

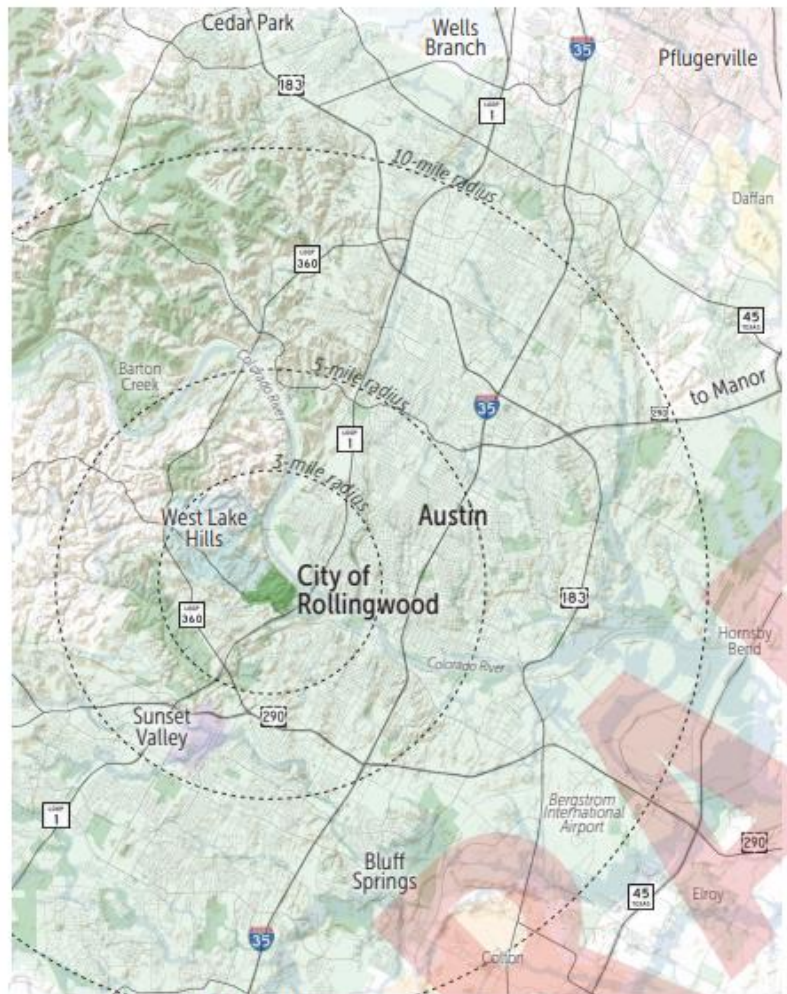
**COMMUNITY PROFILE KEY TAKEAWAYS**

- As of 2020, the City has a population of approximately 1,569 residents, comprising of 542 households.
- Rollingwood has a significantly higher median home value, as compared to Austin and United States averages. The median home value was \$1,447,733 in July, 2020 which represents a 98% increase from 2010.
- The two largest age cohorts in Rollingwood are: 45-59 years and 5-14 years, which represent 23% and 20% of the total population.

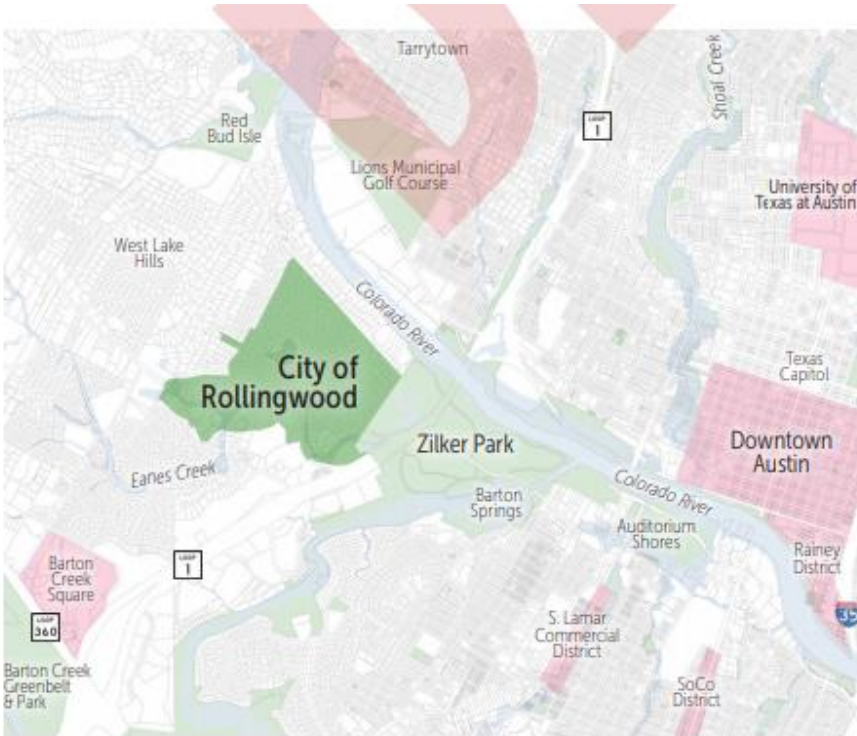
**LOCATION AND GEOGRAPHICAL CONTEXT**

The City of Rollingwood is located in Central Texas between Hill Country and the Texas Coastal Plain. It is nestled within the City of Austin and is only approximately four miles southeast of its downtown. Regionally, it is part of the Austin Metropolitan Area, and it is a jurisdictional component of Travis County. Geographically, Rollingwood is at the edge of the Balcones Escarpment, cliffs that are a result of the Balcones Fault. The City is surrounded by two streams, Eanes Creek to the east and the Colorado River to the north. Rollingwood sits above the Edwards Aquifer, and is only about one mile away from Barton Springs, a natural water spring. The City is proximate to various regional thoroughfares such as the Mopac Expressway (TX-1 Loop) and the Bee Cave Road corridor.

The Rollingwood community boasts closeness to both natural and cultural amenities. A number of recreational centers are adjacent to the City such as Zilker Park, Barton Springs Pool, the Nature & Science Center, Auditorium Shores, Zilker Botanical Garden, Lions Municipal Golf Course, and the Barton Creek Greenbelt.



Austin Metropolitan Region and Cities



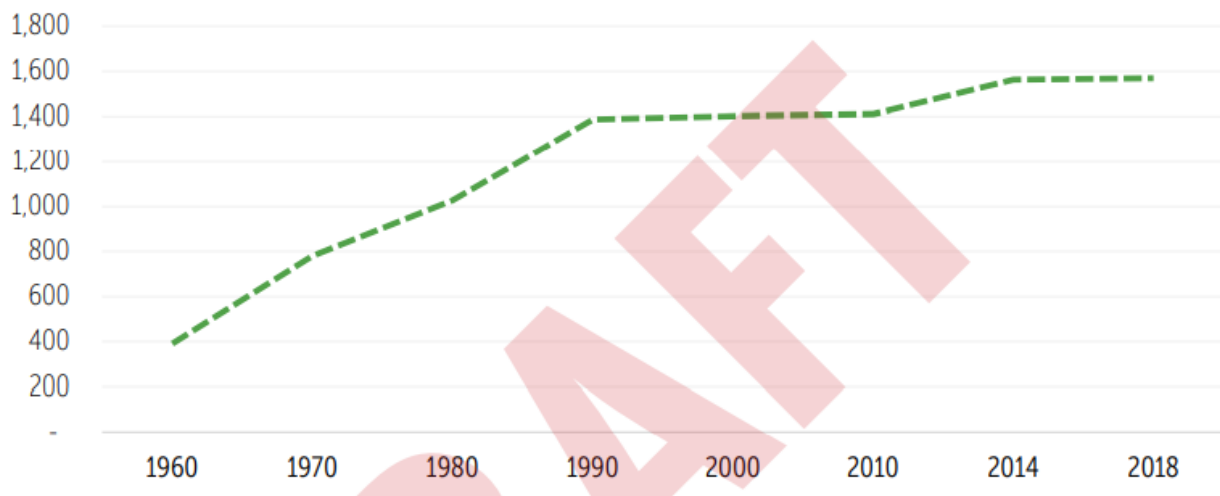
## Municipal Context

### DEMOGRAPHICS

#### Current Population and Population Projections

Austin Metropolitan Area's exponential growth has shaped the recent population trends in the City of Rollingwood. Rollingwood's population grew by 11%, from an estimated 1,412 residents in 2010 to 1,569 residents in 2018. While the population has grown, the total number of households has decreased from 565 in 2010 to approximately 531 households in 2018.

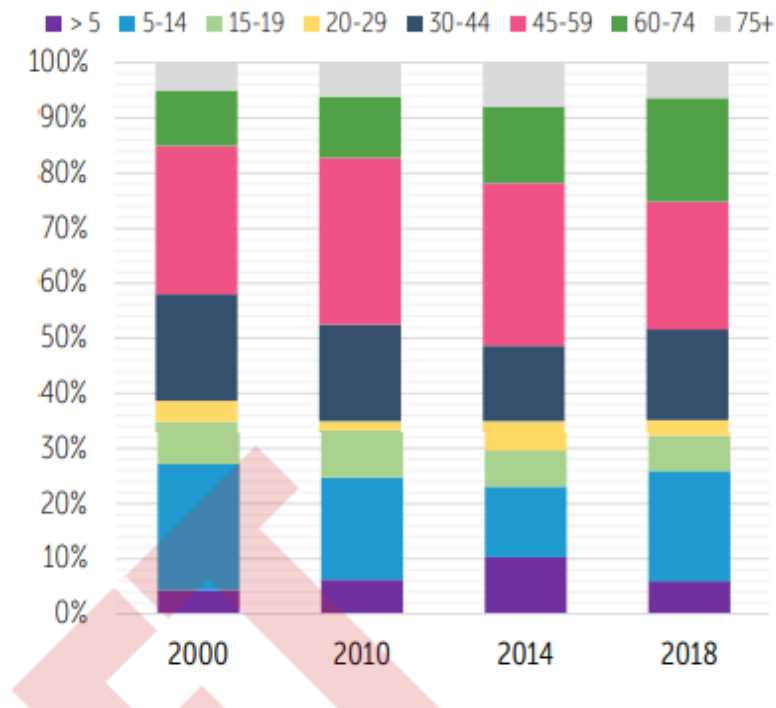
#### Rollingwood Population Growth, 1960-2018



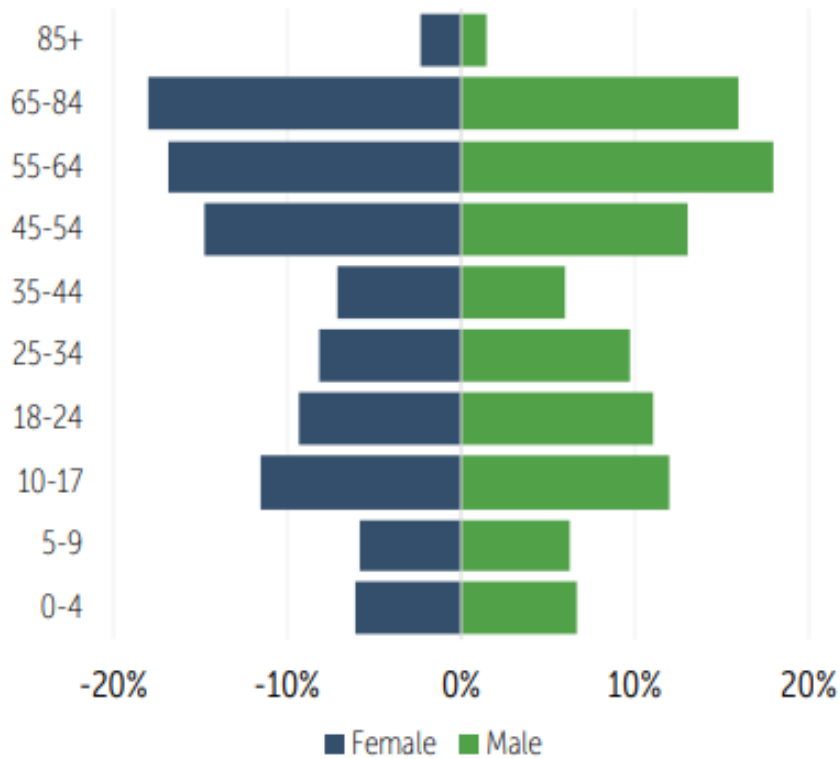
### Age Cohorts and Median Age

Analyzing age-group cohorts over time offers insights into the needs, preferences, and lifestyles of the community. While the share of Rollingwood's population that is 75 years and older has remained constant, the share of residents between 45 to 59 has decreased slightly within the last 20 years. The largest population shift within the last decade has been the sharp increase of the 60 to 74 age cohort, from a 10% share of the population in 2000 to almost 19% in 2018. Furthermore, the children cohort of ages 5 to 14 years saw a staggering increase of 8% within the last 5 years. In comparison to Texas averages, the City of Rollingwood has a high ratio of children under 15 years of age (20%, as compared to 12.7% for Texas), and an exceptionally low ratio of residents between the ages of 20 to 30 years (2.8%, as compared to 14% in Texas). The changing age composition described above, can be seen reflected in the slight increase in median age for Rollingwood in the last 20 years, from an average age of 42 years in 2000 to 44 years in 2018.

### Resident Age Cohort, 2000-2018



## Population Pyramid, 2018



### Peer Cities

A need was recognized to establish Rollingwood within a larger context of strategies and practices for future development. A set of peer cities were selected to use as comparisons or benchmarks for this comprehensive plan. The peer cities were designated using four rationales:

- Location within the Austin Metropolitan Area
- A population or population density comparable to Rollingwood
- Specified by community leaders
- Comparable home values

Due to the unique socio-economic elements in Rollingwood and the selected peer cities, it was necessary to define these unique factors using a data matrix and data visualization methods. This section shows various socio-economic criteria that allows city leaders to compare Rollingwood with those of similar municipalities.

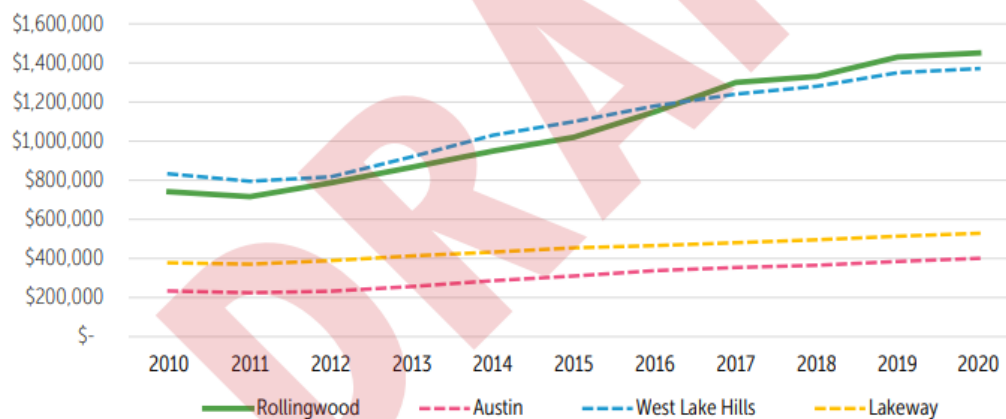
This matrix shows various socio-economic elements for the city of Rollingwood and the selected peer-cities. This comparison shows that although Rollingwood has a smaller population, the city has a higher median home value and median household income in comparison to its peer cities.

### Rollingwood Peer Cities Data Comparison

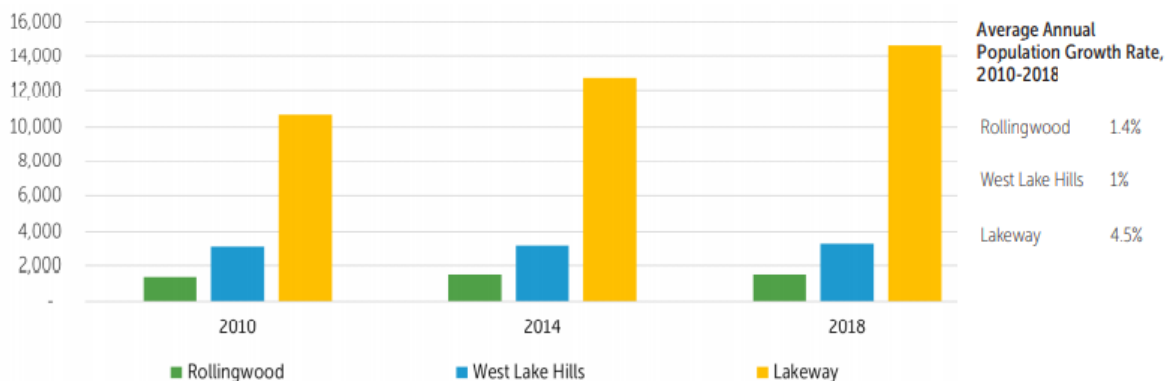
	Population (2010)	Population (2018)	Population Percent Increase (2010-2018)	Median Home Value (2020)
Rollingwood	1,412	1,569	11%	\$1,447,733
West Lake Hills	3,061	3,314	8%	\$1,383,411
Lakeway	10,726	14,677	36%	\$535,137
Austin	764,129	964,243	26%	\$401,999

The following charts examine home value increase and population growth rates of Rollingwood and its peer cities.

Peer Cities Median Home Value Comparison, 2010-2020



Peer Cities Population Growth Comparison, 2010-2018



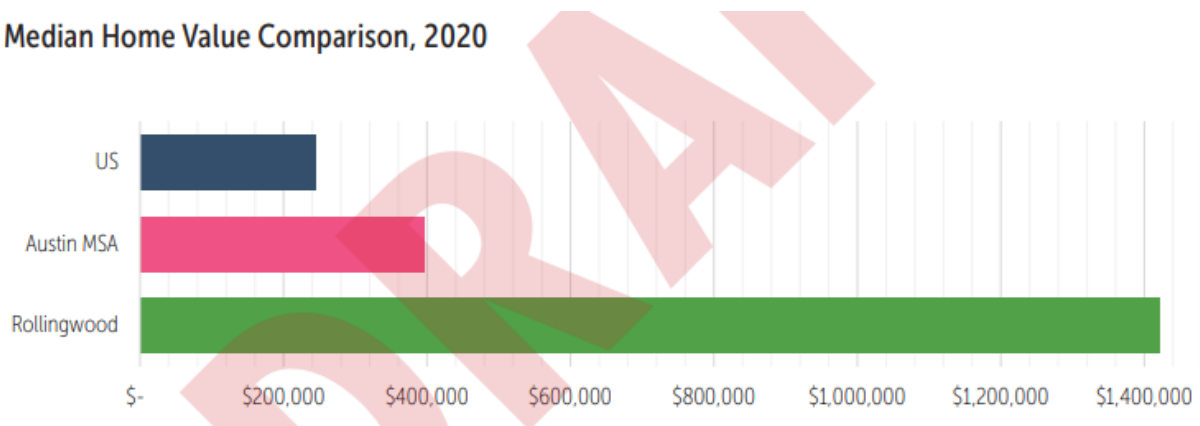
## MORE THAN A CITY

Known as a family-friendly community with excellent schools, the City of Rollingwood has been consistently ranked as the #1 place to raise a family in Texas. Additionally, Rollingwood has also been named “the best suburb to live in the Austin area” and is part of the Eanes School District, “one of the best school districts in America”.



Rollingwood has a significantly higher median home value and median household income, as compared to Austin and United States averages. According to Zillow, the median home value was \$1,420,000 in July, 2020. This represents a 94% increase from 2010 and is approximately 3.5x higher than Austin’s median home value of \$396,000 and 5.8x higher than the US average of \$244,000.

**Median Home Value Comparison, 2020**



## COMMUNITY BRANDING INITIATIVE

In mid-2018, the Rollingwood City Council approved a comprehensive branding effort in partnership with the Rollingwood Community Development Corporation (RCDC). The City’s primary goal with the branding initiative was to encourage all of its residents and businesses to rally around being a part of the Rollingwood community. The branding initiative incorporated community input and resulted in an identity suite which includes a branding guide, imagery, and logos. Rollingwood’s brand is a reflection of the community’s vision for the city. For more information, please visit <https://rollingwoodbrandguide.com>.



CHAPTER 3: COMMUNITY PROFILE DRAFT  
7.28.21

