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AGENDA ITEM REVIEW SHEET

ITEM: Briefing and possible action on the Imagine Austin Comprehensive Plan Preferred Growth Scenario and Plan Framework

P.C. DATE: February 22, 2011

SUMMARY STAFF RECOMMENDATION:

Recommend endorsement of the Preferred Growth Scenario and Plan Framework.

DEPARTMENT COMMENTS / BACKGROUND:

Beginning in late 2009, the process to gather public input to create a new comprehensive plan for Austin began with Community Forum Series (CFS) #1. Through this phase of the input process the community was asked about Austin's strengths, what needed to be improved, and what they would like to see for Austin by 2039. These meetings were complemented by meetings-in-a-box and an online and paper survey.

In May and June of 2010, CFS #2 asked the community to allocate where 750,000 new Austinites will live and where 300,000 new jobs will be located. Based on the public input from CFS #2, four possible scenarios were developed:

- Scenario A— this scenario widely distributed the jobs and population broadly throughout the study area.
- Scenario B—this scenario distributed most of the jobs and population in an eastern crescent arching from far northwestern Austin to the east and then to far southeastern Travis County at the intersection of IH 35 and SH 45.
- Scenario C—this scenario distributed the jobs and population in the central part of Austin and in a number of centers surrounding the core.
- Scenario D—this scenario distributed the jobs and population in a north-south linear fashion between Mopac on the west and US 183 and SH 130 to the east.

In addition, a trend scenario was developed to show where the additional population and jobs could be reasonably expected to locate if current policies and trends continue into the future. Each of these possible futures was matched with a transportation network that would be needed to serve the distribution of jobs and population.

In the fall of 2010, CFS #3 asked the community to review the four scenarios developed from public input as well as the trend scenario. To assist in comparing the different visions for Austin's future, a number of indicators were developed. Through a series of public meetings, online surveys, and paper surveys that were distributed in the Austin American Statesman, the Austin Chronicle, Austin branch libraries, as well as at a number of other public events, the public was asked to comment on the five futures. Based on public input, Scenario D was preferred by almost 50% of the respondents followed by Scenario C which preferred by over 25% of the respondents. The other three scenarios split the remaining 25% of the respondent preferences.

Based on the survey responses, a Preferred Growth Scenario was developed which kept the north-south character of Scenario D and added some of the centers from Scenario C located along SH 130. In addition, announced and already approved projects were included in the preferred scenario. The Preferred Growth Scenario provides the overall concept for the direction of growth and preservation over the next 30 years in Austin and its ETJ.

The Preferred Growth Scenario was reviewed by the Comprehensive Plan Citizens Advisory Task Force (CPCATF) at two of their meetings and forwarded to the Planning Commission and City Council at their February 8, 2011 meeting.

The Plan Framework summarizes the wealth of public input gathered over the three CFS and is a set of “topical” building blocks (land use and transportation, housing and neighborhoods, economy, etc.) identifying strategic directions for action to achieve the Imagine Austin Vision. The Plan Framework organizes the ten charter-required elements and the four identified through the public input into seven building blocks:

- **Land Use and Transportation** (*includes Future Land Use, Urban Design, Traffic, and Mass Transit*)
- **Housing and Neighborhoods** (*includes Housing*)
- **Economy** (*includes Economic element*)
- **Conservation and Environmental Resources** (*includes Conservation and Environmental Resources*)
- **City Facilities and Services** (*includes Wastewater; Solid Waste, Drainage, Potable Water; Public Service and Facilities; Public Buildings and Facilities; Recreation and Open Space*)
- **Society** (*includes Health and Human Services; Children, Families, and Education*)
- **Culture** (*includes Arts, Culture, and Creativity; Historic and Cultural Preservation*)

It was prepared by WRT and City of Austin staff. The Plan Framework was reviewed by the CPCATF at three of their meetings and was forwarded to the Planning Commission and City Council at their February 8, 2011 meeting.

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Imagine Austin Plan Framework Building Blocks – Working Paper Draft

Draft – Revised 2/9/2011 (Comprehensive Plan Citizen Task Force Changes)

Introduction

As Austin approaches its 200th anniversary in 2039 it is at a critical juncture in its history. Since the adoption of its current comprehensive plan (Austin Tomorrow) in 1979, the population of the City and its extraterritorial jurisdiction (ETJ)¹ has grown from 407,195 in 1980 to 990,576 (2010 estimate), and over the next 30 years about 750,000 more residents and 300,000 new jobs are projected. While Austin Tomorrow has been amended numerous times through the adoption of neighborhood, transportation, and other plans, the time is right for a new comprehensive plan to set the direction for managing growth and change as the 21st century unfolds.

The Austin City Council established three goals for the *Imagine Austin* planning process: engage the whole community in developing the plan; set the direction to achieve a sustainable future; and create a plan that will be implemented. Since the initial public open house in October 2009, almost 15,000 residents have participated in community forums, online and print surveys, social media groups, neighborhood meetings, and informal gatherings throughout Austin. In August 2010, *Imagine Austin* reached a major milestone with the City Council endorsement of a community-based Vision Statement describing Austin in 2039 – crafted from the input and ideas of thousands of residents.

With the Vision Statement defining in broad strokes what residents want Austin to be in 30 years, the remainder of the planning process will establish how to get there:

- How can the City accommodate the projected 750,000 new residents and 300,000 new jobs in a way that supports the Vision Statement?
- How can Vision Statement goals such as sustainability, affordability, and equal opportunity for all residents be achieved?

The current step in the planning process, creation of a **Plan Framework and Preferred Growth Scenario**, sets the course to answer these questions. In very general terms, the draft Preferred Growth Scenario expresses the ideal direction for Austin's future physical development and preservation. The draft Plan Framework establishes strategic directions to address the full range of challenges that must be surmounted to achieve an environmentally, economically, and socially sustainable future as defined by the Vision Statement.

The **Plan Framework** is organized into seven “building blocks” incorporating elements (subject areas) required by the Austin City Charter to be included in the Comprehensive Plan and several others added based on public input (see

Plan Framework

A set of “topical” building blocks (land use and transportation, housing and neighborhoods, economy, etc.) that identify strategic directions for action to achieve the Imagine Austin Vision.

Preferred Growth Scenario

The overall concept for the direction of growth and preservation over the next 30 years in Austin and its ETJ, based on community input.

¹ As defined by the Texas Local Government Code, Austin's extraterritorial jurisdiction is the unincorporated area that is contiguous to and located within five miles of its corporate boundaries (city limits) and not within another city or another city's ETJ. The combined area within the city limits and the ETJ constitute the study area for the Imagine Austin Comprehensive Plan.

Comprehensive Plan Building Blocks and Elements below). The Plan Framework is based on public input combined with analysis of current and projected conditions and trends shaping Austin's future. It represents the "bridge" between the Vision Statement and full Comprehensive Plan to be developed in 2011, which will include more detailed strategies and an action component specifying the steps needed to implement the plan.

Both the Preferred Growth Scenario and the Plan Framework are "works in progress" rather than definitive documents. They will be used by the Working Groups in the Building Blocks Workshop and follow up meetings to guide development of the full Comprehensive Plan (see *Next Steps* below).

Preferred Growth Scenario

The Preferred Growth Scenario is a map accompanying the Plan Framework that sets out, conceptually, how Austin should grow in the future. It represents the most desirable way, based on Austin's Vision for 2030, in which the City can accommodate new residents, jobs, mixed-use areas, open space, transit, and transportation infrastructure over the next 30 years. The Preferred Growth Scenario reflects public input received in two series of community forums and associated public outreach activities, including the *Which Way, Austin* newsletter and survey.

In Community Forum #2 and follow-up meetings, residents worked from resource materials to create over 60 maps depicting the development patterns and transportation network they felt would best accommodate projected future growth.

During Community Forum #3 and accompanying surveys, residents were asked to compare five growth scenarios (a projected trend and four alternatives constructed from the Community Forum #2 maps) and provide input on a preferred growth direction for the future. Residents selected their preferred scenario based on a series of sustainability indicators (see Sustainability and the Comprehensive Plan below). Scenario "D" (referred to as the linear scenario) was their first choice, followed by the Scenario "C" (centers) as their second choice. City staff and the Citizens Advisory Task Force took the public input and created a blended scenario that serves as the Preferred Growth Scenario depicting Austin's Vision for 2039.

As an alternative to the way in which Austin could be expected to grow if it follows the growth patterns of the past several decades (Trend Scenario), the key directions of the Preferred Growth Scenario include:

- Protect existing open space and natural resources (e.g., creeks, rivers, lakes, and floodplains)
- Direct development away from the Edwards Aquifer
- Improve air quality and reduce greenhouse gas emissions
- Increase transit use and reduce vehicle miles traveled
- Reduce water consumption
- Develop mixed-use corridors and centers accessible by walking, biking, and transit
- Provide convenient access to jobs and employment centers
- Provide parks and open space close to where people live and work

In addition to reflecting public input, this scenario takes into account planned development and existing neighborhood plans. In essence, it represents a blending of the alternative scenarios and reality on the ground. In general, the Preferred Growth Scenario favors north-south redevelopment and new development that takes advantage of Austin's existing transportation and infrastructure network. There is very limited development to the environmentally-sensitive west, and development to the east takes place in compact, clustered patterns. This type of development helps to protect creeks and rivers in the eastern

part of the study area, as well as existing farmland. New growth along Austin's north-south axis is directed to centers and mixed-use corridors to preserve established neighborhoods and support a more robust public transportation network. The Preferred Scenario introduces a wider variety of alternatives to Austin's congested routes (e.g., I-35 and MoPac) supports existing investments in Downtown Austin, Mueller, North Burnet Gateway, the Austin-Bergstrom International Airport, the Red Line, and the San Antonio to Georgetown Lone Star Rail.

Several different development types are included: mixed-use centers (i.e., Regional, Town, and Neighborhood Centers), Mixed-Use Corridors, Job Centers (predominantly office, retail, and industrial uses), infill residential, and greenfield residential uses. All of the mixed-use centers and corridors are intended to be pedestrian- and bicycle-friendly and supportive of transit, and should all include well-designed streetscapes, plazas, and parks.

- **Regional Centers** are the major urban hubs of the region. They have the highest densities of jobs and residents, are highly walkable, support high-capacity transit, and include a full spectrum of employment uses. Downtown, Lakeline, Robinson Ranch, North Burnett Gateway, Highland Mall, and Southside are Regional Centers. Some Regional Centers are entirely urban, like Downtown, while others (like Robinson Ranch or the southern center at the intersection of IH-35 and SH 45) are likely have urban cores surrounded by well-connected but lower density development.
- **Town Centers** have a mix of commercial and residential uses supporting high-capacity transit. They include townhouses, rowhouses, apartments, as well as some single-family houses, in addition to offices and community serving retail. The Mueller redevelopment is a local example of a Town Center.
- Like Town Centers, **Neighborhood Centers and Mixed-Use Corridors** are highly walkable and support transit, but are less dense and have more local focus than Town Centers. They have community-serving retail and services (e.g., dry cleaners, beauty salons, coffee shops, restaurants) along with moderately dense housing types, such as small-lot single-family, duplexes, townhouses, and apartments. Neighborhood centers are concentrated on several blocks or around one or two intersections, while mixed-use corridors extend along a linear corridor (e.g., South Congress Avenue).
- **Job Centers** are predominantly office and industrial uses. Development can occur at a range of scales, depending on zoning and neighborhood plans. Job center uses include major employers (e.g., IBM in North Austin) and industrial uses such as warehouses, offices, and manufacturing that need to be located further from residences. While these areas are currently best served by car, the Preferred Growth Scenario increases public transit options (e.g., light rail, bus rapid transit) to shift the reliance away from the automobile.
- **Infill Residential** is residential development that occurs as redevelopment or alongside existing development (e.g., new residences built on vacant land next to existing homes, redevelopment of a 1-story office building for several townhouses or apartments). Housing types may include the broad range of single-family houses, duplexes, secondary apartments, townhouses, and apartments.
- **Greenfield Residential** refers to residential development on undeveloped land. Residential housing types may include single-family houses, duplexes, townhouses, and apartments.

Sustainability and the Comprehensive Plan

Sustainable development "meets the needs of the present without compromising the ability of future generations to meet their own needs." United Nations Brundtland Commission, 1987

Sustainability is one of three overall goals for the *Imagine Austin Comprehensive Plan* set by the City Council. As a community, Austin is distinguished by a strong environmental ethos dating back to the 1960s. It enacted one of the country's first green building programs in 1985; adopted an aggressive climate protection plan calling for city operations, facilities, vehicle fleets, and utilities to be totally carbon neutral by 2020 in 2007; and created the Office of Sustainability in 2010. SustainLane (an online community dedicated to sustainability) ranked Austin as the 13th most sustainable city in the nation in 2008, lauding its leadership in addressing climate change, green building, and renewable energy, but noting traffic congestion, transit ridership, and local food/agriculture as areas needing work.

The Comprehensive Plan defines sustainability as integrating **Economy, Environment, and Equity** (the three "Es") in a mutually supporting, enduring manner. Thus, the sum of the Plan Framework's strategic directions, while presented in separate Building Blocks, are designed to work together to achieve a "triple bottom line" of environmental quality, social equity, and economic prosperity that is passed on to future generations. At the same time, a sustainable future will maintain Austin's unique local character and spirit.

The Austin Spirit

As captured by the monikers "Live Music Capital of the World" and "Keep Austin Weird," a spirit of creativity is at the heart of what differentiates Austin from other communities. For the purposes of the Comprehensive Plan, this spirit transcends Austin's vibrant arts scene, creative community, and home-grown businesses to embody a broader, innovative mindset and approach to solving problems. Resilience – the ability to adapt to challenges and change – will be a hallmark of successful communities in the 21st century, and innovation has been identified as one of the key attributes of resiliency.² Whereas a sustainable future is the ultimate goal of the Comprehensive Plan, creativity and innovation are essential to the process of realizing it. By harnessing the collective energy of Austin's people the plan and its implementation will address the big issues facing the City. As part of this process, the community will be asked in the Building Blocks Workshop and follow-up Working Group meetings to brainstorm and discuss creative strategies and actions to achieve a sustainable, resilient future Austin.

A Regional Perspective

The geographic scope of the *Imagine Austin Comprehensive Plan* is Austin's current city limits and its ETJ, which is mostly located in Travis County but also encompasses parts of Bastrop, Hays, and Williamson Counties. Looking beyond this study area, Austin is the principal city in the five-county area covered by the Capital Area Metropolitan Planning Organization (CAMPO) and the larger ten-county region covered by the Capital Area Council of Governments (CAPCOG). Other significant cities in the region include Round Rock, Cedar Park, Kyle, San Marcos, Georgetown, and Pflugerville. At an even larger scale, Austin is part of the dynamic, fast growing Dallas/Fort Worth-San Antonio-Houston Texas Triangle "mega-region." Consequently, it is important that the Comprehensive Plan incorporate a regional perspective that considers the impacts of the future growth and development of Austin on the larger

² Brian Walker and David Salt, *Resilience Thinking: Sustaining Ecosystems and People in a Changing World*, Island Press, 2006

region, and vice versa. Towards this end, the full Comprehensive Plan will incorporate a regional component developed through coordination with surrounding jurisdictions and regional agencies (e.g., Travis County, Round Rock, CAMPO, and CAPCOG).

Implementation and Complete Communities

Consistent with City Council direction that the *Imagine Austin* planning process result in a plan that will be implemented, the full Comprehensive Plan to be developed in 2011 (see *Next Steps* below) will include an Implementation Element specifying actions, timeframes, and responsibilities to carry out the Building Block strategic directions. The effectiveness of plan implementation will ultimately be measured by the extent to which it positively impacts the day-to-day lives of Austin's residents and families.

To assist in this process, the Comprehensive Plan Citizens Advisory Task Force has put forward the concept of **Complete Communities** as a tool to assess the **outcomes** of the actions taken to implement the plan. Simply stated, this concept is designed to measure the extent to which residents' needs are met in all parts of the city using key metrics or indicators of community health (e.g., educational attainment, employment, public health, housing affordability, environmental quality, and tax base) that can be tracked over time.

The Complete Communities concept will be fleshed out with specific indicators tied to the Building Blocks as the Comprehensive Plan is developed in 2011.

The five-county Capital Region is at the beginning of a three-year process to refine and implement the Envision Central Texas (ECT) regional plan using a \$3.7 million grant awarded by the federal 2010 Sustainable Communities Partnership (the Department of Housing and Urban Development, Department of Transportation, and the Environmental Protection Agency). Regional partners in developing the plan include the Capital Area Council of Governments (CAPCOG); Capital Area Metropolitan Planning Organization (CAMPO); the Cities of Austin, Round Rock, and San Marcos; the University of Texas; Envision Central Texas; and IBM. Developing and implementing the *Imagine Austin Comprehensive Plan* will be coordinated with the regional sustainability planning process as it moves forward. The *Imagine Austin Vision Statement* is consistent with six "Livability Principles" established by the Sustainable Communities Partnership, which will guide the regional planning effort.

Next Steps

Review and endorsement of the Preferred Growth Scenario and Plan Framework by the City Council is anticipated in March 2011. While these two work products are being finalized, Working Groups open to all interested citizens will be formed for each of the seven Building Blocks. Beginning in late March and early April of 2011, the Working Groups will participate in a Building Blocks Workshop and follow-up Working Group meetings, scheduled to run through the summer. Each group will identify strategies related to its Building Block's Strategic Directions to carry out the Vision Statement and make recommendations for prioritizing actions to be included in the implementation component of the Comprehensive Plan. Using the ideas and recommendations of the Working Groups and feedback from the Task Force, city staff and consultants will prepare working drafts to be assembled and integrated in the complete Comprehensive Plan. A public review of the complete draft of the *Imagine Austin Comprehensive Plan* (Community Forum #4) is planned for late 2011, followed by Planning Commission and City Council review and adoption.

Plan Framework

Comprehensive Plan Building Blocks and Elements

Austin's City Charter requires that the Comprehensive Plan include the City Council's policies for growth, development, and beautification of land within the corporate limits and the extraterritorial jurisdiction of the city, or for geographic portions thereof including neighborhood, community, or area-wide plans.

According to the Charter, the comprehensive plan shall include the following elements:

- 1) Future Land Use element;
- 2) Traffic Circulation and Mass Transit element;
- 3) Wastewater, Solid Waste, Drainage, and Potable water element;
- 4) Conservation and Environmental Resources element;
- 5) Recreation and Open Space element;
- 6) Housing element;
- 7) Public Services and Facilities element, which shall include but not be limited to a capital improvement program;
- 8) Public Buildings and Related Facilities element;
- 9) Economic element for commercial and industrial development and redevelopment; and
- 10) Health and Human Service element.

The Austin City Council endorsed the inclusion of new elements not required by the Charter but established through the public input process:

- Historic and Cultural Preservation
- Children, Families, and Education
- Arts, Culture, and Creativity
- Urban Design

These elements have been grouped into the "Building Blocks" of the *Imagine Austin Comprehensive Plan*. The plan's seven building blocks are:

- **Land Use and Transportation** (*includes Future Land Use, Urban Design, Traffic, and Mass Transit*)
- **Housing and Neighborhoods** (*includes Housing*)
- **Economy** (*includes Economic element*)
- **Conservation and Environmental Resources** (*includes Conservation and Environmental Resources*)
- **City Facilities and Services** (*includes Wastewater; Solid Waste, Drainage, Potable Water; Public Service and Facilities; Public Buildings and Facilities; Recreation and Open Space*)
- **Society** (*includes Health and Human Services; Children, Families, and Education*)
- **Culture** (*includes Arts, Culture, and Creativity; Historic and Cultural Preservation*)

For each Building Block, the Plan Framework identifies strategic directions to realize Austin's Vision for 2039 and address challenges facing the City. The draft Building Blocks draw on the Imagine Austin Community Inventory (www.imagineaustin.net/inventory.htm); existing city plans (e.g., *CreateAustin*, the *Climate Protection Plan*); public input as synthesized in the Common Ground Working Paper (www.imagineaustin.net/commonground-paper.htm) and Community Forum #3 survey; and the Strategic Issues Working Paper (www.imagineaustin.net/strategic-issues.htm).

BUILDING BLOCK 1: Land Use, Transportation, and Urban Design – Draft

The Land Use and Transportation Building Block addresses the connection between land use patterns, urban form, and the transportation network.

Building Block Elements:

- Land Use and Transportation
- Urban Design

Land Use and Transportation

Austin must create an efficient and sustainable land use pattern and transportation network that:

- Reduces sprawl and land consumption;
- Promotes infill and redevelopment;
- Preserves significant undeveloped land and protects sensitive environmental features;
- Encourages compact, mixed-use neighborhoods providing local-serving retail, schools, parks, and services that are accessible by transit, walking, and bicycling and promotes community health;
- Maintains Austin as a center of employment, government, commerce, entertainment, and recreation in the region;
- Supports all modes of transportation; and
- Reduces vehicle miles traveled and greenhouse gas emissions.

From the Vision Statement - Austin is Livable:

One of Austin's foundations is its safe, well-maintained, stable, and attractive neighborhoods and places whose character and history are preserved. Economically mixed and diverse neighborhoods across all parts of the city have a range of affordable housing options. All residents have a variety of urban, suburban, and semi-rural lifestyle choices with access to quality schools, libraries, parks and recreation, health and human services, and other outstanding public facilities and services.

- Development occurs in connected and pedestrian-friendly patterns supporting transit and urban lifestyles, while protecting and enhancing neighborhoods.
- Downtown offers a safe, vibrant, day and night time urban lifestyle for residents, workers, and visitors.
- Development occurs across the city in a manner friendly to families with children, seniors, and individuals with disabilities.
- Austin's unique character and local businesses are recognized as a vital part of our community.
- Clear rules guide sustainable development and preservation, and they provide compatibility and certainty for residents and the business community.
- Austin's diverse population is active and healthy, with access to locally-grown, nourishing foods, and affordable healthcare.

Strategic Directions

- LUT 1. Align land use and transportation planning and decision-making to achieve the Preferred Growth Scenario/Growth Concept Map.
- LUT 2. Promote regional planning and increased coordination between municipalities to address major land use and transportation challenges.
- LUT 3. Promote development in compact centers, communities, or along corridors that are connected by transit service, are designed to encourage walking and bicycling, and reduce housing and transportation costs.
- LUT 4. Protect neighborhood character by directing growth to areas of change (e.g., designated redevelopment areas, corridors, and infill sites). Recognize that different neighborhoods have different characteristics, and infill and new development should be sensitive to the predominant character of these neighborhoods.

- LUT 5. Create healthy and family-friendly communities through development that includes a mix of land uses and housing types and affords realistic opportunities for transit, bicycle, and pedestrian travel.
- LUT 6. Ensure that lower income neighborhoods have a mix of local-serving retail, employment opportunities, and residential uses.
- LUT 7. Encourage infill and redevelopment opportunities that place residential, work, and retail land uses in proximity to each other to maximize walking, bicycling, and transit opportunities.
- LUT 8. Develop land development regulations and standards that are clear and predictable and support the intent and goals of the Imagine Austin Comprehensive Plan.
- LUT 9. Direct housing and employment growth to sites appropriate for Transit Oriented Development (TOD)³ and at intersections of major roadways and preserve and integrate existing affordable housing where possible.

From the Vision Statement - *Austin is Mobile and Interconnected:*

Austin is accessible. Our transportation network provides a wide variety of options that are efficient, reliable, and cost-effective to serve the diverse needs and capabilities of our citizens. Public and private sectors work together to improve our air quality and reduce congestion in a collaborative and creative manner.

- Interconnected development patterns support public transit and a variety of transportation choices, while reducing sprawl, congestion, travel times, and negative impacts on existing neighborhoods.
- Our integrated transportation system is well-maintained, minimizes negative impacts on natural resources, and remains affordable for all users.
- Austin promotes safe bicycle and pedestrian access with well-designed routes that provide connectivity throughout the greater Austin area. These routes are part of our comprehensive regional transportation network.

- LUT 10. Promote complete street design (e.g., traffic calming elements, street trees, wide sidewalks, and pedestrian, bicycle, and transit access)⁴ throughout Austin.
- LUT 11. Achieve the goals of area transit plans through effective planning, sufficient funding, and continued partnerships between the City of Austin, Capital Metro, and other area transportation providers.
- LUT 12. Coordinate with area school districts in the placement of schools and facilities.
- LUT 13. Promote safer routes to schools for students of all ages.
- LUT 14. Incorporate provisions for bicycles and pedestrians into all roads (e.g., freeway/toll roads, arterial roadways, etc.), and to and from transit stations and stops, and major activity centers.
- LUT 15. Educate the public on the long-range need for commitment to a community fully served by a range of transportation modes and the benefits of each mode.

³ Transit-Oriented Development is defined by the Federal Transit Administration as compact, mixed-use development within walking distance of public transportation.

⁴ Roads that are designed to safely accommodate necessary street functions for all users, including pedestrians, bicyclists, drivers, and transit riders.

- LUT 16. Develop intermediate transit solutions that allow the City to reach the ultimate goal of a complete transit network over the long term.
- LUT 17. Continue efforts to implement future intercity rail and High Speed Rail in the Austin region.
- LUT 18. Reduce traffic congestion and encourage alternative transportation modes (e.g., using Transportation Demand Management approaches).
- LUT 19. Locate industry, warehousing, logistics, manufacturing, and other freight-intensive uses in proximity to adequate transportation infrastructure.
- LUT 20. Ensure that redevelopment in the Edwards Aquifer's recharge and contributing zones maintains the recharge of the aquifer.
- LUT 21. Protect Austin's natural resources and environmental systems by limiting land use and transportation development in sensitive environmental areas and preserving new areas of open space.
- LUT 22. Integrate a citywide/regional green infrastructure (e.g., preserves and parks, trails, stream corridors, green streets, greenways, agricultural lands, etc.) and the trail system into the urban environment and the transportation network. *(See also Conservation and Environmental Resources).*
- LUT 23. Direct hazardous materials/cargo that are being transported through Austin away from heavily populated or environmental sensitive areas.
- LUT 24. Develop a comprehensive network of evacuation routes for all areas of Austin.

Urban Design

Austin must preserve and enhance the character of Austin's downtown, neighborhoods, commercial corridors, and public spaces through design that:

- o Promotes pedestrian activity, healthy communities, and fosters a sense of community;
- o Reflects the local heritage, landscape, history, and values of Austin;
- o Results in high-quality, socially active public places;
- o Supports the economic vitality of the city's neighborhoods and commercial and mixed-use districts;
- o Creates inviting public spaces that are physically, culturally, socially, and economically accessible;
- o Accommodates all modes of transportation on the city's streets; and
- o Provides open space and transportation linkages between mixed-use and commercial districts, neighborhoods, and parks and recreational areas.

Strategic Directions

- UD 1. Develop accessible community gathering places (e.g., plazas, parks, farmers' markets, sidewalks, and streets) in all parts of Austin, especially in the Downtown, future TODs, in denser, mixed-use communities, and other redevelopment areas, that encourage interaction and provide places for people to visit and relax.

- UD 2. Protect and enhance the unique qualities of Austin's treasured public spaces and places such as parks, plazas, and streetscapes; and, where needed, enrich those areas lacking distinctive visual character or where the character has faded.
- UD 3. Define the community's goals for new public and private developments using principles and design guidelines that capture the distinctive, diverse local character of Austin.
- UD 4. Assure that new development is walkable and bikable and preserves the positive characteristics of existing pedestrian-friendly environments.
- UD 5. Apply high standards of urban design to ensure that "complete streets" are safe and accessible for all users. Encourage people to use alternative modes of transportation that are sensitive to the demands of the Central Texas climate.
- UD 6. Integrate green infrastructure elements such as the urban forest, green buildings, and green streets into the urban design of the City through "green" development practices and regulations.
- UD 7. Infuse public art into Austin's urban fabric (e.g., streetscapes, parks, plazas).
- UD 8. Transform all major streets into vibrant, multi-functional, pedestrian-friendly corridors.

Achieving Sustainability

The strategic directions are designed to work across Building Blocks to achieve a "triple bottom line" of environmental quality, social equity, and economic prosperity. In the Land Use, Transportation, and Urban Design Building Block, the focus is on environmental quality and social equity that supports economic prosperity. Examples include:

- **Create healthy, family-friendly communities** that improve air quality through reduced transportation emissions (environmental quality), provide access to quality schools and health services (social equity), and encourage diverse, neighborhood serving businesses (economic prosperity).
- **Promote complete street design** to encourage bicycle and pedestrian transportation and reduce emissions (environmental quality), provide safe transportation options (equity), and reduce congestion (economic prosperity).

BUILDING BLOCK 2: Housing and Neighborhoods – Draft

The Housing and Neighborhoods Building Block covers housing and neighborhoods in Austin, including issues related to affordable housing, services, demographics, mix of uses, character, and preservation.

Building Block Elements:

- Housing
- Neighborhoods

Housing

Austin must provide a range of energy and resource-efficient housing options and prices in all parts of the city to sustainably meet the needs of all segments of Austin's diverse population.

Strategic Directions

- H 1. Distribute a variety of housing types throughout the City to expand the choices available to meet the financial and lifestyle needs of Austin's diverse population.
- H 2. Expand the availability of affordable housing throughout Austin by preserving existing affordable housing, including housing for very low-income persons.
- H 3. Increase the availability of affordable housing, including housing for very low-income persons, through new and innovative funding mechanisms (e.g., public/private partnerships).
- H 4. Connect housing to jobs, retail, and other amenities and services needed on a daily basis, e.g.:
 - Direct housing and employment growth to sites appropriate for Transit Oriented Development.
 - Coordinate in planning for housing near public transportation networks and employment centers to reduce household transportation costs and vehicle miles traveled.
- H 5. Promote a diversity of land uses throughout Austin to allow a variety of housing types ranging from permanent supportive housing to rental and ownership opportunities for singles, families, seniors, and person with disabilities.
- H 6. Address accessibility issues and other housing barriers to persons with disabilities or special needs.

From the Vision Statement -

Austin is Livable:

One of Austin's foundations is its safe, well-maintained, stable, and attractive neighborhoods and places whose character and history are preserved. Economically mixed and diverse neighborhoods across all parts of the city have a range of affordable housing options. All residents have a variety of urban, suburban, and semi-rural lifestyle choices with access to quality schools, libraries, parks and recreation, health and human services, and other outstanding public facilities and services.

- Development occurs in connected and pedestrian-friendly patterns supporting transit and urban lifestyles, while protecting and enhancing neighborhoods.
- Downtown offers a safe, vibrant, day and night time urban lifestyle for residents, workers, and visitors.
- Development occurs across the city in a manner friendly to families with children, seniors, and individuals with disabilities.
- Austin's unique character and local businesses are recognized as a vital part of our community.
- Clear rules guide sustainable development and preservation, and they provide compatibility and certainty for residents and the business community.
- Austin's diverse population is active and healthy, with access to locally-grown, nourishing foods, and affordable healthcare.

- H 7. Reuse former brownfields, greyfields (previously developed properties such as strip centers or malls that are not contaminated) and vacant building sites to reduce negative impacts of vacancy and provide new mixed-use and/or housing options.
- H 8. Encourage green practices in housing construction and rehabilitation that support durable, healthy, and energy-efficient homes. *(See also Children, Families, and Education).*
- H 9. Renovate the existing housing stock to reduce utility and maintenance costs for owners and occupants.

Neighborhoods

Austin must sustain distinct, stable, and attractive neighborhoods that preserve and reinforce the livability, character, and special sense of place of the City.

Strategic Directions

- N 1. Create complete neighborhoods across Austin with a mix of housing types and land uses, affordable housing and transportation options, and access to retail, employment, community services, and parks and recreation options. *(See also Land Use and Transportation).*
- N 2. Protect neighborhood character by directing growth to areas of change and ensuring context sensitive infill (e.g., designated redevelopment areas, corridors, and infill sites). *(See also Land Use and Transportation).*
- N 3. Identify and assess the infrastructure needs of older neighborhoods and provide for improvements needed to maintain their sustainability.
- N 4. Protect historic buildings, structures, sites, places, and districts in neighborhoods throughout the City. *(See also Historic and Cultural Preservation).*
- N 5. Strengthen Austin's neighborhoods by connecting to other neighborhoods, quality schools, parks, and other community-serving uses that are accessible by transit, walking, and bicycling.
- N 6. Strengthen the planning processes for small-area plans (e.g., neighborhood plans, station area plans, corridor plans, etc.) by incorporating directions set by Imagine Austin. Strengthen planning processes by recognizing that the Comprehensive Plan and small-area plans (e.g., neighborhood plans, corridor plans, and station area plans) need to respect, inform, and draw from each other.

Achieving Sustainability

The strategic directions are designed to work across Building Blocks to achieve a "triple bottom line" of environmental quality, social equity, and economic prosperity. In the Housing and Neighborhoods Building Block, the focus is on equity that supports environmental quality and economic prosperity. For example,

- **Increase accessibility and affordability of housing** by connecting housing with employment (economic prosperity), concentrating housing in sites appropriate for Transit Oriented Development to consume fewer acres of land (environmental quality), and increasing housing/transportation affordability (social equity).

BUILDING BLOCK 3: Economy – Draft

The Economy Building Block covers Austin's economic growth sectors and employment, as well as related issues such as education, transportation, and housing.

Economy

Austin must build a vibrant, resilient, and diverse economy that celebrates innovation and creativity; provides equitable opportunities for people; and protects the environment. Sustainability includes not only environmental stewardship and social equity but economic prosperity for Austin residents and businesses.

Strategic Directions

- ECO 1. Promote and measure business entrepreneurship, innovation and a culture of creativity.
- ECO 2. Implement policies that create, nurture, and retain small businesses.
- ECO 3. Build on the Austin metropolitan area's position as a leader in global trade.
- ECO 4. Continue to strengthen partnerships among Chambers of Commerce, state and local governments, and major employers and leverage incentives to attract and retain major employers.
- ECO 5. Enhance Austin's draw as a premier national and international tourist destination by strengthening cultural (arts, music, film) and entertainment offerings, enhancing natural resources, and expanding the availability of family-friendly events and venues.
- ECO 6. Encourage Austin's creative economy and culture through flexible, place-based policies (those directed at specific geographic areas) as well as policies directed toward virtual reality and digital media.
- ECO 7. Promote Downtown as the premier business district in the region and expand the presence of global finance and trade.
- ECO 8. Invest in and expand major cultural facilities in Austin's Downtown.
- ECO 9. Spur medical and life science technology investments by establishing a medical school.

From the Vision Statement -

Austin is Prosperous:

Austin's prosperity exists because of the overall health, vitality, and sustainability of the city as a whole—including the skills, hard work, and qualities of our citizens, the stewardship of our natural resources, and developing conditions that foster both local businesses and large institutions. Development carefully balances the needs of differing land uses with improved transportation to ensure that growth is both fiscally sound and environmentally sustainable.

- Our economy is resilient and responsive to global trends thanks to its diverse and thriving mix of local entrepreneurs, large and small businesses, educational institutions, government, and industry.
- Innovation and creativity are the engines of Austin's economy in the arts, research and development, and technology.
- Our ecology is integrated with our economy—the preservation of the environment and natural resources contribute to our prosperity.
- Equitable opportunities are accessible to all through quality education, training, and good jobs.

- ECO 10. Cluster or co-locate educational facilities (e.g., high schools, vocational schools, colleges or universities) near employment centers (e.g., healthcare facilities, biotech and green technologies, etc.) to better connect students to potential employment opportunities.
- ECO 11. Expand the educational offerings and establish cooperative partnerships between Austin Community College, the University of Texas, and other institutions of higher learning to support target industries' education and training requirements.
- ECO 12. Engage major employers and institutions of higher education to provide leadership in meeting the needs of chronic unemployed and underemployed residents, such as people with disabilities, and former clients of the criminal justice or foster care systems.
- ECO 13. Promote "start-up districts" where new businesses benefit from locating near transportation infrastructure, services, suppliers, mentors, and affordable support facilities.
- ECO 14. Encourage and support innovation through flexible city rules, adaptive reuse of buildings, and up-to-date infrastructure so that creativity thrives in actual as well as virtual reality and digital media.
- ECO 15. Improve regional transportation planning and financing for infrastructure (e.g., air, rail, and roads) in order to ensure the reliable movement of goods and people.
- ECO 16. Invest in sustainable, affordable utility sources (communications, power, water, wastewater) to meet the needs of increasing population and employment bases.
- ECO 17. Expand connectivity within the Texas Triangle (Dallas/Fort Worth, Austin, San Antonio, and Houston) in order to facilitate movement of ideas, goods, and people for economic prosperity.

Achieving Sustainability

The strategic directions are designed to work across Building Blocks to achieve a "triple bottom line" of environmental quality, social equity, and economic prosperity. In the Economy Building Block, the focus is on economic development that supports equity and environmental quality. For example,

- **Promote business growth** in Austin's target industries to expand the clean energy sector (economic prosperity), reduce dependence on non-renewable energy sources (environmental quality), and create new skilled jobs (social equity).

BUILDING BLOCK 4: Conservation and Environmental Resources – Draft

The Conservation and Environmental Resources Building Block covers Austin's natural resources (e.g., waterways, tree canopy, plant and animal habitat) and green infrastructure systems.

Conservation and Environmental Resources

Austin must conserve, protect, and support the City's natural resource systems. This includes protecting our land, water, and air, and developing and adopting better practices for long-term stewardship of Austin's environment.

Strategic Directions

- CER 1. Permanently preserve areas of the greatest environmental and agricultural value.
- CER 2. Conserve Austin's natural resources systems by limiting development in sensitive environmental areas (e.g., Edwards Aquifer and its contributing and recharge zones; endangered species habitat). *(See also Land Use and Transportation).*
- CER 3. Expand the city's green infrastructure network (e.g., preserves and parks, trails, stream corridors, green streets, greenways, agricultural lands, etc.).
- CER 4. Maintain and increase Austin's urban forest as a key component of the green infrastructure network. *(See also Land Use and Transportation).*
- CER 5. Expand regional programs and planning for the purchase of conservation easements and open space for aquifer protection, stream/water quality protection, wildlife habitat conservation, as well as sustainable agriculture.
- CER 6. Enhance the protection of creeks and flood plains to preserve environmentally and other sensitive areas and improve the quality of water entering the Colorado River through regional planning and improved coordination.
- CER 7. Protect and improve the water quality of the City's creeks, lakes, and aquifers for use and the support of aquatic life.
- CER 8. Improve the urban environment by fostering safe public uses of waterways (e.g., for public recreation that maintains the natural and traditional character of the floodplain).

From the Vision Statement -

Austin is Natural and Sustainable:

Austin is a green city. We are environmentally aware and ensure the long-term health and quality of our community through responsible resource use as citizens at the local, regional, and global level. Growth and infrastructure systems are well-managed to respect the limitations of our natural resources.

- We enjoy an accessible, well-maintained network of parks throughout our city.
- We protect the beauty of the Hill Country and blackland prairie, and value our farmland that nurtures local food production.
- Our parks, open spaces, and preserves shape city planning, reduce infrastructure costs, and provide us with recreation, clean air and water, local food, cooler temperatures, and biodiversity.
- We conserve water, energy, and other valuable resources.
- Austin is a leader in reducing greenhouse gas emissions.
- We use and inspire new technologies that create more sustainable communities while reducing our dependence on environmentally costly practices.

- CER 9. Reduce the carbon footprint of the City and its citizens by implementing Austin's *Climate Protection Plan* and develop strategies to adapt to the projected impacts of climate change.
- CER 10. Improve the air quality and reduce greenhouse gas emissions resulting from vehicle use, traffic and congestion, industrial sources, and waste.
- CER 11. Reduce noise pollution from transportation, construction, and other sources.
- CER 12. Decrease light pollution from apartments and single-family houses, signage, commercial buildings, parking lot lights, and street lights.
- CER 13. Integrate development with the natural environment through green building/site planning practices (e.g., tree preservation, reduced impervious coverage) and regulations. Ensure new development provides necessary and adequate infrastructure improvements. (see also *Land Use and Transportation*).
- CER 14. Adopt innovative programs, practices, and technologies to increase environmental quality and sustainability through the conservation of natural resources.
- CER 15. Incentivize, develop, and expand the market for local and sustainable food production (e.g., farming, ranching, food processing).
- CER 16. Establish policies that consider the benefits provided by natural ecosystems, such as ecological processes or functions (e.g., wetlands, riparian areas) having value to individuals or society.
- CER 17. Reduce the overall disposal of solid waste and increase reuse/recycling to conserve environmental resources. (See also *City Facilities and Services*).
- CER 18. Expand and improve regional collaboration and coordination in preserving Central Texas' natural environment.

Achieving Sustainability

The strategic directions are designed to work across Building Blocks to achieve a "triple bottom line" of environmental quality, social equity, and economic prosperity. In the Conservation and Environmental Resources Building Block, the focus is on environmental quality that supports social equity and economic prosperity. For example:

- **Integrate development with the natural environment** by limiting removal of trees (environmental quality), ensuring new development provide necessary infrastructure improvements (economic prosperity), and reducing stormwater runoff and flooding (social equity).

BUILDING BLOCK 5: City Facilities and Services – Draft

The City Facilities and Services Building Block addresses the many different public facilities, utilities, and services that impact the development and character of Austin, including water and wastewater, drainage, solid waste, public buildings and facilities, and recreation and open space.

Building Block Elements:

- Wastewater, Potable Water, Drainage, and Solid Waste
- Public Services, Buildings, and Facilities⁵
- Recreation and Open Space

Wastewater, Potable Water, Drainage, and Solid Waste

Wastewater, Potable Water, Drainage

Austin must provide safe, reliable and high quality water and wastewater services to residents while conserving and protecting the City's natural water resources and protecting lives and property.

Strategic Directions

- WPD 1. Deliver potable water to Austin's residents as the population grows and maintain an efficient and sustainable water system in support of the Preferred Growth Scenario.
- WPD 2. Replace and maintain water and wastewater pipes and infrastructure.
- WPD 3. Develop decentralized wastewater processing sites to complement centralized facilities.
- WPD 4. Plan for and develop alternative water sources other than the Colorado River.
- WPD 5. Plan for and adapt to increased drought, severe weather, and other potential impacts of climate change on the water supply.
- WPD 6. Protect the public water supply and the health and safety of users.
- WPD 7. Reduce the public safety threats of flooding in the 100-year floodplain.

From the Vision Statement -

Austin is Livable:

One of Austin's foundations is its safe, well-maintained, stable, and attractive neighborhoods and places whose character and history are preserved. Economically mixed and diverse neighborhoods across all parts of the city have a range of affordable housing options. All residents have a variety of urban, suburban, and semi-rural lifestyle choices with access to quality schools, libraries, parks and recreation, health and human services, and other outstanding public facilities and services.

- Development occurs in connected and pedestrian-friendly patterns supporting transit and urban lifestyles, while protecting and enhancing neighborhoods.
- Downtown offers a safe, vibrant, day and night time urban lifestyle for residents, workers, and visitors.
- Development occurs across the city in a manner friendly to families with children, seniors, and individuals with disabilities.
- Austin's unique character and local businesses are recognized as a vital part of our community.
- Clear rules guide sustainable development and preservation, and they provide compatibility and certainty for residents and the business community.
- Austin's diverse population is active and healthy, with access to locally-grown, nourishing foods, and affordable healthcare.

⁵ Combines two Charter-required elements, "Public Buildings and Facilities" and "Public Services and Facilities."

- WPD 8. Reduce existing and future pollutant loads in all creeks from stormwater runoff, overflow, and other non-point sources.⁶ (*See also Conservation and Environmental Resources*).
- WPD 9. Reduce per capita potable water use through conservation, water reclamation, and other water resource stewardship programs.
- WPD 10. Protect and improve Austin's streams, lakes, and aquifers for sustainable uses and the support of aquatic life.
- WPD 11. Protect the health of creek channels by minimizing their expansion and preventing public and private property damage resulting from erosion.
- WPD 12. Maintain or enhance the existing rate of recharge in the Edward's Aquifer. (*See also Conservation and Environmental Resources*)
- WPD 13. Meet or exceed all local, state, and federal permit and regulatory requirements (e.g., Designated Use Support status, National Flood Insurance Program).
- WPD 14. Integrate erosion, flood, and water quality control measures into all City of Austin capital improvement projects.

Solid Waste

To realize the Vision, Austin must provide safe and efficient solid waste services and reduce, re-use, and recycle to decrease the amount of landfill waste by 90% over the next 30 years.

Strategic Directions

- SW 1. Address the waste management implications of continued growth in Central Texas through a regional solid waste management plan.
- SW 2. Expand recycle rates and services:
 - Require recycling at apartment complexes, retail establishments, restaurants, and manufacturers
 - Increase the types of materials that can be added to curbside collection
 - Develop more effective recycling practices for construction and demolition debris
 - Increase composting at homes and businesses
 - Improve recycling of material and food scraps in public spaces, in trash receptacles on city streets, and at public events
- SW 3. Divert hazardous waste from landfills and increase participation in recycling hazardous materials (e.g., develop an on-call door-to-door hazardous waste collection program).
- SW 4. Divert bulk items such as furniture and other household items from landfills and consider ways to recycle or reuse these materials.
- SW 5. Improve awareness and participation in the City's recycling programs through traditional and emerging methods such as a large-scale media, social marketing campaigns, and presence at public events.

⁶ Pollutants from a source that is difficult to pinpoint such as chemicals from lawns and fields, trash, oil, and animal and human wastes.

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- SW 6. Continue to work with the Texas Product Stewardship Council and others to advocate for statewide "extended producer responsibility" (EPR) initiatives that require manufacturers and retailers to stop using "hard to recycle" and/or toxic products.

Public Services, Buildings, and Facilities

Energy

Austin must continue to provide reliable, affordable electricity and energy services to its residents, while promoting energy efficiency and conservation and continuing to shift to renewable energy sources.

Strategic Directions

- EN 1. Support the Preferred Growth Scenario and provide affordable, reliable electricity to Austin's residents and businesses.
- EN 2. Reduce per capita energy use through conservation and improvements that make buildings more energy efficient.
- EN 3. Reduce peak energy demand / total electric generation capacity that Austin Energy needs to maintain by encouraging users to use electricity during off-peak hours.
- EN 4. Increase the share of renewable energy sources (e.g., wind, solar, biomass) used by Austin Energy to generate electricity, including on-site sources throughout the city.

Public Safety

Austin must increase the safety of its residents, workers, and visitors by improving collaboration with the community, other public safety providers, and other jurisdictions.

Strategic Directions

- PS 1. Reduce crime rates, thereby improving the perception of safety in neighborhoods across Austin.
- PS 2. Continue to improve community outreach and build trust between the police force and Austin's minority communities.
- PS 3. Provide public safety services to newly annexed areas and areas with increased activity, such as new neighborhoods, redevelopment areas, transportation corridors, and mixed-use centers.
- PS 4. Provide preventive safety education (fire, police, and emergency services) to Austin residents.
- PS 5. Increase the use of joint or shared facilities between public safety and other city service providers, when possible, to provide residents with efficient services, reduce costs, and maintain public safety infrastructure.

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- PS 6. Improve collaboration between public safety providers and city planners to incorporate best development practices to reduce crime (e.g., lighting, density, neighborhood ingress/egress, “eyes on the street” Crime Prevention Through Environmental Design⁷, etc.).
- PS 7. Collaborate and coordinate with other public safety agencies (i.e., county, state) to share resources and address the increasingly regional nature of crime.
- PS 8. Maintain quality standards in recruiting and training new public safety officers, and strive for a public safety workforce that reflects Austin’s changing demographics.
- PS 9. Continue to improve education and training of public safety employees and build new skills in using technology to improve public safety.

Public Buildings

Austin must improve access to its public buildings and use them as models of sustainable design.

Strategic Directions

- PB 1. Improve access to neighborhood libraries to support development of Complete Communities throughout Austin.
- PB 2. Distribute public buildings where services are offered in neighborhoods and other accessible locations throughout the city.
- PB 3. Improve multi-modal public transportation access to the City’s public buildings and facilities, including the Austin Bergstrom International Airport.
- PB 4. Integrate public buildings and facilities into active, walkable, mixed-use neighborhoods and complete, healthy communities.
- PB 5. Reduce energy consumption and waste generation in all public buildings to meet the City’s climate and Zero Waste goals.
- PB 6. Develop public buildings and facilities that create healthy work environments and educate the public about energy-efficient, sustainable building and landscape best practices.

⁷ Crime Prevention Through Environmental Design (CPTED) is a multi-disciplinary approach to designing the physical environment that has proven to be effective in helping to deter criminal behavior. Key CPTED principles include natural surveillance and access control.

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Recreation and Open Space

Austin must provide an accessible park and recreation system with quality recreational, cultural, and outdoor experiences and promote healthy lifestyles and provide access to natural areas.

Strategic Directions

- RO 1. Operate, maintain, and upgrade new and existing parks and preserved open space and develop new parks to serve Austin's diverse, growing population.
- RO 2. Ensure and increase equitable access to and opportunities for cultural arts, recreation and leisure activities for all ages throughout the City.
- RO 3. Increase connectivity between neighborhoods and from neighborhoods to parks and greenways through the use of sidewalks, bike lanes, multi-use paths, and trails.
- RO 4. Maximize the role of parks and recreation in promoting healthy communities and lifestyles.
- RO 5. Feature superior design in parks and recreational facilities and include opportunities for public art and green/sustainable design solutions.
- RO 6. Expand the amount of permanently protected natural and environmentally sensitive areas for use as open space and passive recreational areas.
- RO 7. Foster the use of creeks and lakes for public recreation and enjoyment in a manner that maintains their natural character.
- RO 8. Extend existing trail and greenway projects to create an interconnected green infrastructure network (e.g., preserves and parks, trails, stream corridors, green streets, greenways, agricultural lands, etc.) linking all parts of Austin and linking Austin to nearby cities. (*See also Conservation and Environmental Resources*).
- RO 9. Maintain existing partnerships and develop new relationships with other City of Austin departments, community organizations, and volunteers to support recreational services and maintain high levels of service.

From the Vision Statement -

Austin is Natural and Sustainable:

Austin is a green city. We are environmentally aware and ensure the long-term health and quality of our community through responsible resource use as citizens at the local, regional, and global level. Growth and infrastructure systems are well-managed to respect the limitations of our natural resources.

- We enjoy an accessible, well-maintained network of parks throughout our city.
- We protect the beauty of the Hill Country and blackland prairie, and value our farmland that nurtures local food production.
- Our parks, open spaces, and preserves shape city planning, reduce infrastructure costs, and provide us with recreation, clean air and water, local food, cooler temperatures, and biodiversity.
- We conserve water, energy, and other valuable resources.
- Austin is a leader in reducing greenhouse gas emissions.
- We use and inspire new technologies that create more sustainable communities while reducing our dependence on environmentally costly practices.

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Achieving Sustainability

The strategic directions are designed to work across Building Blocks to achieve a “triple bottom line” of environmental quality, social equity, and economic prosperity. In the City Facilities and Services Building Block, the focus is on environmental quality and social equity that supports economic prosperity. For example:

- **Strengthen connectivity from and between neighborhoods** to improve access to parks and trails (environmental quality), raise home values by increasing access to parks and recreation (economic prosperity), and improve mobility options through transit, bike lanes, and sidewalks (social equity).

BUILDING BLOCK 6: Society – Draft

The Society Building Block includes components that impact a person or family's quality of life and satisfaction with living in Austin, including health and human services, children, families, and education.

Building Block Elements:

- Health and Human Services
- Children, Families, and Education

Health and Human Services

Austin must improve community health through equal access to services and education about health care and healthy lifestyles.

Strategic Directions

- HHS 1. Provide access to primary, preventive health, trauma, specialty care, and urgent care.
- HHS 2. Attract and retain high-quality health service providers (including doctors, dentists, specialists, medical technicians, and nurses) and promote the development and expansion of medical education opportunities.
- HHS 3. Encourage more active lifestyles through development patterns that support walking and biking. Locate retail, services, and public facilities (e.g., parks, health services, libraries, etc.) in or near neighborhoods to reduce traffic congestion and contribute to an improved sense of community.
- HHS 4. Increase availability of quality child care, after school, and preschool programs for all residents, especially low and middle income households.
- HHS 5. Reduce homelessness through long-term supportive housing, mental health services, counseling, and alcohol and drug treatment.
- HHS 6. Develop close relationships between public safety personnel and neighborhoods to promote cooperation and safety.
- HHS 7. Promote the availability of and educate the community about healthy food choices, including "slow food" (local food traditions, small-scale food processing, and organic agriculture) and nutritional education programs.

From the Austin Vision Statement:

Austin Values and Respects its People:

Austin is its people. Our city is home to engaged, compassionate, creative, and independent thinking people, where diversity is a source of strength and where we have the opportunity to fully participate and fulfill our potential.

- Austin government is transparent and accountable.
- People across all parts of the city and of all ages and income levels live in safe, stable neighborhoods with a variety of affordable and accessible homes, healthy food, economic opportunity, healthcare, education, and transportation.
- Austin ensures that no person is without such basic necessities as healthy food, clothing, shelter, physical and mental healthcare, or basic civil rights.
- We stand together for equal rights for all persons, especially acknowledging those who have been denied full participation in the opportunities offered by our community in the past.
- The history of the people of the Austin area is preserved and protected for future generations.

- HHS 8. Provide broad access to fresh foods, local farmers markets, co-ops, grocery stores, community gardens, and healthy restaurants in neighborhoods.
- HHS 9. Improve educational opportunities for marginalized populations and provide better services for at-risk segments of our community.
- HHS 10. Develop and promote tobacco cessation programs and regulations to support tobacco-free environments.

Children, Families, and Education

To realize the Vision, Austin must foster complete communities through access to healthy foods, community services, safe neighborhoods, and quality education.

Strategic Directions

- CFE 1. Develop public transportation options that link all areas of the City, are affordable to economically disadvantaged groups, and provide access to job opportunities and services. *(See also Land Use and Transportation).*
- CFE 2. Increase the variety of housing options (i.e., housing type and number of bedrooms) to meet the needs of family and non-family households.
- CFE 3. Provide opportunities for seniors and persons with disabilities to live in affordable neighborhoods and housing to meet their special needs (e.g., mobility).
- CFE 4. Locate emergency services within close proximity to all neighborhoods and continue to improve community outreach and relationships between police and neighbors. *(See also City Facilities and Services).*
- CFE 5. Increase access to educational opportunities for higher education, technical education and vocational training in Austin area public schools, colleges, universities, and other educational facilities. Match job training with current and expected employment needs for existing and emerging “target industries.”
- CFE 6. Increase the availability of continuing education.
- CFE 7. Work with the school districts on planning for long-range student population growth from kindergarten through high school. Maintain and/or secure new educational facilities to support the direction set by the Imagine Austin Comprehensive Plan.
- CFE 8. Improve educational opportunities for marginalized populations.
- CFE 9. Increase the availability of quality child care, after school, and preschool programs for low and middle income households.
- CFE 10. Enact land use and other planning policies that enhance the quality of life for families with children and promote family-friendly neighborhoods and services.
- CFE 11. Increase dense, compact family-friendly housing in the urban core by creating standards guiding and incentivizing private interests to create more family-friendly development.
- CFE 12. Improve access to child care services.

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- CFE 13. Partner with local school districts to transform public school yards into enhanced, multi-use outdoor resources for children and the community.
- CFE 14. Partner with local school districts, non-profits, and civic groups to expand after school and summer programs for children of all ages and abilities.
- CFE 15. Increase sidewalks and bike lanes in neighborhoods for safe routes to schools, parks, and transit stops. *(See also Land Use and Transportation).*

Achieving Sustainability

The strategic directions are designed to work across Building Blocks to achieve a "triple bottom line" of environmental quality, social equity, and economic prosperity. In the Society Building Block, the focus is on social equity that supports environmental quality and economic prosperity. For example,

- **Encourage more active lifestyles** to promote development patterns that support shorter trips (economic prosperity), provide opportunities for physical activity (social equity), and reduce land consumed for development (environmental quality).

BUILDING BLOCK 7: Culture – Draft

The Culture Building Block includes arts, culture, creativity, and historic preservation, as they relate to the City's heritage, "vibe", spirit, and character, quality of life, downtown, and neighborhoods.

Building Block Elements:

- Arts, Culture, and Creativity
- Historic Preservation

Arts, Culture, and Creativity

Austin must support and value the City's arts, culture, and creativity as vital contributors to the city's identity, economy, and quality of life.

Strategic Directions

- ACC 1. Continue to grow artists, micro-enterprises, small cultural organizations as businesses, and iconic cultural institutions, in order to sustain and grow Austin's economic and cultural vitality.
- ACC 2. Increase and enhance coordination and resource sharing, and partnership among artist and creative individuals, organizations, institutions, and businesses.
- ACC 3. Increase philanthropic, public, and citizen support and participation in arts, culture, and creative activities in Austin.
- ACC 4. Continue to sustain and grow the city's successful live music scene, festivals, theater, film and digital media, other cultural offerings.
- ACC 5. Continue to explore and identify solutions to support live music venues and while addressing sound abatement issues.
- ACC 6. Encourage new or existing art forms, new approaches to the creation or presentation of art, or new ways of engaging the public with art.
- ACC 7. Grow Austin's regional and global cultural efforts in order to stimulate trade and bring new resources to the community. *(See also Economy)*.
- ACC 8. Expand access to affordable and functional studio, exhibition, performance space, and office space for arts and culture organizations, artists, and creative industries businesses.

From the Vision Statement -

Austin is Creative:

Creativity is the engine of Austin's prosperity. Arts, culture, and creativity are essential keys to the city's unique and distinctive identity and are valued as vital contributors to our community's character, quality of life and economy.

- As a community that continues to stimulate innovation, Austin is a magnet that draws and retains talented and creative individuals.
- Our creative efforts reflect, engage with and appeal to the ethnic, gender and age diversity of Austin and to all socioeconomic levels.
- Residents and visitors participate fully in arts and cultural activities because the opportunities are valued, visible, and accessible.
- Our buildings and places reflect the inspirational and creative spirit of who we are as Austinites, through design excellence, public art and beautiful, accessible public spaces.

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- ACC 9. Encourage and support artists, artist live/work spaces, creative industry hubs/districts/clusters, etc. as retail, community, or neighborhood anchors and activity generators to attract and support other economic and community enterprises. (*See also Economy*).
- ACC 10. Improve access to affordable living to include housing, healthcare, and effective transportation in order to develop and retain Austin's creative organizations, industries, and individuals.
- ACC 11. Encourage cultural, creative and arts-based education in schools and neighborhoods throughout Austin to sustain Austin's "culture of creativity" as fundamental to Austin's spirit and mindset.
- ACC 12. Sustain and grow Austin's multicultural and artistic heritage (African-American, Hispanic, Asian, and other ethnic and culturally-specific groups) as the city develops and grows.
- ACC 13. Create avenues for cultural variety and provide the opportunity for all groups to benefit from the different cultures present in Austin.
- ACC 14. Encourage grassroots, neighborhood-based cultural development and activity and recognize and enhance the role the arts play at the center of community life.
- ACC 15. Maximize the recognition of arts and creativity as part of Austin's "Creative Economy." (*See also Economy*).
- ACC 16. Increase the availability of significant public art to designate districts and/or their entrances and to assist visitors in navigating the area.
- ACC 17. Define Austin's sense of place through high standards for architecture and urban design, public art, public spaces and public parks, and arts education. (*See also Urban Design*).
- ACC 18. Explore existing city policies, processes and regulations regarding the arts to determine what changes can be made to coordinate these with other goals such as historic preservation, affordable housing, and high-density development.

Historic Preservation

Austin must preserve the historic buildings, neighborhoods, and sites that reflect the City's diverse historical, architectural, and cultural heritage; maximize the benefits for the economy; and provide opportunities for cultural and historic education and recreation.

Strategic Directions

- HP 1. Promote historic and heritage-based tourism and cultural events.
- HP 2. Preserve and interpret historic resources (those objects, buildings, structures, sites, places, or districts with historic, cultural, or aesthetic significance) in Austin for residents and visitors.
- HP 3. Maintain and update inventories of historic resources, including locally significant historic properties not listed on national or state registries, archeological sites, etc.
- HP 4. Increase opportunities for historic and cultural learning at the City's public libraries.
- HP 5. Protect historic resources in neighborhoods throughout the City. (*see also Housing and Neighborhoods*).

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- HP 6. Retain the character of National Register and local Historic Districts and ensure that development and redevelopment is compatible with historic resources and character.
- HP 7. Continue to protect and enhance important view corridors (e.g., Capitol Overlay District, Lady Bird Lake, and public waterfronts).
- HP 8. Preserve and restore historic parks and recreational areas.

Achieving Sustainability

The strategic directions are designed to work across Building Blocks to achieve a “triple bottom line” of environmental quality, social equity, and economic prosperity. In the Culture Building Block, the focus is on social equity that supports environmental quality and economic prosperity.

For example, **retain Austin’s multicultural and artistic heritage** to improve diversity in arts and culture (social equity), increase participation at events (economic prosperity), and integrate new facilities integrating low-impact development practices into new facilities (environmental quality).

IMAGINE AUSTIN PLAN FRAMEWORK AND PREFERRED GROWTH SCENARIO

Citizens Advisory Task Force Motion Sheet, February 8, 2011
Agenda Item 4c.

Motion	Issue	Alternatives
1	SH-45 (south) is currently shown connecting MoPac to I-35	<ul style="list-style-type: none"> a. Leave as is b. Show the funded portion in a solid line and the proposed but unfunded portion as a dashed line c. Show only the funded portion d. Don't show it on map (Approved 20 to 6)
2	Mixed Use Corridor along MLK and Manor	<ul style="list-style-type: none"> a. Keep the designation as a Mixed Use Corridor b. Remove the Mixed Use Corridor designation c. Forward to Working Groups (Approved 25 to 0)
3	East-West Corridors. Four east-west corridors were added since the January meeting: Slaughter, William Cannon, Parmer, Howard	<ul style="list-style-type: none"> a. Add Stasney b. Add 51st Street c. Add both d. Forward to Working Groups (Approved 25 to 0)
4	Land uses at major SH-130 intersections (Parmer, Howard, Wells Branch, and Cameron)	<ul style="list-style-type: none"> a. Leave as is b. Add small centers at each intersection (Not approve 12 to 13)

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CL
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IMAGINE AUSTIN PLAN FRAMEWORK AND PREFERRED GROWTH SCENARIO

Citizens Advisory Task Force Motion Sheet, February 8, 2011

Agenda Item 4c.

5	Plan Framework, Housing & Neighborhoods, Item N6	<p>a. Current language: "Strengthen the planning processes for small area plans (e.g., neighborhood plans, station area plans, corridor plans, etc.) by incorporating directions set by Imagine Austin."</p> <p>b. Alternate language: "Strengthen planning processes by recognizing that the Comprehensive Plan and small-area plans (such as neighborhood plans, corridor plans, and station-area plans) need to respect, inform and draw from each other." (Approved 25 to 0)</p>
6	Send item 4 to Working Groups to look at appropriate ways to show these areas for some kind of mixed use development and support the County's request without defining it at this point	Approved 25 to 0
7	Remove density nodes over aquifer	Not approved 8 to 16
8	Forward Plan Framework and Preferred Growth Scenario with changes above and clear designation of aquifer to Planning Commission	Approved 22 to 2

Preferred Growth Scenario



Which Way, Austin?

Community Forum Series #3 results

Close-out results, 11 December 2010

Public meetings & survey

Community Forum Series #3 launched on September 20, 2010, with a series of nine public meetings over three weeks. At the same time, the same information was available through a paper and online survey.

The core activity of these opportunities for public input was built on prior public input in Community Forum Series #1 and #2, resulting in a broad Vision for Austin's future (see it online at www.ImagineAustin.net/vision.htm) and four alternate scenarios, sketching different ways the city could develop over the next 30 years (see the alternate scenarios on the right).

The "Which Way, Austin?" survey presented participants with likely ramifications of the four scenarios (plus a fifth, representing "Trends continue"), and invited them to assess the scenarios and rate their preferences.



Participation

The table below gives overall participation figures, by the different venues in which Austinites could participate.

Venue	Count of participants
Public meetings	409
Paper survey (mail-in)	339
Paper survey (outreach events)	1,351
Online survey	2,467
Total number of participants	4,566

The Alternate Scenarios



A
"Distributed"



B
"North-east-south crescent"



C
"Centers"



D
"North-south linear"



Trend

C1
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Close-out results, 11 December 2010

a Overall first and second choice preferences

None of these

A

B

C

D

Trend

Figure 1 is a dot plot showing the number of first and second choices for each of the 100 subjects. The x-axis is labeled '1st choice' and '2nd choice'. The y-axis represents the number of subjects, from 0 to 100. The first choice is generally higher than the second choice, with a peak around 40-50 subjects.

1st choice 2nd choice
●●●● ●●●●

4%

5%

4%

4%

5%

A 76%

B **8%**

C 10%

D 6%

C1
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Which Way, Austin?

Community Forum Series #3 results

Close-out results, 11 December 2010

d Scenario priorities

This section reports which indicators were selected as the "Top 5" when each scenario was a first choice.

A

INDICATOR	%
Congestion Delays (total)	13.3
Cost of Infrastructure	11.5
Value of Time Lost to Travel Delays	10.4
Daily VMT	9.7
Mixed Use	8.9

B

INDICATOR	%
Congestion Delays (total)	15.8
Aquifer Protection	14.0
Cost of Infrastructure	12.6
Value of Time Lost to Travel Delays	10.8
Mixed Use	10.6

C

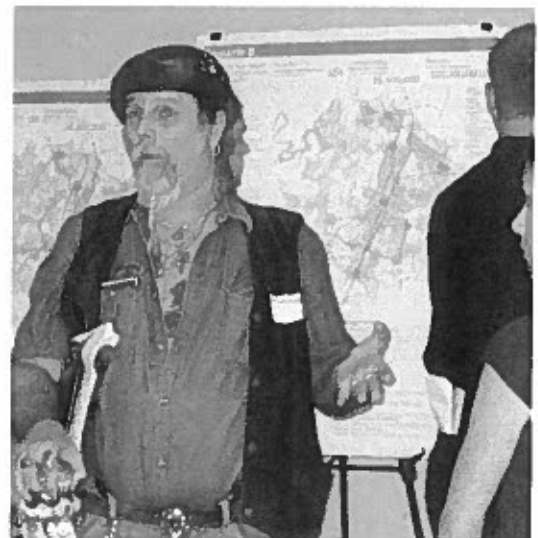
INDICATOR	%
Transit Use	10.9
Transit Access (homes)	9.8
Aquifer Protection	8.8
Water Consumption	8.5
Mixed Use	8.2

D

INDICATOR	%
Aquifer Protection	9.8
Transit Use	8.0
Air Pollution	7.3
Water Consumption	7.3
Transit Access (homes)	7.2

Trend

INDICATOR	%
Congestion Delays (total)	10.0
Cost of Infrastructure	9.1
Value of Time Lost to Travel Delays	7.5
Air Pollution	6.5
Total Land Developed	6.3



C1
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Which Way, Austin?

Community Forum Series #3 results

Close-out results, 11 December 2010

e Indicator priorities

Below, indicators are listed by how many times they were marked as a "top 5" indicator, along with how they were distributed across the scenarios. (The highest choice is in **blue**.)

Indicator (total count)	Percentage selecting scenario				Trend
	A	B	C	D	
Aquifer Protection (1621)	7%	13%	21%	56%	3%
Transit Use (1417)	6%	9%	26%	56%	2%
Cost of New Infrastructure (1328)	8%	11%	26%	51%	3%
Transit Access (homes) (1309)	9%	10%	25%	53%	3%
Water Consumption (1296)	14%	18%	26%	36%	6%
Congestion Delays (total) (1275)	7%	10%	26%	53%	4%
Air Pollution (1274)	8%	9%	28%	52%	3%
Mixed Use (1254)	11%	13%	24%	46%	6%
Transit Access (jobs) (1111)	9%	11%	26%	50%	4%
Bike/Pedestrian Trips (1025)	5%	8%	21%	63%	2%
Total Land Developed (1024)	8%	10%	25%	54%	2%
Local Agriculture (980)	7%	12%	24%	55%	2%
Value of Time Lost to Travel Delays (965)	10%	10%	20%	55%	4%
Greenhouse Gas Emissions (886)	13%	18%	25%	40%	5%
Daily Vehicle Miles Traveled (856)	8%	11%	20%	56%	4%
Infill/Redevelopment (843)	14%	13%	20%	47%	5%
Congestion Delays (personal) (522)	11%	12%	19%	49%	9%

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Which Way, Austin?

Community Forum Series #3 results

Close-out results, 11 December 2010

f Plan Framework Priorities

The questions below report the results of the second section of the survey. Each item was rated Low (1), Medium (2), or High (3).

How important is it ...	Average	How important is it ...	Average
...that downtown, neighborhood centers, and new development should be compact and walkable, mixing places where people live, work, and shop?	2.5	... to improve and protect the region's environmental resources (such as water, soil, tree cover, and plant and animal habitat)?	2.9
...to preserve Austin's culture, character of historic buildings and neighborhoods?	2.7	... to protect the region's water supply through conservation and water re-use?	2.9
... to invest in a variety of transportation choices that includes transit, walking and biking?	2.7	... to reduce Austin's carbon footprint?	2.6
... that people with different income levels can afford to live throughout Austin?	2.5	... to focus on Austin's economic growth & job creation?	2.6
... that each part of town is economically diverse and offers a variety of housing types and costs?	2.3	... to improve job opportunities & access to jobs?	2.7
... to provide accessible libraries, community centers, meeting spaces, and senior centers in or near where people live?	2.6	... to provide accessible health and preventive care, including mental health care and substance abuse services?	2.5
... to provide parks and outdoor recreation centers close to where people live and work?	2.9	... to reduce homelessness through supportive services and housing?	2.3
... to provide greenways and trails?	2.7	... to provide educational opportunities for youth and adults?	2.8

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Which Way, Austin?

Community Forum Series #3 results

Close-out results, 11 December 2010

9 Capital Improvements

Improvement	%
Improve the transportation system	21.0%
Develop parks and recreation facilities	20.7%
Develop public safety facilities	14.0%
Acquire open space	10.3%
Develop health and human service facilities	9.3%
Repair and restore deteriorating infrastructure	8.4%
Develop community facilities	8.2%
Other	8.2%



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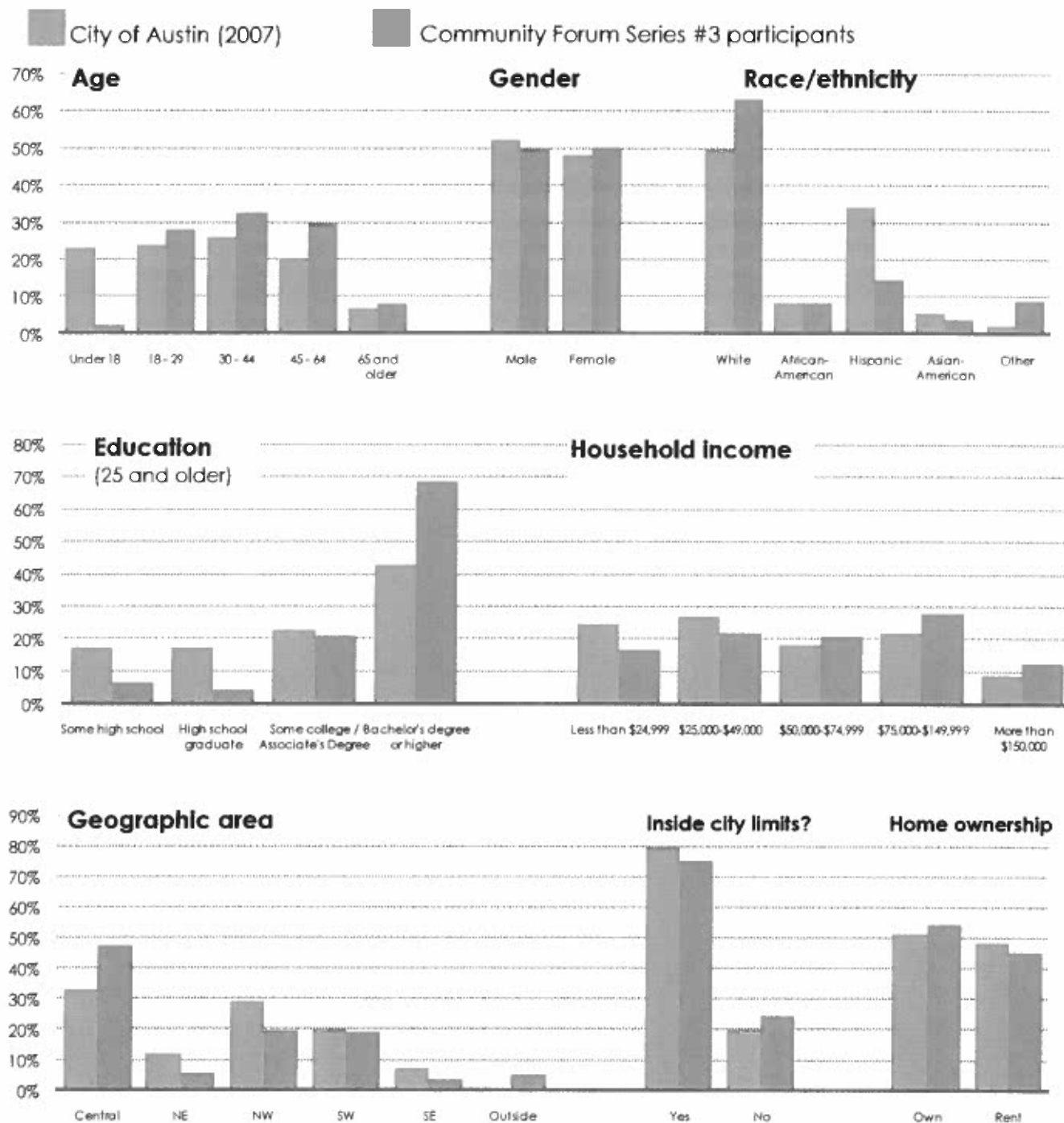
Which Way, Austin?

Community Forum Series #3 results

Close-out results, 11 December 2010

h Demographics

The demographic breakdown of participants in CFS#3 is provided below, compared with City of Austin demographics (American Community Survey estimates, 2007). Note that the planning area extends beyond City limits, so the demographics of the City are an approximation of the total planning area's demographics.



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Which Way, Austin?

Community Forum Series #3 results

Close-out results, 11 December 2010

Outreach for "Which Way, Austin?"

Public Meetings

Nine meeting over three weeks:

- City Hall
- David Chapel Church
- St. David's Church
- ACC South
- Del Valle Opportunity Center
- Concordia University
- Bowie High School
- Jewish Community Center
- Reagan High School

Spreading the Word

Utility bill insert (360,000)

Imagine Austin interest list (2,303)

Community Registry

Neighborhood Associations

Austin Neighborhood Council (ANC)

Churches and places of worship

University of Texas

Austin Community College

Concordia University

Huston-Tillotson University

St. Edward's University

Community Action Network (CAN)

Austin Independent School District

Del Valle Independent School District

Real Estate Council of Austin (RECA)

Congress for New Urbanism (CNU)

Austin Urban Coalition

Hispanic Quality of Life Task Force

Website & Social Media

www.ImagineAustin.net

New front "splash" page

Newsletter/survey online in English and Spanish

CFS #3 video online

Imagine Austin facebook page – 1,787 fans

Imagine Austin twitter page – 218 followers

Newsletter/Survey

Distributed over 200,000 Which Way, Austin? newsletter/surveys

Austin American-Statesman (80,000)

Task Force, staff and consultant team (30,000)

Austin Chronicle (90,000)

Distributed newsletter/surveys to 26 libraries and 20 recreation centers.

1,000 delivered by door hanger to each zip code:

- 78617 Los Cielos
- 78717 Avery Ranch
- 78721 Springdale Road
- 78723 Manor Road
- 78725 Austin's Colony
- 78741 East Riverside
- 78744 Dove Springs
- 78752 Coronado Hills
- 78753 North Acres
- 78758 Mearns Meadow

Community Conversation

25 Community Conversations checked out

Corporate Engagement

Greater Austin Chamber of Commerce

Greater Austin Hispanic Chamber of Commerce

Capital City African-American Chamber of Commerce

Austin Asian American Chamber of Commerce

Four Points Chamber of Commerce

Contacted over 200 of the largest employers to distribute the online newsletter/survey to their employees.

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Which Way, Austin?

Community Forum Series #3 results

Close-out results, 11 December 2010

Engaging Activities

15 "Taking to the streets" events at:

- High school football games
- Huston-Tillotson University
- University of Texas
- ACC campuses
- Bus stops
- Austin City Limits shuttle stop

Austin Future's Fair

Austin Council of the PTA

Dieciséis (Mexican Independence Day)

Asian American Cultural Center Harvest Moon Festival

Save Barton Creek Association

Hispanic Organizations Working Together as One (HOWTO)

Elementary schools open houses (Pickle, Pease, Allan,

Popham, Sanchez, Zavala, Doss, Metz, Blackshear)

Media

City Council press conference to kick-off CFS #3

Public Services Announcements – Time Warner, Grande Communications, Channel 6

Sunday front page feature in Austin American Statesman

Sunday op-ed in Austin American Statesman by City

Manager Marc Ott

Multiple stories in Austin Chronicle

Stories on

- KXAN 36
- Fox 7
- Univision
- Telefuturo
- La Voz
- KUT
- KVET
- KLBJ
- The Daily Texan
- Community Impact
- Infact Daily

Print advertisements in Austin American Statesman, Austin Chronicle and ahora sí

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Imagine Austin Vision Statement

Endorsed 8/26/2010

As it approaches its 200th anniversary, Austin is a beacon of sustainability, social equity and economic opportunity; where diversity and creativity are celebrated; where community needs and values are recognized; where leadership comes from its citizens and where the necessities of life are affordable and accessible to all.



Plan Your Future!

Austin's greatest asset is its people: passionate about our city, committed to its improvement, and determined to see this vision become a reality.

Austin is Livable:

One of Austin's foundations is its safe, well-maintained, stable, and attractive neighborhoods and places whose character and history are preserved. Economically mixed and diverse neighborhoods across all parts of the city have a range of affordable housing options. All residents have a variety of urban, suburban, and semi-rural lifestyle choices with access to quality schools, libraries, parks and recreation, health and human services, and other outstanding public facilities and services.

- Development occurs in connected and pedestrian-friendly patterns supporting transit and urban lifestyles and reducing sprawl, while protecting and enhancing neighborhoods.
- Downtown offers a safe, vibrant, day and night time urban lifestyle for residents, workers, and visitors.
- Development occurs across the city in a manner friendly to families with children, seniors, and individuals with disabilities.
- Austin's unique character and local businesses are recognized as a vital part of our community.
- Clear guidelines support both quality development and preservation that sustain and improve Austin's character and provide certainty for residents and the business community.
- Austin's diverse population is active and healthy, with access to locally-grown, nourishing foods, and affordable healthcare.

Austin is Natural and Sustainable:

Austin is a green city. We are environmentally aware and ensure the long-term health and quality of our community through responsible resource use as citizens at the local, regional, and global level. Growth and infrastructure systems are well-managed to respect the limitations of our natural resources.

- We enjoy an accessible, well-maintained network of parks throughout our city.
- We protect the beauty of the Colorado River watershed, Hill Country and Blackland Prairie and value our farmland that nurtures local food production.
- Our open spaces and preserves shape city planning, reduce infrastructure costs, and provide us with recreation, clean air and water, local food, cooler temperatures, and biodiversity.

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- We conserve water, energy, and other valuable resources.
- Austin is a leader in reducing greenhouse gas emissions.
- We use and inspire new technologies that create more sustainable communities while reducing our dependence on environmentally costly practices.

Austin is Mobile and Interconnected:

Austin is accessible. Our transportation network provides a wide variety of options that are efficient, reliable, and cost-effective to serve the diverse needs and capabilities of our citizens. Public and private sectors work together to improve our air quality and reduce congestion in a collaborative and creative manner.

- Interconnected development patterns support public transit and a variety of transportation choices, while reducing sprawl, congestion, travel times, and negative impacts on existing neighborhoods.
- Our integrated transportation system is well-maintained, minimizes negative impacts on natural resources, and remains affordable for all users.
- Austin promotes safe bicycle and pedestrian access with well-designed routes that provide connectivity throughout the greater Austin area. These routes are part of our comprehensive regional transportation network.

Austin is Prosperous:

Austin's prosperity exists because of the overall health, vitality, and sustainability of the city as a whole—including the skills, hard work, and qualities of our citizens, the stewardship of our natural resources, and developing conditions that foster both local businesses and large institutions. Development carefully balances the needs of differing land uses with improved transportation to ensure that growth is both fiscally sound and environmentally sustainable.

- Our economy is resilient and responsive to global trends thanks to its diverse and thriving mix of local entrepreneurs, large and small businesses, educational institutions, government, and industry.
- Innovation and creativity are the engines of Austin's economy in the arts, research and development, and technology.
- Our ecology is integrated with our economy—the preservation of the environment and natural resources contribute to our prosperity.
- Equitable opportunities are accessible to all through quality education, training, and good jobs.

Austin Values and Respects its People:

Austin is its people. Our city is home to engaged, compassionate, creative, and independent thinking people, where diversity is a source of strength and where we have the opportunity to fully participate and fulfill our potential.

- Austin government is transparent and accountable.
- People across all parts of the city and of all ages and income levels live in safe, stable neighborhoods with a variety of affordable and accessible homes, healthy food, economic opportunity, healthcare, education, and transportation.

C1
45

- We stand together for equal rights for all persons, especially acknowledging those who have been denied full participation in the opportunities offered by our community in the past.
- The history of the people of the Austin area is preserved and protected for future generations.

Austin is Creative:

Creativity is the engine of Austin's prosperity. Arts, culture, and creativity are essential keys to the city's unique and distinctive identity and are valued as vital contributors to our community's character, quality of life and economy.

- As a community that continues to stimulate innovation, Austin is a magnet that draws and retains talented and creative individuals.
- Our creative efforts reflect, engage with and appeal to the ethnic, gender and age diversity of Austin and to all socioeconomic levels.
- Residents and visitors participate fully in arts and cultural activities because the opportunities are valued, visible, and accessible.
- Our buildings and places reflect the inspirational and creative spirit of who we are as Austinites, through design excellence, public art and beautiful, accessible public spaces.

Austin is Educated:

Education is the hope for Austin's future. Austin provides everyone with an equal opportunity for the highest quality of education that allows them to fully develop their potential. Networks of community partnerships support our schools and ensure that our children receive the resources and services they need to thrive and learn.

- Our school campuses provide safe and stable environments enabling future success.
- Neighborhood schools and libraries serve as centers for community collaboration, recreational, and social events, as well as learning opportunities.
- In partnership with private entities and the broader community, institutions of higher education continue to be incubators for innovation in the cultural arts, medicine, industry, business, and technology.
- Every child in Austin has the chance to engage with other cultures, communities, and languages, providing pathways for healthy development, and the critical thinking skills students need as future citizens of Austin and the world.

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Imagine Austin Comprehensive Plan

Summary of Educational Activities and Opportunities

working draft February 2011



Imagine Austin

Public Participation Workshop (Aug 2009)

Kick-off Open House (Oct 2009)

Community Forum Series #1 6 public meetings

Community Forum Series #2 4 public meetings, 8 follow on meetings

 Speak Week 42 events

Community Forum Series #3 9 public meetings

 Taking it to the Streets 15 events

Community meeting on neighborhood plans and comprehensive plan (Sep 2010)

Community meeting on neighborhood plans and comprehensive plan (Oct 2010)

Community meeting with neighborhood plan contact teams (Jan 2011)

Speakers Bureau

41 presentations to over 1,300 people. Presentations have been given by staff, Planning Commissioners and members of the Citizens Advisory Task Force.

Stakeholder Interviews

49 interviews with opinion leaders and key project stakeholders including, elected officials, civic and business leaders, institutional partners, and subject matter experts.

Lectures and Discussion Events

University of Texas City Forum Speaker Series

Austin's Comprehensive Plan: Opportunities and Challenges for Citizen Engagement (Sep 2009)

Home means everything: Planning and affordable homes (Oct 2009)

Comprehensive Planning: The Fort Worth Experience (Nov 2009)

Historic Preservation in a Global Context (Jan 2010)

The Active City: Planning for Public Health (Feb 2010)

Transit Integration: Light Rail and Transportation Planning in the Austin Region (Feb 2010)

Austin's Colonias: Informal Settlements and City Planning (Mar 2010)

Downtown Revitalization: Including Waterfront, Arts and Culture District Development (Apr 2010)

Self-Help Housing and Informal Settlements in Latin America: Experiences from Venezuela and Brazil (Apr 2010)

The Coming Convergence of Community Building and Clean Energy (Oct 2010)

Newsletter/Survey

Which Way, Austin? – distributed over 200,000 newsletter/surveys; an informative and educational 12 page newsletter on comprehensive planning, its importance and key issues, plus the alternative future scenarios, indicators and survey.

Activities by Other Organizations

American Institute of Architects, Austin Chapter: Building a Healthy Austin (Oct 2009)
 Livable City: Comp Plan 101 (Oct 2009)
 Housing Works: Housing Summit Re-Visioning Austin & Affordability: Austin's Comprehensive Plan (Nov 2009)
 Envision Central Texas: Regional Forum – How Can We Meet our Growing Infrastructure Needs with our Limited Resources? (Mar 2010)
 UT Center for Sustainable Development: Affordable Housing: What's in Your Backyard (Mar 2010)
 UT Center for Sustainable Development: Alley Flat Initiative (Apr 2010)
 League of Bicycling Voters: Austin Bike Summit (Apr 2010)
 AISD Community Dialogue about Austin ISD School Facilities (May 2010)
 What is Austin?: Open House #1 (May 2010)
 What is Austin?: A Sustainable and Natural Austin (Jun 2010)
 City of Austin's Cultural Arts Division offers the Take it to the Next Level: Creative Space Development Models (Jun 2010)
 City of Austin's Cultural Arts Division offers the Take it to the Next Level: Nuts & Bolts of Artist Space Development (Jun 2010)
 Housing Works: There's No Place like Home" Leadership Tour of Contemporary Affordable Homes; and "Spotlight on Design" Reception (Jun 2010)
 Austin Neighborhood Council: Panel discussion with six Citizens Advisory Task Force members (Jun 2010)
 City of Austin Affordable Housing Forum: Linking Austin's Investments: Affordable Housing and Place-Based Planning (Jul 2010)
 Envision Central Texas: Regional Forum – Innovate or Stagnate: Could New Approaches to Infrastructure Transform Our Region? (Sep 2010)
 What is Austin?: Futures Fair (Oct 2010)
 Leadership Austin: Rising from Recession: Central Texas Strong and Sustainable (Nov 2010)
 Austin Neighborhood Council: Special meeting with Citizens Advisory Task Force (Dec 2010)
 Urban Land Institute, Austin Chapter: Imagine Austin Comprehensive Plan: Impacts to Real Estate Development and Planning (Jan 2011)
 City of Austin's Neighborhood Housing and Community Development department Affordable Housing Forum: Linking Community Investments: Affordable Housing and Transportation (Feb 2011)
 Congress for New Urbanism, Central Texas Chapter, Café Urban Salon Series, What is "Compatibility"? (Feb 2011)

Kudos

The Imagine Austin visioning process was selected as a national best practice case study by the Alliance for Innovation. The case study will be presented at the 2011 Transforming Local Government conference under the category Building a Community Vision With Sustained Community Engagement.