





APPENDIX.C
Community Context

COMMUNITY OUTREACH

PUBLIC ENGAGEMENT

The public engagement process was split into two major parts. The bulk of the efforts in 2022 focused on public surveys, public outreach events, and individual citizen interviews. After public workshops in the fall of 2022 were completed an exhaustive collection of targeted stakeholder meetings was conducted. These meeting lasted into the fall of 2023.

More in depth discussions regarding the public surveys, input and targeted stakeholder meetings can be found in the following chapters, however, a summary of the processes and meetings can be found below and on the follow page.



DATE	EVENT / MEETING
2022/04/23	Founder's Day Public Engagement
2022/04/23	Kickoff Survey
2022/05/10	CPAC / P&Z Joint Meeting
2022/07/14	CPAC Meeting
2022/07/15	Stakeholder Meetings (2)
2022/08/22	Virtual Interviews (4)
2022/08/12	Survey #2
2022/08/29 - 8/30	Virtual Stakeholder Meetings (2)
2022/09/12	Public Meeting
2022/10/17 - 10/18	2-Day Visioning Event
2022/11-17 - 2023/06/07	Targeted Stakeholder Meetings*
2023/06/07	Internal Coordination Meeting
2023/06/20	City Council Update
2023/06/28	EDC Update
2023/09/07	On-Site Land Use Verification
2023/09/27	Internal Workshop
2024/01/19	CPAC Meeting
2024/02/12	Implementation Plan Workshop
2024/02/15	Public Meeting
2024/03/14	CPAC Meeting
2024/09/25	Public Meeting
2024/10/30	City Council and Commissions Workshop

*Targeted Stakeholder Meetings following October Visioning Event:

- Development Agreement and PDD Discussion
- Utility Discussion w/ Public Works Director
- Flood Plain Discussion w/ City Engineer
- Water Utility Meeting w/ West Travis County PUA
- Historic Preservation Meeting
- Dripping Springs Independent School District Meeting
- Transportation Discussion w/ City & County
- Hays County Conservation Development
- March Internal Workshop
- Transportation Discussion w/ HDR
- Dripping Springs Water Supply Corporation Meeting
- Hays County Coordination
- June Coordination Meeting
- Future Land Use Internal Workshop
- Conservation Easement Land Discussion w/ Hill Country Conservancy

SURVEYS

The Kick-Off Survey (#1) launched on Founders Day 2022. It was made up of broad questions about the City to establish the values and priorities of the community – of both long-time and newer residents.

- 422 responses
- Opened April 24, 2022
- Closed May 15, 2022
- 15 Questions

The second Survey focused on gathering local input on more specific topics, such as housing, natural resources, preservation, infrastructure, and transportation.

- 1043 responses
- Opened August 12, 2022
- Closed September 22, 2022
- 26 Questions

The surveys were a critical piece in establishing the Guiding Principles for the Comprehensive Plan. In the surveys the first two questions asked residents in their own word(s) to describe what Dripping Springs meant to them and what was their favorite feature. These questions were fill in the blank. While there were literally 1000s of words/phrases to answer these question, an overwhelming majority of responses (75%+) centered around just a few concepts. It is also important to note that over 80% of respondents to the survey were either City of Dripping Springs or ETJ residents.

HISTORY

The City of Dripping Springs was settled in the early months of 1854 by 3 families seeking to make Texas their home. The settlement was within a region shared by different Native American tribes and dealt with raids up until 1872. The first Post Office was established in 1857 and soon after Dripping Springs became a mainstay for travelers navigating to and from Austin and Fredericksburg. The City of Dripping Springs was incorporated in 1981.

HISTORICAL POPULATION

Dripping Springs grew very slowly from its incorporation until 2010; however from 2010-2020 it experienced explosive growth which has continued to present day. The compounded annual growth rate between 2010-2020 was 10.3%, which is significantly higher compared to other communities. The Austin-Round Rock-Georgetown MSA statistical area reported a 2.9% compounded annual growth rate over the same time period.

Year	1990 Census	2000 Census	2010 Census	2020 Census
Dripping Springs	1,206	1,548	1,788	4,650

POPULATION PROJECTIONS

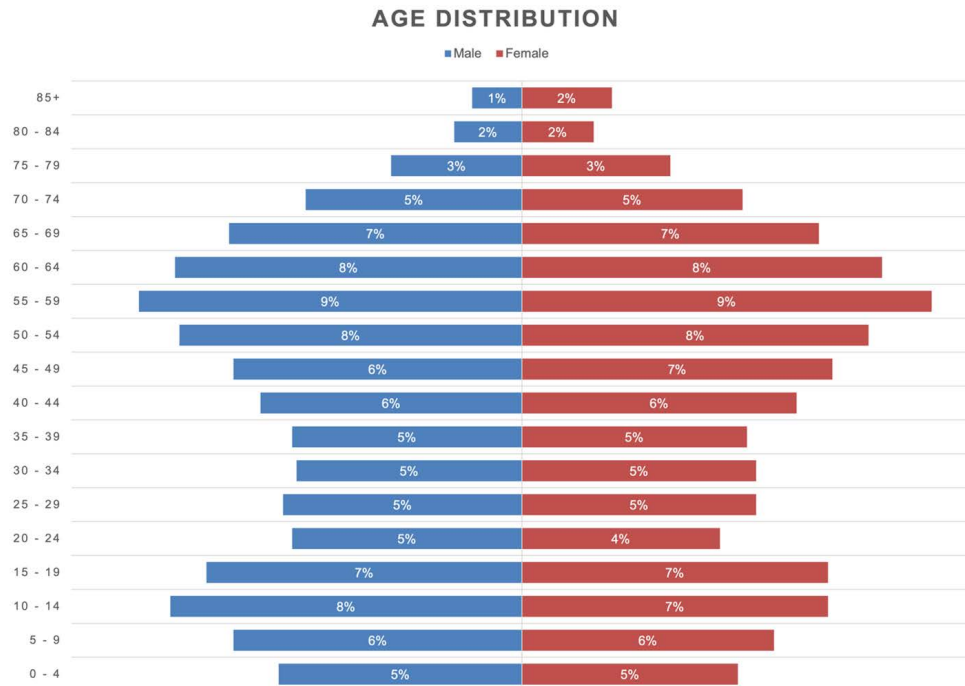
The 2022 population of Dripping Springs, according to ESRI, was 6,602 with an expected population of 7,692 in 2027 establishing a 3.1% annual growth rate. The city of Dripping Springs ETJ recorded a population of 31,986 in 2022 with a compounded annual growth rate of 2.69% over the next 5 years. The table below represents population projections based on five different compounded annual growth rates (2.5%, 3.0%, 3.5%, 4.0%, 4.5%).

Population Projection Averages - Dripping Springs	
Year	Projection
2022	6,602
2025	7,235
2035	10,362
2045	14,737

2.5% CAGR		3% CAGR		3.5 % CAGR		4 % CAGR		4.5% CAGR	
Year	Population	Year	Population	Year	Population	Year	Population	Year	Population
2022	6,602	2022	6,602	2022	6,602	2022	6,602	2022	6,602
2023	6,767	2023	6,800	2023	6,833	2023	6,866	2023	6,899
2024	6,936	2024	7,004	2024	7,072	2024	7,141	2024	7,210
2025	7,110	2025	7,214	2025	7,320	2025	7,426	2025	7,534
2026	7,287	2026	7,431	2026	7,576	2026	7,723	2026	7,873
2027	7,470	2027	7,654	2027	7,841	2027	8,032	2027	8,227
2028	7,656	2028	7,883	2028	8,116	2028	8,354	2028	8,598
2029	7,848	2029	8,120	2029	8,400	2029	8,688	2029	8,984
2030	8,044	2030	8,363	2030	8,694	2030	9,035	2030	9,389
2031	8,245	2031	8,614	2031	8,998	2031	9,397	2031	9,811
2032	8,451	2032	8,873	2032	9,313	2032	9,773	2032	10,253
2033	8,662	2033	9,139	2033	9,639	2033	10,163	2033	10,714
2034	8,879	2034	9,413	2034	9,976	2034	10,570	2034	11,196
2035	9,101	2035	9,695	2035	10,325	2035	10,993	2035	11,700
2036	9,328	2036	9,986	2036	10,687	2036	11,433	2036	12,227
2037	9,562	2037	10,286	2037	11,061	2037	11,890	2037	12,777
2038	9,801	2038	10,594	2038	11,448	2038	12,365	2038	13,352
2039	10,046	2039	10,912	2039	11,848	2039	12,860	2039	13,953
2040	10,297	2040	11,239	2040	12,263	2040	13,374	2040	14,580
2041	10,554	2041	11,577	2041	12,692	2041	13,909	2041	15,236
2042	10,818	2042	11,924	2042	13,137	2042	14,466	2042	15,922
2043	11,089	2043	12,282	2043	13,596	2043	15,044	2043	16,639
2044	11,366	2044	12,650	2044	14,072	2044	15,646	2044	17,387
2045	11,650	2045	13,030	2045	14,565	2045	16,272	2045	18,170
2046	11,941	2046	13,421	2046	15,075	2046	16,923	2046	18,987

AGE DISTRIBUTION

As the City of Austin has grown in the past 15 years, Dripping Springs and its neighbors have attracted a slightly older population compared to Austin. This growth in those age brackets may be attributed to those seeking a slower pace of life, with the benefit of being close to Austin. The median age in 2021 was 43.8, a substantial jump from the median age in 2010 which was 38.9. The graph below shows the largest age group is that those between 55-59. Children, specifically teens, also make up a substantial percentage .



RACE & ETHNICITY

Most of the population in Dripping Springs is White Alone, with small percentages of other races. Ethnically the Hispanic origin is 24%, and Dripping Springs has a diversity index of 56.1.

Population by Race/Ethnicity	
White Alone	83.0%
Black Alone	1.3%
American Indian Alone	0.9%
Asian Alone	1.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	8.8%
Two or More Races	4.1%
Hispanic Origin	24.0%
Diversity Index	56.1

EDUCATIONAL ATTAINMENT

Dripping Springs is a fairly educated community which contributes to its high median income and home prices. The majority of residents aged 25+ (55.7%) have an associate, bachelor's, or graduate degree. With big industry and numerous universities, the Austin-Round Rock-Georgetown MSA region offers students from Dripping Springs to continue their education while maintaining their residence.

2024 Population 25+ by Educational Attainment			
Level of Education	Dripping Springs	Austin-Round Rock-Georgetown MSA	Texas
Less than 9th Grade	2.7%	4.6%	7.4%
9th - 12th Grade, No Diploma	3.1%	4.5%	7.5%
High School Graduate	16.7%	16.2%	21.0%
GED/Alternative Credential	2.1%	3.0%	4.3%
Some College, No Degree	19.6%	18.9%	21.0%
Associate Degree	4.3%	6.8%	7.6%
Bachelor's Degree	36.9%	29.5%	20.3%
Graduate/ Professional Degree	14.5%	16.5%	10.9%

PSYCHOGRAPHICS OF THE COMMUNITY

Psychographics is a way of categorizing the study of people by their interests, personalities, lifestyle, etc. The study consists of using quantitative and qualitative data to analyze consumers attributes such as health, political beliefs, and technology adoption. This data helps local businesses and the City of Dripping Springs to further understand the market and expand the potential for a thriving community. The following data is provided by Esri Tapestry Segmentation.

Green Acres (49.3%) - The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

Savvy Suburbanites (27.9%) - Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

Professional Pride (11.9%) - Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are finetuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters .

Boomburbs (10.9%) - This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity

HOUSEHOLD AND INCOME

The median household income in Dripping Springs is \$113,842, with a median disposable income of \$91,714, showing a higher capacity for spending and disposable income. The surrounding ETJ including the city limits recorded a median household income of \$135,221, more than double than the State of Texas.

2024 Median Household Income	
Texas	\$63,524
Austin-Round Rock-Georgetown MSA	\$81,998
Dripping Springs ETJ	\$135,221
Dripping Springs	\$113,842

INDUSTRY & OCCUPATION

The industry composition of Dripping Springs is fairly diverse. The majority of the working class is involved in Services (49.5%) which encompass businesses that deliver nontangible goods. Other notable industries within Dripping Springs are Construction (12.4%), Finance/Insurance/Real Estate (F.I.RE.) (9.7%), and Manufacturing (7.7%).

Very few disparities arose when comparing industry data with the Dripping Springs ETJ and the Austin-Round Rock-Georgetown MSA region.

A significant distinction would be that the Austin-Round Rock-Georgetown MSA region recorded 10.3% of the employed population as working in Retail Trade compared to 7.2% in Dripping Springs. The disparity is significant because it highlights that the bulk of retail is centered elsewhere in the region, although residents of Dripping Springs have higher disposable incomes that could support additional retail.

The occupations within Dripping Springs consist mostly of White-Collar occupations, and more than a quarter fall under either Services or Blue Collar occupations. Compared to regional data there are no great disparities to highlight.

2024 Employed Population 16+ by Industry

Total	2,441
Agriculture/Mining	1.4%
Construction	12.4%
Manufacturing	7.7%
Wholesale Trade	1.8%
Retail Trade	7.2%
Transportation/Utilities	2.9%
Information	1.4%
Finance/Insurance/Real Estate	9.7%
Services	49.5%
Public Administration	6.0%

2024 Employed Population 16+ by Occupation

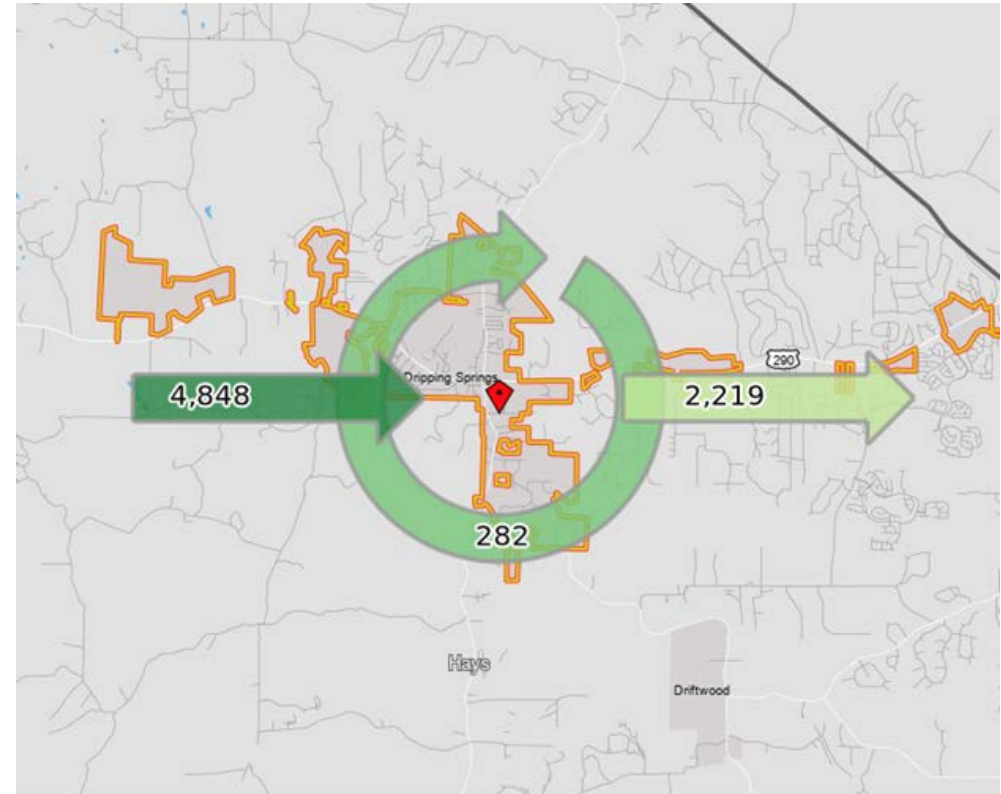
Total	2,439
White Collar	73.0%
Management/Business/Financial	29.6%
Professional	25.6%
Sales	9.0%
Administrative Support	8.8%
Services	12.1%
Blue Collar	14.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	7.2%
Installation/Maintenance/Repair	1.4%
Production	2.7%
Transportation/Material Moving	3.6%

TRANSPORTATION

Transportation and mobility are crucial for a city to activate economic growth and improve its quality of life. In recent years Dripping Springs has entered into a new phase of growth, ranging from growth pressure from Austin to the continued discovery of the Dripping Springs area and the attraction to tourists and new residents.

Based on 2020 TxDOT Traffic Counts, an average of 26,465 vehicles pass through Dripping Springs daily on SH290. Furthermore, RR12 sees upwards of 14,400 vehicles per day within Dripping Springs.

Inflow and Outflow data provided by the US Census Bureau records the employed population and compares their home and work locations. The Census Bureau recorded in 2019 that 5,130 people are employed within Dripping Springs. Of those employed, 4,848 (94.5%) people live outside of Dripping Springs and commute into Dripping Springs for work. Conversely, 5.5% of the workforce employed within Dripping Springs also live within Dripping Springs. The Census Bureau recorded 2,219 people that live within Dripping Springs but are employed outside of Dripping Springs.



HOUSING

As of 2021, the City of Dripping Springs had 1,983 housing units, compared to its ETJ (which includes the city) which recorded 10,565 housing units. This significant difference is due to the large ETJ boundary that Dripping Springs has established. Most homes in Dripping Springs (66.52%) were built in the 1990s or later, with 20.90% of the total housing stock built since 2014. Compared to Austin-Round Rock-Georgetown MSA data, a higher percentages of homes were built in the 2000s in Dripping Springs and its ETJ due to the recent growth seen in the Dripping Springs area in the past 20 years.

The median home value in Dripping Springs is \$418,343, which is significantly above the state's median home value of \$224,879. If residents don't have comparable incomes to match elevated home values, a reduction in disposable income can occur due to relatively higher housing costs. The average household size within the city was recorded at 2.71, slightly lower than the ETJ's at 2.86.

The City of Dripping Springs' housing stock is mostly Owner-Occupied at 85.27%, which is fairly high compared to the state (63.37%) and Austin-Round Rock-Georgetown MSA (61.0%) percentages. Vacancy among housing units is low at 3.4% and is predicted to stay at that rate through 2026.

PERMITS

The table below shows the last 12 years of single family and multifamily permits for Dripping Springs in conjunction with the city's ratio to county permits. A significant rise in single family permits was seen in 2016 and has continued to rise. Multifamily units have remained fairly consistent over the last 12 years with the exception of 160 units added in 2015, though there are multiple recent multifamily developments that have been added to the area but are not in the city limits. Dripping Spring's average capture rate for single family issued within Hays County over the last 12 years is roughly 7%. Looking forward Dripping Springs could absorb 10% or more of single family permits in the county as prices continue to rise in Austin and development moves outward. The permit data below coincides with the sentiment that the large majority of the population is seeking owner-occupied housing.

Dripping Springs Permit Data				
Type	Single Family	Dripping Springs to Hays Co Ratio (Single Family)	Multifamily	Dripping Springs to Hays Co Ratio (Multifamily)
2010	5	<1%	0	0%
2011	24	2%	0	0%
2012	12	1%	0	0%
2013	49	3%	0	0%
2014	82	5%	0	0%
2015	78	4%	160	29%
2016	268	14%	0	0%
2017	317	11%	0	0%
2018	345	12%	0	0%
2019	323	10%	0	0%
2020	431	11%	0	0%
2021	472	10%	0	0%

FUTURE DEVELOPMENT

Per Dripping Springs' Potential Development Map (2017), there are 41 new or potential developments within or surrounding Dripping Springs. Since the updating of the Potential Development map in 2021 roughly 10 developments have been completed or have entered their final stage, therefore they have been excluded from the following estimates. With the completion of the new developments, it is estimated they will bring an additional 8,618 housing units to the area. The majority being single family though this number includes multifamily as well. One anticipated development to note is the Anarene development, located just north of the city limits on RR 12 (shown in purple on the map below). The development was last approved in September of 2021. The property is roughly 1,700 acres with 2,231 planned residences, as well as commercial, retail, and office space. There was a significant uptick (5x) of residential development starting in 2016 after the release of the previous Comprehensive Plan.

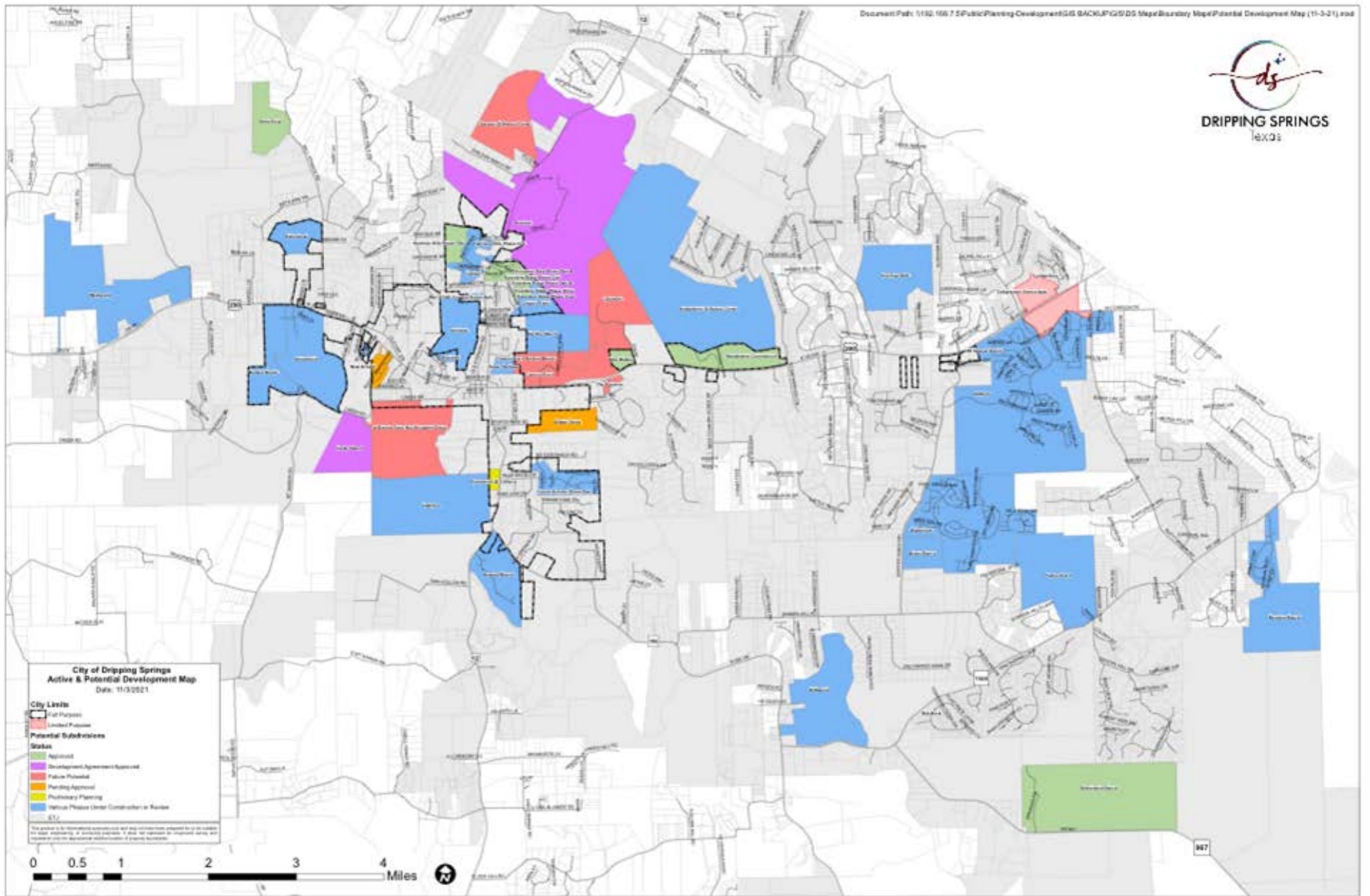


Figure 1. Dripping Springs Future & Potential Development Map

MARKET ANALYSIS

SINGLE FAMILY DEMAND

The City of Dripping Springs is developing rapidly compared to just a few years ago. In 2021 alone, there were 472 single family permits issued. Comparing city and county permit data keeping in mind the Dripping Springs population projections and current household size, it is estimated that Dripping Springs captures roughly 10% of the county demand. Therefore, the potential demand for new single family homes is projected to be 413 units annually.

MULTI FAMILY DEMAND

As development continues to sprawl outwards from Austin, the potential for younger residents preferring to rent will likely increase. Dripping Springs has the potential to capture 10% of multifamily growth within Hays County. Potential demand for multifamily is projected to be 293 units annually.

There are currently 96 existing multifamily units within the City of Dripping Springs, with a healthy vacancy rate of 3.5%. Current market rent is high at \$1,781 (\$1.83 PSF) compared to \$1,659 in the Austin-Round Rock-Georgetown MSA, up 5.5% from the prior period. The rise in market rent is most likely associated with rising inflation and high demand for housing. Multifamily housing developments such as The Local may expand the number of units offered in the future, absorbing the demand for multifamily units.

OFFICE

The City of Dripping Springs currently has 219K SF of office space, spread between 47 existing buildings. Market rent is reported at \$31.59 PSF with a vacancy rate of 6.7%, up 2.1% from last period. There is currently no office space under construction, though 7.2k SF of the vacant 14.7k SF is projected to be absorbed.

RETAIL

Retail is prevalent within Dripping Springs with 687k SF in retail inventory. The surrounding area also offers an abundance of retail options including the Galleria in Bee Cave, the Domain in Austin, and the Tanger Outlets in San Marcos. The current market rent is \$25.59 per SF with a vacancy rate of 0.9% (5.9k SF). Lastly, 12 month net absorption is currently at 3.1k SF.