

Outreach and education

Throughout its two years, Imagine Austin used a number of different venues for spreading the word and engaging the public: coverage by local media, advertising, booths and tables at public events, speaking engagements, and direct outreach by email, social media, and utility bills. Businesses, community groups, churches, and neighborhood associations were also directly engaged and encouraged to spread the word to their members and employees.

Through this process, Imagine Austin built a contact list of thousands of individuals and hundreds of organizations. Neighborhood and community listservs amplified these messages, spreading the word about Imagine Austin to many more stakeholders.

Stakeholder interviews

Downtown Austin Alliance
Del Valle Independent School District
Hill Country Conservancy
Immigrant Services Network
Leadership Austin
Lower Colorado River Authority
Meals on Wheels and More
Real Estate Council of Austin
St David's Community Health Foundation
Texas Nature Conservancy
Travis County Health and Human Services
Austin Urban Coalition
UT Sustainability Center
Annual Austin Economic Forecast Event
Asian American Cultural Center
Austin Board of Realtors
Austin Chamber of Commerce
Austin City Council & Planning Commission
Austin Community College
Austin Convention and Visitor's Bureau
Austin Independent Business Alliance
Austin Independent School District
Austin Neighborhood Council
Capital Area Council of Governments
Capital Area Metropolitan Planning Organization
Capital Metro Transportation Authority (CapMetro)
Concordia University

Repeat contact

Email: 2,535

Facebook: 2,193

Twitter: 1,060

Austinites were also able to subscribe to the Imagine Austin blog; the Community Registry was also use throughout the process.

Public meetings

Participation Workshop

Community Forum Series #1

- 6 meetings plus the Kick-Off Open House

Community Forum Series #2

- 4 public meetings, plus 8 follow-on meetings

Community Forum Series #3

- 9 public meetings

Working Groups

- 22 public meetings

Community Forum Series #4

- 2 public meetings

Neighborhoods engagement

- 5 meetings throughout the process related to Neighborhood Plans or Contact Teams

Business engagement

- XX briefings for Community Forum Series #4

Live music!

7 meetings
featured one
or more
Austin acts!

Boards & Commissions

Two visits at key points to 19 City Boards & Commissions

All City Boards & Commissions were also notified by email of each major round of public input

Engaging today's students for tomorrow's Austin

As opportunities arose throughout the process, staff engaged AISD teachers and students in different phases of the process, as well as students at the University of Texas and Huston-Tillotson.

Best Of!

Imagine Austin was a featured case study or best practice by 5 organizations, and counting!

City Council & Planning Commission

City Council and Planning Commission oversaw key milestones throughout the process:

- Selecting a consultant
- Scope and budget
- Participation Plan, schedule, and Task Force
- Vision
- Plan Framework & Preferred Scenario
- Bon Election Advisory Task Force to be guided by Imagine Austin Vision

In addition to these major milestones, three bodies routinely oversaw the process:

- Citizens Advisory Task Force
- Comprehensive Plan Committee of Planning Commission
- Comprehensive Planning & Transportation Subcommittee of City Council

Lectures and discussions

Six Imagine Austin panel discussions hosted by the Citizens Advisory Task Force.

Other community also hosted planning discussions throughout the two-year process:

- University of Texas City Forums series and Center for Sustainable Development
- Livable City
- Congress for the New Urbanism
- American Institute of Architects
- HousingWorks
- Envision Central Texas
- League of Bicycling Voters
- What is Austin? Open House and Futures Fair
- Leadership Austin
- City of Austin Affordable Housing Forums
- Urban Land Institute

Notification

The first step in involving the public is making them aware of the process.

- City utility bills included Imagine Austin materials 4 times, touching XXX,000 customers
- Speakers Bureaus presented to XX gatherings, reaching an estimated XX00 people
- Direct contact to 751 churches, neighborhood associations, professional organizations, and community associations, which had a reach of many thousand Austinites.
- 240,000 surveys, newsletters, and flyer distributed
- Community events, where staff and volunteers engaged passersby: farmers markets, football games, public meetings and forums, school events, fairs, and festivals
- Paid advertisements:
 - Radio
 - Television
 - Print
 - Online
 - Taxicabs
 - Street banners

Media coverage

The following media outlets covered the Imagine Austin process:

- Austin American-Statesman
- Austin Chronicle
- Community Impact
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- Fox 7
- KXAN
- Daily Texan
- KUT
- KOOP
- Austinist
- CultureMap
- Republic of Texas
- Austin Post
- KVUE
- KLBJ 590
- Oak Hill Gazette
- InFact Daily
- Metropolis Magazine
- Latina Lista
- Hispanic Today "Live"
- YNN
- La Voz
- Telefuturo
- KVET
- KEYE
- Univision
- Do512
- El Mundo de Mando
- The Austin Grid
- The Thread Austin

Public Service Announcements carried by Time Warner & Grande.