



**IMAGINEAUSTON**  
Vibrant. Livable. Connected.

Sustainable Food Policy Board  
26 September 2011

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Imagine Austin takes its direction from the public  
The Core Principles of the plan  
How to participate

**Before you leave today**

# City Council Direction



Engagement

Sustainability

Implementation

What should the city be like in 30 years?	<b>5,892</b>
How should we grow into the future?	<b>4,211</b>
What do we need to do differently?	<b>4,741</b>

**Total Participation 14,844**



Community-wide participation

# Sustainability

## Five Core Principles

Become a compact, connected city

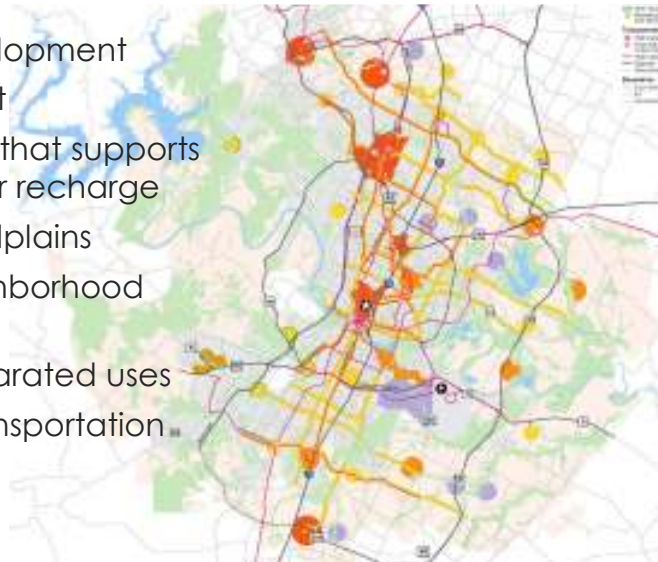
Provide paths to prosperity for all

Embrace the natural world

Grow a healthy, affordable city

Live within our resources

- Compact development
- Redevelopment
- Preserving land that supports Edwards Aquifer recharge
- Protecting floodplains
- Preserving neighborhood character
- Mixed over separated uses
- A complete transportation system



## Compact and connected city



Grow an affordable, healthy city



Paths to prosperity



# Implementation

Budget & spending  
Regulation  
Partnerships



- Change Austin's development regulations and processes to promote a compact and connected city.
- Invest in transportation and other improvements to create a compact and connected Austin.
- Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.
- Create a program to sustainably manage our water resources.
- Grow and invest in Austin's creative economy.
- Develop and maintain affordable housing throughout Austin.
- Continue to grow Austin's economy by investing in our workforce and education system.
- Create a "Healthy Austin" program.

Priority Programs

### Create a “Healthy Austin” program

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- Make locally-grown produce and produced foods more accessible (SOC Action-8)
- Promote nutrition, healthy food, and local food sources (SOC Action-45)
- Support wellness and prevention education (SOC Action-1)

Prioritized Actions

### More Food Related Actions

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- CE Action-14 Support local farmers by creating incentives and removing regulatory barriers, offering tailored small business support, and creating public information campaigns to promote local food.
- CE Action-16 Identify and map food deserts and provide incentives for full service grocery stores and farmers markets to locate in these underserved areas.
- Soc Action-46 Work with local school districts to use locally-grown produce and increase the quality and nutritional value of food served to school aged young people.

Prioritized Actions

## It's not too late to get involved

### Public Review Period

Citizens Advisory Task Force: September to December 2011

Public Comments: Late September to end of October



### Adoption Process

Planning Commission: January 2012

City Council: Spring 2012

Plan Adoption

## It's not too late to get involved

### At the release party or online

- Set priorities
- Comment on the draft

**BIG IDEAS. BIG PARTY.**  
Imagine Austin Release Party  
.....  
Live Music & Local Grub  
Celebrating Austin's Future  
October 11<sup>th</sup> 10am-2pm  
George Washington Carver  
Museum and Cultural Center  
1155 Angeline Street  
Austin, TX 78702  
[www.imagineaustin.net](http://www.imagineaustin.net)



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