

# THE TRUST for PUBLIC LAND

CONSERVING LAND FOR PEOPLE



## CENTRAL TEXAS: *Greenprint for Growth*

Central Texas boasts diverse ecosystems, including cypress-lined riparian corridors, fertile grasslands, spring-fed swimming holes, and oak-topped hills. The landscape is a source of pride and passion for locals—as well as a major draw for businesses and new residents, providing economic, environmental, and educational opportunities to the region’s 1.5 million people. It’s a population that experts predict will double to 3 million within a few decades.

### TPL's role

In 2006, The Trust for Public Land, Envision Central Texas (ECT), and Capitol Area Council of Governments (CAPCOG) partnered to create the Central Texas Greenprint for Growth, seeking to assist county agencies, regional and local conservation groups, and concerned citizens in identifying land conservation priorities. The Greenprint for Growth began with a pilot planning

process for Travis County that was subsequently extended to Bastrop, Caldwell, and Hays counties.

### Project highlights

With help from a team of local experts, TPL built an interactive Geographic Information System (GIS) model to present a composite picture of Central Texas lands with the highest conservation value. The model provided a guide to making equitable investments across the counties, working with willing landowners, and meeting the diverse goals identified by stakeholders—from preserving ranchlands to protecting water sources.

The Central Texas Greenprint for Growth was unique in its scale. The Greenprint encompassed both urban and rural landscapes and spanned four counties, yet developed customized recommendations for each one.

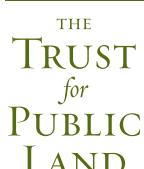
## Results

Completed in 2009, the Central Texas Greenprint is helping participating counties protect their most valued resources with a plan that reflects their residents' specific needs—while taking into account the larger region. Travis and Hays counties used the Central Texas Greenprint in support of local park bonds. The Greenprint has also been incorporated into several county-level planning documents: for example, the Capital Area Metropolitan Planning Organization's 2035 Regional Transportation Plan.



*"The TPL staff has been extremely sensitive to local interests. They solicited local subject matter and public input at key points in the process. This iterative process encouraged stakeholder ownership, managed expectations, and promoted support for the final product. I continue to be impressed by TPL's respect for the project timeline and their drive to submit quality products on-time and on-budget."*

—Sean Moran,  
formerly with Capital Area Council of Governments



*The Trust for Public Land conserves land for people to enjoy as parks, gardens, and other natural places, ensuring livable communities for generations to come.*

## FOR MORE INFORMATION:

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