

## To: Citizen Advisory Task Force (Task Force)

### Imagine Austin Comprehensive Plan Update to Common Ground Working Paper

4.13.10 Revised

- Community Forum Series #1 (week of November 9, 2009)
- Online and Paper Survey Results (October 12, 2009 through March 29, 2010 processing)
- Meetings-in-a-Box
- Speakers Bureau and Community Events

## 1. Introduction

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The first of four community forums series (CFS #1) to develop the Imagine Austin Comprehensive Plan was held in November 2009. This forum introduced the public to the planning process and led participants through a group visioning activity. Community Forum #1 asked two primary questions: 1) Describe Austin today (i.e., in terms of its strengths, weaknesses, and challenges for the future; and 2) Imagine Austin's Future (i.e., ideas that will set Austin on the path to becoming one of the world's most exceptional cities by 2039).

Following the Public Open House in October 2009, Community Forum #1 began with a series of six meetings held during the week of November 9, 2009 in the following locations:

- Baty Elementary School (36 persons)
- Westwood High School (35)
- St. David's Episcopal Church (73)
- Bowie High School (60)
- Reagan High School (59)
- Travis High School (53)

Over 540 people attended the Open House and first community forum meetings. Ongoing public input was solicited through a variety of means (i.e., Meetings-in-a-Box, online and paper surveys, speakers bureau, and informational booths). Opportunities for public input are described below:

- **MEETINGinaBOX (MiaB):** a portable version of CFS #1. The MiaB exercise allows any interested person to hold an informal meeting with a group of 5-10 neighbors, friends, co-workers, etc. and walk through the CFS #1 exercise. This portable meeting concept has proven to be popular with participants. At the request of the Task Force, the City extended the deadline to March 31, 2010 allowing more time for public input. Nearly 1,000 MEETINGSinaBOX were completed and returned. *This analysis includes the results from this MiaB series.*
- **Online/Paper Surveys:** Spanish and English language Imagine Austin surveys. Respondents are asked to list strengths, weaknesses/challenges, and ideas for improving Austin's future. The online survey deadline was extended through March 31, 2010. A total of 3,828 surveys were completed. *This analysis includes the full results from the surveys processed through March 29, 2010.*
- **Speakers Bureau:** City staff, community leaders, and/or CATF members present an overview of the Comprehensive Plan, Austin's evolution to the city it is today, and why the plan is important. Any community organization, neighborhood association, church group, or professional organization can request a speaker and presentation at

a regular meeting. Over the last several months, the speakers bureau provided presentations for a variety of groups (e.g., Asian American Cultural Center, Real Estate Council of Austin, AISD Social Studies Teachers, Art in Public Places Program, Bicycle Advisory Council, Gay and Lesbian Chamber of Commerce, etc.). Participants were invited to fill out surveys and take part in a meeting-in-a-box, as well as attend future meetings and follow the Plan through Facebook and Twitter.

- **Community Events:** City staff, CATF members, and consultants attend and solicit input in the planning process. Recent events include: Austin Climate Protection Conference and Expo, LGBT Community Alliance, African-American Quality of Life Community Meeting, Lunar Celebration, Feria Para Aprender (The Learning Fair), University of Texas Public Affairs Forum, the Austin Mobility Forums, and farmers markets.

In this update to the *Common Ground Working Paper*, CFS #1 results have been supplemented with input received during February and March and with the new MiaB results. This draft will be finalized with the few remaining surveys in late April 2010. This collective community input is being used as a basis for developing a shared vision for what Austin should be in 30 years (2039), the next major step in the process of developing *the Imagine Austin Comprehensive Plan*.

The Task Force has a key role to play in this step by evaluating the input received for incorporation into a Vision Statement that expresses the consensus-based values and aspirations of the community for Austin's future. To assist in this process, this working paper presents a synthesis of the results of CFS #1 and the subsequent input, focusing on Segment B: Imagine Austin's Future, thus far.

To begin this synthesis, all comments recorded on post-it notes by CFS #1 meeting participants were reviewed and grouped into general categories. The categories and comments were then further organized into a series of "themes" expressing desired directions for Austin's future. As part of this exercise, similar comments were grouped into "sub-themes" under each theme. This paper was then updated with the results from the MiaB exercise and online surveys processed by March 29, 2010. (*Note: the survey results are about 95% complete, there are a few hundred surveys that are being processed and will be added to the final results*). Analysis of the broader results largely echoed the overall themes from CFS #1. However, some new or changed themes emerged. The most significant variations are summarized as follows:

- Roadway congestion and need for roadway improvements emerged as a new sub-theme (under Multi-Modal Austin)
- The concepts of the cost of growth tied to infrastructure cost and controlling population growth emerged as a sub-theme (under Growth Management)
- A strong interest in community engagement, involving residents in planning, and defining clear planning goals for the Comprehensive (and other) plans is emerging (under Engaged Austin)
- An increased emphasis on ethnically and culturally diverse community (under Healthy Austin)
- A growing interest in recreation/entertainment (e.g., a river walk) under Recreational Austin.
- Both an interest in stricter development regulation (under Growth Management) and less regulation (under Fiscally Responsible)

The results of this combined analysis (CFS #1 and ongoing public input analyzed through March 2010) **indicate consensus for Austin's desired future forming around 12 broad themes**. These themes have been assigned the following working titles, and reordered based on the number of individual comments for each theme:

- Multimodal Austin
- Green Austin
- Growth Management Austin
- Engaged Austin
- Healthy Austin
- Educated Austin
- Recreational Austin
- Prosperous Austin
- Affordable Austin
- Creative Austin
- Fiscally Responsible Austin
- Safe Austin

A list of the themes and sub-themes is provided in Section 2 below, along with the total number of statements from the Community Forum meetings, online surveys, and meetings-in-a-box exercise (the raw results are available separately). Alternate views or divergent opinions expressed by participants are noted where appropriate. It should be emphasized that the themes are not intended to be definitive, but rather as the starting point for developing a Vision Statement of Austin's future by identifying and building on the "common ground" expressed by citizens.

As additional background for this effort, Sections 3 and 4 below summarize Strengths and Challenges, respectively, recorded throughout CFS #1 (including online survey responses and will be updated with MiaB results), Segment A: Describe Austin Today and follow up activities. For both Strengths and Challenges, similar comments were grouped together and are listed in the order of the number of comments made for each grouping. Comments outside the scope of the comprehensive plan were included where appropriate and can be read on the complete results listing located [www.ImagineAustin.net/commonground-paper.htm](http://www.ImagineAustin.net/commonground-paper.htm).

The Common Ground Working Paper is the first step toward defining the Vision for Austin in 2035, and will grow to incorporate additional input as it is received. Updated versions of this document can be found online at [www.ImagineAustin.net/commonground-paper.htm](http://www.ImagineAustin.net/commonground-paper.htm).

## 2. Imagine Austin's Future: Summary Themes

### Notes:

- The total counts under theme and sub-theme represent the total number of times each item was suggested, not the total number of respondents. For example, one person or group may have referenced three or four different ideas in one of their responses.
- Second, the top five ranked MiaB ideas for the future are included in the totals. Each group response reflects the average number of MiaB participants.
- The following results represent the majority of respondents (processed by March 29, 2010). All themes and sub-themes will be updated one final time with outstanding surveys and MiaB responses as the remaining forms are processed.

### Theme 1: Multimodal Austin (3,617 Statements)\*

Sub-Themes	All	CF#1	Surveys	MiaBs	Alternate Views
<b>Accessibility and complete streets</b> – Austin is accessible and safe for bikers, pedestrians, transit users, and drivers	102	27	37	38	
<b>Improve commuting</b> – connected rail and bus system, schools in walking distance for kids, continuous bike lanes, stagger business and school hours, flex-time	132	13	113	6	
<b>Downtown transportation</b> – new rail system connects neighborhoods to Downtown, Austin is a world-class capitol w/equitable multi-modal transit, address negative impact of I-35	93	13	80		Limit downtown rail (1)
<b>Comprehensive and effective multimodal transportation system</b> – fast, safe, efficient, rail system supports downtown and other areas, improve options for walkers and bikers, improve airport travel w/more direct flights	564	40	204	320	No cars on the road at all (2), Do not proceed with metro system (3)
<b>Improved public transit system</b> – Integrated network allows mobility, increased lifestyle choices, TOD, easy to get around, affordable, fewer cars on road, public transit offers a better option than owning a car, high speed rail connects transit hubs, reduced pollution, live-work activity at transit nodes	1,137	53	732	352	Do not fund public transit over roads (10), reduce bus routes (3)
<b>Road and highway improvements</b> – reduce	1,034	3	903	128	No road improvements (3)

Sub-Themes	All	CF#1	Surveys	MiaBs	Alternate Views
congestion, improve existing roads (e.g., more lanes), better accessibility, smart street lights, more parking					
<b>Pedestrian and bike safety</b> – sidewalks in all neighborhoods, designated protected bike lanes on all major routes, traffic slowing, pedestrian crosswalks, connected bike trails expanded to current city limits, implementable	296	20	244	32	Don't cater to cyclists (2), remove or limit bike lanes (12)
<b>Shift in transportation hierarchy</b> – Pedestrians and bikers are treated better than cars, walking above driving/parking lots/freeways) / mass transit is heavily used and there is less overall congestion, reduce emissions (VMT)	139	14	87	38	
<b>Transportation serves compact, walkable neighborhoods</b> – stores, services, schools, etc. are close	36	8	9	19	
<b>High-speed regional transit system</b> – Austin / Houston / Dallas / San Antonio	38	12	26	-	
<b>Improve parking</b> in Downtown, open restricted lots off hours, shared parking by use	45	-	32	13	
<b>TOTAL</b>	3,617	203	2,467	947	

\* Alternate views totals are not included in total statements figure

**Theme 2: Green Austin (1,492 Statements)**

<b>Sub-Themes</b>	<b>All</b>	<b>CF#1</b>	<b>Surveys</b>	<b>MiaB</b>	<b>Alternate Views</b>
<b>Conserve water and other natural resources</b> – rain barrels, reuse water, conservation mentality is the norm, limit fertilizer use, safe supply	208	16	70	122	
<b>Green building and energy efficiency</b> – LEED buildings, low carbon emissions, reduce vehicle miles traveled, reduce waste	138	21	59	58	
<b>Energy independence</b> – Austin produces its own energy through renewable sources, no fossil fuels, focus on self-reliance in energy production/help power other cities	122	16	42	64	Limit spending on solar/wind initiatives (4), limit energy regulations (3)
<b>Environmental protection</b> – renewable resources are used, low pollution, better air quality, preservation of natural resources (i.e., water, animal species, mature shade trees), growth management	415	28	144	243	Reduce environmental spending (6)
<b>Local food production</b> – community gardens, farms are located close to consumers, education in schools about food, local food is widely available, food composting and neighborhood resource centers, farmers markets in all neighborhoods, self-reliant	67	21	33	13	
<b>Native plants and landscaping</b> – to conserve water, limit invasive species	63	8	42	13	
<b>Communities and quality of life</b> are improved through better environment, begin environmental education early, each neighborhood has access to jobs, services, retail, schools, etc., clean neighborhoods, equity across the City	84	3	11	70	
<b>Recycling and composting</b> – the norm (90%+) for every household	121	4	47	70	Review health issues of using recycled waste (1)
<b>Sustainability leader</b> – considered one of the top environmental leaders in the country, greenest city, model for economy, Austin tops the “most livable city lists”, implement Climate Protection Plan	274	38	95	141	Less focus on City as green leader (4), Scrap the Climate Protection Plan (1)
<b>TOTAL</b>	1,492	155	543	794	

**Theme 3: Growth Management Austin (1,178 Statements)**

<b>Sub-Themes</b>	<b>All</b>	<b>CF#1</b>	<b>Surveys</b>	<b>MiaB</b>	<b>Alternate Views</b>
<b>Dense, compact city</b> – with superior transportation, interconnected neighborhoods, for work, live, play, compact neighborhoods	199	40	101	58	Building height restrictions (i.e., height compatible with adjacent uses), (5), Less dense and more spread out (7)
<b>Density downtown</b> – including dense center city neighborhoods), thriving, economically diverse, Downtown connected by an excellent transportation system	165	19	108	38	Less downtown development (4); Fewer condo, high-rise, hotel projects downtown (32)
<b>Growth pays for itself</b> and population growth slows, developers pay fair share (e.g., infrastructure), eliminate incentives, preserve quality of life for existing residents, reduce impact on natural and water resources, improve infrastructure before growth can occur	134	3	86	45	
<b>Diverse and unique neighborhoods</b> – compact, preserve historic sites and character, keep traditional feel, distinct “personalities”, maintain appropriate densities, require attractive, compatible development	262	23	79	160	
<b>Mixed-use development</b> – walkable neighborhoods with a range of densities in each neighborhood, stores and services that residents and others can walk to	108	28	48	32	Less vertical mixed-use (2)
<b>Neighborhood centers</b> – urban villages through the City, connected by transit; diversity of households that allow aging in place, range of living options	149	27	52	70	
<b>No sprawl</b> – designate an urban growth boundary, greenbelt, growth is well-managed; Austin expands and grows, but also preserves unique character (does not look like every city); no hilltop construction, no visual pollution/billboards	115	12	90	13	Encourage outward expansion (3)
<b>Stricter building regulations, guidelines</b> , adhere to zoning, limit variances	46	-	40	6	

<b>TOTAL</b>	1,178	152	604	422
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**Theme 4: Engaged Austin** (960 statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
<b>Volunteerism/Support for Local Charities</b> – neighbors helping neighbors, identify with neighbors, philanthropic city	55	4	19	32	
<b>Citizen cooperation</b> – education and civic projects, culture of civic engagement, inspire proactive sense of citizenship	75	8	16	51	
<b>Many people participate and are engaged citizens</b> – Austin residents embody Austin ideals, bridge gaps, diverse participation	259	9	96	154	
<b>Government leaders work together</b> – get things done, bold and imaginative long-term vision, reach agreements on priorities, communicate with citizens	145	3	52	90	
<b>Higher voter turnout</b> – grassroots efforts, voting districts, same day voter registration	11	4	7	-	
Change the way <b>Council Districts are set up</b> - single-member districts or combination of at-large/single-member to ensure accountability	113	9	72	32	
<b>Higher ethical standards</b> for elected officials, <b>improve transparency</b>	17	1	16	-	
Efficient, clear, <b>predictable planning goals and process</b> , involve citizens, coordinate comprehensive plan with neighborhood plans and zoning, <b>regional thinking</b> , implement plans	286	1	221	64	Limit comprehensive planning efforts (2)
<b>TOTAL</b>	960	39	499	422	

**Theme 5: Healthy Austin (901 Statements)**

<b>Sub-Themes</b>	<b>All</b>	<b>CF#1</b>	<b>Surveys</b>	<b>MiaB</b>	<b>Alternate Views</b>
<b>Healthy population</b> – active and happy people, places to exercise and walk are convenient for everyone, urban design and parks that encourages healthy living	115	15	23	77	
<b>Eliminate homelessness</b> – better care for mentally challenged and homeless, adequate services (throughout the City, not only downtown)	179	2	126	51	
<b>Family-friendly community</b> – awareness of older citizens, trust, small-town feel	55	10	13	32	
<b>Access to healthy, locally-grown food</b>	54	2	14	38	
<b>Ethnic and culturally diverse</b> – multi-lingual, living in harmony, socially equitable, tolerant city, shared spaces, equal support for different neighborhoods, cultural awareness	291	25	61	205	
<b>Access to affordable health care and services</b>	94	2	47	45	
<b>Social services</b> – for aging population, teens, disabled population, working poor	69	3	53	13	
Increased <b>community and animal health clinics/shelters</b>	44	3	9	32	
<b>TOTAL</b>	901	62	346	493	

## Theme 6: Educated Austin (815 Statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
Austin attracts <b>high-quality teachers</b> – and pays them high salaries, better school funding	39	2	31	6	
<b>Educational equality</b> – great schools are located throughout the City and in all communities, without regard for income, neighborhoods, ethnicity; the east/west inequalities no longer exist, access to technology	132	10	39	83	
<b>Higher educational opportunities</b> – access to higher education, affordable higher education, technical/vocational options, traditional colleges	83	17	47	19	
<b>Improve public schools</b> – lower drop-out rate and higher graduation rate, quality education is offered to all students, greater connection between UT and public schools in Austin, increase funding, arts education	417	14	173	230	
<b>Better education leads to job opportunities</b> to keep young people in Austin, career mentors	36	2	15	19	
<b>Schools as centers of community / lifelong learning</b> – centers and community gathering places, cultural education, reach out to families, promote a healthy community	69	5	13	51	
<b>Great public libraries</b> – centers of community (meeting rooms, best in the state, offer community classes)	37	4	33		
<b>TOTAL</b>	815	54	351	410	

**Theme 7: Recreational Austin (803 Statements)**

<b>Sub-Themes</b>	<b>All</b>	<b>CF#1</b>	<b>Surveys</b>	<b>MiaB</b>	<b>Alternate Views</b>
<b>Accessible parks</b> – within a 10-minute walk of residential neighborhoods and commercial areas, pocket parks, increase parks in underserved areas	94	9	59	26	
<b>Well-maintained and safe parks and open space</b>	174	15	82	77	
<b>Preserve Austin’s lakes, preserve and create greenbelts</b> – urban wild/natural areas and connect them, urban canopy, protect aquifer	132	12	82	38	
<b>Interconnected green space system focused on mobility</b> – pedestrian and bike trails, sidewalk system, street trees, greenways	57	10	34	13	
<b>Develop a stronger park system</b> – increase funding for neighborhood parks, connected greenspace, and a variety of options such as trails, parks, natural areas, dog parks, etc., shared sense of nature and culture in open space, improve signage	249	12	109	128	
<b>Increase greenspace</b> , set a greenspace target - e.g., 20% of ETJ, strive for more than any metro area, require dedicated open space, work with landowners to preserve rural areas	56	1	4	51	
<b>Increase recreational activities</b> , cultural festivals, entertainment, develop river walk, recreational tourism	41	-	22	19	
<b>TOTAL</b>	803	59	392	352	

**Theme 8: Prosperous Austin** (774 statements)

<b>Sub-Themes</b>	<b>All</b>	<b>CF#1</b>	<b>Surveys</b>	<b>MiaB</b>	<b>Alternate Views</b>
<b>Encourage business incubators, entrepreneurs, and innovative businesses</b> - e.g., high-tech renewable energy, research and design centers; target industries identified by City and Chamber of Commerce; large business alongside small businesses	125	12	68	45	
<b>Diverse economic base</b> – UT & State government remain central to economy, more minority and small businesses to add to diversity	134	14	88	32	
<b>Employment opportunities</b> – for a range of backgrounds, education opportunities (e.g. medical school), narrow the gap between rich and poor people and communities, reduce unemployment	127	15	61	51	
<b>Most businesses are locally owned and supported</b> – few chain stores, residents shop at local businesses and restaurants, the City focuses incentives on long-term sustainable jobs, locally grown, small-scale manufacturing, micro-businesses, live-work opportunities , limit incentives for out-of-town businesses to locate in Austin	257	16	113	128	
<b>Growing middle-class</b> – poverty lessened, low unemployment	34	2	6	26	
<b>Removal of regulatory hurdles</b>	83	0	32	51	
<b>Leader in Green Economy</b> ( <i>also see Sustainability Leader under Green Austin</i> )	14	0	8	6	
<b>TOTAL</b>	774	59	376	339	

**Theme 9: Affordable Austin** (634 Statements)

<b>Sub-Themes</b>	<b>All</b>	<b>CF#1</b>	<b>Surveys</b>	<b>MiaB</b>	<b>Alternate Views</b>
<b>Affordable housing</b> – Including “green” housing, throughout city and downtown, for all income levels, household types, options for previously homeless residents, lower-income housing is not concentrated in one area, affordable daycare	435	21	216	198	Eliminate affordable housing subsidies (1), reduce obstacles to developers (1)
<b>Economically mixed neighborhoods with diverse incomes</b> – melting pot preservation, neighborhoods that have something for all ages and interests, community centers, east/west separation no longer exists	99	4	25	70	
<b>Quality of life and living wage</b> – opportunities for education and a living wage for every resident, low cost of living, meets basic needs of residents	62	3	14	45	
<b>Increased home ownership</b> – cost of buying a home is more affordable for everyone	8	1	7	-	
Provide <b>transitional housing</b> for formerly homeless population	29	4	19	6	
<b>TOTAL</b>	<b>634</b>	<b>33</b>	<b>281</b>	<b>320</b>	

**Theme 10: Creative Austin (630 Statements)**

<b>Sub-Themes</b>	<b>All</b>	<b>CF#1</b>	<b>Surveys</b>	<b>MiaB</b>	<b>Alternate Views</b>
<b>Vibrant arts scene</b> – including diverse arts and cultural offerings, incentives for arts/artists, urban arts programs, affordable space for artists, entertainment, live music	153	5	97	51	
<b>Recognized cultural center</b> – Austin is well known for arts, music, family-oriented cultural events, options for seniors, museums, diverse and multi-cultural	109	5	40	64	
<b>Culture, history, and heritage are preserved</b> – Including "Old Austin", historic buildings, city's character and creativity	109	11	40	58	
<b>Support for visual arts / creative economy</b> – artists, creative community, public art, citywide focus, support artists	119	6	55	58	Reduce arts and culture spending (2)
Preserve <b>Austin's character</b> – still unique, still weird, still music capital and the city expands and grows, Austin does not look like everywhere else	125	13	42	70	Limit visual "clutter" (2)
<b>Creative and diverse restaurants, entertainment attractions,</b> tourism	15	-	2	13	
<b>TOTAL</b>	630	40	276	314	

### Theme 11: Fiscally Responsible Austin (562 statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
<b>Fiscal responsibility</b> – in provision of quality services, better coordination between offices, cut back on spending, fiscally responsible infrastructure spending, address aging infrastructure	230	7	191	32	
<b>Lower, more affordable tax structure</b> – e.g., taxes for seniors are lower, rethink property tax structure, provide quality services within fiscal responsibility	221	7	169	45	Higher taxes (2)
<b>Utility services</b> – are built, maintained, and delivered efficiently with proper planning and forecasting	63	1	30	32	
<b>Technology to improve</b> public services	30	4	13	13	
<b>Less government regulation</b>	18	-	12	6	
<b>TOTAL</b>	562	19	415	128	

### Theme 12: Safe Austin (552 Statements)

Sub-Themes	All	CF#1	Surveys	MiaB	Alternate Views
<b>Reduce crime and theft</b> – through a strong police force and strive for zero crime and drug offenses, better DUI enforcement	182	12	106	64	
<b>Austin is clean and safe</b> , no graffiti, increase first responders, well-funded services, clean streets, maintain police presence, better lighting, EMS and fire safety support	149	5	61	83	
<b>Increase community awareness</b> – neighborhood associations work with police force, many eyes on the street, better relationships	21	1	14	6	
<b>Neighborhoods are safe and strong</b> – family-friendly activities, including neighborhoods east of I-35, downtown, and UT, improve police sensitivity training	54	7	21	26	
<b>Eliminate panhandling</b>	137	2	116	19	
<b>Juvenile delinquency is eliminated</b> – instead schools and vocational programs support teens, support for families in poverty	9	1	8	-	

<b>TOTAL</b>	552	28	326	198	
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### 3. Describe Austin Today: Summary Strengths

*(CFS #1 and Surveys as of Feb 1, 2010, MiaB to be completed)*

Strengths	All	CFS #1	Surveys
<b>Arts, live music, creative community</b> , entertainment, night life, tradition of weird, culture	559	180	379
<b>Natural resources</b> (e.g., beauty, landscape, water, lakes, trees, environmental resources, native landscape) and the physical environment	541	113	428
<b>People, friendliness</b> , families, laid-back attitude, unique character, small-town atmosphere, emphasis on community, <b>quality-of-life</b> , neighborhoods	533	117	416
<b>Parks</b> , open spaces, recreation, trails	437	177	260
<b>Diversity</b> (broad range of people, ethnic and cultural diversity, unique perspectives, open-minded)	362	171	191
<b>Environmental awareness</b> , clean water, energy conservation, renewable energy (could be enhanced), desire for sustainability, City's focus on clean energy, water conservation, utilities	293	87	206
<b>Higher educational</b> opportunities (UT, ACC, college/university town, university as the economic driver, extension classes) and educated population	285	57	228
<b>Diverse and strong economy</b> (vibrant, able to attract venture capital, high-tech careers, jobs, business climate, movie industry, newspapers)	211	43	168
<b>Local business</b> (local business culture, incubators, variety, unique businesses, entrepreneurial community, DIY culture)	186	90	96
<b>Progressive, engaged population</b> , community involvement, involved government, radio stations, volunteerism	159	42	117
<b>Vibrant downtown</b> (housing, live music, night life, proximity to neighborhoods and university, density, State Capitol, potential to be more vibrant, great skyline, walkable)	137	61	76
<b>Neighborhoods</b> (older areas, character, scale, density, unique areas, small-town feel, diversity, outdoor/public space, neighborhood zoning, associations)	123	71	52
<b>Places and Events</b> (music and other festivals, outdoor places)	105	8	97
<b>Climate, weather</b> , geographic location, access to region	95	30	65
<b>City government</b> (strong, low taxes, environmental codes, seat of government)	83	13	70
<b>Active lifestyle opportunities</b> (outdoor activities, emphasis on recreation and open space, fit community, sports, recreation), <b>healthy living</b> , health care	76	27	49
<b>Restaurants and locally grown food</b> (BBQ tradition, great restaurants, farmers market, community gardens)	70	13	57
<b>Affordable housing</b> , great housing options, cost of living, relative cost	68	31	37

<b>Strengths</b>	<b>All</b>	<b>CFS #1</b>	<b>Surveys</b>
of housing			
<b>Recycling program</b> (single-stream, Dillo Dirt, waste management, leader), <b>energy initiatives</b> , green buildings	63	20	43
<b>Public school/K-12</b> (diversity, strong schools, opportunities for all)	60	13	47
<b>Historic and Cultural Resources</b> (historic buildings, architecture, preservation, historic squares, cultural institutions)	58	33	25
<b>Bicycle and pedestrian friendly city</b>	37	13	24
<b>Clean and safe city</b> , relatively low crime	36	10	26
<b>Public transit</b> (convenient, future plans, enhanced mobility)	33	19	14
<b>Tourism and location</b> in central Texas, regional attractions	20	4	16
<b>Street circulation</b> (and scheduled improvements), ease of getting around	18	6	12
<b>Ability to grow and expand</b> , balance between development and open space, growth rate	15		15
<b>Library system</b>	12	4	8
<b>Shopping</b> , retail options	12		12
<b>Locally grown food</b> (growing interest, community gardens, food programs)	5	5	0
<b>New Airport</b>	5	2	3
Total	4,692	1,455	3,237

#### 4. Describe Austin Today: Summary Challenges

(CFS #1 and Surveys as of Feb 1, 2010, MiaB to be completed)

Challenges	All	CFS #1	Surveys
<b>Traffic, congestion</b> , road safety, toll roads, east-west connections, signage	491	89	402
<b>Public transit</b> (i.e., beyond downtown, mass transit, light rail, inadequate, safety, speed, connection with other cities, not enough modes, routes not convenient, lack of unified/comprehensive mass system, E/W connections, rapid bus lanes, support for public transit)	297	83	214
<b>Affordable housing</b> (i.e., define, lack of, near business/services, downtown, spread throughout the City, for all education/income levels, cost of living)	253	122	131
<b>Lack of multi-modal choices</b> (i.e., roadways are too geared to autos, more options, safe and convenient modes, connections, reduce auto dependence, end of oil – need new solutions)	246	176	70
<b>Elected representation</b> (need single-member districts, accessible government, stronger local government, politics, at-large council), state interference	201	63	138
<b>Need to protect environment</b> (e.g., preservation of natural areas, resources, air, water, soil, trees, challenge of sprawl vs. preservation, loss of mature trees, pollution) and strained water supply	178	101	77
<b>Racial, economic, and cultural</b> stratification (achievement gaps, east/west divide, income segregation, lack of diversity in neighborhoods, racism)	174	72	102
<b>Pedestrian and bicycle options</b> (e.g., barriers in neighborhoods, along major roadways, few safe bike trails/lanes - 620, 360, MoPac, S. Congress Ave, need to link neighborhoods via trails, accessibility, improve safety, connectivity, education)	161	54	107
<b>Sprawl</b> (i.e., roadway system over taxed, reduce sprawl and protect resources, wasteful land use, suburbs more attractive for development, poor development on urban fringe, loss of resources, car dependant)	157	70	87
<b>Education</b> (e.g., public schools, all levels, quality, improve compared to nation, strong system, improve grad rate, special services, equal education across the City, eliminate income divide)	153	84	69
<b>Smart development/growth</b> (e.g., preserve undeveloped land, redevelop existing low-density dilapidated housing into more mixed-use, higher density, concentrate density in core, self-sufficient neighborhoods with a mix of uses/businesses, incentives, control growth boundaries, rethink building footprint/cover, TOD, better urban design)	147	71	76
<b>Community character and preservation</b> , how to keep Austin “feel” and still manage growth (i.e., preserve local color, local people, keep Austin weird, preservation of neighborhoods, balance, preserving sense of community, maintain quality of life), preserve local businesses	133	72	61
<b>Greenspace/parks</b> (e.g., trails, connections, neighborhood parks, urban forest, greenspace and water, dog parks in neighborhoods, Hill	119	64	55

<b>Challenges</b>	<b>All</b>	<b>CFS #1</b>	<b>Surveys</b>
Country)			
<b>Crime</b> (drugs, public safety, vandalism, litter)	99	22	77
<b>Civic engagement</b> , voter turnout, apathy, disagreements	90	64	26
<b>Neighborhood conflicts</b> , NIMBYism, sticking to neighborhood plans, politics	87	32	55
<b>Homelessness</b> (across Travis County, social services, address problem, shelters), panhandling	87	21	66
<b>Deteriorating Infrastructure</b> (roads, curbs, sewers, adequate sewer treatment, aging, electricity goes out during storms, streetscape improvements including East Austin), <b>public services</b>	86	24	62
<b>Increasing tax burden</b> (property taxes, sales tax, cost of growth, need equitable tax system)	85	34	51
<b>Planning and Implementation</b> (inability to implement previous plans, too much planning without implementation, no adopted plan for 20 years, how will neighborhood plans remain valid, evaluation), need better planning	83	13	70
<b>Balance/diverse housing types</b> (e.g., across the city, middle-class housing, more SF ownership, for all income levels, lifestyle choices - urban/suburban/rural, town centers, maintain open space)	71	47	24
<b>Employment Diversity</b> (distribute high tech around City, need more diverse industries, training, high-paying quality jobs)	63	29	34
<b>Sustainability</b> (local food, diverting from landfills, balance of growth and resources, leadership, conservation, economic and social diversity), more green buildings	62	35	27
<b>Jobs</b> (bad economy, attract business, keep people in Austin, lower unemployment, higher-paying jobs), develop economic plans (deal with unstable business, ways to make Austin affordable, change growth oriented economy to other, awareness/education)	56	32	24
<b>Population boom</b> (where will people live, impact on natural resources, sense of place, crime, healthcare, overcrowding)	47	24	23
<b>Insufficient development regulations</b> (need to improve zoning, County regulations or lack of, developer influence), planning	44	32	12
<b>Need to provide public/community services</b> to all residents (equality across city, increase spending on arts, libraries, public theatre, police, emergency planning, events)	44	44	0
<b>Increase renewable energy</b> (non-renewable and impacts, alternative energy sources, energy conservation, smarter power, infrastructure)	39	29	10
<b>Health care</b> (improve facilities, funding, mental health, access, senior services, disabled population)	33	14	19
<b>Support for low-income families</b> (i.e., child-care, access to healthy food, housing support, education and safety issues, recreation for kids, after-school care, summer programs, eliminate drugs in schools)	31	31	0
<b>Gentrification</b> (lose of affordable housing, working-class neighborhoods)	31	10	21
<b>Preservation of view corridors</b> and open space (e.g, Capitol View	29	29	0

<b>Challenges</b>	<b>All</b>	<b>CFS #1</b>	<b>Surveys</b>
Corridor, Lady Bird Corridor, Town Lake, public waterfront, Ladybird Lake, preserve valuable farmland, "skyline sprawl")			
<b>Comprehensive recycling</b> (including apartments, need local drop-off facility in Austin)	26	17	9
<b>Demographic shift</b> (more diverse, accommodate new people/values without losing Austin, aging population, children, need to embrace change)	17	17	0
<b>Effective regional planning</b> (disconnect between CAMPO and City of Austin, outgrown current form of government)	16	16	0
<b>Over-regulation of development</b> , regulations driving up cost of living	15	15	0
<b>Schools as community centers</b> (i.e., center of neighborhood, tutoring, adult education, libraries, technology)	12	12	0
<b>Downtown parking</b> / overall parking	9	6	3
<b>Immigration</b>	7		7
<b>Climate Change</b>	6	6	0
<b>Landscape</b> (intensive plantings, lawns, maintain urban forest, tree preservation)	6	6	0
<b>College education</b> (affordable, UT balance growth with growth of City)	6	6	0
<b>Preservation</b> (i.e., greenspaces, historic buildings, diverse culture, local and historic preservation, historic parks)	6	6	0
<b>Economic support for arts and culture</b> , creative business, venues, live-work space for artists, affordable cultural/arts venues	6	6	0
<b>State Government moving</b> , county office moving	5	5	0
<b>Satellite suburbs</b>	4	4	0
<b>Reduction in electric and waste rates</b> (for low-income households, urban farms/community gardens)	4	4	0
<b>Assess the true cost of growth</b>	3	3	0
Too much acceptance of <b>population growth projections</b>	3	3	0
<b>Problems associated with density</b> (e.g., crime, stress, conflict, utility failure, inadequate services, increased cost of living)	3	3	0
<b>Taxes are too low</b>	2	2	0
Lack of <b>community gardens</b>	1	1	0
Total	4,034	1,826	2,209

## Overview

As part of Imagine Austin's second round of public input, Austinites were asked to rate their agreement with 32 Components, arranged in six themes. Participants rated the Components at public meetings, through online and paper surveys, and at their own Meetings-in-a-Box. 1,765 Austinites participated in this part of the process. This document presents these ratings.

See the Imagine Austin Vision Statement: [www.ImagineAustin.net/vision.htm](http://www.ImagineAustin.net/vision.htm)

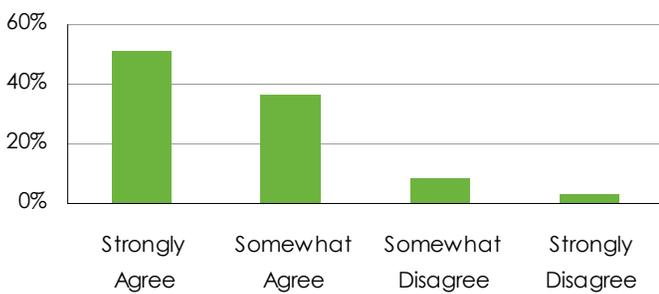
Find out how these Components were created and what participants comments were on individual Components: [www.ImagineAustin.net/creating-the-vision.htm](http://www.ImagineAustin.net/creating-the-vision.htm)



## Overall Vision ratings

In addition to rating individual Vision Components or Themes, survey respondents were also asked to rate the Vision overall:

**Overall, what do you think of the proposed Components for this Vision?**  
(Combined Agreement: **88%**)



See page 8 for these overall ratings broken down by different demographic groups.

## What's inside

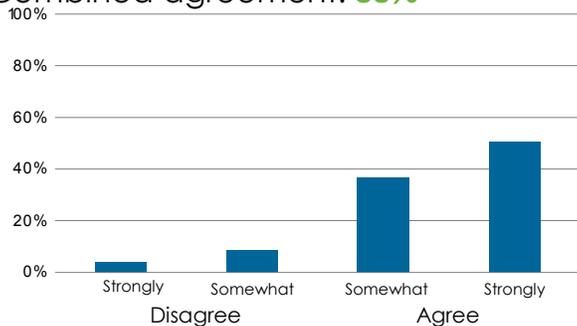
- **Survey responses and Meeting-in-a-Box results:** Vision rating by theme (shown as a bar chart showing number of times each rating was chosen, along with a "Combined Agreement" score, adding the Strongly Agree and Somewhat Agree percentages together).
- **Forums results:** Summary ratings by Vision Component (showing both a bar chart of each rating and an average score).
- **Survey mentions of individual Components:** In addition to their ratings, survey respondents provided open-ended responses to document their concerns. This chart shows a count of how many times each Component was mentioned.

# The Austin We Love Is Livable



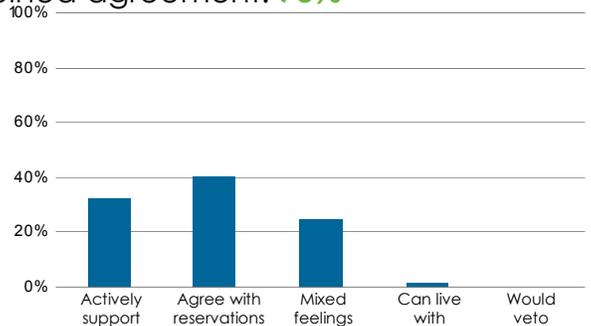
## Survey (1419 respondents)

Combined agreement: **88%**



## Meeting-in-a-Box (143 participants)

Combined agreement: **73%**

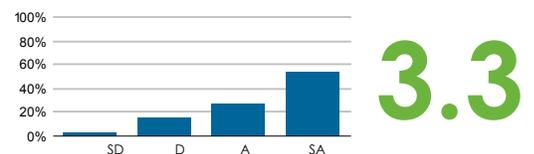


## Forums (195 participants)

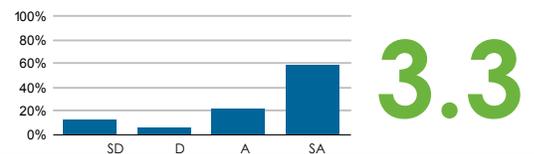
**L1** A variety of urban, suburban, and semi-rural lifestyle choices and settings are available to residents.



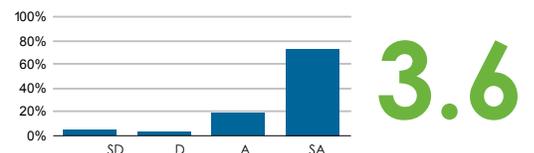
**L2** We are a community of safe, well-maintained, and stable neighborhoods whose character and history have been preserved.



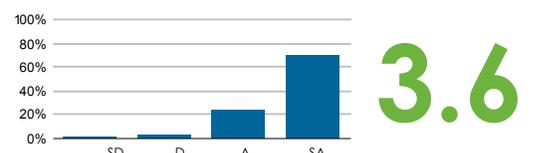
**L3** Neighborhoods across the city are economically mixed and diverse with a range of affordable housing options.



**L4** Downtown Austin offers a vibrant, day and night time urban lifestyle for residents, workers, and visitors.



**L5** Residents have access to quality schools, parks and recreation, health and human services, and other outstanding public facilities and services.



**L6** Development occurs in connected and walkable patterns supporting transit and urban lifestyles, while reducing sprawl and negative impacts on neighborhoods.



**L7** Austin's population is active and healthy, with access to locally-grown, nourishing foods, and affordable healthcare.



**L8** Development meets standards for quality and aesthetics providing certainty for residents and the real estate community.

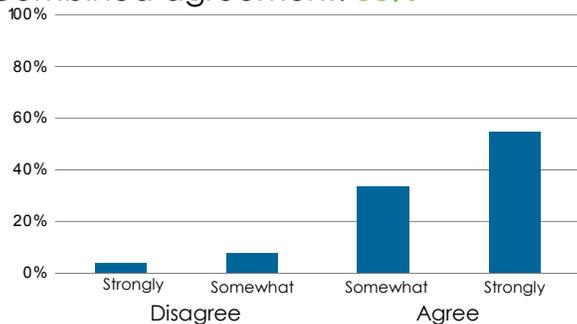


# The Austin We Love Is Prosperous



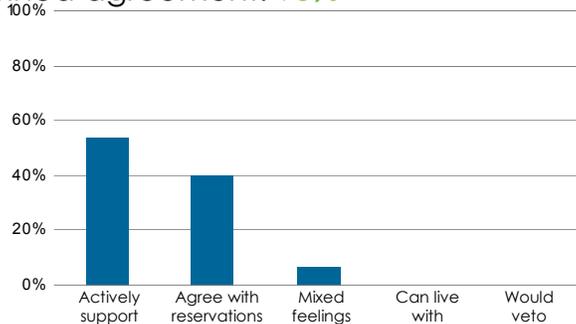
## Survey (1419 respondents)

Combined agreement: **88%**



## Meeting-in-a-Box (143 participants)

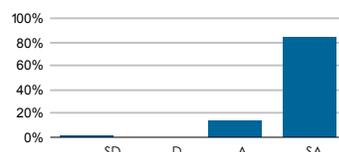
Combined agreement: **93%**



## Forums (195 participants)

**P1**

The economy is diverse and includes large and small businesses, educational institutions, state and city government, and other major employers.



**3.8**

**P2**

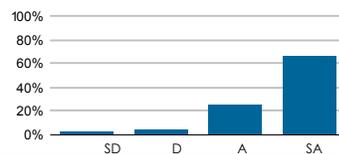
Austin is a leader in "green" jobs, technology, research, and innovation.



**3.5**

**P3**

Our ecology is integrated with our economy – the preservation of the environment and natural resources contributes to the prosperity of our people.



**3.6**

**P4**

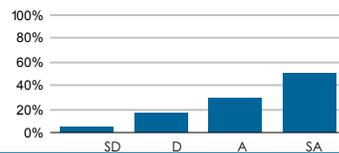
Equitable opportunities are provided to all through access to quality education and good jobs.



**3.7**

**P5**

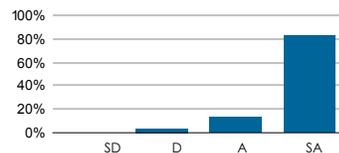
Development strengthens our economy, tax base, and quality of life.



**3.2**

**P6**

Our community of local entrepreneurs and small businesses thrives.



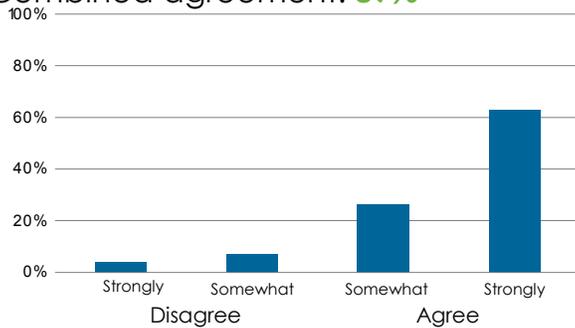
**3.8**

# The Austin We Love Is Natural and Sustainable



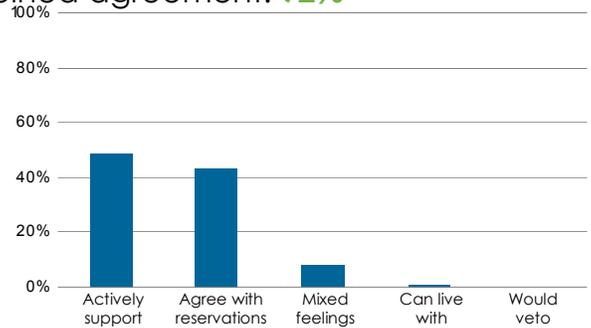
## Survey (1419 respondents)

Combined agreement: **89%**



## Meeting-in-a-Box (143 participants)

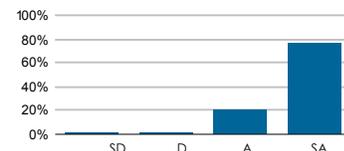
Combined agreement: **92%**



## Forums (195 participants)

### N1

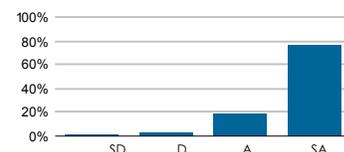
Waterways, tree cover, habitat areas, and other precious natural resources are celebrated and vigorously protected.



### 3.7

### N2

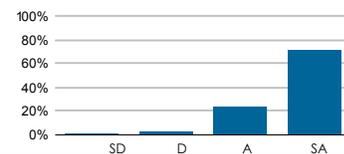
Air and water quality in Austin and the larger region is improved. We conserve water and rely on native plants and landscaping to support our ecosystem.



### 3.7

### N3

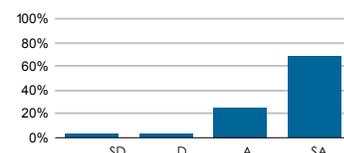
The scenic beauty of the Hill Country is preserved for the benefit of future generations.



### 3.7

### N4

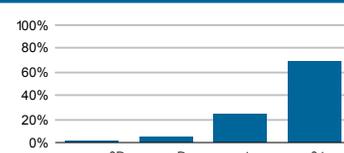
Austin is a model of conservation, efficiency, and carbon footprint reduction. Our water, utility, and energy systems rely on renewable resources.



### 3.6

### N5

The network of parks, greenways, stream corridors and other protected open space resources is greatly expanded.



### 3.6

### N6

Growth and infrastructure systems are well-managed to respect the limitations of our natural resources.



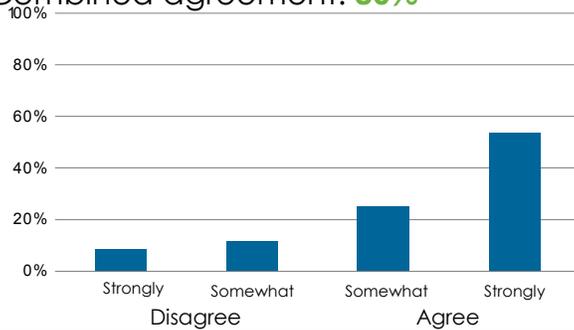
### 3.6

# The Austin We Love Is Functional and Accessible



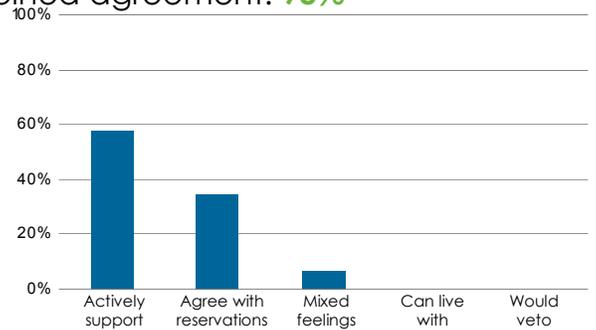
## Survey (1419 respondents)

Combined agreement: **80%**



## Meeting-in-a-Box (143 participants)

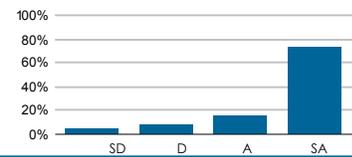
Combined agreement: **93%**



## Forums (195 participants)

### F1

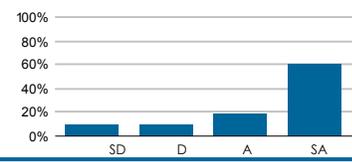
The entire city is accessible by a functional and efficient road network, public transit, and safe and convenient bike and pedestrian routes.



### 3.6

### F2

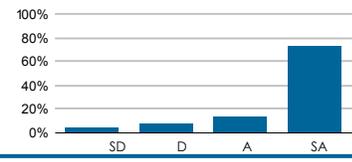
Congestion is reduced and air quality improved through an enhanced roadway network and more convenient transportation choices.



### 3.3

### F3

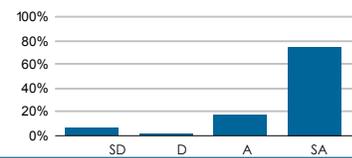
Austin is a city that works. Reliable transportation, utilities, education and health, and human services are accessible to persons of all backgrounds and abilities.



### 3.6

### F4

Austin is a user-friendly city with excellent schools, support for families, and opportunities for recreation, lifelong learning, and volunteer activities.



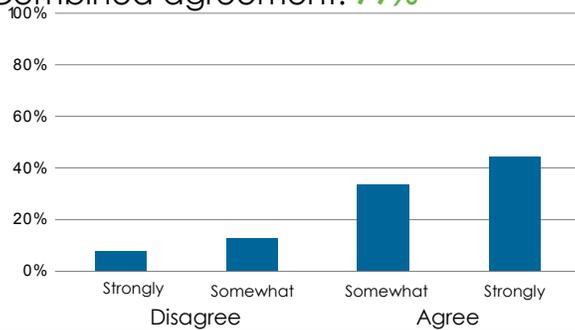
### 3.6

# The Austin We Love Is Caring and Committed



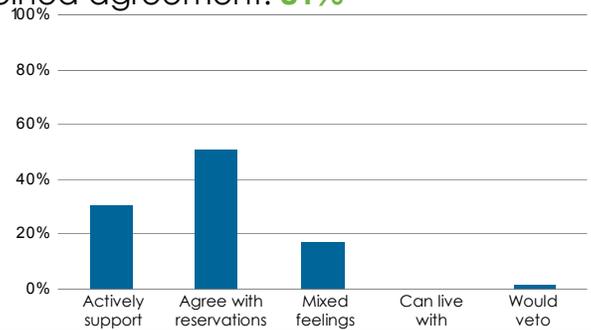
## Survey (1419 respondents)

Combined agreement: **79%**



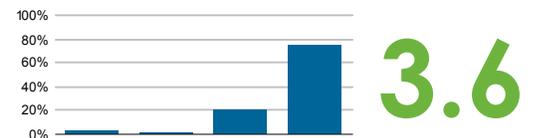
## Meeting-in-a-Box (143 participants)

Combined agreement: **81%**

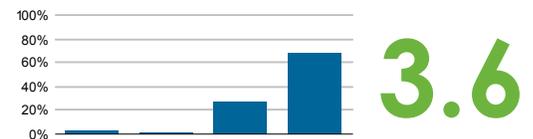


## Forums (195 participants)

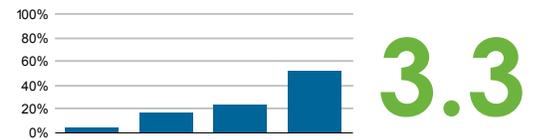
**C1** Our diverse communities thrive and enrich each other.



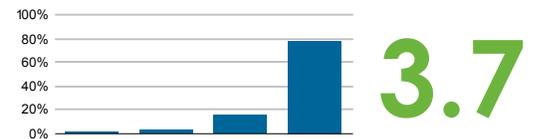
**C2** All citizens are valued, respected, and welcomed to become engaged and have a stake in the future of their community.



**C3** We acknowledge and seek to rectify past injustices to African-Americans, Hispanics, and others who had been left out of full participation in our community.



**C4** We are a diverse city of passionate, committed, creative, and independent thinkers. Welcoming the expression of opposing ideas in a respectful and civil manner, we move forward by finding common solutions.

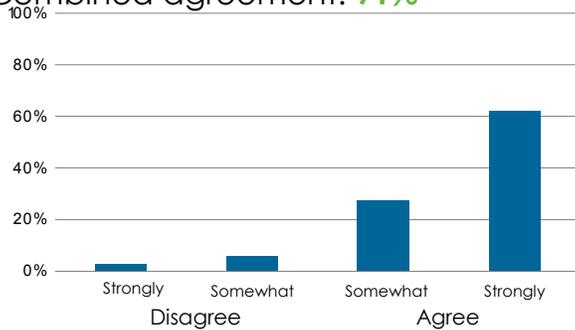


# The Austin We Love Is Stimulating and Creative



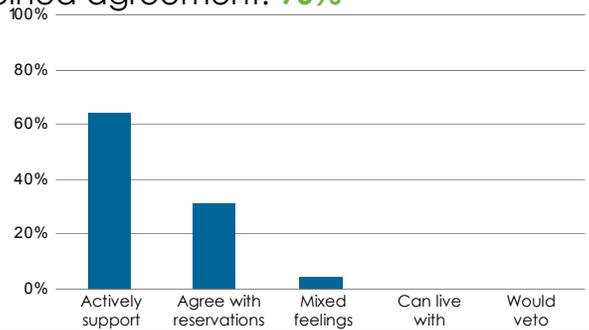
## Survey (1419 respondents)

Combined agreement: **91%**



## Meeting-in-a-Box (143 participants)

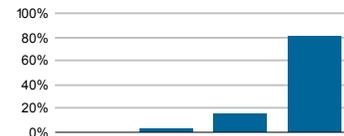
Combined agreement: **96%**



## Forums (195 participants)

**S1**

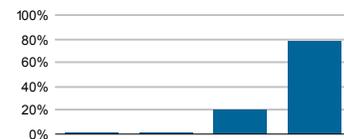
Our unique “vibe” continues – Austin remains fertile territory for our creative class of musicians, artists, and innovators in technology, education, and the environment.



**3.8**

**S2**

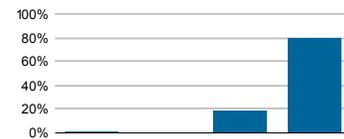
The city is a world-class leader in innovation and creative thought.



**3.8**

**S3**

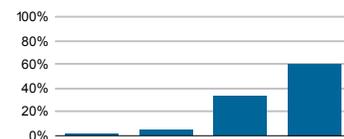
Partnerships with schools, colleges, and other educational institutions engage our youth and provide opportunity for lifelong learning.



**3.8**

**S4**

Our population of artists and musicians of modest means is supported. Austin remains a great place for the arts, live music, and original culture.

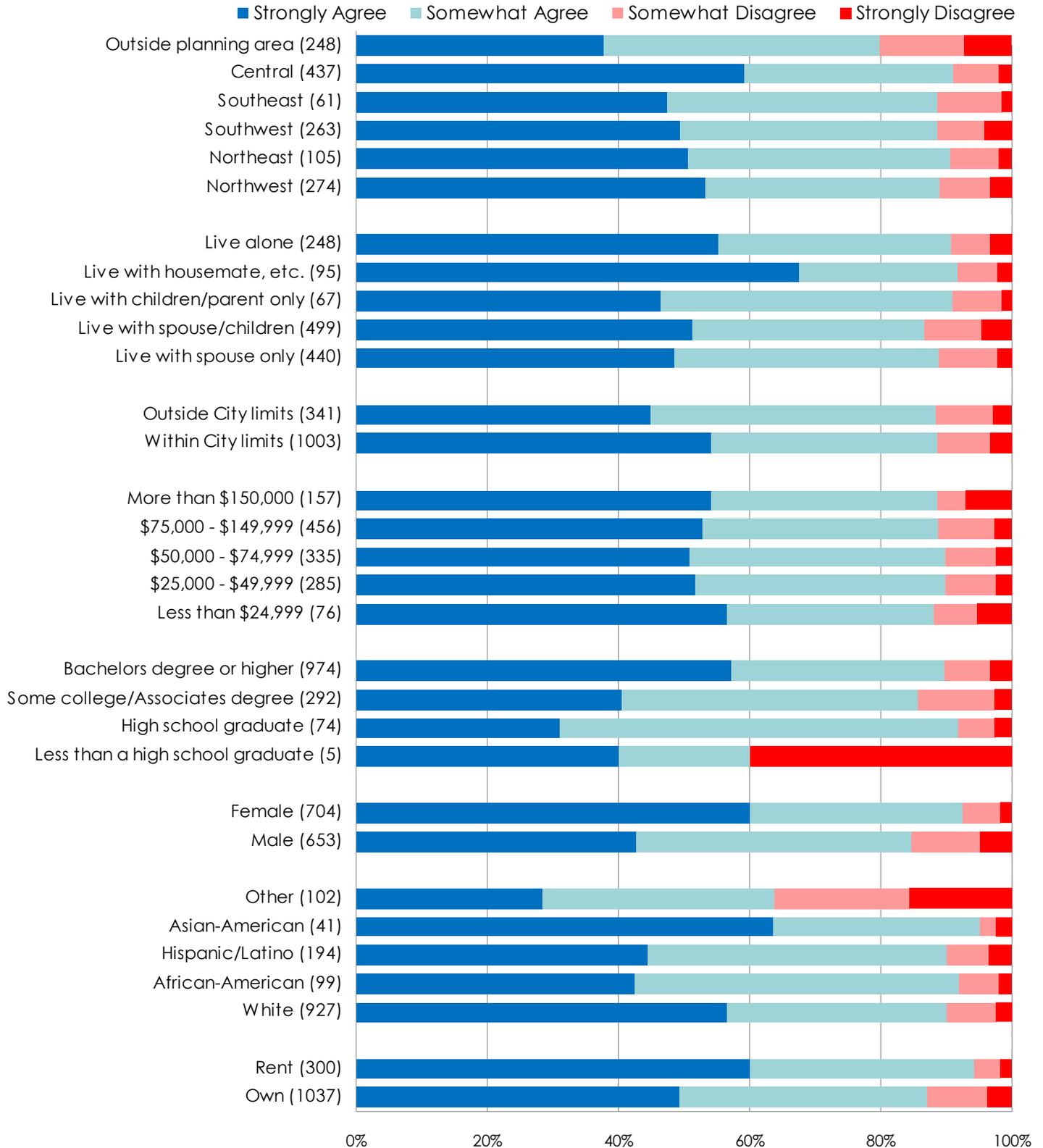


**3.5**

# Overall Ratings, across demographics



The online and paper survey offer the chance to see how different demographic groups in Austin rated the Vision. Responses to the “Overall, what do you think of the proposed Components for this Vision” question are shown below, by different demographic groups (down the left side, with the number of responses in that category in parentheses).



# 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](http://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.

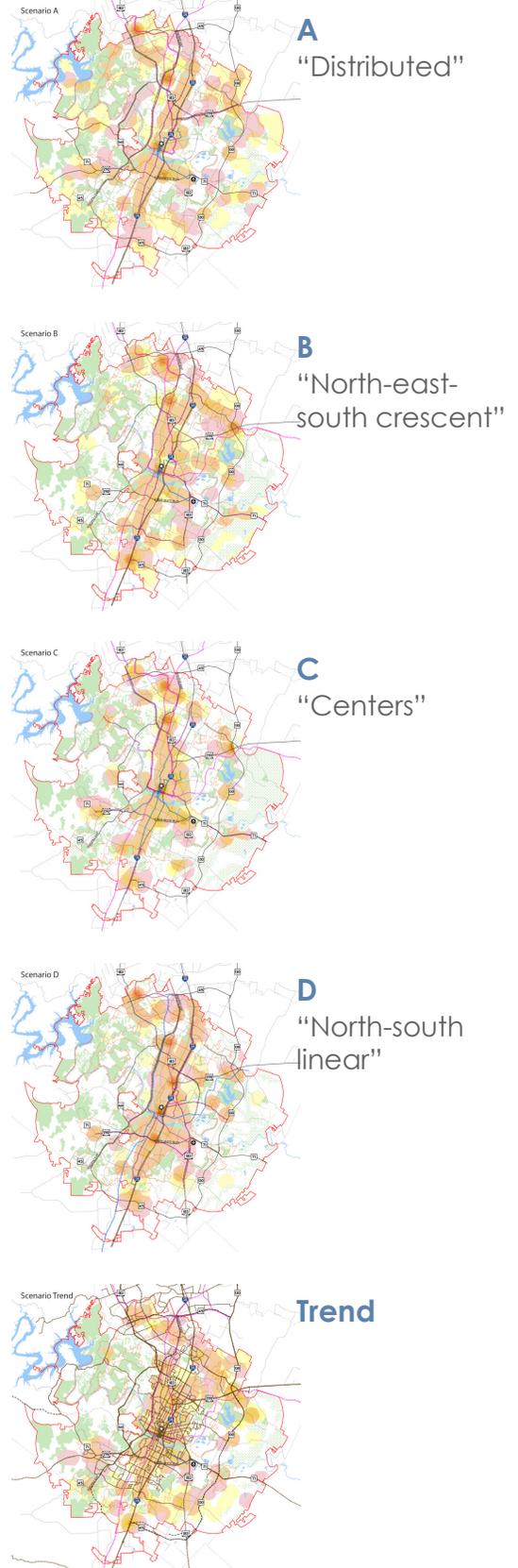


## Participation

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)	514
Paper survey (outreach events)	1,351
Online survey	2,467
<b>Total number of participants</b>	<b>4,741</b>

## The Alternate Scenarios



# Which Way, Austin?

Community Forum Series #3 results

Close-out results, 11 December 2010

## Scenario preferences

The results below report the public's scenario preferences: 1st and 2nd choice, by planning topic, and which scenarios participants selected for their second choice.



### a Overall first and second choice preferences

Percentage of participants selecting each scenario as **first** (●) or **second** (◐) choice.

None of these

●●● 3%  
◐◐◐ 3%

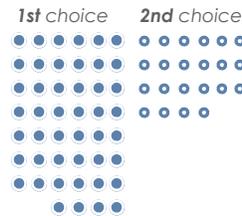
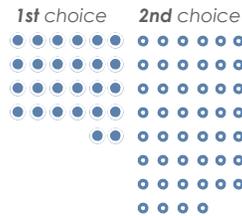
# A

# B

# C

# D

# Trend



10%

9%

11%

15%

26%

46%

46%

22%

4%

4%

### b Preferred scenario by planning topic (online survey only)

Land Use

6%

7%

22%

60%

5%

Transportation

7%

7%

34%

48%

4%

Environment/Open Space

6%

7%

19%

63%

4%

Economy

8%

8%

20%

60%

5%

### c Second choice

For each first choice, which scenario was selected as a second choice?

B	39%	A	27%	A	6%	A	2%	A	77%
C	22%	C	46%	B	23%	B	8%	B	8%
D	17%	D	23%	D	69%	C	88%	C	10%
Trend	21%	Trend	4%	Trend	2%	Trend	1%	D	6%

# 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)	13.4
Cost of Infrastructure	11.6
Value of Time Lost to Travel Delays	10.4
Daily VMT	9.7
Total Land Developed	9.0

### B

INDICATOR	%
Congestion Delays (total)	16.0
Aquifer Protection	14.2
Cost of Infrastructure	12.6
Value of Time Lost to Travel Delays	10.9
Mixed Use	10.8

### C

INDICATOR	%
Transit Use	11.1
Transit Access (homes)	10.0
Aquifer Protection	8.8
Water Consumption	8.6
Mixed Use	8.4

### D

INDICATOR	%
Aquifer Protection	9.9
Transit Use	8.1
Air Pollution	7.5
Transit Access (homes)	7.4
Water Consumption	7.4

### Trend

INDICATOR	%
Congestion Delays (total)	10.1
Cost of Infrastructure	9.1
Value of Time Lost to Travel Delays	7.5
Air Pollution	6.5
Total Land Developed	6.4



# Which Way, Austin?

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## 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	
<b>Aquifer Protection</b> (1,638)	7%	13%	21%	<b>56%</b>	3%
<b>Transit Use</b> (1,434)	6%	9%	26%	<b>56%</b>	2%
<b>Cost of New Infrastructure</b> (1,349)	8%	11%	27%	<b>51%</b>	3%
<b>Transit Access</b> (homes) (1,335)	9%	10%	26%	<b>52%</b>	3%
<b>Water Consumption</b> (1,311)	14%	18%	26%	<b>36%</b>	6%
<b>Air Pollution</b> (1,302)	8%	9%	28%	<b>52%</b>	3%
<b>Congestion Delays</b> (total) (1,301)	7%	10%	26%	<b>53%</b>	3%
<b>Mixed Use</b> (1,267)	11%	13%	25%	<b>45%</b>	6%
<b>Transit Access</b> (jobs) (1,130)	9%	11%	26%	<b>50%</b>	3%
<b>Total Land Developed</b> (1,039)	8%	10%	25%	<b>54%</b>	2%
<b>Bike/Pedestrian Trips</b> (1,031)	5%	8%	21%	<b>63%</b>	2%
<b>Local Agriculture</b> (1,000)	7%	11%	25%	<b>54%</b>	2%
<b>Value of Time Lost to Travel Delays</b> (970)	10%	10%	20%	<b>55%</b>	4%
<b>Greenhouse Gas Emissions</b> (898)	13%	18%	25%	<b>40%</b>	5%
<b>Daily Vehicle Miles Traveled</b> (872)	8%	11%	22%	<b>55%</b>	4%
<b>Infill/Redevelopment</b> (866)	14%	12%	21%	<b>48%</b>	5%
<b>Congestion Delays</b> (personal) (544)	10%	12%	20%	<b>49%</b>	9%

# 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)?	2.8
...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?	2.5
... 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?	2.8	... to reduce homelessness through supportive services and housing?	2.2
... to provide greenways and trails?	2.7	... to provide educational opportunities for youth and adults?	2.8

# Which Way, Austin?

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Close-out results, 11 December 2010

## 9 Capital Improvements

Improvement	%
Improve the transportation system	20.9%
Develop parks and recreation facilities	20.6%
Develop public safety facilities	13.9%
Acquire open space	10.2%
Develop health and human service facilities	9.5%
Repair and restore deteriorating infrastructure	8.5%
Develop community facilities	8.4%
Other	8.1%



# Which Way, Austin?

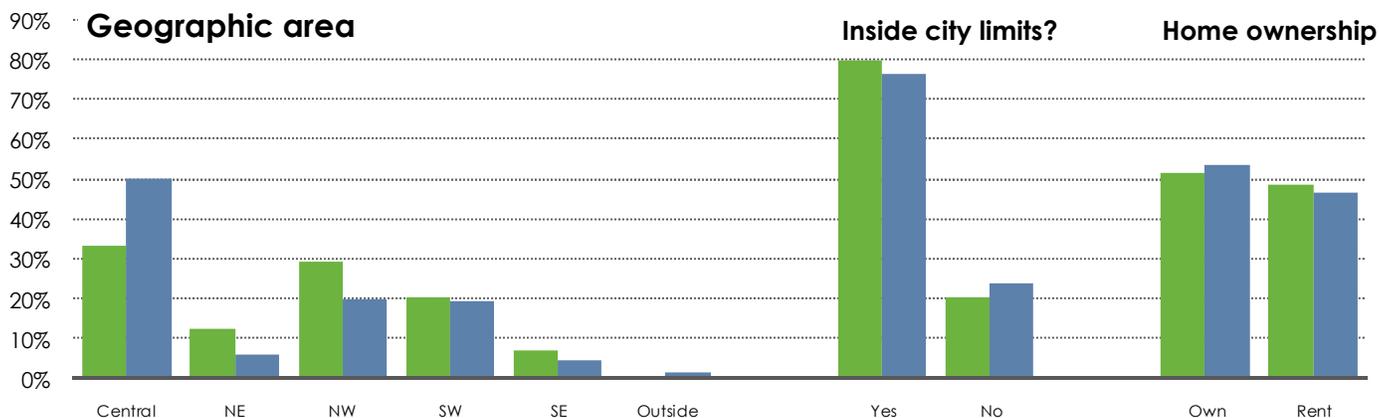
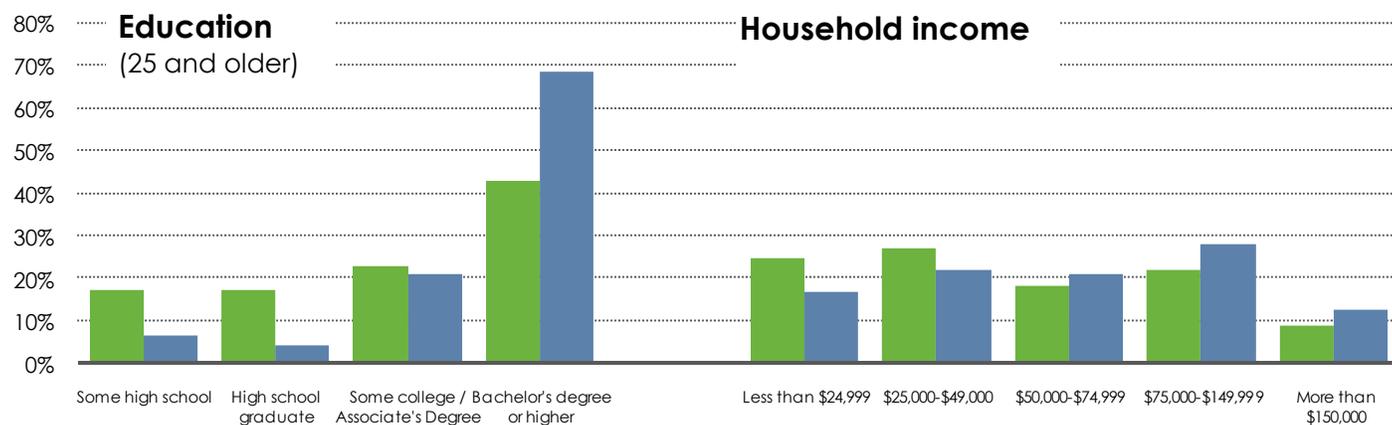
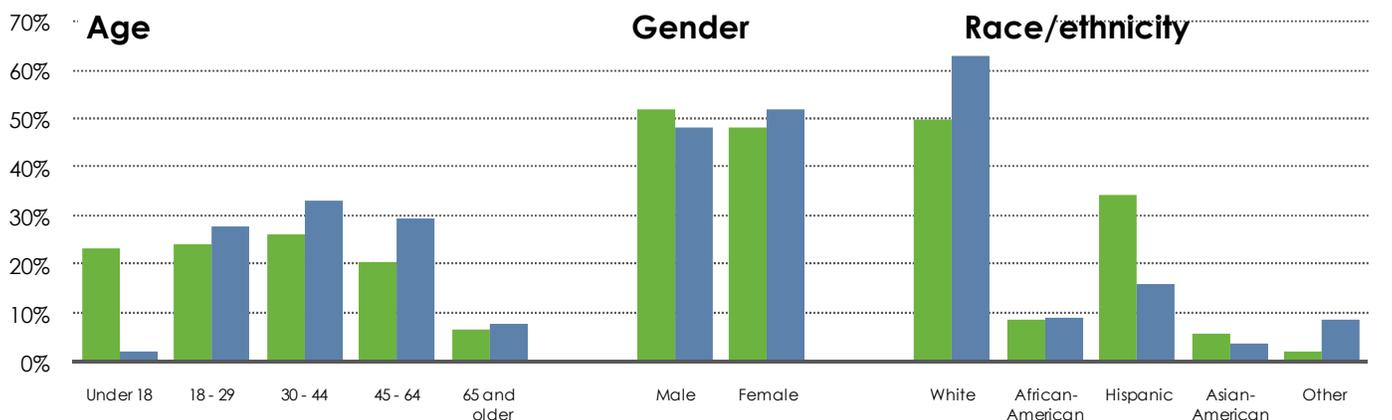
Community Forum Series #3 results

Close-out results, 11 December 2010

## 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.

■ City of Austin (2007)
 ■ Community Forum Series #3 participants



# 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.

# 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

# Imagine Austin Priority Program survey results

2491 responses downloaded 12/16/11

Program Description	Average Priority
Improved Transportation for Cars, Transit, Bikes, Walking	5.9
Manage Long-Term Water Resources	5.3
Education & Talented Workforce	5.1
Network of Parks, Trails, Waterways & Natural Areas	4.5
Affordable Housing throughout Austin	4.5
Grow & Invest in Creative Economy	4.4
Healthy Austin	3.5
Update City Rules for Land Uses	3.1

on a scale of  
8 - highest  
1 - lowest

## Community Forum Series #4

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### Commenters on the draft plan

Abe I.C.	Lisa Harris
Amalia Rodriguez Mendoza & Gloria Pennington	Lorraine Atherton
ANC Central (Jolene Kiolbassa)	Marcelo Tafoya
Ann Graham	Mark Seeger
Armando Rayo	Mary Arnold
Austin Urban Coalition (Jeb Boyt)	Mary Ingle
Beau Site Neighborhood Ass. (Alex Davern)	Megan Meisenbach
Betsy Greenberg	Michael Curry
Brent Danninger	Nancy Neaval
CANPAC (Mary Ingle)	NEABACA (Jerry Perkins)
Carol Journeyay	NUNA (William Bednar)
Central West Austin Combined Neighborhood Plan Contact Team (Mike Canatti)	Raul Garza
Chris Crawford	RECA
Congress for New Urbanism - Central Texas Chapter (CNU-CTX) (Sean Compton)	Sally & Michael Ward
David Venhuizen	Sandy McMillan
Donna Morrow	Scott Morris
Ellen Richards	Sirgun Kaur (Kim) Relph
Frank Harren	Steve McGuire
Gabriel Padilla	Steve Zettner
HBA	Stuart Hersh
Heather Hunziker	Susan Pantell
Heather Way, FACTF	Teresa Garrett
Hyde Park Neighborhood Association (Lisa Harris)	Tina Fernandez
Immigrant Services Network (Maile Broccoli-Hickey)	Trish O'Day & Lisa Doggett
Jay Tassin	University Hills Neighborhood Association (Vera Givens)
Joe Bailey, Jr.	Urban Parks Workgroup (Lynn Osgood)
Kathleen Strong	Walt & Raina Hornaday

### Comments and responses are available online at

<http://www.imagineaustin.net/chapters#comments>

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