Manufacturing to Business & Professional Services, a growing number of positions across all industries require some level of post-secondary education. The result has been an explosion of the college-educated population in the US—between 2000 and 2014, the number of Americans with an associate degree, bachelor’s degree, or graduate degree increased nearly 50%.

The demographic and economic trends driving the growth of Educational Services are even more amplified in Texas. In addition to being one of the fastest growing states in the US, it is also among the youngest. Half of all Texans are younger than 35. Though Texas has significantly increased talent production in recent years, these gains have not kept pace with the Lone Star State’s phenomenal employment growth. Between 2009 and 2014, for example, both Texas and California created approximately 1.2 million jobs. The number of post-secondary degrees awarded in Texas, however, was just 60% of California levels. Texas has been able to remain competitive as a place to do business thanks in part to its ability to attract educated residents living outside the state. Such a strategy, however, has its limits. Last year, for example, the Federal Reserve in Dallas reported companies in industries as varied as construction, financial services, and law “continue to note difficulty in finding skilled workers.” If Texas is to sustain its economic vibrancy, the state must continue to increase talent production.

Educational Services target niche sectors identified for Rowlett’s North Shore District include:

- Secondary Instruction
- Post-Secondary Instruction

## Why the North Shore District?

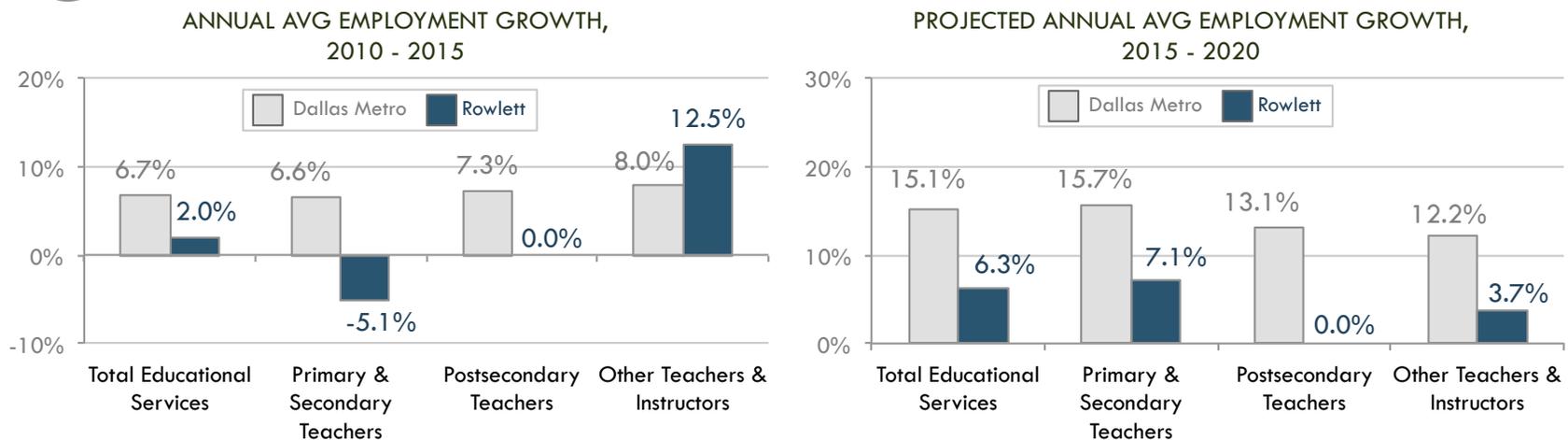
The Dallas region produces relatively few college graduates relative to its employment growth. In 2012, for example, the Dallas region created 3.5 jobs for every college degree awarded locally. Among the 10 largest metropolitan areas in the US, only Houston has a greater imbalance between recent employment gains and local talent production.

With the Dallas region continuing to enjoy sustained job growth, the need for additional Educational Services is greater than ever. From 2010 and 2015, Educational Services employment within the Dallas region increased less than 7%. Current projections for the Dallas region anticipate a 15% increase in Educational Services employment through 2020. Although forecasts for Rowlett remain more muted, at approximately 6%, the city remains well positioned to capture additional Educational Services employment.

Within the Dallas metro, there isn't a single public university or community college east of Dallas outside of I-635. The North Shore District provides ample land to develop a post-secondary institution serving the eastern portion of the Dallas region. If the North Shore District can attract a critical mass of Advanced Manufacturing firms, the need for a technical school or community college in the area would only increase. Additionally, the Garland ISD owns property within the North Shore District. Although there are no immediate plans for the site, the Garland ISD's Career & Technical Education Center provides one possible model for a future Educational Services facility in Rowlett.



### REGIONAL & LOCAL EDUCATIONAL SERVICES INDUSTRY DYNAMICS



SOURCE: Avalanche Consulting / EMSI

## HEALTH CARE & LIFE SCIENCES



### NICHE SECTORS

AMBULATORY HEALTH CARE SERVICES  
LIFE SCIENCES R&D  
MEDICAL DEVICE MFG.

### About the Industry

The Health Care industry encompasses hospital medical care, outpatient care, and urgent care. The Life Sciences industry involves the development of treatments and devices that extend and improve human life, including pharmaceuticals, medical devices, and diagnostic tools. Health Care often involves the application of Life Science discoveries.

Due to the twin forces of demography and technology, Health Care & Life Sciences employment has enjoyed virtually uninterrupted growth during the past two decades. With the continued aging of the US population, the industry's growth is unlikely to abate any time soon. According to the Pew Research Center, approximately 10,000 Baby Boomers will turn age 65 and become eligible for Medicare every day for the next 15 years. In addition to the increase in the absolute number of older Americans, the continued rise in life expectancy within the US will further fuel spending on Health Care & Life Sciences.

A larger senior population living ever-longer lives will sustain continued demand for both technologically advanced medications and devices. Historically, physicians have determined the applicability of specific biomedical devices and diagnostic tools. The growing popularity of wearable technologies, which contain increasingly sophisticated sensors capable of tracking a user's vital signs and physical activity, may usher in an era of market disruptions, creating opportunities for new entrants into the medical device manufacturing sector.

While technological advances in Health Care & Life Sciences have greatly improved health outcomes, they have done so at enormous costs. In 2000, per capita health care cost in the US was less than \$5,000. Today, the figure exceeds \$9,000. In response, both the government and private insurers have adopted a host of cost saving strategies, including efforts to decrease in-patient hospital visits. Technological innovation has contributed to this trend, as new technologies allow medical professionals to conduct a growing number of tests and procedures in an outpatient setting, resulting in a rise in health care delivery occurring in settings outside of traditional acute care facilities.

Health Care & Life Sciences target niche sectors identified for Rowlett's North Shore District include:

- Ambulatory Health Care
- Life Sciences R&D
- Medical Device Manufacturing

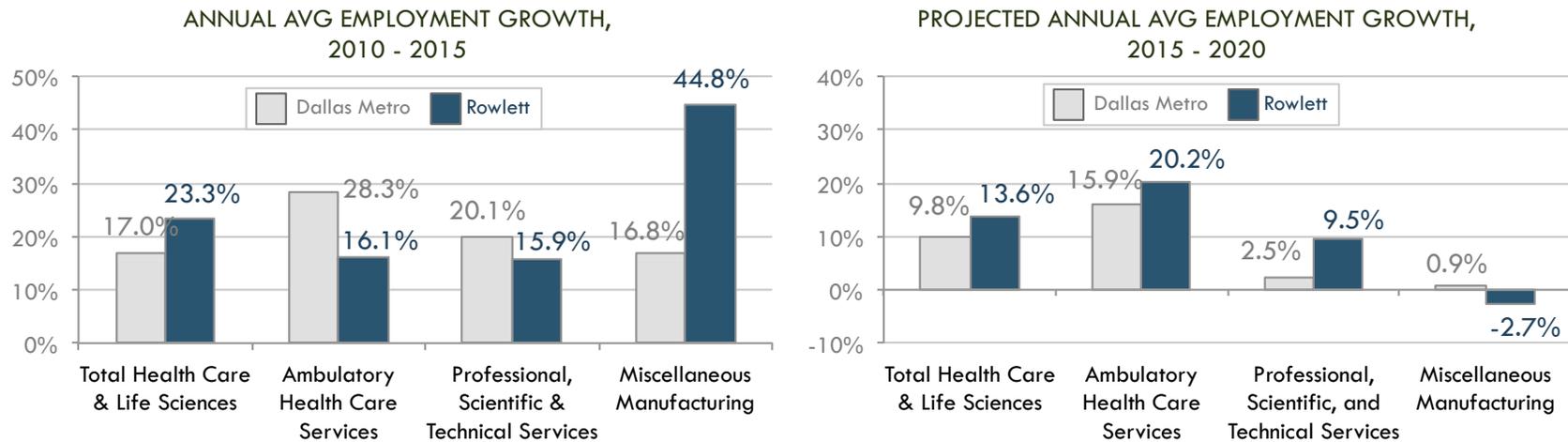
## Why the North Shore District?

Both the regional and local Health Care & Life Sciences industries have thrived in recent years. Total Health Care & Life Sciences employment within the Dallas region increased 17% between 2010 and 2015. In Rowlett, Health Care & Life Sciences employment rose at an even greater rate of 23%. All Health Care & Life Sciences niche sectors experienced double-digit employment growth within Rowlett, including Ambulatory Health Care Services, Professional, and Scientific & Technical Services (a broad federal employment category encompassing Life Sciences R&D), and Miscellaneous Manufacturing (another broad category that includes Medical Device Manufacturing).

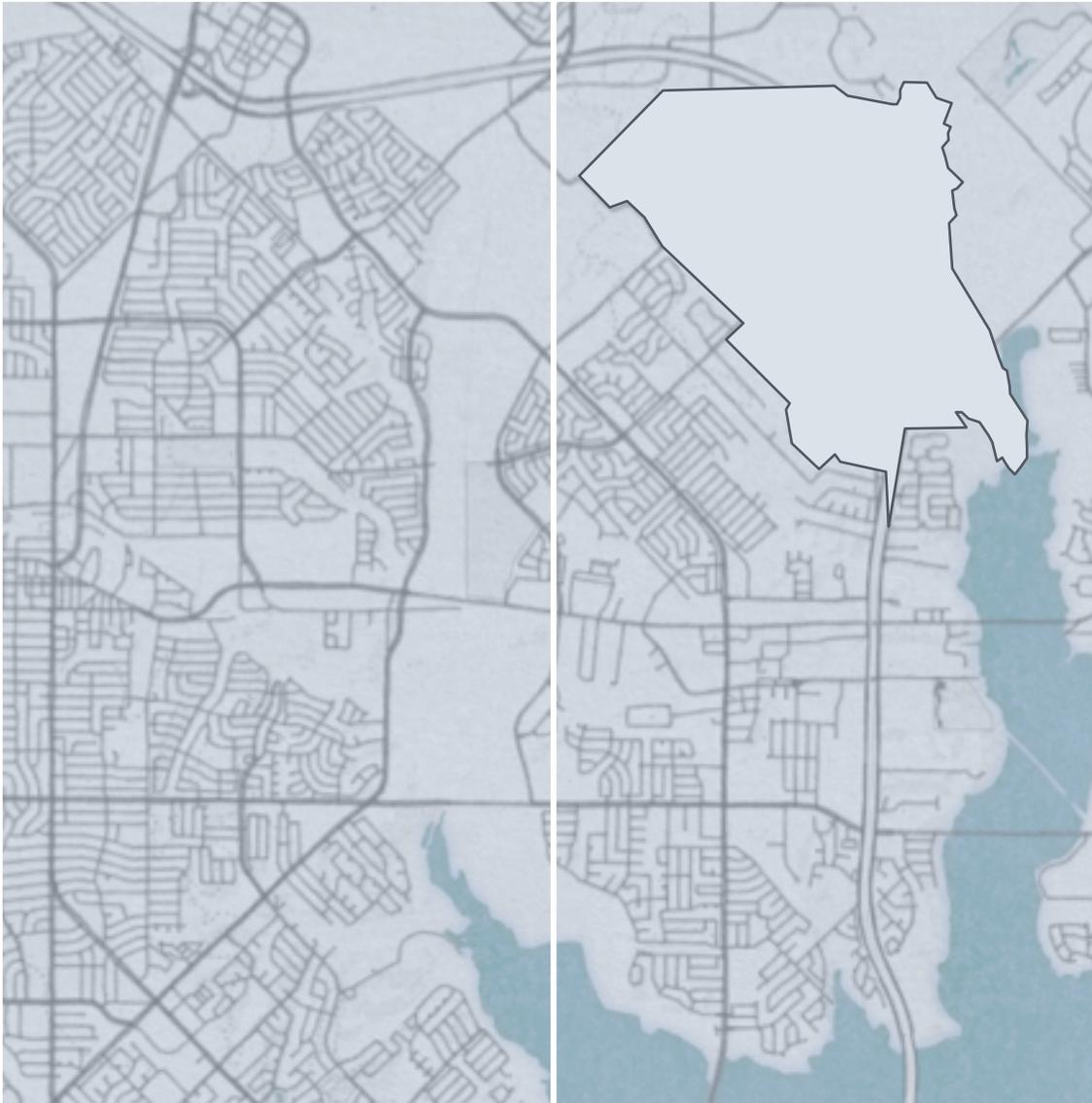
The Health Care & Life Sciences industry is projected to experience additional growth within Rowlett through 2020, creating opportunities for aligned development within the North Shore District. Between 2015 and 2020, total Health Care & Life Sciences employment within Rowlett is expected to grow nearly 40% faster than for the Dallas metro as a whole, with Ambulatory Health Care Services experiencing the most pronounced gains. Rowlett and surrounding communities also feature a large workforce for prospective employers. There are 11,000 more Health Care workers living within 10 miles of Rowlett than Health Care jobs. Currently, these workers commute to other destinations in the Dallas region with greater concentrations of Health Care & Life Sciences jobs. Finally, the North Shore District's greenfield status, combined with its size, allow for virtually any imaginable Health Care & Life Sciences facility.



### REGIONAL & LOCAL HEALTH CARE & LIFE SCIENCES INDUSTRY DYNAMICS



SOURCE: Avalanche Consulting / EMSI



## TARGET INDUSTRY RECRUITMENT STRATEGY

This section of the report provides a series of strategic recommendations that will help Rowlett realize its vision for the North Shore District. The Target Industry Recruitment Strategy will emphasize marketing initiatives the City of Rowlett can implement to help increase awareness of the North Shore District and effectively position the site for commercial and industrial development.

## NORTH SHORE DISTRICT MARKETING TOOLKIT

To effectively market the North Shore District, the City of Rowlett must make further investments in its marketing toolkit. The City of Rowlett Office of Economic Development's current budget is \$54,000 per year. Nearly half of this goes towards the website domain. The remaining budget is directed towards printing, promotional materials, event sponsorships, Team Texas, and Dallas Regional Chamber Marketing Team.

To implement the recommendations in this strategy, we recommend a budget increase of at least \$25,000 or reallocating funds as needed. For example, consider investing in a more cost-effective website domain or decreasing printing costs. We advise focusing on digital investments, such as a standalone website for the North Shore District, rather than printed materials. Earned media is also an effective yet low cost marketing tool. The City of Rowlett should continue to leverage partnerships with the Dallas Regional Chamber and Team Texas to attend and sponsor select events.

### Recommendations

Invest in a website dedicated to the North Shore District.

- Include top marketing messages about the Dallas region, Rowlett, and the North Shore District.
- Provide detailed information about the District, such as maps that illustrate each phase and zoning.
- Include impactful photography of the community and development renderings to help showcase both the city and the District.
- Create a subpage for each target industry that includes top selling points, business testimonials, and other key information. See the target industry recommendations on the following pages for more detailed recommendations.
- Include a News & Media page that archives press releases and news coverage about the North Shore District.
- See Generation Park's website as an example: [www.generationpark.com](http://www.generationpark.com).
- If budgetary constraints are a concern, consider using website development services such as Squarespace ([www.squarespace.com](http://www.squarespace.com)), which allow you to use custom templates to build your website for as little as \$20/month. Visit [www.oneregionstrategy.com](http://www.oneregionstrategy.com) to see an example of an economic development strategy website Avalanche Consulting built for the Charleston region using Squarespace.

Continue to produce the North Shore District marketing brochure.

- Make the brochure available for download online.
- As development occurs, keep available property listings updated.

Conduct a media relations campaign for the North Short District. Focus on earned media rather than paid advertising.

- Distribute press releases about positive economic development stories in Rowlett as well as North Shore District development progress.
- Distribute press releases to both local and national media. Include publications such as Area Development and Site Selection Magazine.

- Keep the Dallas Regional Partnership and the State's Office of Economic Development aware of new developments at the District so they are armed with updated information and can direct prospects to Rowlett accordingly.
- Distribute news stories through an e-newsletter to site selectors and target industry executives. This can be a quarterly distribution that compiles all news and announcements related to the District.
- Distribute content about the North Shore District through Rowlett's social media channels.

Continue to participate in direct marketing activities with The Dallas Regional Chamber Marketing Team and Team Texas.

- Continue participating in the Team Texas sponsorship package at the \$5,000 level.
- Attend events that are aligned with target industries (see the adjacent table for guidelines on evaluating event attendance).
- Continue to build relationships with site selectors and target industry executives at events.

Conduct an internal marketing campaign to educate Rowlett citizens about the benefits of North Shore District's development and importance of utilizing the land for commercial purposes to generate a tax base to maintain Rowlett's quality of life.

- Educate residents about the benefits of a diversified economic and tax base.
- Continue to distribute press releases about North Shore District development progress to local media, including the findings of this report.
- Ask local leaders to write op-eds in local media publications.
- Post North Shore District updates on the City of Rowlett's social media pages.

## EVALUATING ATTENDANCE

Establishing a system for evaluating each event attended ensures that the City can optimally utilize their resources. Standardize the use of evaluation metrics to consistently measure the success of each event and adjust event attendance schedules on an annual basis. Metrics can include:

- Acquire attendee list and contact information of attendees.
- The location of the event is in a targeted marketing geography (locations where there is a concentration of target industry firms).
- Generate publicity for Rowlett and the North Shore District while attending the event.
- Ability to meet one-to-one with a number of executives and decision makers attending the event.
- Attend events at which at least a majority of participants are executives and decision makers (as opposed to marketing and sales representatives attend the event).
- Participate in events at which most attendees are industry representatives, not economic developers.
- Seek out speakers and exhibits at the event that help build the City of Rowlett's team's knowledge of the industry, making the organization better at communicating with industry executives.
- Explore unique sponsorship and/or exhibit opportunities that will help Rowlett stand out and build brand awareness at the event.
- Ensure that the event is not prohibitively expensive, whether attending alone or with our partners.

## ADVANCED MANUFACTURING

### Recommendations

Dedicate a page of the District's website to Advanced Manufacturing.

- Include top selling points of why Rowlett and the North Shore District is a desirable location for Advanced Manufacturing firms.
- Include a stylized map that shows Rowlett's highway infrastructure, access to airports, and proximity to downtown Dallas.
- Create a stylized map that illustrates Rowlett's proximity to other manufacturers and suppliers in the Dallas metro.
- Include renderings of the North Shore District and the areas zoned for Advanced Manufacturing.
- Obtain testimonials from local Advanced Manufacturing employers about why they chose Rowlett to locate their business.
- Talk about the North Shore District as the DFW Metro's premier location for Advanced Manufacturing.

Distribute Advanced Manufacturing content through Rowlett's social media channels.

- Create a monthly social media calendar to optimize messaging and ease implementation.
- Promote top selling points, successes, news, rankings, and other topics relevant to Advanced Manufacturing. Use photos, video, and other multimedia when possible.
- Connect with Advanced Manufacturing executives and thought leaders on Twitter and LinkedIn. Follow, share their content, and tag them in posts when appropriate.

Distribute press releases about Rowlett and the North Shore District to Advanced Manufacturing trade publications and websites, such as:

- The Fabricator: [www.thefabricator.com](http://www.thefabricator.com)
- Fabricating and Metalworking: [www.fabricatingandmetalworking.com](http://www.fabricatingandmetalworking.com)
- Modern Machine Shop: [www.mmsonline.com](http://www.mmsonline.com)

### TOP SELLING POINTS

- The Dallas region has a rich tradition of manufacturing, with specific competencies in areas such as aerospace, electronics, and metal products manufacturing.
- There is a deep pool of skilled manufacturing talent in Rowlett. There is a surplus of approximately 4,500 manufacturing workers residing within Rowlett and surrounding communities.
- Since 2010, Manufacturing employment within Rowlett has increased approximately 16%.
- Metal product manufacturing and machinery manufacturing are projected to experience double-digit employment growth through 2020.
- The North Shore District will have the capacity to support large-scale manufacturers as well as existing manufacturing firms looking to expand their operations locally.
- Rowlett's strategic location along the President George Bush Turnpike (PGBT), just 19 miles from downtown Dallas with easy access to Dallas Love Field and Dallas Fort Worth airports, makes it an attractive location for Advanced Manufacturing firms.

- Electronic Component News: [www.ecnmag.com](http://www.ecnmag.com)

Develop a sales presentation and PDF handout for each Advanced Manufacturing niche sector.

- Include the top selling points listed in this report and other key information included on the website.
- Use impactful imagery of the Rowlett community and renderings of the North Shore District zoned for Advanced Manufacturing.

Continue to participate in direct marketing activities together with The Dallas Regional Chamber Marketing Team and Team Texas.

- Join the Marketing Team and/or Team Texas at industry events and marketing missions related to Advanced Manufacturing niche sectors.
- Host inbound events or familiarization tours in Rowlett when Advanced Manufacturing executives and site consultants are visiting the region.

## BUSINESS & PROFESSIONAL SERVICES

### Recommendations

Dedicate a page of the North Shore District website to Business & Professional Services.

- Include top selling points of why Rowlett and the North Shore District is a desirable location for Business & Professionals Services firms.
- Include a stylized map that shows Rowlett's proximity to highways, airports, and downtown Dallas.
- Include renderings of the North Shore District and the areas zoned for Business & Professional Services.
- Obtain testimonials from local Business & Professional Services employers about why they chose Rowlett to locate their business.
- Obtain testimonials from young professionals about why they chose to live and work in Rowlett.
- Invest in multimedia that showcases Rowlett's quality of life offerings to appeal to Business & Professional Services talent.

Distribute Business & Professional Services content through Rowlett's social media channels.

- Create a monthly social media calendar to optimize messaging and ease implementation.
- Promote top selling points, successes, news, rankings, and other topics relevant to Business & Professional Services. Use photos, video, and other multimedia when possible.
- Connect with Business & Professional Services executives, thought leaders, and media publications on Twitter and LinkedIn. Follow, share their content, and tag them in posts when appropriate.

Distribute press releases about Rowlett and the North Shore District to business publications. Consider hiring a public relations firm to assist, as it can be difficult to connect with these highly circulated publications. Top publications include:

- Wall Street Journal: [www.wsj.com](http://www.wsj.com)

### TOP SELLING POINTS

- The Dallas metro ranks fourth among all US regions in Fortune 500 headquarters.
- Between 2010 and 2015, Business & Professional employment in the City of Rowlett increased nearly 11%.
- Within a 10-mile radius of Rowlett, there is a surplus of 29,000 Business & Professional Services and Finance talent.
- More than 31% of City of Rowlett residents possess a bachelor's degree or higher level of educational attainment, higher than the Texas and US averages.
- The North Shore District, combined with the completed PG&T, provides the real estate and infrastructure needed for Business & Professional Services firms.
- Assets such as Lake Ray Hubbard, The Village, Dallas Rapid Area Transit's blue line rail, and new multi-family housing developments provide lifestyle amenities that appeal to young professionals.
- Rowlett's proximity to downtown Dallas and two international airports provide easy access to larger markets.

- The Economist: [www.economist.com](http://www.economist.com)
- Bloomberg Businessweek: [www.bloomberg.com/businessweek](http://www.bloomberg.com/businessweek)
- Forbes: [www.forbes.com](http://www.forbes.com)
- Dallas Business Journal: [www.bizjournals.com/dallas](http://www.bizjournals.com/dallas)
- Texas CEO Magazine: <http://texasceomagazine.com/>
- Participate in media tours hosted by the Dallas Regional Chamber, especially those that include business publications.
- Consider developing a media relations campaign around the lifestyle amenities that would be attractive for business and professional services companies and talent, such as the new Bayside development. Tout available office space at both Bayside and North Shore District.

Develop a sales presentation and PDF handout for each Business & Professional Services niche sector.

- Include the top selling points listed in this report and other key information included on the website.
- Use impactful imagery of the Rowlett community and renderings of the North Shore District zoned for Business & Professional Services.

Continue to participate in direct marketing activities with The Dallas Regional Chamber Marketing Team and Team Texas.

- Participate in the industry events and marketing missions related to Business & Professional Services firms.
- Host inbound events or familiarization tours in Rowlett when Business & Professional Services executives and site consultants are visiting the region.

## EDUCATIONAL SERVICES

### Recommendations

Dedicate a page of the North Shore District website to Educational Services.

- Include top selling points of why Rowlett and the North Shore District is a desirable location for Educational Services.
- Create a stylized map that illustrates the gap in educational service providers in the eastern portion of Dallas metro.
- Include renderings of the North Shore District and the areas zoned for Educational Services.

Collaborate with local and regional education providers.

- Meet with Garland ISD to discuss the possibility of expanding the Career & Technical Education Center in the North Shore District.
- Meet with regional community college systems to explore the potential of expanding programs in the North Shore District, especially for those that align with target industries. Determine which community colleges are interested in expanding to serve the need of the eastern portion of the Dallas region and which programs can best serve employer needs.
- Meet with leaders at Texas' university systems (e.g., TAMU, UT, Texas State) to learn about their plans to expand their presence in the DFW Metro. Learn from other communities, such as Round Rock, Texas, about how they successfully recruited university campuses / programs into their cities.
- Explore federal and state grant funding opportunities for educational program expansion.

### TOP SELLING POINTS

- Within the Dallas metro, there isn't a single public university or community college east of Dallas outside of I-635.
- Current projections for the Dallas region anticipate a 15% increase in Educational Services employment through 2020.
- The North Shore District provides ample land to develop a post-secondary institution serving the eastern portion of the Dallas region.
- If the North Shore District can attract a critical mass of Advanced Manufacturing firms, the need for a technical school or community college in the area would only increase.

## HEALTH CARE & LIFE SCIENCES

### Recommendations

Dedicate a page of the North Shore District website to Health Care & Life Sciences.

- Include top selling points of why Rowlett and the North Shore District is a desirable location for Health Care & Life Sciences firms.
- Create a stylized map of all the Health Care & Life Sciences companies and research institutions in the Dallas metro.
- Include renderings of the North Shore District and the areas zoned for Health Care & Life Sciences.
- Obtain testimonials from local Health Care & Life Sciences professionals about why they chose to live and work in Rowlett.
- Invest in multimedia that showcases Rowlett's quality of life offerings to appeal to Health Care & Life Sciences talent.

Distribute Health Care & Life Sciences content through Rowlett's social media channels.

- Create a monthly social media calendar to optimize messaging and ease implementation.
- Promote top selling points, successes, news, rankings, and other topics relevant to Health Care & Life Sciences. Use photos, video, and other multimedia when possible.
- Connect with Health Care & Life Sciences executives and thought leaders on Twitter and LinkedIn. Follow, share their content, and tag them in posts when appropriate.

Distribute press releases about Rowlett and the North Shore District to Health Care & Life Sciences trade publications, such as:

- Modern Healthcare: [www.modernhealthcare.com](http://www.modernhealthcare.com)
- Health Leaders Media: [www.healthleadersmedia.com](http://www.healthleadersmedia.com)
- Medical Device and Diagnostic Industry News: [www.mddionline.com](http://www.mddionline.com)
- Ask Lake Pointe Medical Center to distribute press releases through their media network.

### TOP SELLING POINTS

- Between 2010 and 2015, total Health Care & Life Sciences employment within the Dallas region and City of Rowlett increased 17% and 23%, respectively.
- All Health Care & Life Sciences niche sectors experienced double-digit employment growth within Rowlett, including Ambulatory Health Care Services, Professional, and Scientific & Technical Services, and Miscellaneous Manufacturing.
- The Health Care & Life Sciences industry is projected to experience additional growth within Rowlett through 2020, creating opportunities for aligned development within the North Shore District.
- Between 2015 and 2020, total Health Care & Life Sciences employment within Rowlett is expected to grow nearly 40% faster than for the Dallas metro as a whole, with Ambulatory Health Care Services experiencing the most pronounced gains.
- Rowlett and surrounding communities feature a large workforce from which prospective employers can tap—there is a surplus of 11,000 Health Care workers living within 10 miles of Rowlett.
- The North Shore District's greenfield status, combined with its size, allow for virtually any imaginable Health Care & Life Sciences facility.
- Rowlett's scenic location on Lake Ray Hubbard and proximity to Lake Pointe Medical Center make it an ideal location for Health Care & Life Sciences facilities.

Develop a sales presentation and PDF handout for each Health Care & Life Sciences niche sector.

- Include the top selling points listed in this report and other key information included on the website.
- Use impactful imagery of the Rowlett community and renderings of the North Shore District zoned for Health Care & Life Sciences.

Continue to participate in direct marketing activities with The Dallas Regional Chamber Marketing Team and Team Texas.

- Participate in the industry events & trade shows related to Health Care & Life Sciences niche sectors.
- Host inbound events or familiarization tours in Rowlett when Health Care & Life Sciences executives and site consultants are visiting the region.
- Participate in Team Texas marketing missions that are in geographies with a concentration of Health Care & Life Sciences niche sectors.

Meet with leaders from DFW Metro hospital networks. Share data with hospital administrators that showcases Rowlett and the surrounding region's significant population growth and age demographics. Learn about their criteria for expanding into new locations and what Rowlett can do to better position the North Shore District for Health Care & Life Sciences investment.



# City of Rowlett

## Staff Report

4000 Main Street  
P.O. Box 99  
Rowlett, TX 75080-0099  
www.rowlett.com

**AGENDA DATE:** 06/21/16

**AGENDA ITEM:** 3C

### **TITLE**

Discuss status of GroundFloor Development Blue Line Loft project. (30 minutes)

### **STAFF REPRESENTATIVE**

Marc Kurbansade, Director of Development Services

### **SUMMARY**

GroundFloor Development applied to the Texas Department of Housing and Community Affairs (TDHCA) for the 2016 Competitive Housing 9% Tax Credit Program in order to construct a workforce housing development located on the northwest corner of Melcer Drive and Industrial Street. TDHCA is nearing the completion of their final ranking and awards, with the GroundFloor Development project currently on the cusp of being awarded tax credits.

The purpose of this meeting is twofold. First, the applicant would like to update City Council on the status of the project with regard to the 9% tax credits. Second, the applicant is considering the alternative 4% tax credit program should they not be awarded the tax credits currently being reviewed under the 9% application. The applicant would like to discuss the details of the 4% tax credit program.

### **BACKGROUND INFORMATION**

GroundFloor Development notified the City of Rowlett in July 2015 that they were interested in applying to TDHCA for the 2016 Competitive Housing Tax Credit Program for a Workforce Housing project. At the October 13, 2015, City Council Work Session, representatives from GroundFloor Development presented to City Council to provide background on their firm and proposed development ideas. On January 19, 2016, City Council approved a supporting resolution for the proposed development in order for the applicants to submit to TDHCA for housing tax credits. Currently, the tax credit application is under review at TDHCA with final scores expected within the next 4-6 weeks.

The proposed project by GroundFloor is located on the northwest corner of Melcer Drive and Industrial Street (see location map below). The property is approximately 6.5 acres, and is located in the Downtown Urban Village Form-Based Code zoning district. The portion associated with the TDHCA grant application is Tract A. Tract B would be developed with market-rate townhome units and a park/plaza as indicated in Attachment 1



## DISCUSSION

This work session will discuss the status of the 9% tax credit application, and the 4% tax credit application. As previously noted, the 4% tax credit application would only be necessary should TDHCA fail to award credits to the 9% application. Below is a summary of both applications.

### *9% Tax Credits Program:*

The Texas Department of Housing and Community Affairs (TDHCA) Housing Tax Credits program is an annual program. In order to gain valuable points, private development entities will seek City participation in the process. Participation from respective municipalities can come in the form of the following:

- 1) Providing a supporting resolution.
- 2) Provision of financial incentives/support.
- 3) Designation of areas as targeted reinvestment areas.

GroundFloor Development has sought participation from the City with respect to all three items listed above. To date, the City has provided support of items #1 and #3 above. Financial incentives were discussed with respect to a nominal fee waiver for a portion of development fees.

The workforce housing project, consisting of 166 multifamily dwelling units, will be located on an approximately 5.1-acre tract (Tract A noted above). Since the proposed development is located in the Downtown Urban Village Form-Based Code zoning district, it would be required to conform to the zoning requirements of that district.

It should be noted that the proposed project will be located in the boundary of the Community Revitalization Plan adopted by City Council on February 17, 2015. The boundary of this area represents significant public investments, such as the Village of Rowlett, Rowlett Road reconstruction, and Community Development Block Grant public facilities improvements. These investments illustrate a commitment by the City in the form of public investment in an amount in excess of \$6 million over the past three years.

#### *4% Tax Credits Program:*

This application is similar to the 9% deal; however, the credits are not competitive. There are two main items that would make this project different:

- The project would expand to include the southern tract, more specifically it would also add an existing single-family home tract of approximately 0.4 acres. Multifamily units would now be incorporated into the southern tract, with the total number of multifamily units increasing from 166 to 201 units. The park/plaza component and market rate townhomes would still be incorporated into the design. (Attachment 2)
- GroundFloor Development would joint venture the project with a non-profit entity, whereby making the project tax exempt from a property tax standpoint. This entity will propose a payment in lieu of taxes (PILOT) in order to offset the demand for public services this project would create. The anticipated ad valorem taxes for this project is approximately \$55,000 based on a market valuation of \$7M and a tax rate of 0.787173 per \$100. Currently, the developer is proposing a payment of approximately \$375,000 as a lump sum payment or divided over the course of 15 years.

In order for this application to move forward, the developer would require the City to issue a resolution of no objection. If that request occurs, a resolution will appear on a future agenda, most likely in August 2016.

#### **FINANCIAL/BUDGET IMPLICATIONS**

N/A.

#### **RECOMMENDED ACTION**

No action required.



GroundFloor Development Presentation Conceptual Site Plan for 3737 Melcer



GroundFloor Development Presentation Project Character Visioning - Bird's Eye View of Site

05 January 2016

*\*All information is subject to change without further notice*



GroundFloor Development Presentation Project Character Visioning - Street View

05 January 2016

*\*All information is subject to change without further notice*



GroundFloor Development Presentation Project Character Visioning - Park View

05 January 2016

*\*All information is subject to change without further notice*





**City of Rowlett**  
**Staff Report**

4000 Main Street  
P.O. Box 99  
Rowlett, TX 75080-0099  
[www.rowlett.com](http://www.rowlett.com)

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**AGENDA DATE:** 06/21/16

**AGENDA ITEM:** 5A

**TITLE**

Update from the City Council and Management: Financial Position, Major Projects, Operational Issues, Upcoming Dates of Interest and Items of Community Interest.

**STAFF REPRESENTATIVE**

Brian Funderburk, City Manager



**City of Rowlett**  
**Staff Report**

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**AGENDA DATE:** 06/21/16

**AGENDA ITEM:** 7A

**TITLE**

Consider action to approve minutes from the June 7, 2016 City Council Regular Meeting and June 14, 2016 Joint Meeting of City Council and the Planning and Zoning Commission.

**STAFF REPRESENTATIVE**

Laura Hallmark, City Secretary

**SUMMARY**

Section 551.021 of the Government Code provides as follows:

- (a) A governmental body shall prepare and keep minutes or make a tape recording of each open meeting of the body.
- (b) The minutes must:
  - (1) state the subject of each deliberation; and
  - (2) indicate each vote, order, decisions or other action taken.

**RECOMMENDED ACTION**

Move to approve, amend or correct the minutes for the June 7, 2016 City Council Regular Meeting and June 14, 2016 Joint Meeting of City Council and the Planning and Zoning Commission.

**ATTACHMENT**

06-07-16 City Council Regular Meeting Minutes  
06-14-16 Joint Meeting Minutes



# City of Rowlett

## Meeting Minutes

### City Council

4000 Main Street  
Rowlett, TX 75088  
www.rowlett.com

*City of Rowlett City Council meetings are available to all persons regardless of disability. If you require special assistance, please contact the City Secretary at 972-412-6115 or write 4000 Main Street, Rowlett, Texas, 75088, at least 48 hours in advance of the meeting.*

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Tuesday, June 7, 2016

5:45 P.M.

Municipal Building – 4000 Main Street

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As authorized by Section 551.071 of the Texas Government Code, this meeting may be convened into closed Executive Session for the purpose of seeking confidential legal advice from the City Attorney on any agenda item herein.

The City of Rowlett reserves the right to reconvene, recess or realign the Regular Session or called Executive Session or order of business at any time prior to adjournment.

**Present: Mayor Gottel, Deputy Mayor Pro Tem Dana-Bashian, Councilmember van Bloemendaal, Councilmember Bobbitt, Councilmember Brown, Councilmember Sheffield, and Councilmember Hargrave.**

#### 1. CALL TO ORDER

Mayor Gottel called the meeting to order at 5:49 p.m.

#### 2. EXECUTIVE SESSION (5:45 P.M.) \* Times listed are approximate.

- 2A. The Council shall convene in closed executive session pursuant to Section 551.071, Texas Government Code (Legal Consultation) to receive legal advice from the City Attorney regarding pending litigation, Peterson v. City of Rowlett. (May be held after Council meeting) (15 minutes)

In Executive Session at 5:49 p.m. Out at 6:01 p.m.

- 2B. The Council shall convene in closed executive session pursuant to Section 551.071, Texas Government Code (Legal Consultation) to receive legal advice from the City Attorney regarding the Martha Lane water tower. (20 minutes)

In Executive Session at 6:01 p.m. Out at 6:31 p.m. Council took a short break at 6:32 p.m. and reconvened at 6:37 p.m.

#### 3. WORK SESSION (6:30 P.M.) \* Times listed are approximate.

- 3A. Joint Work Session of Senior Advisory Board and Council. (45 minutes)

Angie Smith, Parks and Recreation Director, along with Della Vickers, Board Chair, presented proposed changes to the mission/purpose of the Board, reviewed accomplishments for the past year, reviewed the transportation program, provided a program and membership update, and

reviewed plans for the upcoming year. There was further discussion regarding the expansion of the transportation program and how to improve upon communication to Seniors. Other Board members in attendance were: Darrell Test, Susan Bell, Jerome Grossie, Michael Britt, Bobbie Jo Kelly, Pamela Bell, Charles Gaugler, and Kim Lott.

- 3B.** Discuss recommendation to fill vacancies on the Rowlett Long Term Recovery Committee. (10 minutes)

Jim Proce, Assistant City Manager, provided the background information for this item that will be considered on the Consent Agenda at this meeting.

**4. DISCUSS CONSENT AGENDA ITEMS**

Council adjourned the Work Session at 7:17 p.m.

**CONVENE INTO THE COUNCIL CHAMBERS (7:30 P.M.)**

Council reconvened in the Regular Session at 7:31 p.m.

**INVOCATION** – Daniel Hancock, C3 Rowlett Church

**PLEDGE OF ALLEGIANCE** – Led by the City Council  
**TEXAS PLEDGE OF ALLEGIANCE**

**5. PRESENTATIONS AND PROCLAMATIONS**

- 5A.** Commemorating the installation of Coast Guard helicopter 1426 at the Smithsonian Museum and recognizing its co-pilot, Chris Kilgore.

Mayor Gottel presented Mr. Kilgore with a Certificate of Recognition and Mr. Kilgore made some personal remarks.

- 5B.** Hear presentation of the Monthly Financial report for the period ending March 31, 2016.

Kim Wilson, Director of Financial Services, presented the monthly report. Discussion regarding the reporting structure of water and sewer revenue.

- 5C.** Hear a presentation on the second quarter investment report for March 31, 2016.

Ms. Wilson presented the investment report.

- 5D.** Update from the City Council and Management: Financial Position, Major Projects, Operational Issues, Upcoming Dates of Interest and Items of Community Interest.

Mayor Gottel announced the following:

**COUNCIL MEETINGS**

- NEXT REGULAR COUNCIL MEETINGS WILL BE HELD ON TUESDAY, JUNE 21<sup>ST</sup>
- JOINT COUNCIL AND P&Z MEETING WILL BE HELD ON TUESDAY, JUNE 14<sup>TH</sup>

## P & Z MEETINGS

- MEETINGS WILL BE HELD ON TUESDAY, JUNE 28<sup>TH</sup> IN THE ANNEX CONFERENCE ROOM AT 6:30PM

## REBUILD ROWLETT “GO FUND ME” AND “PAYPAL” ACCOUNTS

- THE ROWLETT CHAMBER FOUNDATION, A NON-PROFIT ORGANIZATION, STARTED REBUILD ROWLETT GO FUND ME AND PAYPAL ACCOUNTS
- MAKE A TAX-DEDUCTIBLE DONATION TO HELP ROWLETT RESIDENTS REBUILD THEIR LIVES AND HOMES
- [WWW.GOFUNDME.COM/REBUILDDROWLETT](http://WWW.GOFUNDME.COM/REBUILDDROWLETT)
- PAYPAL – [WWW.REBUILDDROWLETT.ORG](http://WWW.REBUILDDROWLETT.ORG)

## LONG TERM RECOVERY COMMITTEE MEETING

- MONDAY, JUNE 13<sup>TH</sup> STARTING AT 6PM AT RCC

## PUBLIC FORUM FOR WATER ISSUES

- TUESDAY, JUNE 28<sup>TH</sup> FROM 6:30PM TO 8PM
- HELD IN THE CITY HALL COUNCIL CHAMBERS
- RESIDENTS MAY VOICE CONCERNS/QUESTIONS ABOUT WATER ISSUES TO STAFF

## ROWLETT LIBRARY

- SUMMER READING PROGRAM
- FROM JUNE 6<sup>TH</sup> THROUGH JULY 30<sup>TH</sup>
- PROGRAMS FOR ALL AGES – 5-12, 13-18 AND ADULTS!
- CHECK ALL THE DETAILS AT THE LIBRARY’S WEBSITE @[WWW.ROWLETT.COM/LIBRARY](http://WWW.ROWLETT.COM/LIBRARY) OR FACEBOOK PAGE @ [WWW.FACEBOOK.COM/ROWLETTPUBLICLIBRARY](http://WWW.FACEBOOK.COM/ROWLETTPUBLICLIBRARY)

## PARKS AND RECREATION

- WET ZONE OPEN DAILY EXCEPT ON THURSDAYS
- 11AM – 6PM
- FIREWORKS ON MAIN
  - MONDAY, JULY 4<sup>TH</sup>, 6PM – 10PM @ 5300 MAIN ST, PECAN GROVE PARK – BEHIND WET ZONE
  - FEATURING EXILE WITH OPENING ACT – MARS HILL BAND
  - FIRE WORKS START AT 9:45PM

## SENIOR EVENTS

- FATHER’S DAY PANCAKE BREAKFAST; COST OF \$5
  - TUESDAY, JUNE 14<sup>TH</sup>, 11:30AM – 1PM @ RCC
- CHOCTAW CASINO TRIP
  - THURSDAY, JUNE 29<sup>TH</sup> 8AM – 5PM

## ANIMAL SHELTER

- LOW COST VACCINE CLINIC AT ANIMAL SHELTER –

- SATURDAY, JUNE 18<sup>TH</sup>, 1 – 3PM
- LOCATED AT 4402 INDUSTRIAL ST.
- SHELTER IS OPEN MONDAY – SATURDAY, 10AM – 5PM

CITY OFFICES CLOSED

- ROWLETT CITY OFFICES CLOSED MONDAY, JULY 4<sup>TH</sup> FOR THE 4<sup>TH</sup> OF JULY HOLIDAY!
- GARBAGE WILL BE COLLECTED ON THE NORMAL SCHEDULE

Councilmember Bobbitt announced a scavenger hunt to be held on June 11<sup>th</sup> to benefit tornado relief. Information can be found at [www.scavengentx.com](http://www.scavengentx.com).

Councilmember Hargrave announced the opening of Dalrock Diner, which newly opened near Dalrock and 66. He and the Mayor encouraged residents to visit.

**6. CITIZENS' INPUT**

Billy Craig, 2122 Miller Road, Rowlett; spoke regarding Item 8A.

**7. CONSENT AGENDA**

- 7A.** Consider action to approve minutes from the May 17, 2016 City Council Regular Meeting.

**This item was approved on the Consent Agenda.**

- 7B.** Consider action to approve a resolution entering into an Interlocal Agreement with the City of Laredo, which will allow both cities to cooperatively purchase goods and services under each other's competitively bid contracts.

**This item was approved as RES-072-16 on the Consent Agenda.**

- 7C.** Consider action to approve a resolution to appoint Chris Kizziar and Lonnie Cornwell to the Rowlett Long Term Recovery Committee.

**This item was approved as RES-073-16 on the Consent Agenda.**

**Passed the Consent Agenda**

**A motion was made by Deputy Mayor Pro Tem Dana-Bashian, seconded by Councilmember Sheffield, including all the preceding items marked as having been approved on the Consent Agenda. The motion carried with a unanimous vote of those members present.**

**8. ITEMS FOR INDIVIDUAL CONSIDERATION**

- 8A.** Consider an ordinance approving a request for a rezoning from Single Family-40 Zoning District to a Planned Development District with an underlying zoning of Single Family 5 (SF-5) for the purpose of constructing a single family neighborhood. The subject properties are located at 2009,

2013, 2109 and 2113 Miller Road further described as being 8.437 +/- acres in the S.A. & M.G. RR Survey, Abstract No. 1407, City of Rowlett, Dallas County, Texas.

Garrett Langford, Principal Planner, presented the background information for this item. Adam Buczek, on behalf of the applicant, provided additional information. The public hearing opened and closed with the following speakers:

1. Susan Kirby, 5217 Miller Road, Rowlett; spoke in support of this item.
2. Andrea Smiley, 3702 Drakestone Avenue, Rowlett; spoke in support of this item.
3. Billy Craig, 2122 Miller Road, Rowlett; spoke in opposition.

**A motion was made by Councilmember Sheffield, seconded by Deputy Mayor Pro Tem Dana-Bashian, to approve the item as presented with the following changes: accept the new Exhibit D; change Neighborhood Standards on p. 2, the last sentence of the 2<sup>nd</sup> bullet to “secondary” from “primary”; and allow Option B with the open space with detention should Option A be disallowed per engineering. The motion carried with a unanimous vote of those members present. This item was approved as ORD-023-16.**

- 8B.** Conduct a public hearing and consider an ordinance approving a Special Use Permit to allow an accessory building that does not meet the requirements in Section 77-303 of the Rowlett Development Code. The subject property is located at 3402 Toler Road further described as being Lot 8, Block 2 of the Chandler Park Addition, City of Rowlett, Dallas County, Texas. (SUP117-2016)

Mr. Langford presented the information for this item. The public hearing opened and closed with no speakers.

**A motion was made by Deputy Mayor Pro Tem Dana-Bashian, seconded by Councilmember Bobbitt, to approve the item as presented. The motion carried with a unanimous vote of those members present. This item was approved as ORD-024-16.**

- 8C.** Conduct a public hearing and consider an ordinance approving a Special Use Permit to allow a restaurant with a drive-through located at 3505 Lakeview Parkway further described as being Lot 5, Block 1 of ASPI No. 1 Addition, City of Rowlett, Dallas County, Texas. (SUP111-2016)

Mr. Langford presented the information for this item and the accompanying item, 8D. The public hearing opened and closed with no speakers.

**A motion was made by Councilmember Sheffield, seconded by Councilmember Brown, to approve the item as presented. The motion carried with a unanimous vote of those members present. This item was approved as ORD-025-16.**

- 8D.** Consider a resolution approving a request to allow an alternative building material for a McDonald's restaurant located at 3505 Lakeview Parkway further described as being Lot 5, Block 1 of ASPI No. 1 Addition, City of Rowlett, Dallas County, Texas. (ABM112-2016).

The public hearing opened and closed with no speakers.

**A motion was made by Councilmember Sheffield, seconded by Councilmember Brown, to approve the item as presented. The motion carried with a unanimous vote of those members present. This item was approved as RES-074-16.**

- 8E.** Consider a resolution approving a request to allow an alternative building material for a proposed addition located at 5602 Miller Heights Drive, further described as a 0.43 acre tract situated in the Thomas Lumley Abstract No. 789, City of Rowlett, Dallas County, Texas (DP114-2016).

Mr. Langford presented the information for this item.

**A motion was made by Councilmember Bobbitt, seconded by Councilmember van Bloemendaal, to approve the item as presented. The motion carried with a unanimous vote of those members present. This item was approved as RES-075-16.**

- 8F.** Consider action to approve a resolution appointing a Mayor Pro Tem as prescribed in the City Charter.

**A motion was made by Councilmember Sheffield, seconded by Councilmember Brown, to select Deputy Mayor Pro Tem Dana-Bashian as Mayor Pro Tem. The motion carried with a vote of six in favor and one abstention (Dana-Bashian). This item was approved as RES-076-16.**

- 8G.** Consider action to approve a resolution appointing a Deputy Mayor Pro Tem as prescribed in the City Charter.

**A motion was made by Deputy Mayor Pro Tem Dana-Bashian, seconded by Councilmember van Bloemendaal, to select Councilmember Sheffield as Deputy Mayor Pro Tem. The motion carried with a vote of six in favor and one abstention (Sheffield). This item was approved as RES-077-16.**

#### **TAKE ANY NECESSARY OR APPROPRIATE ACTION ON CLOSED/EXECUTIVE SESSION MATTERS**

There was no action taken.

#### **9. ADJOURNMENT**

Mayor Gottel adjourned the meeting at 9:53 p.m.



# City of Rowlett

## Special Joint Meeting Minutes

4000 Main Street  
Rowlett, TX 75088  
www.rowlett.com

### City Council Planning & Zoning Commission

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Tuesday, June 14, 2016

5:30 P.M.

Rowlett Community Centre –  
5300 Main Street

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As authorized by Section 551.071 of the Texas Government Code, this meeting may be convened into closed Executive Session for the purpose of seeking confidential legal advice from the City Attorney on any agenda item herein.

The City of Rowlett reserves the right to reconvene, recess or realign the Regular Session or called Executive Session or order of business at any time prior to adjournment.

**Present: Mayor Gottel, Mayor Pro Tem Dana-Bashian, Deputy Mayor Pro Tem Sheffield, Councilmember Brown, Councilmember van Bloemendaal, Councilmember Bobbitt, and Councilmember Hargrave  
Commissioners Lucas, Kilgore, Moseley, Berry, Finney, Estevez, and Clark**

**1. Call to Order**

Mayor Gottel called Council to order at 5:32 p.m. Commissioner Lucas called the Commission to order at 5:33 p.m.

**2. Joint Work Session with City Council and Planning and Zoning Commission. (90 minutes)**

Garrett Langford, Principal Planner, presented an overview of the Planning and Zoning Commission and their case load over the previous year. The Commission's talking points with Council included Realize Rowlett 2020, Form-Based Code, proposed annual training to review the Comprehensive Plan, development codes and the City's goals for development.

Commissioners and Councilmembers provided their own comments regarding the partnership between the Commission and the City Council:

- communication, training and joint meetings helps to ensure that both entities are on the same page
- it was asked that the Commission be provided a debriefing of Council's resulting action on recommended cases
- training on the Comprehensive Plan and Form-Based Code would be very helpful because most of the seated members were not involved in the previous process

- the Guiding Principles for zoning changes need to be reviewed
- hearing the reasoning for dissenting/favorable voting is helpful to Council in knowing how the decision was reached
- comments from public speakers are helpful in deliberations
- joint meetings with Council and the Commission are helpful
- have to balance what the market calls for and the tools we have in place
- it's now time to look beyond Realize Rowlett 2020
- the use of sub-committees in reviewing the Comprehensive Plan and the Development Code would be helpful

It was the consensus of the group to schedule future meetings to review documents as noted above.

### **3. Adjournment**

Mayor Gottel and Commissioner Lucas adjourned the meeting at 6:56 p.m.



# City of Rowlett Staff Report

4000 Main Street  
P.O. Box 99  
Rowlett, TX 75030-0099  
www.rowlett.com

**AGENDA DATE:** 06/21/16

**AGENDA ITEM:** 7B

**TITLE**

Consider all matters incident and related to the adoption of a resolution expressing official intent to reimburse costs of projects through the issuance of tax-exempt obligations with an aggregate principal amount not to exceed \$4,750,000.

**STAFF REPRESENTATIVE**

Kim Wilson, Chief Financial Officer

**SUMMARY**

This item will allow the City to be reimbursed for all expenditures related to projects as described in Exhibit A.

**BACKGROUND INFORMATION**

On May 9, 2015, Rowlett voters approved a \$25.8 million capital improvement plan bond election. On July 21, 2015, the City issued the first \$10.1 million toward this three year plan. Year two of this plan includes \$4,750,000 for reconstruction of infrastructure in Dalrock Estates and Highland Meadows, alley reconstruction, sidewalk connections, park improvements and the Public Safety Department Training Center and Close Fiber Ring.

CIP PROJECTS - BOND ELECTION 2015 - THREE YEAR PLAN/SCHEDULE				ATTACHMENT 1				
Proj #	Project	Total Project Cost Estimate	Estimated Design Costs	Estimated Construction Costs	Year 1 Costs 4Q/YY15	Year 2 Costs 4Q/YY16	Year 3 Costs 4Q/YY17	Totals
1	Princeton Lane Street Reconstruction	\$1,350,000	\$175,000	\$1,175,000	\$1,100,000			\$1,100,000
1	Phase 1 Dalrock Estates Street Reconstruction	\$3,400,000	\$480,000	\$2,920,000	\$1,400,000	\$1,500,000	\$100,000	\$2,900,000
1	Phase 1 Highland Meadows Street Reconstruction	\$1,850,000	\$230,000	\$1,620,000	\$450,000	\$1,000,000	\$1,000,000	\$1,850,000
1	Phase 1 Lake Country Estates Street Reconstruction	\$8,490,000	\$930,000	\$7,560,000			\$1,890,000	\$7,560,000
1	Main St. Reconstruction from Roundabout to PHEET	\$1,870,000	\$225,000	\$1,645,000	\$1,670,000			\$1,670,000
1	South Turn Lane on Main St. PHEET	\$190,000		\$190,000	\$190,000			\$190,000
1	Merritt Road Interconnector Phase 2	\$1,500,000	\$1,500,000		\$250,000	\$250,000	\$1,000,000	\$1,500,000
1	Traffic Signal at Olvera & Liberty Street	\$225,000	\$25,000	\$200,000	\$225,000			\$225,000
1	Alley Reconstruction Program	\$2,000,000	\$2,000,000		\$750,000	\$500,000	\$750,000	\$2,000,000
1	Advanced Traffic Signal System	\$800,000		\$800,000	\$800,000			\$800,000
1	Sidewalk Connections	\$250,000		\$250,000	\$200,000	\$200,000	\$100,000	\$500,000
2	Neon Oval	\$75,000		\$75,000				\$75,000
2	West Zone Waterpark	\$680,000		\$680,000				\$680,000
2	New Kids Kingdom	\$257,500		\$257,500	\$257,500			\$257,500
2	Rowlett Community Centre Renovation	\$190,000		\$190,000	\$190,000			\$190,000
2	Lakeside Park	\$185,000		\$185,000				\$185,000
2	Rudde Park Park	\$185,000		\$185,000		\$185,000		\$185,000
2	Mike & Betsy Trail Plan	\$300,000	\$30,000	\$270,000	\$200,000	\$135,000	\$135,000	\$300,000
2	Katy Railroad Park Phase 1	\$300,000		\$300,000	\$300,000			\$300,000
2	Katy Railroad Park Phase 2	\$110,000	\$10,000	\$100,000		\$0	\$100,000	\$110,000
2	Springfield Park	\$800,000	\$80,000	\$720,000		\$80,000	\$540,000	\$800,000
2	Community Park	\$685,000	\$68,500	\$616,500		\$68,500	\$547,500	\$685,000
2	Nature Trail	\$84,000	\$8,400	\$75,600		\$8,400	\$67,200	\$84,000
2	Veterans Park	\$33,000		\$33,000			\$33,000	\$33,000
2	Shorewood Park	\$50,000		\$50,000			\$50,000	\$50,000
3	Public Safety Dept Training Center & Close Fiber Ring		\$550,000		\$50,000		\$500,000	\$550,000
	Site Plan	\$250,000						\$250,000
	Fiber Optic	\$300,000			\$15,000	\$35,000		\$50,000
	Site Preparation	\$300,000			\$300,000			\$300,000
	Firearm Parking	\$150,000			\$150,000			\$150,000
	Confined Space	\$150,000			\$150,000			\$150,000
	French Presses	\$250,000			\$250,000			\$250,000
	Piping Tower	\$700,000			\$700,000			\$700,000
	Driving Course	\$200,000			\$150,000	\$150,000	\$200,000	\$500,000
All Projects Total:		\$25,269,500			\$9,817,500	\$4,816,000	\$10,846,100	\$25,480,500
<b>TOTAL PROJECT EXPENSE (ESTIMATED)</b>					\$9,817,500	\$4,816,000	\$10,846,100	\$25,480,500
<b>APPROXIMATE PROJECT FUNDS AVAILABLE (TARGET)</b>					\$9,855,000	\$4,855,000	\$10,750,000	\$25,460,000
					Difference \$ (2,500)	\$ 4,100	\$ 76,900	
<b>APPROXIMATE COST OF ISSUANCE (based on June 30, 2015)</b>					\$10,000	\$115,000	\$200,000	\$325,000
<b>BOND ISSUANCE AMOUNT (TOTAL EACH YEAR)</b>					\$10,000,000	\$4,750,000	\$10,950,500	\$25,700,500

**DISCUSSION**

This action will make reimbursement a possibility for any approved project expenditures that occur prior to the actual receipt of the 2016 Series GO bond funds.

The actual issuance of the bonds is scheduled for July 19, 2016.

### **FINANCIAL/BUDGET IMPLICATIONS**

This will not impact bond payments, as issuance costs were part of the authorization. Allowing for reimbursement for project costs will ensure that other fund budgets are not negatively impacted by bond funded projects

### **RECOMMENDED ACTION**

Staff recommends approval of the resolution.

### **RESOLUTION**

#### **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ROWLETT, TEXAS, EXPRESSING OFFICIAL INTENT TO REIMBURSE COSTS OF PROJECTS THROUGH 2016 SERIES GENERAL OBLIGATION BONDS; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the City of Rowlett, Texas (the "Issuer") is a home-rule municipality and political subdivision of the State of Texas; and

**WHEREAS**, the Issuer expects to pay, or have paid on its behalf, expenditures in connection with the projects described in Exhibit "A" attached hereto (the "Project") prior to the issuance of tax-exempt obligations or other obligations for which a prior expression of intent to finance or refinance is required by Federal or state law (collectively and individually, the "Obligations") to finance the Project; and

**WHEREAS**, the Issuer finds, considers and declares that the reimbursement for the payment of such expenditures will be appropriate and consistent with the lawful objectives of the Issuer and, as such, chooses to declare its intention to reimburse itself for such payments at such time as it issues Obligations to finance the Project;

#### **NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ROWLETT, TEXAS:**

**Section 1:** That the City, hereinafter Issuer, reasonably expects to incur debt, as one or more series of Obligations, with an aggregate principal amount not to exceed \$4,750,000 for the purpose of paying the costs of the Projects described in Exhibit "A," attached hereto and incorporated herein.

**Section 2:** That all costs to be reimbursed pursuant hereto will be capital expenditures. No tax-exempt Obligations will be issued by the Issuer in furtherance of this Statement/Resolution after a date which is later than 18 months after the later of: (1) the date the expenditures are paid, or (2) the date on which the property with respect to which such expenditures were made is placed in service.

**Section 3:** That notwithstanding the foregoing, no tax-exempt Obligation will be issued pursuant to this Statement/Resolution more than three years after the date any expenditure which is to be reimbursed is paid.

**Section 4:** This resolution shall become effective immediately upon its passage.

## **ATTACHMENTS**

Exhibit A – Project Description

Exhibit "A"

(i) constructing, improving, extending, expanding, upgrading and developing streets and roads, including utility relocation, landscaping, sidewalks, traffic safety and operational improvements, drainage, the purchase of any necessary right-of-way and other costs related to such street and road projects; (ii) constructing, improving and equipping municipal parks and recreational facilities and the acquisition of land and interests in land necessary therefor, such projects to include trails, sports fields, Community Centre and aquatic facilities; and (iii) constructing, improving and equipping public safety facilities for the fire and police departments, consisting of a training facility and communications equipment and transmission lines, with any surplus funds to be used for the construction, renovation and equipment of fire stations.



**City of Rowlett**  
**Staff Report**

4000 Main Street  
P.O. Box 99  
Rowlett, TX 75080-0099  
www.rowlett.com

**AGENDA DATE:** 06/21/16

**AGENDA ITEM:** 7C

**TITLE**

Consider a resolution approving Change Order Number 1 to the contract with F&F Concrete Company in the amount of \$77,879.71 for sidewalk and miscellaneous concrete repair and authorizing the Mayor to execute the necessary documents.

**STAFF REPRESENTATIVE**

Noel Thompson, Interim Director of Public Works  
Walter Allison, City Engineer

**SUMMARY**

F&F Concrete Company provides sidewalk repair and miscellaneous concrete repair services to the City on an annual basis. The resident sidewalk repairs are performed as part of the City's 50/50 cost sharing program whereby the City and resident each pay for one-half of the sidewalk repair cost. This item is for City Council consideration of a resolution to authorize Change Order Number 1 to the contract with F&F Concrete Company in the amount of \$77,879.71 for sidewalk repairs and other miscellaneous concrete repairs.

**BACKGROUND INFORMATION**

On September 5, 2012, City Council awarded a Public Works Construction Contract in the amount of \$374,025.00 to F&F Concrete Company for sidewalk repairs in the City's annual 50/50 cost sharing program with residents as well as other miscellaneous concrete repair. This initial contract included the option for two renewals upon approval by City staff and City Council.

On December 5, 2013, the City Council approved Renewal Number 1 in the amount of \$374,025.00 with F&F Concrete Company for sidewalk repairs in the City's 50/50 cost sharing program with residents as well as other miscellaneous concrete repair.

On February 20, 2015, City Council approved Renewal Number 2 in the amount of \$374,025.00 with F&F Concrete Company for sidewalk repairs in the City's 50/50 cost sharing program with residents as well as other miscellaneous concrete repair.

**DISCUSSION**

F&F has completed sidewalk repairs as well as miscellaneous concrete repair work within the contract amount. Staff has received many additional requests from residents for participation in fiscal year 2016 (FY2016) 50/50 cost sharing program for sidewalk repair. In addition, staff has identified additional concrete repairs such as the Martin Drive/SH 66 pork-chop demolition and pavement replacement for completion in FY2016.

The F&F contract is expiring this fiscal year (FY2016). Staff is reviewing this contract and the 50/50 sidewalk repair program prior to planning the FY2017 50/50 sidewalk repair and miscellaneous concrete repairs. The 50/50 sidewalk repair is a mutual cost benefit program (resident/city) for sidewalk repairs as illustrated by the numerous residents who have participated in the program. Thus, staff recommends accommodating these additional requests for participation in the program and completing proposed FY2016 concrete repairs.

#### **FINANCIAL/BUDGET IMPLICATIONS**

Of the \$374,025.00 F&F concrete contract, \$110,000.00 is allocated for sidewalk repairs. Change Order Number 1 is an additional \$24,440.40 for sidewalk repairs and an additional \$53,439.31 for miscellaneous concrete repairs for a total of \$77,879.71. The additional \$24,440.40 for sidewalk repairs is a 50/50 cost sharing, or \$12,220.20 cost to the City and \$12,220.20 cost to residents. Thus, Change Order Number 1 is comprised of \$12,220.20 resident share and \$65,659.51 City cost. This change order brings the total contract amount, to \$451,904.71.

<b>Description</b>	<b>Resident Cost</b>	<b>City Cost</b>	<b>Total Contract</b>
<b>Current F&amp;F Concrete Contract</b>			<b>\$374,025.00</b>
<b>Change Order 1 - 50/50 Sidewalk</b>	\$12,220.20	\$12,220.20	24,440.40
<b>Change Order 1 – other City projects</b>		\$53,439.31	53,439.31
<b>Total Change Order 1 - (Resident/City Share)</b>	\$12,220.20	\$65,659.51	<b><u>\$77,879.71</u></b>
<b>Total Proposed F&amp;F Concrete Contract</b>			<b><u>\$451,904.71</u></b>

#### **RECOMMENDED ACTION**

City staff recommends approving a resolution for Change Order Number 1 to the contract with F&F Concrete Company in the amount of \$77,879.71 for completion of the annual contract for sidewalk repairs and other miscellaneous concrete work and authorize the Mayor to execute the necessary documents.

#### **RESOLUTION**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ROWLETT, TEXAS, APPROVING CHANGE ORDER NUMBER 1 IN THE AMOUNT OF \$77,879.71 TO THE CONTRACT WITH F&F CONCRETE COMPANY FOR CONCRETE SIDEWALK REPAIRS IN THE CITY'S 50/50 COST SHARING PROGRAM AND OTHER CONCRETE WORK; AUTHORIZING THE MAYOR TO EXECUTE THE NECESSARY DOCUMENTS; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, the City Council of the City of Rowlett has been presented Change Order Number 1 to the F&F Concrete Contract for repair of sidewalks in the City's 50/50 cost sharing program and miscellaneous concrete work; and

**WHEREAS**, Change Order Number 1 is in the amount of \$77,879.71, a copy of which is attached hereto and incorporated herein by reference as Exhibit A; and

**WHEREAS**, the City Council of the City of Rowlett, Texas desires to approve Change Order Number 1 in the amount of \$77,879.71 to the F&F Concrete contract and to authorize the execution of the necessary documents attached hereto and incorporated herein by reference as Exhibit A.

**NOW THEREFORE BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ROWLETT, TEXAS:**

**Section 1:** That the City Council of the City of Rowlett does hereby approve Change Order Number 1, a true and correct copy of which is attached hereto and incorporated herein as Exhibit "A," to the existing contract with F&F Concrete for the 50/50 cost sharing program for sidewalk repairs and miscellaneous concrete repair work, in the amount of \$77,879.71, resulting in a new F&F Concrete contract amount of \$451,904.71.

**Section 2:** That the City Council does hereby authorize the Mayor to execute Change Order Number 1, attached hereto and incorporated herein by reference as Exhibit A, and does further authorize the City Manager or designee to issue appropriate purchase orders conforming to this resolution.

**Section 3:** This resolution shall become effective immediately upon its passage.

## **ATTACHMENTS**

Exhibit A – Change Order Number1

**EXHIBIT – A**

# F & F Concrete, LLC

Garland, TX 75040

## Change Order

Date	Change Order #
3/21/2016	7344

Phone #	Fax #
972-202-9202	972-840-9793

Name / Address

City of Rowlett  
 Purchasing Department  
 P.O. Box 99  
 Rowlett, Texas 75030-0099

Project

Description	Cost	Qty	Total
Location: Various Locations Rowlett, Texas Annual Contract for Concrete Sidewalk, curb, gutter and utility cuts Repair and Maintenance 2013-09 Change Order:			
9609 Peach Tree Ln			
Saw Cut concrete pavement to full depth - 8 LF	2.16	8	17.28
Remove and install 4' Class A concrete sidewalk - 43 LF	21.60	43	928.80
Subtotal			946.08
8218 Sawgrass Ln:			
Saw Cut concrete pavement to full depth - 12 LF	2.16	12	25.92
Remove and install 4' Class A concrete sidewalk - 85.5 LF	21.60	85.5	1,846.80
Excavation of failed subgrade and install flexbase - 2.5 CY	64.80	2.5	162.00
Adjust sprinkler heads - 5 EA	1.08	5	5.40
Subtotal			2,040.12
8010 Prestwick Ct			
Saw Cut concrete pavement to full depth - 12 LF	2.16	12	25.92
Remove and install 4' Class A concrete sidewalk - 48 LF	21.60	48	1,036.80
Subtotal			1,062.72
7414 Dandridge			
Saw Cut concrete pavement to full depth - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 82.5 LF	21.60	82.5	1,782.00
Install topsoil to grade between sidewalk and curb - 1 CY	10.80	1	10.80
Excavation of failed subgrade and install flexbase - 3.5 CY	3.50	64.8	226.80
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			2,108.16
7317 Airline Dr			
Saw Cut concrete pavement to full depth - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 52 LF	21.60	52	1,123.20
Install Flexbase - 1.5 CY	64.80	1.5	97.20
Subtotal			1,254.96
8206 Danbury Ct			

Signature

**Total**

# F & F Concrete, LLC

Garland, TX 75040

## Change Order

Date	Change Order #
3/21/2016	7344

Phone #	Fax #
972-202-9202	972-840-9793

Name / Address

City of Rowlett  
 Purchasing Department  
 P.O. Box 99  
 Rowlett, Texas 75030-0099

Project

Description	Cost	Qty	Total
Saw Cut concrete pavement to full depth - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 57 LF	21.60	57	1,231.20
Install flexbase - 2 CY	64.80	2	129.60
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,449.36
8602 Manchester			
Saw Cut concrete pavement to full depth - 16 LF	2.16	16	34.56
Remove an install 4' Class A concrete sidewalk - 76 LF	21.60	76	1,641.60
Install topsoil - 1.5 CY	10.80	1.5	16.20
Install Flexbase - 2 CY	64.80	2	129.60
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,875.96
8506 Lexington Ct			
Saw Cut pavement to full depth - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 51 LF	21.60	51	1,101.60
Install Flexbase - 2 CY	64.80	2	129.60
Subtotal			1,265.76
7809 Marquett Dr			
Saw Cut concrete pavement to full depth - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 85 LF	21.60	85	1,836.00
Install Flexbase - 2 CY	64.80	2	129.60
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			2,054.16
6701 Essex Dr			
Saw Cut concrete pavement to full depth - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 67 LF	21.60	67	1,447.20
Install Flexbase - 3 CY	64.80	3	194.40
Subtotal			1,676.16
4318 Duck Pond Ln			
Saw Cut concrete pavement to full depth - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 48 LF	21.60	48	1,036.80
Install Flexbase - 1.5 CY	64.80	1.5	97.20
Subtotal			1,168.56
2201 Randi Street			

Signature

**Total**

# F & F Concrete, LLC

Garland, TX 75040

## Change Order

Date	Change Order #
3/21/2016	7344

Phone #	Fax #
972-202-9202	972-840-9793

Name / Address
----------------

City of Rowlett  
 Purchasing Department  
 P.O. Box 99  
 Rowlett, Texas 75030-0099

Project

Description	Cost	Qty	Total
Saw Cut concrete pavement to full depth - 127 LF	2.16	127	274.32
Remove and install 8" Class C concrete street pavement - 112 SY	63.18	112	7,076.16
Install Flexbase - 17 CY	64.80	17	1,101.60
Subtotal			8,452.08
8302 Lakebend Dr			
Saw Cut concrete pavement to full depth - 28 LF	2.16	28	60.48
Remove and install 4' Class A concrete sidewalk - 86 LF	21.60	86	1,857.60
Remove and install Class A separate concrete curb and gutter - 14 SF	4.32	19	82.08
Install Flexbase - 2 CY	64.80	2	129.60
Subtotal			2,129.76
8306 Lakebend Dr			
Saw Cut concrete pavement to full depth - 25 LF	2.16	25	54.00
Remove and install 8" Class C concrete street pavement - 8 SY	63.18	8	505.44
Subtotal			559.44
8118 Lakebend Dr			
Saw Cut concrete pavement to full depth - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 84 LF	21.60	84	1,814.40
Install Top Soil - 1.5 CY	10.80	1.5	16.20
Install Flexbase - 1.5 CY	64.80	1.5	97.20
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			2,016.36
7617 & 7619 Cousteau Dr			
Saw Cut concrete pavement to full depth - 24 LF	2.16	24	51.84
Remove and install 4' Class A concrete sidewalk - 87.5 LF	21.60	87.5	1,890.00
Install Top Soil - 1.5 CY	10.80	1.5	16.20
Install Flexbase - 2 CY	64.80	2	129.60
Adjust existing water valve cover and stack - 2 EA	54.00	2	108.00
Subtotal			2,195.64
7805 Meadowlark Ln			
Saw Cut concrete pavement to full depth - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 78 LF	21.60	78	1,684.80
Install Flexbase - 1.5 CY	64.80	1.5	97.20
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00

Signature

**Total**

# F & F Concrete, LLC

Garland, TX 75040

## Change Order

Date	Change Order #
3/21/2016	7344

Phone #	Fax #
972-202-9202	972-840-9793

Name / Address
----------------

City of Rowlett Purchasing Department P.O. Box 99 Rowlett, Texas 75030-0099
--

Project

Description	Cost	Qty	Total
Subtotal			1,870.56
7301 Ridgeview Dr			
Saw Cut concrete pavement to full depth - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 74 LF	21.60	74	1,598.40
Install Flexbase - 1.5 CY	64.80	1.5	97.20
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,784.16
6002 Lakeshore Dr			
Saw Cut concrete pavement to full depth - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 60 LF	21.60	60	1,296.00
Install Flexbase - 1 CY	64.80	1	64.80
Subtotal			1,395.36
1714 Blain Dr			
Saw Cut concrete pavement to full depth - 8 LF	2.16	8	17.28
Remove and install 4' Class A concrete sidewalk - 16 LF	21.60	16	345.60
Subtotal			362.88
5200 Martin Dr			
Saw Cut concrete pavement - 38 LF	2.16	78	168.48
Remove and install 10" Class C concrete street pavement - 25.67 SY	68.04	25.67	1,746.59
Subtotal			1,915.07
Castle Hill Estates HOA			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 147 LF	21.60	147	3,175.20
Install Flexbase - 6 CY	64.80	6	388.80
Subtotal			3,598.56
2201 Randi Road			
Saw Cut concrete pavement - 127 LF	2.16	127	274.32
Remove and install 8" Class C concrete pavement - 111 SY	63.18	111	7,012.98
Install Flexbase - 18.5 CY	64.80	18.5	1,198.80
Subtotal			8,486.10
2221 Randi			
Saw Cut concrete pavement - 20 LF	2.16	20	43.20
Remove and install 8" Class C concrete street pavement - 5.78 SY	63.18	5.78	365.18
Install Flexbase - 1 CY	64.80	1	64.80

Signature

**Total**

# F & F Concrete, LLC

Garland, TX 75040

## Change Order

Date	Change Order #
3/21/2016	7344

Phone #	Fax #
972-202-9202	972-840-9793

Name / Address
City of Rowlett Purchasing Department P.O. Box 99 Rowlett, Texas 75030-0099

Project

Description	Cost	Qty	Total
Subtotal			473.18
9609 Peachtree Lane			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 47 LF	21.60	47	1,015.20
Install Flexbase - 3 CY	64.80	3	194.40
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,298.16
10418 Augusta Ln			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 35 LF	21.60	35	756.00
Install Flexbase - 2 CY	64.80	2	129.60
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			974.16
10605 Gleneagles Ln			
Saw Cut concrete pavement to full depth - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 37 LF	21.60	37	799.20
Install Flexbase - 2.5 CY	64.80	2.5	162.00
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,049.76
10102 George Drive			
Saw Cut concrete pavement - 24 LF	2.16	24	51.84
Remove and install 4' Class A Concrete sidewalk - 54 LF	21.60	54	1,166.40
Install Flexbase - 3 CY	64.80	3	194.40
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,466.64
9717 Glenshee Drive			
Saw Cut concrete pavement - 24 LF	2.16	24	51.84
Remove and install 4' Class A Concrete sidewalk - 74 LF	21.60	74	1,598.40
Install Flexbase - 3.5 CY	64.80	3.5	226.80
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,931.04
10313 Bintree Drive			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 91 LF	21.60	91	1,965.60

Signature

**Total**

# F & F Concrete, LLC

Garland, TX 75040

## Change Order

Date	Change Order #
3/21/2016	7344

Phone #	Fax #
972-202-9202	972-840-9793

Name / Address

City of Rowlett  
 Purchasing Department  
 P.O. Box 99  
 Rowlett, Texas 75030-0099

Project

Description	Cost	Qty	Total
Install Flexbase - 3.5 CY	64.80	3.5	226.80
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			2,280.96
2508 Hanover Court			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 50 LF	21.60	50	1,080.00
Install Flexbase - 2 CY	64.80	2	129.60
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,298.16
7410 Pacific Drive			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 74 LF	21.60	74	1,598.40
Install Flexbase - 3 CY	64.80	3	194.40
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,881.36
3410 Maple Ln			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 35 LF	21.60	35	756.00
Install Flexbase - 1.5 CY	64.80	1.5	97.20
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			941.76
8301 Greenspoint Drive			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 81 LF	21.60	81	1,749.60
Install Flexbase - 3.5 CY	64.80	3.5	226.80
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			2,064.96
4901 Bayonne Drive			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 78 LF	21.60	78	1,684.80
Install Flexbase - 3.5 CY	64.80	3.5	226.80
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			2,000.16
9305 Inverness Drive			

Signature

**Total**

# F & F Concrete, LLC

Garland, TX 75040

## Change Order

Date	Change Order #
3/21/2016	7344

Phone #	Fax #
972-202-9202	972-840-9793

Name / Address
----------------

City of Rowlett  
 Purchasing Department  
 P.O. Box 99  
 Rowlett, Texas 75030-0099

Project

Description	Cost	Qty	Total
Saw Cut concrete pavement - 24 LF	2.16	24	51.84
Remove and install 4' Class A concrete sidewalk - 74 LF	21.60	74	1,598.40
Install Flexbase - 3 CY	64.80	3	194.40
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,898.64
3110 Harborview			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 46 LF	21.60	46	993.60
Install Flexbase - 2 CY	64.80	2	129.60
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,211.76
3509 Christopher Drive			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 77 LF	21.60	77	1,663.20
Install Flexbase - 3.5 CY	64.80	3.5	226.80
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,978.56
5005 Harborview Blvd			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 50 LF	21.60	50	1,080.00
Install Flexbase - 2 CY	64.80	2	129.60
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,298.16
7217 Compass Pointe Drive			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 44 LF	21.60	44	950.40
Install Flexbase - 1.5 CY	64.80	1.5	97.20
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00
Subtotal			1,136.16
9802 Waterview Parkway			
Saw Cut concrete pavement - 16 LF	2.16	16	34.56
Remove and install 4' Class A concrete sidewalk - 39 LF	21.60	39	842.40
Install Flexbase - 1.5 CY	64.80	1.5	97.20
Adjust existing water valve cover and stack - 1 EA	54.00	1	54.00

Signature

**Total**





**City of Rowlett**  
**Staff Report**

4000 Main Street  
P.O. Box 99  
Rowlett, TX 75080-0099  
www.rowlett.com

**AGENDA DATE:** 06/21/16

**AGENDA ITEM:** 7D

**TITLE**

Consider a resolution appointing a representative to the Dallas Area Rapid Transit (DART) Board of Directors.

**STAFF REPRESENTATIVE**

Brian Funderburk, City Manager

**SUMMARY**

As a member city of DART, Rowlett has representation on their Board of Directors in partnership with the Cities of Garland and Glenn Heights. This appointment is for a two year position. It is now time to reappoint this member.

**BACKGROUND INFORMATION**

On September 16, 1997, former Mayor Mark Enoch was first appointed by Resolution No. 09-16-97 to represent the cities of Rowlett, Garland and Farmers Branch. In 2011, a reallocation of representation occurred based on 2010 census data. The City of Rowlett now shares a board member with the Cities of Garland and Glenn Heights. As noted below, Mr. Enoch has been reappointed in two year increments as follows:

- July 7, 1998 by Resolution No. 07-07-98A
- June 20, 2000 by Resolution No. 06-20-00C
- June 18, 2002 by Resolution No. 06-18-02C
- July 6, 2004 by Resolution No. 07-06-04J
- June 6, 2006 by Resolution No. RES-078-06
- June 8, 2008 by Resolution No. RES-063-08
- June 15, 2010 by Resolution No. RES-051-10
- September 6, 2011 by Resolution No. RES-118-11 (Census reapportionment)
- June 19, 2012 by Resolution No. RES-062-12
- June 3, 2014 by Resolution No. RES-049-14

**DISCUSSION**

Nancy K. Johnson, Director, Office of Board Support, sent a letter dated May 5, 2016, requesting that Rowlett pass a resolution to appoint a representative to the DART Board (see Attachment 1). Former Rowlett Mayor Mark Enoch currently serves in this capacity.

According to the DART Board of Directors Bylaws, the General Powers are as follows:

*“The responsibility for the operation and control of the properties belonging to DART is vested in the Board of Directors (the “Board”). The Board may exercise responsibility by appointing and prescribing compensation for a chief executive officer whom the Board may designate as an executive director or a general manager and who shall administer the daily operations of DART and employ persons, firms, partnerships, or corporations deemed necessary by the Board for the conduct of the affairs of DART. The Board may appoint auditors, and attorneys and prescribe the duties, tenure, and compensation of each.”*

Members of DART's Board of Directors serve two-year terms pursuant to Section 452.578 of the Texas Transportation Code. Mr. Enoch was appointed to represent Rowlett. His term of office will expire June 30, 2016.

Mr. Enoch has indicated he would like to continue serving Rowlett, Glenn Heights and Garland on the DART Board.

#### **FISCAL IMPACT**

N/A

#### **STAFF RECOMMENDATION**

Staff recommends the City Council approve a resolution appointing former Mayor Mark Enoch as the City's representative to the Dallas Area Rapid Transit (DART) Board of Directors.

#### **RESOLUTION**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ROWLETT, TEXAS, APPROVING THE APPOINTMENT OF A REPRESENTATIVE TO THE DALLAS AREA RAPID TRANSIT (DART) BOARD OF DIRECTORS; AND, PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, Section 452.578 of the Texas Transportation Code require members of DART's Board of Directors to serve staggered two-year terms.

**WHEREAS**, in 1997, Kathy Ingle was the City of Rowlett, City of Garland and City of Farmers Branch appointed representative until the passage of Resolution No. 09-16-97 naming Mark C. Enoch as representative for the three cities.

**WHEREAS**, in 1998, former Mayor Mark Enoch was re-appointed as the City of Rowlett's DART representative and has continued to be reappointed in 2000, 2002, 2004, 2006, 2008 and 2010 to represent City of Rowlett, City of Garland and City of Farmers Branch. In 2011, former Mayor Mark Enoch was appointed to represent the City of Rowlett, City of Garland and City of Glenn Heights in a reapportionment plan following the 2010 Census. He was then reappointed in 2012 and 2014.

**NOW THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ROWLETT, TEXAS:**

**Section 1:** That former Mayor Mark Enoch, be and is hereby appointed/reappointed to the Dallas Area Rapid Transit Board of Directors (DART) as the representative for the City of Rowlett, Texas.

**Section 2:** This resolution shall become effective immediately upon its passage.

**ATTACHMENT**

Attachment 1 – Letter from DART

Attachment 2 – Letter from Mark Enoch



**Dallas Area Rapid Transit**  
P.O. Box 660163  
Dallas, Texas 75266-0163  
214/749-3278

May 5, 2016

Ms. Laura Hallmark  
City Secretary  
City of Rowlett  
4000 Main St.  
Rowlett, Texas 75088-0099

Re: Reappointment of City of Rowlett's Representative to DART's Board of Directors

Dear Ms. Hallmark:

Members of DART's Board of Directors serve staggered two-year terms pursuant to Section 452.578 of the Texas Transportation Code. Mark C. Enoch was appointed to represent the City of Rowlett. His term of office will expire on June 30, 2016.

Please send a copy of the resolution appointing or re-appointing a representative for the to the DART Board of Directors to the attention of:

Nancy K. Johnson  
Director, Office of Board Support  
Dallas Area Rapid Transit  
P.O. Box 660163  
Dallas, Texas 75266  
Fax (214) 749-3651

*email NJohnson@DART.org*

If you have any questions regarding this matter, please call me at (214) 749-3347.

Sincerely,

A handwritten signature in black ink that reads "Nancy K. Johnson".

Nancy K. Johnson  
Director, Office of Board Support

NKJ/lh

C: Faye Moses Wilkins, Chair  
Gary C. Thomas  
Scott Carlson

**GLAST, PHILLIPS & MURRAY**  
A PROFESSIONAL CORPORATION

**MARK C. ENOCH, J.D., M.B.A.**  
(972) 419-8366  
[flv63rc@verizon.net](mailto:flv63rc@verizon.net)

BOARD CERTIFIED – CIVIL TRIAL LAW  
TEXAS BOARD OF LEGAL  
SPECIALIZATION

14801 QUORUM DRIVE, SUITE 500  
DALLAS, TEXAS 75240-6657

(972) 419-8300  
FACSIMILE (469) 206-5022

June 9, 2016

*Via email*

[tgottel@rowlett.com](mailto:tgottel@rowlett.com)  
[lhallmark@rowlett.com](mailto:lhallmark@rowlett.com)

Mayor Todd W. Gottel  
Ms. Tammy Dana-Bashian  
Mr. Rick Sheffield  
Mr. Robbert van Bloemendaal  
Mr. Bruce Hargrave  
Ms. Debby Bobbitt  
Ms. Martha Brown  
City of Rowlett  
4000 Main Street  
Rowlett, Texas 75088

Re: Board of Directors Position on Dallas Area Rapid Transit

Dear Mayor Gottel and Honorable Council Members:

The purpose of this letter is to express my strong desire to remain the city's representative on the Board of Directors of Dallas Area Rapid Transit. It has been my honor to serve in this position for many years, and I have developed expertise and specific knowledge which has been useful on many occasions to benefit the city. I hope that you agree with me that it would be advantageous for the city to have that continued experienced representation.

I remain excited about the prospects of the agency and what it can continue to mean for the city. How and where DART expands in an efficient manner and in a way that is fair to current stakeholders is among the biggest issues that still face us.

June 9, 2016  
Page 2

I respectfully ask that you favorably consider my application to remain Rowlett's representative on the Board. Should any of you have any questions, please do not hesitate to contact me.

Warm regards,

A handwritten signature in black ink, appearing to read "Mark C. Enoch". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Mark C. Enoch

MCE:mji