

COMPREHENSIVE PLANNING AND TRANSPORTATION COMMITTEE
MEETING MINUTES
March 7, 2011

Subcommittee Members: Council Member Sheryl Cole, Chair
Council Member Laura Morrison
Council Member Chris Riley

Call Meeting to Order

1. **Citizen Communication (3 minutes to speak).**

No citizens signed up to speak.

2. **Approval of minutes from the February 14, 2011, regular subcommittee meeting.**

Minutes approved by a vote of 3-0 noting the correction of a misspelled name.

3. **Presentation on Best Practices for Engaging Communities on Supportive and Affordable Housing.**

Rebecca Giello, Neighborhood Housing, Larry Schooler, Public Information Office, Diana Lewis, Texas Directive Coordinator Supportive Housing, and members of ECHO spoke about the strategy to engage and educate the community about supportive and affordable housing. Aspects of the plan include giving affordable housing a human face; giving tours of supportive and affordable housing; developing brochures, literature and videos; countering myths and perceptions, and engaging neighborhoods. . Other aspects include the creation of a leadership group and steering committee of individuals that understand affordable housing, and conducting workshops to educate the public.

Larry Schooler, Public Information Office, spoke about the need to engage the community and understand their concerns, and to work with the community to implement the council's vision. .

Representatives of ECHO spoke about the 100,000 Home Campaign and the need to engage the community on this issue. The 100,000 Home Campaign has national level support, and they recommend that the City of Austin endorse this campaign. Endorsement would be a mechanism for starting the public relations campaign.. The goal is to empower the city with information on how to resolve the homeless issue in Austin.

Council Member Morrison asked for clarification of the 100,000 homes campaign.

The ECHO representative stated that the 100,000 campaign is an official count of the homeless population level in Austin and an effort to mobilize support for affordable housing across the nation. The goal is to have a large number of cities across the United States reach a goal of 100,000 affordable homes by 2013.

Council Member Riley added that since last year, Austin has been listed as a participant in the 100,000 Homes campaign. Presentations and images of homeless individuals have been shown across the nation, and they have had great success in highlighting the campaign in areas such as Times Square.

Council Member Cole noted that the Council had posted an item for consideration on the March 10th agenda that directs the City Manager to create a Leadership Council to discuss the issue and provide recommendations to the full Council.

No action taken.

4. Staff Update on Imagine Austin Comprehensive Plan

Council Member Morison questioned whether the demographics of the working groups are reflective of the community, and she suggested outreach to members of the city's boards and commissions to solicit their participation in the process.

Garner Stoll, Planning and Development Review, responded that staff is in the process of compiling a membership list for review by the working groups and the Planning Commission.

Frank Herren said it is important that the Council direct staff, the consultant, the working groups, the task force and the Planning Commission to approve a plan that can be implemented.

No action taken.

Meeting adjourned at 4:05 p.m.