



CEDAR PARK

2014 | YEAR IN REVIEW



CITY OF CEDAR PARK

at a glance...



POPULATION:	65,890*	BACHELOR'S DEGREE OR HIGHER:	36%
MEDIAN AGE:	33.7	NUMBER OF CITY PARKS:	47
AVERAGE HOUSEHOLD INCOME:	\$92,860	NUMBER OF HOTELS:	7
AVERAGE HOME VALUE OF WILLIAMSON AND TRAVIS COUNTIES:	\$232,292	NUMBER OF RESTAURANTS:	144

Cedar Park At A Glance figures are as of December 2014.

* Population estimate accounts for annexation of Twin Creeks and Bella Vista.

2014 CITY COUNCIL



From left to right: Council Members Donald J. Tracy, Stephen Thomas, Lowell Moore, Mayor Matthew Powell, Mayor Pro Tem/Council Member Jon Lux, and Council Members Corbin Van Arsdale and Lyle Grimes



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Introduction

The year 2014 was a time of phenomenal growth, opportunity and prosperity for the City of Cedar Park. For the second consecutive year, the U.S. Census Bureau ranked Cedar Park the Fourth Fastest-Growing City in the Country.

The development that has followed this population boom has seen several expansions and additions of major businesses, restaurants and retailers. It all means new and never-before-seen opportunities abound for employment, shopping, dining and entertainment. What used to be commonly referred to as a bedroom community is no more; Cedar Park is bright-eyed to all that the future has to offer.

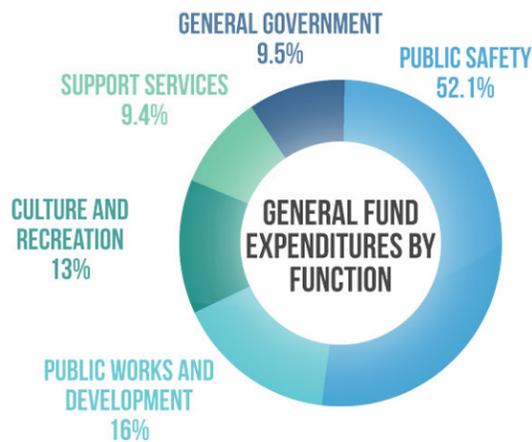
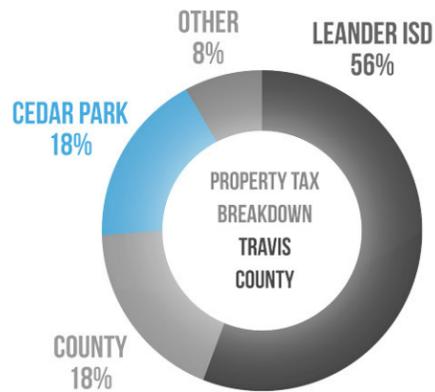
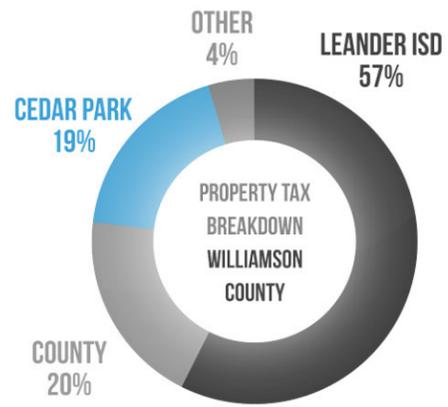
With our eye on the future, we continue to invest in public safety, transportation improvement projects and community enrichment opportunities that help us meet and exceed our community's needs and expectations. We do all of this with great care and consideration as responsible stewards of your tax dollars. All of this is a winning equation that adds up to a quality of life that you just won't find anywhere else.

As you peruse the following pages, you'll see highlights of some of our most exciting projects, community activities and other big news that happened over the past year. These are just a few glimpses into why we believe Cedar Park is the best place in America to raise a family.

CEDAR PARK CORE VALUES

Community • Service • Innovation • Professionalism
Integrity • Leadership • Fiscal Responsibility

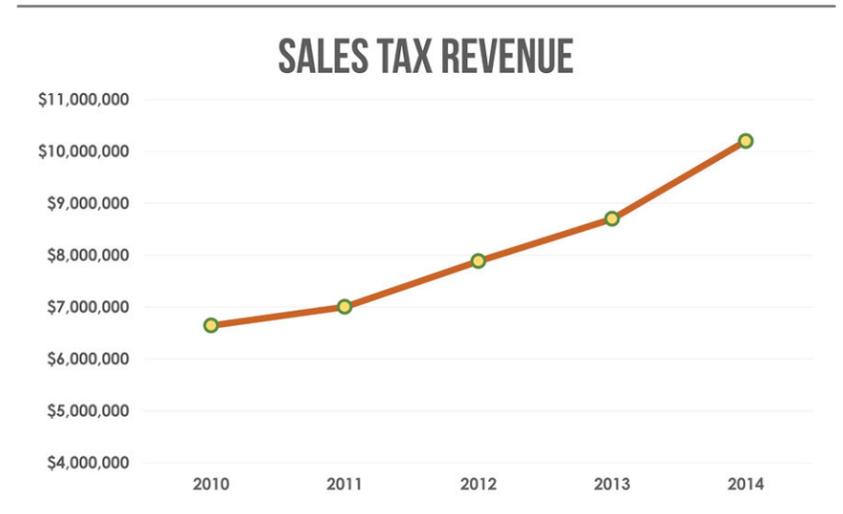
2014 BUDGET HIGHLIGHTS



Being good financial stewards is a chief priority for the City.

To the left, you will find two charts that show how your property tax dollars are divided based on taxing authority depending on the county in which you reside. The chart below that shows the City of Cedar Park General Fund expenditures based on function. As you can see, more than 50 percent is dedicated to keeping Cedar Park safe.

The first chart below shows that our sales tax revenue exceeded \$10 million this year. The second chart reflects our second consecutive property tax rate decrease. The increase in sales tax revenue has allowed the City of Cedar Park to depend less on property taxes for General Fund expenditures.



CITY MANAGER'S MESSAGE

What an exciting year 2014 was for Cedar Park! The City was again named the Fourth Fastest Growing City in the Nation by the U.S. Census Bureau, and it's easy to see why so many people want to call Cedar Park "home." Cedar Park has been regarded as one of the safest, most desirable cities of its size in the nation. And we're only getting better.

But it is not only our resident population that is on the rise. In 2014, we welcomed several additions to the City including a second Super Wal-Mart, Sprouts Farmer's Market, BJ's Brewhouse, In-N-Out Burger, Zoe's Kitchen, Pieology, Vert's Kebap, and more. Not only is this important because it provides more opportunities to shop and dine locally, but also because for the first time in Cedar Park's history sales tax revenue exceeded an outstanding \$10 million -- a major contributor to the second consecutive decrease in our property tax rate.

It is the City's responsibility to be good stewards of public tax dollars, and we strive to do so by providing the best services at the highest quality while keeping our tax rate low. Amid rapid growth, we are keeping pace. From the improvement of our roads, to the continued delivery of clean water, to the enhancement of our parks and the enrichment of our community, your safety and quality of life is our priority.

In the following pages, you'll find the highlights of 2014 as well as some big items that are on the horizon. Enjoy!

Brenda Eivens
Brenda Eivens, City Manager

Keeping Cedar Park Moving

Let's face it. No one likes to be stuck in traffic. It's why we're doing our part to ease the Central Texas gridlock. As part of a regional effort, the City of Cedar Park has partnered with Williamson County, the Texas Department of Transportation (TxDOT) and the Capital Area Metropolitan Planning Organization (CAMPO) to help keep you moving as rapidly as our population growth!

How do we do it? By expanding and connecting our network of streets, widening existing roads, adding medians and turn lanes, and meticulously analyzing and programming traffic signal timing cycles.

In fact, the most significant transportation project in the history of Cedar Park got underway in 2014. The 1431 Pass-Through Project is a partnership between Williamson County, TxDOT and the City of Cedar Park to expand and improve RM 1431 from Market Street (just west of Parmer Lane/Ronald Reagan Boulevard) to Sam Bass Road. RM 1431 is the primary east-west corridor through Cedar Park, and the intersection at Parmer Lane/Ronald Reagan Boulevard sees more than 70,000 vehicles per day. This intersection will include a Continuous Flow Intersection (CFI), an innovative design that allows higher traffic volumes by moving left-turning traffic out of the way of through traffic. The new RM 1431 will also feature six lanes of divided roadway, with raised medians, curb and gutter, drainage improvements and lighting.

To read more about the RM 1431 Pass-Through Project and other road project updates, please visit www.CedarParkTexas.gov/Construction.





Comprehensive Plan Adopted

Cedar Park Center, 1890 Ranch and Cedar Park Regional Medical Center were all once only big ideas – ideas blossomed from the needs, wants and desires of our community. If you look at our 1998 Comprehensive Plan and 2006 update, you might think you are looking at a sketch of what Cedar Park is today. The purpose of the 2014 Comprehensive Plan is no different – the development process aimed to find our next set of big ideas.

A Comprehensive Plan is a tool that allows us to gauge where we are as a city, assess what our community wants, needs and desires, and guide the future decision-making process.

The 2014 Comprehensive Plan was two-years in the making. In that time, City of Cedar Park elected officials, staff and community members worked to carefully craft a new plan for the future. It is a roadmap of sorts, for how Cedar Park will look and feel over the next 20 years.

A draft of the Plan was unveiled to the community through a series of well-attended public meetings last year. Participants were asked to provide feedback on a scale of 1 to 5 on the degree to which they felt the drafted plan reflected the vision of the community. The public's average rating was 4.28.

The City Council adopted the plan in late 2014.

WHAT YOU'LL FIND IN THE PLAN:

Future goals for how our community will look and feel, new amenities, and how vacant land near your home might develop over time. For more information visit: CedarParkTexas.gov/Plan



Library Master Plan

Have you been to the Cedar Park Public Library lately? It's a vibrant place, teeming with book discussion groups, children's story time, live music concerts and much more.

In 2014, the Cedar Park Public Library worked to develop a Library Master Plan. Much like the City's Comprehensive Plan, the Library's plan will help pave the way for the future of the facility and the programs and services offered there.

We asked everyone in the community to "use your library voice" and tell us how you use the library and what all you'd like to see there in the future.

The response was overwhelming. One hundred eighteen parents, teenagers, school administrators, Library Foundation members, Friends of the Library members, City staff and others took the time to actively participate in participate in focus and discussion groups. Plus, nearly 2,100 community members participated in our online survey.

The results: Our community said that they enjoy all that our Library currently offers, but would like more space, a wider variety of programs and even more resources such as books, e-books and DVDs.

You can see more on the results of our survey can be found by visiting www.LongLivetheLibrary.com.

To learn more about the Cedar Park Public Library's programs, visit www.CedarParkTexas.gov/Library





Community Enrichment

It's true that a park is our namesake! Cedar Park was named in 1887 for a park and rail stop that once existed near what is now Brushy Creek Road just east of Bell Boulevard. It was a popular weekend destination for city dwellers who wanted to spend some time in "the country."

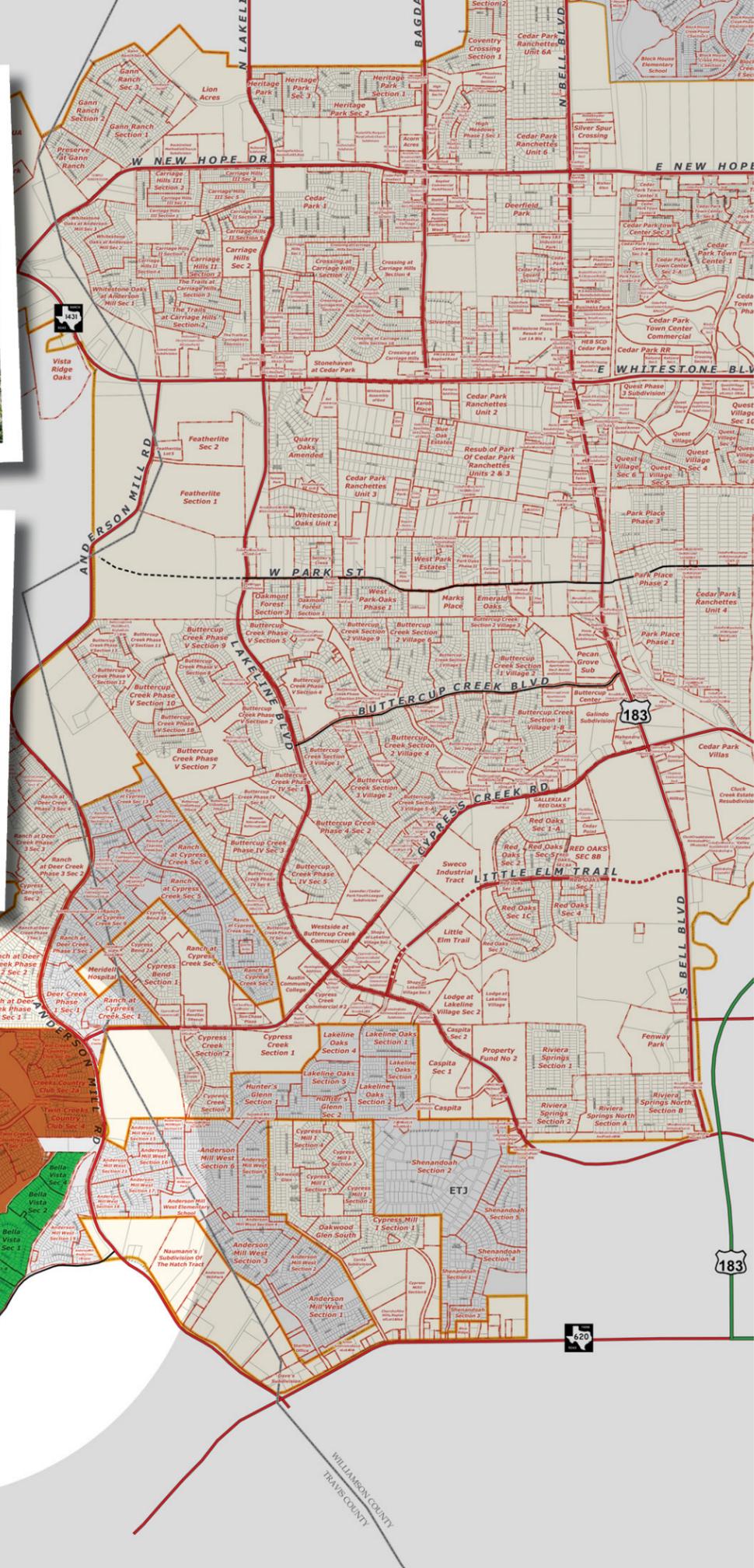
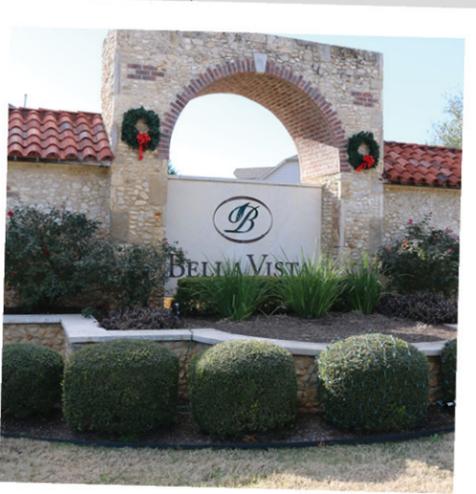
Cedar Park now boasts more than 860 acres of park space – some, with very unique features such as the stunning veterans memorial monument at Veterans Memorial Park, and the Cedar Park Sculpture Garden located just next to the Cedar Park Recreation Center.

In late 2014 the Sculpture Garden unveiled its second installment of artists' works, carefully selected by our newly formed Parks, Arts and Community Enrichment (PACE) Board, which will add more exciting amenities to our community in the near future.

The sculptures served as a beautiful backdrop for our first Music in the Garden event, as well as our Taste of Cedar Park event that was held in conjunction with the Cedar Park Chamber of Commerce.

On the subject of "firsts," the City of Cedar Park started a new tradition in 2014, with its first annual Fourth of July Parade. The parade, which worked its way through Cedar Park Town Center, brought out the patriotism in everyone there – not only countless spectators, but residents along the parade route, who decorated their homes in red, white and blue regalia.

We look forward to another year of new and old traditions in Cedar Park!



New Neighbors: Annexation of Twin Creeks and Bella Vista

We've long considered our neighbors in Twin Creeks and Bella Vista part of Cedar Park, but now it's official! In December 2014, the Cedar Park City Council voted to annex Twin Creeks and Bella Vista under a voluntary full-purpose annexation.

Residents of these two neighborhoods approached the City of Cedar Park in 2011, after Travis County Emergency Services District #14 canceled its fire service contract with the City of Cedar Park. What started initially as a conversation about fire service has turned out to be a win-win for the residents of these two neighborhoods and the existing citizens of Cedar Park.

Under the terms of the new annexation, existing the City of Cedar Park does not

take on any of Twin Creeks' and Bella Vista's debt, and these new citizens will receive full City services and rights. City services include Fire and Police protection, Animal Control, Street Maintenance, Street Light, Electricity, Code Enforcement, Parks, Library and Recreation Facility usage and other City services.

Full rights of citizenship include the privilege to vote in municipal elections, run for election to municipal office and serve on City Boards and Commissions as city residents.

We welcome you to the City of Cedar Park!

NEW ADDITIONS

Economic Development

We like to say that economic development isn't rocket science, but in one case, it is! Cedar Park has just become the new home to Firefly Space Systems, which provides rocket launch for small satellites. We also welcomed Voltabox, designers of lithium-ion battery systems for public transportation. And we saw the expansion of Dana Corporation, a Fortune 500, \$7.2 billion global company based in Ohio. Dana's 16th global technology center in Cedar Park is expected to add more than 80 high-paying engineering and support staff jobs to the local economy and a \$277 million economic impact to Cedar Park over the next decade.

Then there's big retail and dining! When we welcomed the largest Costco in Central Texas in late 2013, we knew it was a sign of more great things to come in 2014.

Costco and its new neighbor At Home serve as anchors for many surrounding eateries including BJ's Restaurant and Brewhouse, In-N-Out Burger, Zöe's Kitchen and Pieology. We also saw new shopping favorites such as Sprouts Farmers Market arrive on the Cedar Park scene, as well as an additional Wal-Mart Supercenter and a completely revamped HEB.





Keeping Cedar Park Safe!

Public safety is the hallmark of our community, and the City of Cedar Park takes great pride in being one of the safest places to live in Texas. The City of Cedar Park continues to enjoy one of the lowest crime rates in the state for cities of similar size, according to the Texas Department of Public Safety's annual Crime in Texas Report. Police Chief Sean Mannix attributes the low crime rate to the

partnership between Police and the community, through strong programs such as National Night Out. In 2014, the National Association of Town Watch for the second consecutive year named the Cedar Park Police Department's National Night Out initiative First in the State and Sixth in the Nation for Cities of 50,000 to 90,000.

Additionally, the Cedar Park Police Department is proud to have "Recognized Agency Status" from the Texas Police Chief Association Best Practices Recognition Program. The Cedar Park Police Department's commitment to excellence continues to make you feel safe at home in Cedar Park.



You could say that our Fire Department is world-class! In 2014, the Cedar Park Fire Department was the first fire department in Central Texas and one of only six in the state to earn Accredited Status with the Commission on Fire Accreditation International, and is one of just 201 agencies across nine countries in the world to achieve Internationally Accredited Agency status with the CFAI and the Center for Public Safety Excellence, Inc. (CPSE). Furthermore, the Cedar Park Fire Department is one of only 15 fire departments in the nation that are both ISO Class 1 and Accredited.

The kudos don't end there. The Cedar Park Fire Department was again named a Top Workplace

in the Austin American Statesman survey of organizations in the Austin metropolitan region in 2014.

This all means that you are in great hands with our first responders. Plus, the ISO Class 1 rating could even allow you to be eligible for a homeowners insurance premium discount!

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www.CedarParkTexas.gov



Always make sure you "Got it in Cedar Park!"

When you shop and dine in Cedar Park, 2 cents of every dollar you spend stays in Cedar Park. By funding key city services, it helps keep our property tax rate low and our quality of life high. Visit www.ShopCP.org to check out projects you've helped fund by shopping locally!



CP Connect is a free mobile application that allows residents of Cedar Park to quickly and easily report issues to City staff, using real-time GPS mapping, photos and video, through iPhone, Android, and Windows Phones. Visit cedarparktexas.gov/cpconnect to learn how to download CP Connect today!



With CPAlertMe, Cedar Park's mass notification system, City staff can text, call and e-mail you immediately, with important information* such as where to seek shelter in a disaster, road closures, or severe weather updates. Register at www.CPAlertMe.com. It's your lifeline in a disaster!

**The City may also use CPAlertMe in rare instances for important non-emergency information.*





CEDAR --- PARK

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