

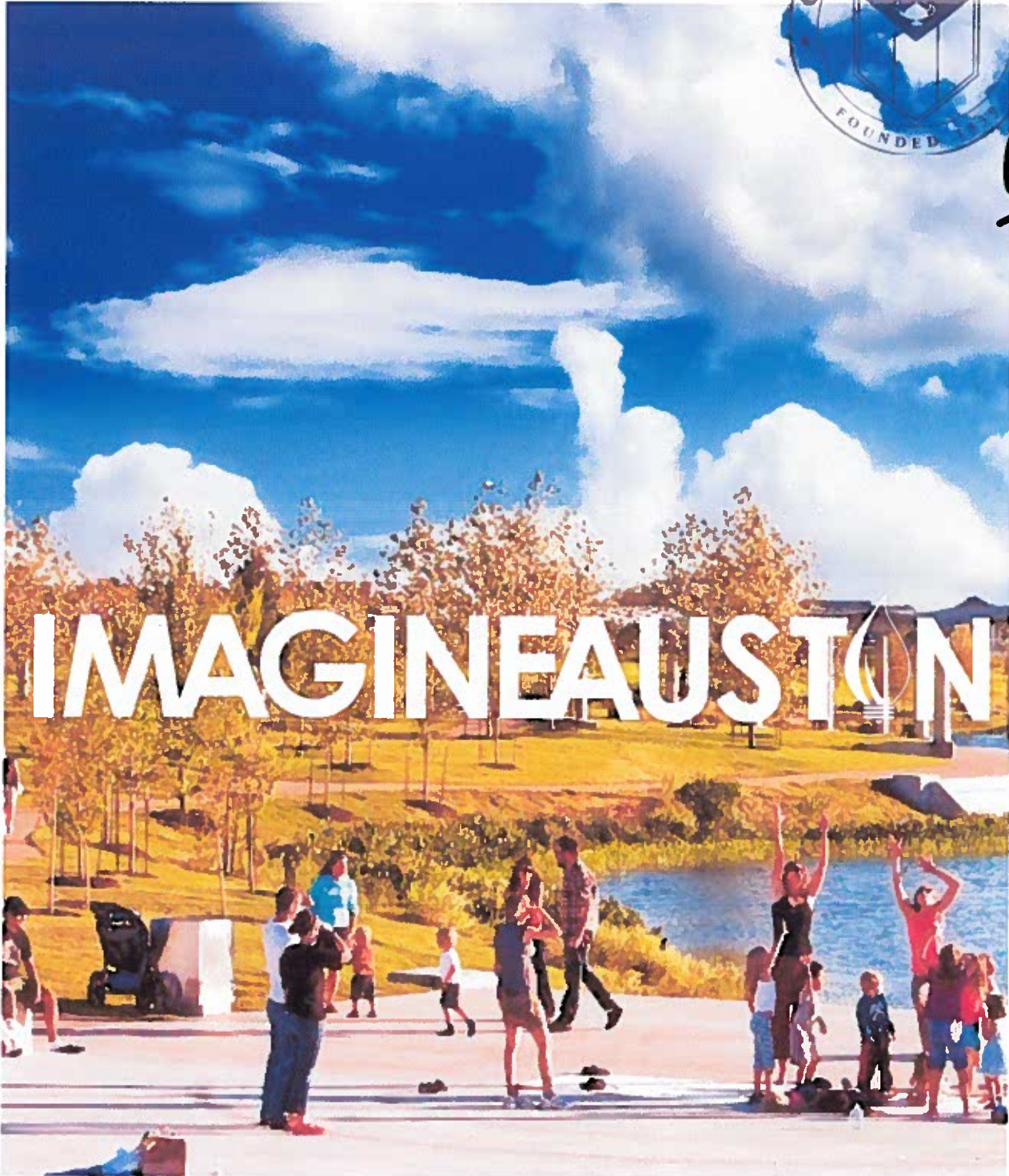
2014 Annual Report

The Way Forward

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Executive Summary

The Imagine Austin Comprehensive Plan was adopted by the Austin City Council in June 2012. Informed by broad community input, Imagine Austin provides a vision and roadmap for our community's future. This vision includes ensuring the city "will be safe and affordable; promote physical activity, community engagement, and inclusion; make amenities and services easily accessible to everybody; and contribute to Austin's unique community spirit" for current and future residents.

The Imagine Austin: The Way Forward 2014 Annual Report provides key facts and highlights accomplishments over the past year from fall 2013 to fall 2014. While not an exhaustive listing of all activities of all City departments and our partners, it highlights the important initiatives that make Imagine Austin a reality.

"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."

— Imagine Austin, p. 82, Vision Statement for the City's bicentennial in 2039



C1/4

Top 12 Highlights from 2013-2014

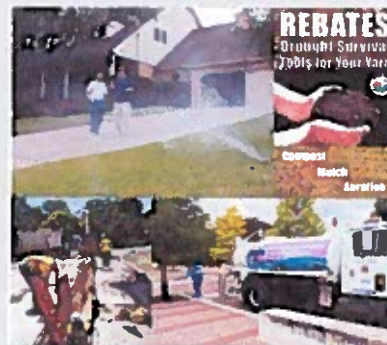
The activities range far and wide from large public investments to new ways to engage the community. Some of the highlights include:



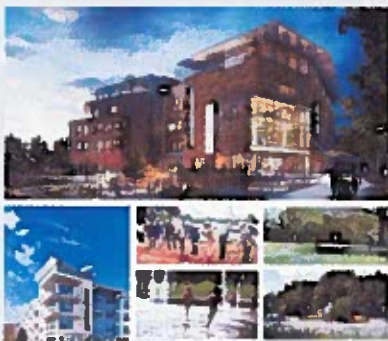
Project Connect identified a route for the Central Corridor rail project connecting from East Riverside to downtown to Highland Mall.



The **Housing + Transit + Jobs Action Team** is aligning City programs and policies with the Federal Transit Administration New Starts program guidelines in support of the Central Corridor rail project.



Austin achieved one of the **lowest average annual water use** figures recorded in modern Austin Water history: 136 Gallons Per Capita Per Day (GPCD).



The Capital Planning Office produced the first **Long-Range CIP Strategic Plan** in 2014 which provides the basis for identifying both the City's basic infrastructure needs and strategic opportunities for CIP investment over the long term.



CodeNEXT released the **Code Diagnosis and Listening to the Community Report** as part of their effort toward a revised land development code.

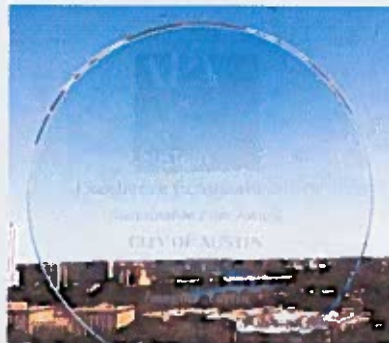


A purchase of an additional 1,700 acres of new **Water Quality Protection Land** to protect the Edwards Aquifer.

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For the first time in 45 years, an **affordable housing project, Capital Studios**, broke ground in downtown and will include 135 affordable units.



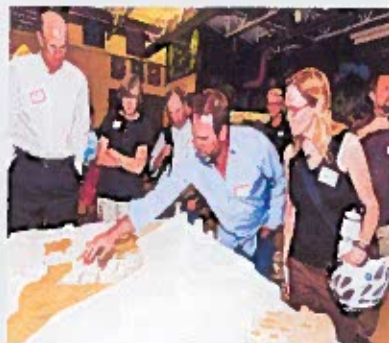
Imagine Austin was recognized by the American Planning Association by winning the inaugural **"Sustainable Plan Award"** in April.



The **Imagine Austin Speakers Series** continued to bring in national speakers on topics including walkability and bicycling, local business development, the relationship between housing and transit, and creative economy.



The **Colony Park Sustainable Community Initiative** is expected to complete a master plan by the end of the year which will incorporate best practice strategies for energy-efficient building design, water conservation and zero-waste technology and standards to create a model sustainable and livable mixed-use, mixed-income community.

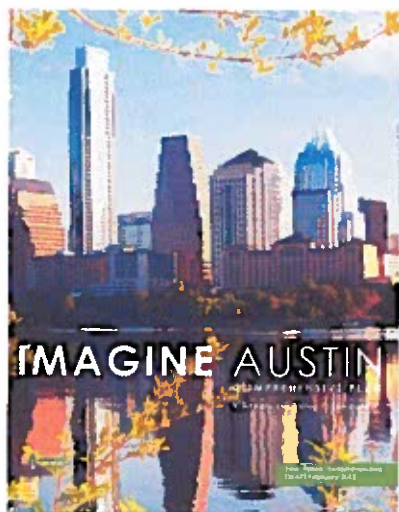


The **South Central Waterfront Vision Framework** was presented to the Comprehensive Plan & Transportation Committee in June, capping six months of community consultation that engaged over 600 Austinites.



Complete Streets Policy was adopted in June 2014. An implementation framework will be submitted later this year.

C1/6



The City of Austin is moving forward on the comprehensive plan through a **five-point program**:

- 1. Education & Engagement**
- 2. Internal Alignment**
- 3. Regulations**
- 4. Capital Investment**
- 5. Partnerships**

I. Education & Engagement (p. 6): The City is using various types of media and multiple forums to engage the public as well as City staff about Imagine Austin.

- ★ **Imagine Austin Speaker Series:** Nationally-renowned experts have been invited to Austin to educate citizens and staff on key issues.
- ★ **Online outreach:** Staff maintains an Imagine Austin website, Facebook page, Twitter account, YouTube channel, blog, and the City Shaping Newsletter.
- ★ **Compact and Connect Training Program:** A cross-departmental staff training program focused on the City's goal of being more compact and connected.
- ★ **Imagine Austin Meetup:** A fun and interactive way in which residents and staff can meet people with similar interests to network, exchange ideas, and dialogue that leads to action.
- ★ **Community events:** There are many opportunities to meet members of the community at Austin's community events.
- ★ **Book Club:** Starting this autumn, staff will initiate two book clubs that focus on classic to contemporary planning books. One group will be open to the general public while the other will be available to City of Austin staff.

2. Internal Alignment (p. 9): City staff is continuing to develop ways to align internal functions under the vision and policies of the comprehensive plan. Key examples of 2013-2014 cross-departmental coordination include:

- ★ **Priority Program Teams:** An interdepartmental team was formed for each of the eight priority programs to review and coordinate related work being done across departments. Priority programs bring together experts from a broad range of City departments to improve internal alignment around Imagine Austin priorities and to review and make recommendations on related regulations, public investments, and partnerships.

This year's report format is changed to shorten but maintain the necessary level of information. The report lists the core departments for each priority program and includes several initiatives as highlights in the text, a matrix showing the work plans and all other significant initiatives, and links to resources for more information about those achievements. A summary of this information can be found in the tables at the end of this executive summary.

Finally, the priority program teams' work tracking progress on Imagine Austin actions is included in Appendix 1.

- ★ **Housing + Transit + Jobs Action Team:** In March 2014, City Council created this interdepartmental and interagency team. The team is tasked primarily with aligning City programs and policies with the Federal Transit Administration New Starts program guidelines in support of a Central Corridor high-capacity urban rail project.
- ★ **Sustainability Action Agenda:** The Sustainability Action Agenda, a project of the Office of Sustainability, tracks and reports on over 200 current departmental initiatives with measurable community benefits for sustainability – one of Imagine Austin's informing goals.
- ★ **STAR Community Rating:** The STAR Community Rating System (STAR) is the nation's first voluntary, self-reporting framework for evaluating, quantifying, and improving the sustainability of U.S. communities. The effort resulted in a 4-Star rating for Austin (out of a possible 5 Stars). Austin is one of only eight cities in the U.S. thus far to have been rated using STAR.
- ★ **Awarding of grants:** More grant coordinators are weighing Imagine Austin as part of their scoring systems. Of note is the Brownfield Program receiving a \$400,000 grant that will be used to assess blighted or brownfield properties for development or redevelopment.

C1/18

3. Regulations (p. 65): In 2013-14, the City was active in its efforts to align land-use regulations with Imagine Austin. The following is a list of regulatory projects that were underway or completed this year:

- ★ **Cases for Rezoning:** City staff reviews requests for zoning changes for their consistency with the comprehensive plan.
- ★ **Reviewing plans for consistency:** Staff reviews various plans such as small area, strategic, and master plans for consistency with Imagine Austin. The review shows the relevant provisions of Imagine Austin including the Vision, policies, actions, and priority programs.
- ★ **Updating existing and selecting new small area plans:** Over the upcoming year, as part of the North Central Austin Study Area planning process, staff will provide the opportunity to the remaining neighborhoods who have not participated in the neighborhood planning process to do so. Staff will also continue to engage neighborhood plan contact teams to further refine the criteria associated with revising existing plans once those east of Burnet Road are revised.
- ★ **Airport Boulevard Form-Based Code Initiative:** To create a more walkable, transit-friendly and vibrant Airport Boulevard corridor, the initiative will be coordinated with the CodeNEXT initiative. This will create a cohesive set of regulations that align with the overall code revision and implement the community's Vision for Airport Boulevard.
- ★ **Watershed Protection Ordinance:** Austin streams will stay cleaner thanks to a new Watershed Protection Ordinance (WPO), a comprehensive overhaul of Austin's environmental and drainage code adopted by City Council in October 2013. The City held an extensive series of stakeholder meetings with more than 200 participants to obtain public input.
- ★ **South Austin Combined Neighborhood Plan:** Beginning in 2012, stakeholders have attended monthly workshops to develop a neighborhood plan for South Austin. Using Imagine Austin's Growth Concept Map and policies as a guide, the neighborhood plan will provide a finer-grain vision and neighborhood-scale goals. The plan is expected to be adopted in fall 2014.
- ★ **Colony Park Sustainable Community Initiative:** The project will include completion of a Master Plan, resulting in rezoning; subdivision and site planning for review and approval by the City of Austin; infrastructure construction plans and architectural design guidelines for new sustainable residential and commercial development that must be completed by the end of 2014.
- ★ **South Central Waterfront:** To address rapidly unfolding changes to this area, in late 2013 the City launched this initiative to establish a vision and provide recommendations to guide public and private investments for a twenty-year time span and beyond. The results from an April Vision + Design Intensive were packaged into a draft Vision Framework, which proposes a physical and economic structure so that, as the area changes, it will support a lively, attractive pedestrian environment, create great public spaces, include affordable housing, and enhance connections to and along the waterfront.

C1/9

4. Capital Investment (p. 73): Imagine Austin actively guided the City's capital investment priorities in 2013-2014.

- ★ City departments continue to use Imagine Austin as a guide for capital investments, along with technical assessments of infrastructure condition and public input, when implementing their funded capital improvement programs. Many of these capital investments are highlighted in the priority program achievements listed in this report.
- ★ The Capital Planning Office produced the first Long-Range CIP Strategic Plan in 2014, which focuses on a 10-year planning horizon and provides the basis for identifying both the City's basic infrastructure needs and strategic opportunities for CIP investment over the long term. The Long-Range CIP Strategic Plan allows for coordinated CIP investments, future funding and leveraging opportunities, and improved transparency and public understanding of the City's long-term infrastructure plans as well as use of the CIP to support and advance City policies.
- ★ In 2013-2014, the Capital Planning Office, in collaboration with several City departments, created avenues for regular communication and reporting on the CIP.
- ★ The Capital Planning Office also provides program management activities for implementation of the City's voter-approved bond programs and for areas undergoing major capital investment in support of redevelopment of city-owned property, such as the Seaholm District, in collaboration with the Economic Development Department.
- ★ Neighborhood plans, master plans, and other adopted small area plans include more fine-grained investment recommendations in support of Imagine Austin. The Planning and Development Review Department coordinates an implementation program which works to integrate these recommendations into the DNA of broader citywide investment decisions.
- ★ Sustainable Places Project: Over the past three years the City of Austin has participated as a regional partner in the Sustainable Places Project. A key component has been the development of Envision Tomorrow +, a computer-based analytic tool to assess and compare the economic, environmental and equity impacts of redevelopment scenarios for areas in our region.

5. Partnerships (p. 77): Partnerships are critical to realizing Imagine Austin's community-wide vision. The City has developed a partnership framework that is focused on helping the priority program teams and could be used by other City programs. The goal of this initiative is to expand resources including funding, expertise and community support by fostering partnerships between the City and private sector, governmental, non-profit and community based groups with the aim of achieving shared aspirations that achieve the goals of Imagine Austin. The expansion of partnerships will raise the likelihood of success and boost the impact of both the City and partners initiatives.

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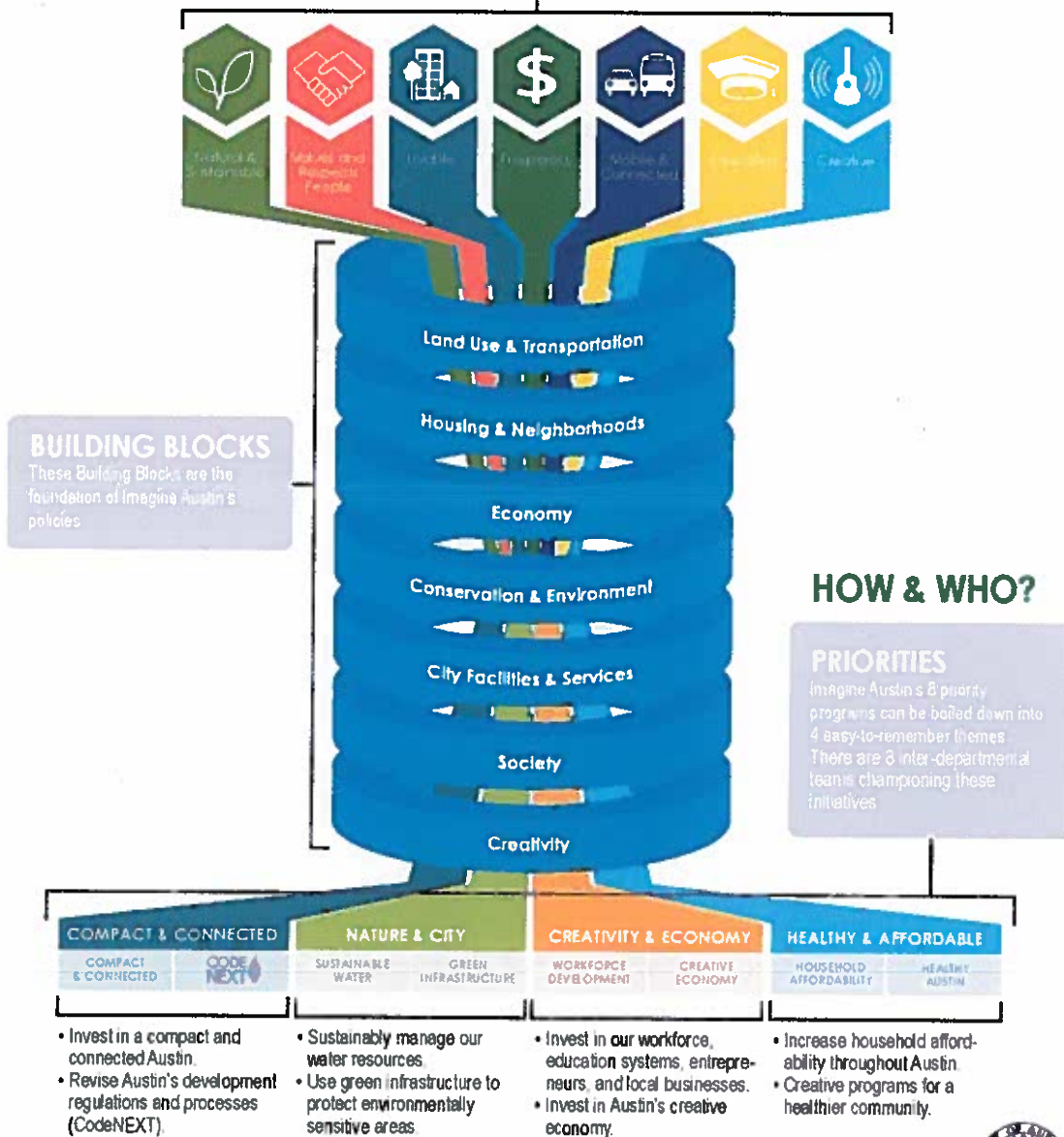
Our plan for the future. In action today.

VISION

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.

WHY?

Because we have a community vision for the type of place we want Austin to be in 2039. That vision includes...



imagineaustin.net



C1/11

Priority Program #1 Compact and Connected

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Revision of Subdivision Code and Transportation Criteria Manual	<ul style="list-style-type: none"> Amendment of Transportation Criteria Manual to include a Vision and Goals that are consistent with Imagine Austin Agency coordination and development of draft revisions to subdivision regulations. 	http://austintexas.gov/departments/subdivision-regulations-revisions
Implementation of Great Streets Master Plan	<ul style="list-style-type: none"> Reconstruction of 22.5 block faces through Great Streets Development Program and in partnership with Public Works Department. 	http://www.austintexas.gov/publicworks/capitalimprovement
Facilitation of redevelopment in activity centers, including the Seaholm District in downtown Austin	<ul style="list-style-type: none"> Construction begun on Seaholm and Green Water Treatment Plant redevelopments and New Central Library. To date, the redevelopment of Mueller (the City's former municipal airport) has resulted in 1,900 dwelling units, 1.8 M SF of Commercial and Retail space, 75 acres of parks, and 4.75 miles of trails. 	
Reinvestment in existing infrastructure in the urban core including water lines, storm drains, and streets	<ul style="list-style-type: none"> Upgraded aging water lines and undersized storm drains. Improved roadways, and repaired sidewalks. 	http://www.austintexas.gov/publicworks/capitalimprovement
Support of an integrated transportation system by the Austin Transportation Department	<ul style="list-style-type: none"> Continued deployment of advanced transportation management system (ATMS) to improve traffic flow and traveler information. Implementation of wayfinding system in downtown which will make it easier to navigate by foot or by bike and will help people find public parking. Continued improvements to parking management including creation of parking benefit districts. 	http://www.austintexas.gov/sites/default/files/files/AMP_Report_2013_Online_Final.pdf
Development of Complete Streets Policy	<ul style="list-style-type: none"> Complete Streets Workshop. Council resolution supporting Complete Streets. Complete Streets Policy adopted by Council in June 2014. 	http://www.austintexas.gov/departments/complete-streets
Transportation System and Traffic Management	<ul style="list-style-type: none"> Advanced Transportation Management System: In 2013, ATD deployed the City's new central traffic signal and intelligent transportation control software and should be operational by Summer 2014. Traffic Signal Timing: ATD retimed 169 signals along 16 corridors in FY 2012-13. This resulted in a reduction in travel time estimated at nearly eight percent. Critical Arterials: ATD worked with its partners over the past year to pursue a regional data-collection and performance measuring system. Dynamic Message Signs: ATD has installed 13 DMS on major arterial roads and is monitoring the results. Traffic Calming: the Local Area Traffic Management program (LATM) funded 15 new traffic calming devices and improvements along streets. 	
Development and implementation of Project Connect	<ul style="list-style-type: none"> Implementation of Rapid Bus in North Lamar/Guadalupe/South Congress Corridor and North Burnet-S. Lamar Corridor. Identification of Highland-East Riverside Corridor as the initial corridor for a potential investment in urban rail in Central Austin. Identification of Locally Preferred Alternative for North 	www.projectconnect.com

C1/12

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Parking Management	<ul style="list-style-type: none"> In 2013, ATD installed Easy Park, a program allowing drivers to conveniently pay for on-street parking with an in-car device. Parking requirements for projects Downtown were eliminated in 2013. By reducing parking requirements, the City strives to boost affordability while encouraging transit use. Parking Benefits Districts (PBDs) In a PBD, a portion of the net revenue generated by metered parking spaces is dedicated for street and sidewalk improvements, within the defined District. The West Campus PBD, created in January 2013, will receive 51 percent of net area revenue, to fund streetscape improvements and maintenance. Downtown Austin Wayfinding Program: The first signage in the wayfinding system was designed, fabricated, and will be installed in 2013-14. Prominent new signage, including digital systems, will help people find Downtown garages and lots open for public parking. 	
Implementation of Bicycle and Sidewalk Master Plan and Development of Urban Trails Master Plan	<ul style="list-style-type: none"> Development of draft Urban Trails Master Plan and draft update to Bicycle Master Plan. Construction of over 66,000 linear feet of ADA compliant sidewalks. Implementation of bike lanes and construction of protected bike lanes resulting in increase of population biking to work in downtown. ADA bus stop improvements. Continued Implementation of Bike Share. 	https://austintexas.gov/bicycle https://www.austintexas.gov/department/pedestrian-program
Corridor Enhancement to Improve Mobility	<ul style="list-style-type: none"> Continued planning and implementation of a range of improvements in IH 35 Corridor. Began construction of express lanes and accompanying bicycle and pedestrian improvements in MOPAC Corridor. Engineering and design of North Lamar/Burnet and East Riverside Drive Improvements (construction to begin in 2015 or 2016). Completion of studies and preliminary engineering related to improvements to East MLK Jr. Blvd, and Airport Boulevard. 	http://www.austintexas.gov/sites/default/files/files/AMP_Report_2013_Online_Final.pdf http://www.mobility35.org/ http://www.mopacexpress.com/
Core Departments	Planning and Development Review, Austin Transportation Department, Public Works, Economic Development, Capital Planning Office, Watershed Protection	
Work Plan and Subteams	<p>This cross-departmental team has worked monthly to advance its mission to "Convene, Connect, Inform, and Create" in order to advance a compact and connected Austin.</p> <ul style="list-style-type: none"> C&C Staff Training Program CodeNEXT guidance and oversight Complete Streets Policy Placemaking across departments Connecting staff and initiatives across departments Coordinated with CPO on development of a Long-Range CIP Strategic Plan 	

C1/13

Priority Program # 8 CodeNext

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Completion of Phase 1: Listening and Understanding	<ul style="list-style-type: none"> Solicited case studies of real projects on the ground Created an interdepartmental team and PDRD team; the teams gathered input from city staff and reviewed and commented on work products. Held 34 small group meetings with stakeholder groups. SpeakUpAustin online forum. Held two quarterly trainings with the Neighborhood Plan Contact Teams. Community Character in a Box (See Spotlights for more information). Ten meetings with the Code Advisory Group from September 2013 to May 2014. Four meetings with the Code Advisory Group Working Group on Envision Tomorrow. One Work Session with City Council. Three presentations to City Council's Comprehensive Planning and Transportation Committee. Four presentations to Planning Commission. Nine presentations to City Boards and Commissions. 88 media stories from September 2013 to May 2014. 	http://www.austintexas.gov/codenext
Phase 2: Code Diagnosis: Community Viewpoints and Issue Papers	<ul style="list-style-type: none"> Community Viewpoints and Issue papers help foster a deeper discussion of critical code issues such as affordability, compatibility, the development process and more. Community Viewpoints and Issue Papers have been submitted by 12 organizations. 	http://www.austintexas.gov/department/work-products
Phase 2: Code Diagnosis: Community Ambassadors	<ul style="list-style-type: none"> Recruited over 20 individuals to serve as Community Ambassadors and conducted three training sessions. Ambassadors volunteer to help the CodeNEXT team cultivate ongoing participation and leadership activities in traditionally underrepresented communities. 	
Community Character Manual	<ul style="list-style-type: none"> The Community Character Manual documents patterns, form and character of each neighborhood to provide a foundation for good planning and policy decisions. Compiles photographic documentation and analysis mapping for each of the 103 neighborhood reporting areas. 	http://www.austintexas.gov/department/documents-1
Core Departments	Planning and Development Review, Austin Transportation, Public Works, Economic Development, Economic Development, Watershed Protection, Neighborhood Housing & Community Development, Health & Human Services, Capital Planning Office, Austin Energy, Austin Fire, Austin Resource Recovery, Austin Water, Aviation, Code Compliance, Communications and Technology Management, Law Department, Parks and Recreation, Office of Real Estate Services.	
Work Plan and Subteams	The City has initiated the process to revise the Land Development Code (LDC), to update it and encourage future (re)development projects and patterns that result in a compact and connected city. The revision process is expected to be completed in 2016.	

Priority Program #2 Sustainable Water

01/14

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Update the current Watershed Master Plan to include other watersheds, and implement strategies to protect and enhance water quality and supply, reduce flood risk, and prevent erosion	<ul style="list-style-type: none"> Continued to update and implement the Watershed Master Plan. 	http://austintexas.gov/department/master-plan-0
Participate in state and regional water resource planning	<ul style="list-style-type: none"> Hosted the Kent Butler Summit to continue work on the 2005 Barton Springs Regional Water Quality Protection Plan with a new focus on wastewater issues. Austin continues to participate in the State's regional water planning process (Region K). Austin Water and Watershed Protection supported the efforts of the Austin Water Resource Planning Task Force, which was created by Council in April 2014. 	http://kentbutlersummit.com/ http://www.regionk.org http://austintexas.gov/page/austin-water-resource-planning-task-force
Permanently preserve areas of the greatest environmental and agricultural value	<ul style="list-style-type: none"> Purchased four tracts using the 2012 Open Space bond funds, permanently protecting over 1,700 acres over the recharge zone. 	http://www.austintexas.gov/department/water-quality-protection-land
Encourage design and building practices that reduce the environmental impact; strengthen flood control, erosion, and water quality programs	<ul style="list-style-type: none"> Strengthened environmental protections for on-site sewage facilities (OSSFs) by amending OSSF regulations. 	http://www.austintexas.gov/ossf
Austin Water Utility Master Plan	<ul style="list-style-type: none"> Service at Water Treatment Plant 4 scheduled to begin 2014. 	http://www.austintexas.gov/department/water-treatment-plant-4
Protect Creeks, Lakes & Aquifers	<ul style="list-style-type: none"> Developed a plan to reduce fecal contamination. Completed Habitat Preservation Plan for Barton Springs Pool. Monitoring 122 creeks in 50 watersheds for Environmental Integrity Index. Strengthened environmental protections for on-site sewage facilities. 	
Awards for Austin Water	<ul style="list-style-type: none"> Honored with a Water Conservation and Reuse Award from the Texas section of the American Water Works Association. Honored with a Blue Legacy Award for water conservation from the Texas Water Development Board's Water Conservation Advisory Council. Honored with a Fifteen-Year Director's Award from the American Water Works Association's Partnership for Safe Water, and the Director's Award for 15 years in a row for the treatment program at Ullrich Water Treatment Plant. Honored with a Peak Performance Gold Award from the National Association of Clean Water Agencies for achieving 100% compliance with federal National Pollutant Discharge Elimination System water quality requirements at both wastewater treatment plants for the fourth year in a row. 	http://www.savetexaswater.org/awards/municipal/2014MunWinners.htm http://www.awwa.org/resources-tools/water-utility-management/partnership-for-safe-water/award-winning-utilities-plants.aspx#5128491-2014-directors-award-distribution-program-phase-iii http://www.nacwa.org/index.php?option=com_content&view=article&id=141%3Agold-awards&catid=37%3Apeak&Itemid=63

C1/15

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Reduced Water Consumption	<ul style="list-style-type: none"> Continued drought response under Stage 2 watering restrictions; and maintained continued decreases in overall water usage, achieving one of the lowest average annual water use figures recorded in modern Austin Water history—136 Gallons Per Capita Per Day (GPCD) in FY13. 	http://www.austintexas.gov/departments/drought-update
Preserve Austin Water Utility financial stability and balance costs to Austin residents	<ul style="list-style-type: none"> Completed a water and wastewater impact fee update and modified the collected fee structure to generate revenue to fund or recoup the costs of capital improvements or facility expansions necessitated by and attributable to new development. 	http://www.austintexas.gov/departments/water-and-wastewaterimpact-fee-update-documents
Created new Watershed Protection Ordinance	<ul style="list-style-type: none"> City Council and the Travis County Commissioners Court adopted the Watershed Protection Ordinance, resulting in better stream buffers, improved floodplain protections, and increased erosion hazard provisions. The ordinance extends creek buffers to over 400 miles of “headwaters” streams. 	
Core Departments	Austin Water Utility, Watershed Protection	
Work Plan and Subteams	<ul style="list-style-type: none"> Identified key staff members unique to each element of the work plan. Prioritized work plan. 	

C1/16

Priority Program #4 Green Infrastructure

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Adoption of an Invasive Species Management Plan	<ul style="list-style-type: none"> New environmental Program Coordinator position created Development of a draft Data Collection Guide. Revisions to the specifications for seeding and to the City's Preferred Plant List to help prevent further establishment of invasive species. Shoal Creek Restoration pilot project includes invasive plant management following construction. Volunteers are restoring stream-side habitat on 80 acres of parkland. 	http://www.austintexas.gov/invasive
Purchase and Development of Parkland	<ul style="list-style-type: none"> Austin Parks and Recreation Department acquired 219.8 acres of new parkland, including 68 acres along the Colorado River, and 55 acres along Old San Antonio Road. Austin Parks and Recreation Department also acquired land for three new pocket parks. Developed 5 new parks on undeveloped land in deficient/infill urban core areas park areas, including 4 new pocket parks. 	
Adoption of Urban Forest Plan	<ul style="list-style-type: none"> Establishes a long range vision for Austin's urban forest. Adopted March 6, 2014. 	http://www.austintexas.gov/department/austin%E2%80%99s-urban-forest-plan
Land Aquisition Sub-Team	<ul style="list-style-type: none"> Identifies land aquisition priorities. Exploring ways to promote the dedication of public open space through the land development process. 	
Public Lands Management Sub-Team	<ul style="list-style-type: none"> Assisted with development of Urban Forest Plan and Community Wildfire Protection Plan. Currently developing classification system for lands owned/managed by the City. Developing Austin specifics standard for care of trees and vegetation on public property. Development of template for Integrated Pest Management Plans. 	
Regulatory Sub-Team	<ul style="list-style-type: none"> Performed diagnosis of Land Development Code as it relates to green infrastructure. 	
Open Space and Watershed Protection Bond	<ul style="list-style-type: none"> In the last year nearly all of the money from the 2012 bond program has been spent. 24.5% of the Barton Springs recharge zone is now protected as Water Quality Protection Land. Purchased Hudson/Jeremiah Ventures property, eliminating 1,000 proposed homes over the recharge zone. 	
Core Departments	Watershed Protection, Planning and Development Review, Public Works, Parks and Recreation, Austin Energy, Austin Water, Office of Sustainability, Austin Fire, Office of Real Estate Services, Austin Resource Recovery, Neighborhood Housing and Community Development, Austin Transportation, Building Services, Aviation	
Work Plan and Subteams	<ul style="list-style-type: none"> In developing its work plan, the team has compiled an inventory of existing City plans, regulatory policies, and programs related to green infrastructure; completed an inventory of available green infrastructure GIS data coverages; and conducted a preliminary gap analysis and needs assessment. One conclusion drawn from the analysis is that there is a need for greater inter-departmental collaboration to better "align" the City's existing green infrastructure plans, policies, and programs. 	

C1/17

Priority Program #3 Education and Workforce

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Actively recruit and retain businesses that create better paying job opportunities for lower skilled and blue collar jobs	<ul style="list-style-type: none"> Established the Creative Content Incentive Program to attract more film, television, and digital media productions. 	http://austintexas.gov/economic-development-compliance http://www.austintexas.gov/department/family-business-loan-program
Assist small businesses and entrepreneurs	<ul style="list-style-type: none"> Launched the Recycling Economic Development Program. Joined the Austin Regional Manufacturer's Association as founding members. Created partnership with Austin Technology Council. Created the Economic Development Toolbox to streamline technical assistance, education, funding, and networking opportunities. Updated Online Library Information Guides. Offered free computer training and job search classes. 	http://www.austintexas.gov/department/austin-recycling-economic-development-program http://austintexas.gov/sites/default/files/files/Redevelopment/Economic_Development/EDD_Toolbox_List_of_Services_2013_12_27.pdf http://library.austintexas.gov/library-service-category/research http://library.austintexas.gov/events?term_node_tid_depth=116&=Apply
Provision of job search, business and entrepreneurship related guides and classes at the Austin Public Library	<ul style="list-style-type: none"> Provided free Specialized Assistance to over 100 computer users in at the Job Search and Information Commons at Willie Mae Kirk branch library. Offered free events featuring business-related topics in partnership with other organizations. 	http://us5.campaign-archive1.com/?u=1861810ce1dca1a4c1673747c&id=000819320b&e=
LocallyAustin.org	<ul style="list-style-type: none"> The LocallyAustin.org platform and app has grown it's listings to include over 1500 locally owned businesses giving Austinites and visitors a great tool and discover local business. 	www.locallyaustin.org
Business Education Classes	<ul style="list-style-type: none"> The City of Austin's Small Business Development Program (SBDP) provides low-cost, college-level business classes to small business owners and entrepreneurs through a contract with the University of Texas at Austin's Professional Development Center (UTPDC). 	http://www.austinsmallbiz.com/WebCOE/new-sbdp-calendar.htm
Core Departments	Economic Development, Health and Human Services, Austin Public Library, Human Resources Department, Parks and Recreation Department, Planning and Development Review	
Work Plan and Subteams	<ul style="list-style-type: none"> The team is hosting two Imagine Austin Speakers Series events on workforce development and entrepreneurship. They are finalizing a workforce development inventory, coordinating small business input to CodeNEXT and gathering information and identifying partnership opportunities with area non-profits and other government agencies. 	

Priority Program #5 Creative Economy

C1/18

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Capacity building and workforce development in the creative economy	<ul style="list-style-type: none"> Pizza and Paperwork teaches artists to learn how to register with AISD and PARD to teach in the classroom. The Art Classes Mapping is an effort of mindPOP to "map" locations where children can take art classes in their neighborhood. Getting Connected & Creative Expo is a fall 2015 trade-show-like event where for profit small businesses, nonprofit arts and creative individuals can get connected with technical assistance providers and lending institutions. Twenty-five artists will take part in Mid-America Arts Alliance which is an intensive 8-week business training course to learn practical tools that will enhance their business and entrepreneurial skills. 	
Creative Space Development	<ul style="list-style-type: none"> The Austin History Center continues its planned expansion into the John Henry Faulk Library Building. The Senior/Intergenerational arts & culture program was added at the Asian American Resource Center. 	
Supporting Cultural Districts	<ul style="list-style-type: none"> A contract was executed for the African American Cultural Heritage District to provide educational, heritage preservation and economic development services. In October, City Council designated three blocks of Red River as a Cultural District. 	
Supporting the Creative Economy	<ul style="list-style-type: none"> Created a process for the creative sector to be involved in CodeNext including a CodeNext meeting specifically for creative economy stakeholders. The City of Austin's Cultural Arts Division, Google, and local leaders in Austin's technology and arts communities have met to begin an ongoing discussion about how Austin can be improved by our local arts and technology communities working together. Digital Media, Film and Television sector in conjunction with Economic Development, worked to create a new creative content incentive program that will add another program to those already in existence that are focused on enhancing Austin's digital media, film, and television sectors. Fantastic Market -Economic Development provided support (including funding) for a new film market at Fantastic Fest (Fantastic Market.) The new market brings together potential investors with films looking for investors. Economic Development staff are working with the organizers of BONUS Creative week in Mexico, representatives of Mexico's regional and federal governments, to find ways to enhance creative sector business and cultural opportunities between Austin and Mexico. Economic Development staff met with various international delegations to explore creative sector business and cultural opportunities between Austin and the regions represented by these international delegations. Creative Ambassador Program - designed to promote Austin's reputation as a creative capital destination. 	

C1/19

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Capacity Building and workforce development in the creative economy	<ul style="list-style-type: none"> • Completion of needs assesment of For Profit Creative Industries. • Launch of needs assesment for Nonprofit Organizations and Creative Individuals. • Emerging Teaching Artists and Latino Artists Residency Program at the Mexican American Cultural Center. 	
Creative Space Development	<ul style="list-style-type: none"> • Launch of Cultural Asset Mapping project. • Continued contstruction of Central Library at Seaholm Redevelopment. • Carver Museum & Cultural Center opened it's Geneology center in June. • Junteenth Monument will be seated at Geneology Center in Fall 2014. 	
Developing Cultural Tourism Plan	<ul style="list-style-type: none"> • Conducting resident surveys to identify cultural assets and challenges. • Meetings in a box conducted to identify suggestions for making connections between the creative sector and the tourism industry. • Hired Public City in partnership with Wyatt Brand to identify additional outreach strategies to develop final plan. 	
Integration of Artists Thinking into South Central Waterfront Vision Framework	<ul style="list-style-type: none"> • The Cultural Arts Division join with Urban Design Division to assemble Artist Roundtable to contribute to the South Central Waterfront Initiative. 	http://www.austintexas.gov/waterfront
Core Departments	Economic Development, Health and Human Services, Austin Public Library, Human Resources Department, Parks and Recreation Department, Planning and Development Review	
Work Plan and Subteams	<ul style="list-style-type: none"> • The team is making progress on conducting a creative needs assessment with primary focus on for profit creative industries for small businesses in order to identify and implement strategies to build their capacity; developing a cultural tourism plan focusing on inventorying cultural assets; and developing and implementing new strategies for creative space development of all kinds and in various places. Other work being conducted by the team includes workforce development, incorporating creative sector components in the CodeNEXT process such as live/work units and public art, creating a cultural district along Red River, developing cultural resource maps with associated community and economic development strategies, and providing life-long exposure to the arts. 	

C1/20

Priority Program #6 Household Affordability

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Downtown Density Program Dedicated Revenue	<ul style="list-style-type: none"> The Downtown Density Bonus Program was adopted in 2013. This program advances the Downtown Austin Plan's goal of creating a means for projects to obtain additional height or square footage entitlements in exchange for funding for affordable housing or onsite affordable units. All funds generated from the Downtown Density Bonus Program will be dedicated to Housing First Permanent Supportive Housing. 	
2013 General Obligation Bond for Affordable Housing	<ul style="list-style-type: none"> In November 2013, Austin voters approved a \$65 million bond package for affordable housing. The bond will allow the City to borrow \$65 million to partner with organizations to utilize these funds for affordable rental and ownership housing as well as for the preservation of existing affordable housing. 	http://austintexas.gov/2013bond
City-Wide Discussions of Affordability	<ul style="list-style-type: none"> Policy dialogue has underscored the importance of overall household affordability with multiple actions addressing issues such as transportation, housing options, and tax and utility costs. 	http://www.austintexas.gov/edims/document.cfm?id=208100
Austin Comprehensive Housing Market Study	<ul style="list-style-type: none"> Contracted with BBC as consultants to conduct a combined Comprehensive Housing Market Study Report and Analysis of Impediments to Fair Housing Report. 	http://austintexas.gov/sites/default/files/files/Housing/Reports_and_Publications/Community_Reports/2014_Comprehensive_Housing_Market_Analysis_062414__reduced_.pdf
Funding of Permanent Supportive Housing	<ul style="list-style-type: none"> Since July 2014 254 permanent supportive housing units have been completed, with an additional 129 planned. Coordinated with NHCD & HHSD 1115 Medicaid Waiver program. Council approved an ordinance that created dedicated revenue for PSH low barrier housing through the Downtown Density Bonus Program. First Request for Proposal for Housing First, Permanent Supportive Housing released. 	http://www.austintexas.gov/news/city-releases-first-ever-rfp-housing-first-permanent-supportive-housing
Affordability Downtown	<ul style="list-style-type: none"> Construction of Community Foundation's 135-unit Capital Studios project began. 	http://www.foundcom.org/news-and-events/capitalstudios/
Core Departments	Neighborhood Housing and Community Development, Planning and Development Review, Economic Development, Health and Human Services, Code Compliance, Austin Transportation	
Work Plan and Subteams	<ul style="list-style-type: none"> The priority program team has created a new format for the work plan in 2014. The work plan breaks out ten (10) goals and lists Actions for each goal that will be addressed in 2014. 	

C1/21

Priority Program #7 Healthy Austin

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Promoting Active Transportation	<ul style="list-style-type: none"> Adopted the first phase of revisions to the Transportation Criteria Manual to include a Vision and Goals section in line with Imagine Austin. Partnered with PARD and the Million Mile Month Organization to challenge Texas to accomplish one million miles of walking, running, swimming, riding, and skateboarding during the month of April 2014. Austinites logged a total of 12,219 miles. 	http://library.austintexas.gov/event/million-mile-month-54589
Improving Access to Healthy Food	<ul style="list-style-type: none"> 6000 informational flyers on local farmers markets on how to use SNAP benefits at the markets. Permitting for four community gardens on public land. 3.63 acres of produce was grown in FY 2013. New Environmental Food Policy Manager position was hired in Office of Sustainability to coordinate cross departmental food related policy efforts. Working with small grocery and convenience stores to incorporate healthy food offerings and becoming St David's Hospital Healthy Dining Program certified. Partnering with the Sustainable Food Center to provide education and outreach to residents of 78702 for community/home/school gardens and healthy food preparation classes. Working with the Purchasing Department to provide technical assistance on a new Request for Proposals for City vending services to include higher standards for foods and beverages sold in vending machines on City property. 	
Enhancement of Public Spaces	<ul style="list-style-type: none"> \$5 million in agreements between PARD and private entities for improvements and ongoing maintenance to Downs Mabson Field and Norwood Park. PARD also negotiated construction and maintenance agreements with the Goodnight development for build-out and maintenance of Onion Creek Metro Park. PARD reconstructed Bartholomew Pool from 2012 to 2014. The now re-opened pool features a variety of interactive and imaginative features for active play. PARD collaborated with Univision Austin on Unase Al Reto to help residents discover the benefits of leisure. March-October 2013, 1,058 people (95 percent of them Hispanic) participated in eight events including exercise workshops and walks on park system trails. PARD adapted the National Recreation and Park Association's "I Love My Parks and Recreation" campaign for our city. 	
Promoting Active Transportation	<ul style="list-style-type: none"> Developed an action plan for walkability. Created Pedestrian Advisory Council. Formed WalkAustin. Reviewed Colony Park Master plan for connectivity. 	
Tobacco Cessation	<ul style="list-style-type: none"> Managers guide to Smoke Free Housing created for six affordable housing properties. Article published in APA Planning Magazine. Identified new locations around Austin to be identified as Smoke Free. 	

C1/22

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Making Austin Bicycle Friendly	<ul style="list-style-type: none"> • B-Cycle bike share program launched. • Construction of Boardwalk on Lady Bird Lake. • Installing bike fix stations in all 18 recreation centers. • Collaborating with Bike Austin & Public Works to provide education on cycle track use. • Set up bike parking and shower facility at St. Davids Episcopal Church for downtown bike commuters. • Collaborate with Ghisallo Foundation to establish bike parking in Rosewood Neighborhood. • Near completion of 12 new miles of concrete trails in north and east Austin. 	
Core Departments	Health and Human Services, Planning and Development Review, Parks and Recreation, Public Works, Austin Transportation	
Work Plan and Sub-teams	<ul style="list-style-type: none"> • This team is helping in the creation of the Community Health Improvement Plan as well as a number of initiatives including addressing obesity through Built Environment and Active Transportation, Recreation Opportunities, Healthy Food, Tobacco Cessation and Health Services. 	

C1/20



C1/24

Introduction

The Imagine Austin Comprehensive Plan was adopted by the Austin City Council in June 2012. Informed by broad community input, Imagine Austin provides a vision and roadmap for our community's future. This vision includes ensuring the city "will be safe and affordable; promote physical activity, community engagement, and inclusion; make amenities and services easily accessible to everybody; and contribute to Austin's unique community spirit" for current and future residents.

The City Charter (Article X, Section 5) requires the Planning Commission to provide an annual report to City Council about the implementation of the comprehensive plan.

The second Annual Report provides key facts and highlights accomplishments from September 2013 to September 2014. While not an exhaustive listing of all activities of all City departments, it summarizes the activities taken to implement the plan. While this report focuses on accomplishments, issues such as traffic, drought and affordability continue to challenge us



C1/25

ORGANIZATION OF THE ANNUAL REPORT

This report focuses on how the City is implementing the plan and it highlights the five point implementation process the City is utilizing to make the plan a reality. The five steps include education and engagement; internal alignment; including the eight priority programs; regulations; public investment; and partnerships to accomplish the plan's vision.

This report also contains two appendices:

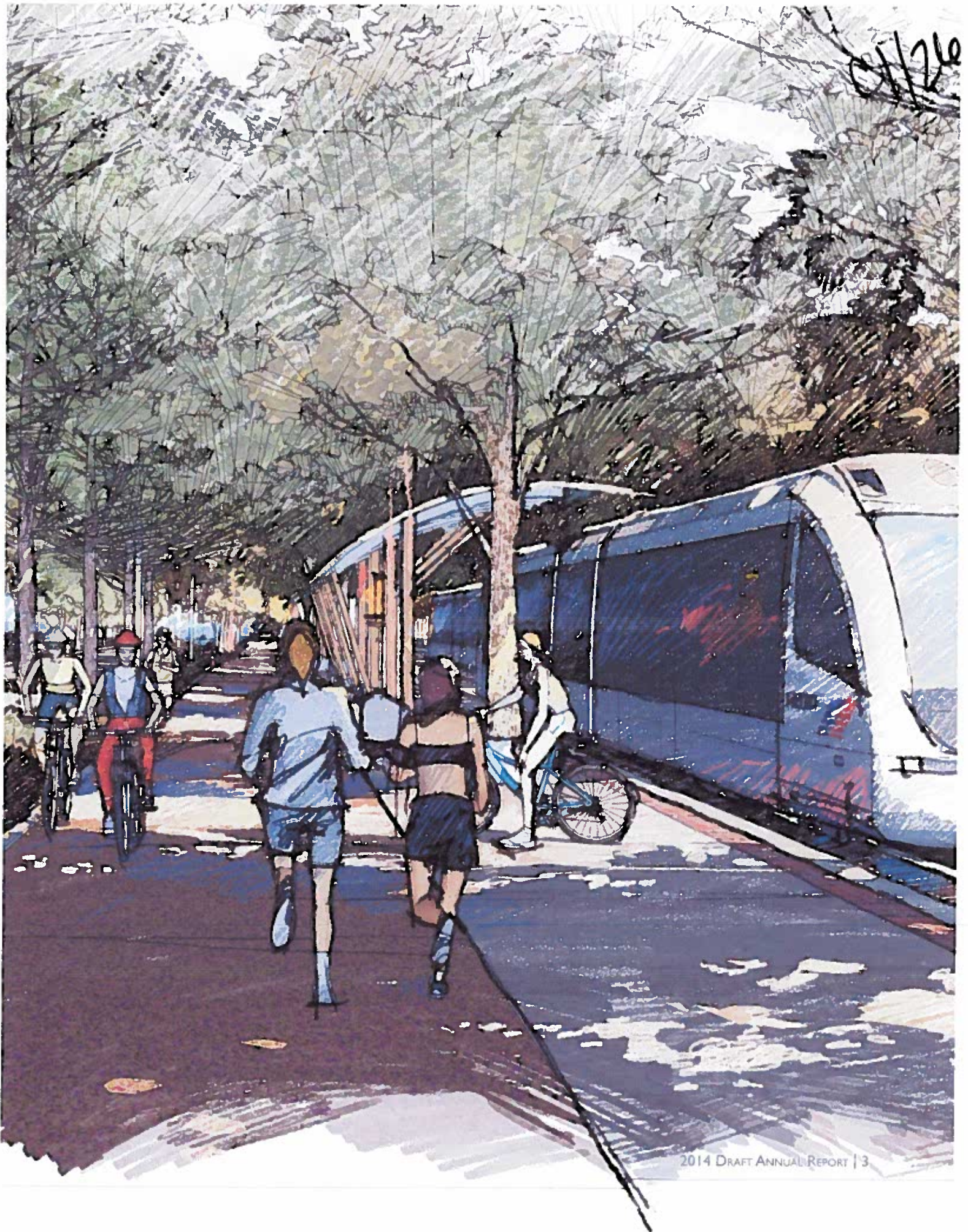
1. Appendix 1: contains an Action Matrix listing the status of Imagine Austin actions that fall under priority program topics. For a full list of the actions for achieving the plan's vision and goals, see Imagine Austin, p.228-266.

KEY CONCEPTS

Sustainability and Complete Communities

Imagine Austin is a broad plan covering many areas that, when realized, will make Austin a better place to live, work, and play. Two major themes of Imagine Austin are "Complete Communities" and "Sustainability." While the details of both reveal differences, at a high level complete communities and sustainability are similar. As written in the plan, "sustainability means finding a balance among three sets of goals: 1) prosperity and jobs, 2) conservation and the environment, and 3) community health, equity, and cultural vitality. It means taking positive, proactive steps to protect quality of life now and for future generations." Complete communities are "safe and affordable; promote physical activity, community engagement, and inclusion; make amenities and services accessible to everybody, and contribute to Austin's unique community spirit." To effectively address the themes of sustainability and complete communities, Imagine Austin covers the built and natural environment, economy, and equity topic areas. Since its adoption, Imagine Austin has been recognized by peer groups and was honored in April 2014 with the American Planning Association's inaugural "Sustainable Plan Award." This award "honors those projects, policies, plans and people who show exemplary scholarship, leadership and inspiration in sustainability planning and implementation."

Complete communities and sustainability informs the 2013-2014 initiatives highlighted in this report.



C1/27

Five-Point Implementation Program

C1/28

Five-Point Implementation Program



The City of Austin is implementing its comprehensive plan through a five-point program:

1. **Education & Engagement**
2. **Internal Alignment, which includes eight priority programs**
3. **Regulations**
4. **Public Investment**
5. **Partnerships**

This section describes these five programs and details how they have made progress towards implementing Imagine Austin. One should note that while these steps are separated in this report, many initiatives cut across numerous implementations steps.

C1/29

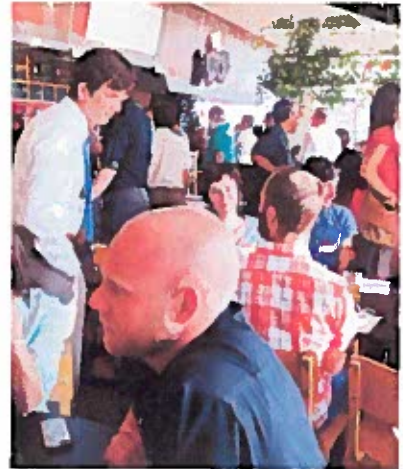
1 EDUCATION & ENGAGEMENT

The City of Austin continues to expand its education and outreach efforts with a goal of attracting more engaged supporters who take action to make a better community. Public awareness, understanding, and support of the plan are critical to its successful implementation.

The City is using various types of media and forums to educate the public about the plan, show them the City is working to achieve the vision, and get them more involved with community issues.

Imagine Austin Meetup

Building off a 2014 South by Southwest Interactive panel discussion called "Austin, a City with a Soul," the Imagine Austin Meetup was launched. The purpose of the Meetup is to provide idea generation, dialogue that leads to action, and the creation of networks and partnerships that further Imagine Austin. The Meetup has a fun and safe atmosphere for people to engage with others who share their interests. The first Meetup was held at the downtown Whole Foods and focused on the essence of Austin. The second Meetup focused on transportation and was at the Black Star Co-Op Pub & Brewery.



The second Imagine Austin Meetup, held in June 2014 at Black Star Coop, focused on transportation issues and ideas.

Imagine Austin Speaker Series

The City is working to build a culture of common understanding and collaboration through the Imagine Austin Speakers Series. In 2013-14, the Speakers Series brought in nationally-renowned experts to help educate citizens and staff on key issues. The series has expanded to include not only Compact and Connected and Healthy Austin priority programs but also Household Affordability, Workforce Development and Local Business, and Creative Economy.

All events have been co-sponsored by community business and nonprofit groups, as well as multiple City departments. Most of the speakers have drawn an audience of 150 or more Austinites, and all of the presentations have been recorded by ATXN. These broadcasts can be viewed on the web.

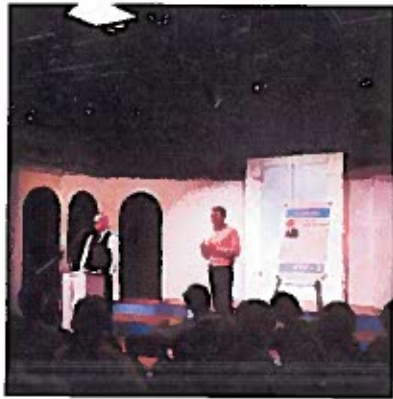


Watch videos of previous talks here: www.austintexas.gov/blogs/content/1780/imagine-austin-speaker-series

IMAGINEAUSTON
SPEAKER SERIES

C1/30

SPOTLIGHT: 2013-2014 SPEAKERS SERIES



- ★ **John Orcutt**, the New York City Department of Transportation Policy Director, **Roger Geller**, the Bicycle Coordinator for the City of Portland, and **Nathan Roseberry**, with the Chicago Department of Transportation, shared insights and best practices at the “Get on Your Bike and Ride! ...to the Cities for Cycling Roadshow.”
- ★ **Shelley Poticha** of the Natural Resources Defense Council, was the keynote speaker at “Housing + Transit: Getting on Track in Austin.” A panel included **John-Michael Cortez** of Capital Metro, **Mandy De Mayo** of HousingWorks Austin, **Kyle Keahey** of Project Connect, and **Garner Stoll**, former Assistant Director of the Planning and Development Review Department. This forum focused on linking transit and affordable housing policies in our region to build sustainable communities.
- ★ **Jeff Speck**, best-selling author, city planner and urban designer, spoke on how to create a more walkable Austin.
- ★ **John Harthorne** of Mass Challenge discussed how Austin can support local businesses and promote a healthy start-up environment.
- ★ **Ann Murkusen** of the University of Minnesota spoke how artists, C1 arts organizations, cultural industries and cultural activity act as regional economic and quality of life catalysts.
- ★ **Maria Rosario Dawson** of the Urban Institute talked about the role of arts and culture in communities.
- ★ **Mark Stern**, a professor at the University of Pennsylvania, described how arts and culture contribute to city life and helped to launch the City’s Cultural Asset Mapping initiative.
- ★ **Richard Froeschle** of the Texas Workforce Commission will speak in October about workforce development opportunities.

Compact and Connected Training Program

In spring 2013, the City launched an in-depth training program to educate key City staff about their roles in implementing Imagine Austin’s “Compact and Connected” policies. The “C+C” Course trained 100 City leaders from over 15 different departments in the first year. It will continue to be offered, and adapted for different audiences. The curriculum covers the principles and many benefits of compact and connected development patterns, in contrast to the costs of the growth patterns of the past 50-60 years. Seminar topics included planning, transportation, and urban design, considering the social, economic, placemaking, health, and environmental costs and benefits. City management, department directors, and key staff across departments have learned together about how the planning and design of Austin and its transportation system can positively or negatively affect the economy, sustainability, walkability and livability of our community. The ongoing cross-departmental training provided through the C+C Course demonstrates and implements the City’s commitment to achieve a more compact and connected Austin over time.



C1/31

Community Events

The City continues to participate in community events to spread the word about Imagine Austin. One highlight was being invited to the 2014 South by Southwest Interactive panel discussion "Austin, a City with a Soul" which was carried forward by the Imagine Austin Meetup. The City hosted the TEDxCity 2.0 event and asked participants for ideas of how to address some of the plan's goals. The results were provided to priority program teams. The City also participated at the TEDxYouth@Austin event to discuss community issues with area high school students.

Imagine Austin is engaging local and even international communities to continue the conversation about the challenges the city faces and the opportunities ahead. A delegation from the Chengdu, China met with the City to learn how the plan addresses our major challenges. A discussion with Leadership Austin's Experience Austin class centered on the principles of the plan, how the City is working to address major issues, and how they can be more involved in the community. An Imagine Austin information booth was at a number of events including the 2014 Black History Program – The Golden Jubilee of the Civil Rights Act. Combined, the City met with over 800 people in the past year.

Leadership Austin's Imagine One Austin Information Series where candidates and the public can receive baseline information about Austin and the region's most pressing issues, organized around Imagine Austin Building Blocks.

City Shaping News and Blog

Imagine Austin continues to produce the monthly eNewsletter City Shaping News which communicates Imagine Austin-related news, events, issues, and achievements to the public and across City departments.

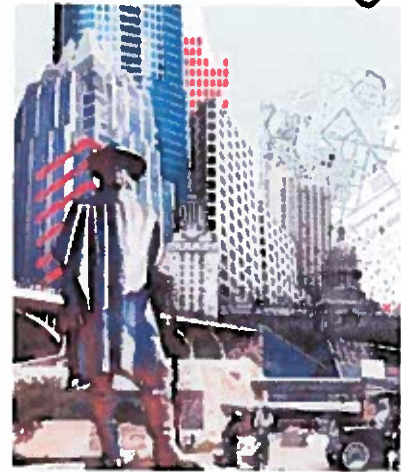
To date the newsletter subscription list includes over 3,900 key City staff and community members, with a goal of reaching 5,000 subscribers within a year. All newsletter articles are posted to the Imagine Austin blog, where they remain archived and available to the public.

BookPeople

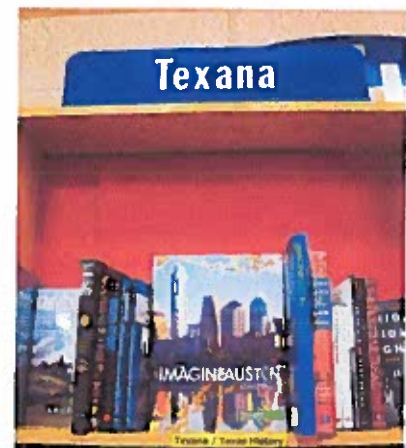
Having copies available for sale in high traffic areas is an innovative way to keep the public informed. BookPeople agreed to sell the plan and has sold over 70 copies since 2013.

Imagine Austin Book Club and Book List

Books about planning, design, architecture, and other topics addressed in Imagine Austin are another important education tool. A list of classic through contemporary books, including some of those written by Speakers Series presenters such as Jeff Speck and Ellen Dunham-Jones, have been added to the Imagine Austin website. The City plans to launch two book clubs this fall that should spark lively conversation and increase knowledge about planning issues. One will focus on the public while the other will be for City staff.



TEDxCity 2.0 photo



Pick up your copy today!



Read the Imagine Austin

blog: [www.austintexas.gov/](http://www.austintexas.gov/blogs/imagine-austin/1779/)

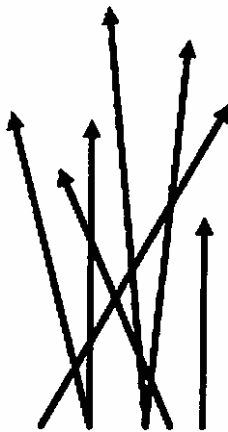
blogs/imagine-austin/1779/

[Imagine-Austin-blog](http://imagine-austin-blog)

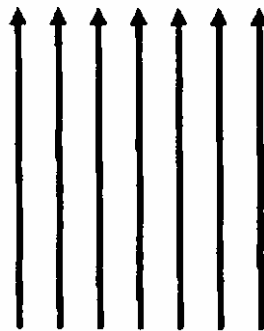
2 INTERNAL ALIGNMENT

Fulfilling the big-picture vision of the Imagine Austin requires the City of Austin to take a more collaborative, cross-departmental approach to major initiatives. With this in mind, City staff has developed ways to better integrate department work programs, decision-making, and long-range budgets.

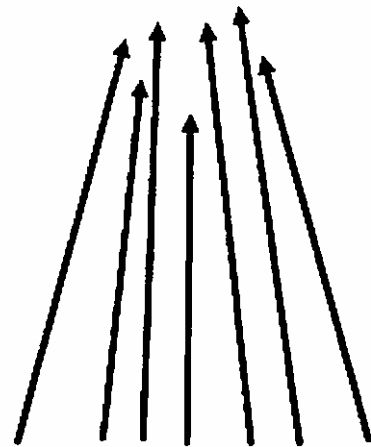
Each City department and community partner has expertise to contribute, and each can learn from others. The principles of Imagine Austin cannot be achieved by departments or nonprofits working in isolation; rather, Imagine Austin's vision requires a more holistic approach. The primary tool for this alignment is the priority program teams.



The Past?



The Present?



The Future?

Topic Group	Priority Program
Compact and Connected	<ol style="list-style-type: none"> 1. Compact and Connected: Invest in a compact and connected Austin. 8. CodeNEXT: Revise Austin's development regulations and processes to promote a compact and connected city.
Nature and City	<ol style="list-style-type: none"> 2. Sustainable Water: Sustainably manage our water resources. 4. Green Infrastructure: Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city.
Creativity and Economy	<ol style="list-style-type: none"> 3. Workforce Development: Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses. 5. Creative Economy: Grow and invest in Austin's creative economy.
Healthy and Affordable	<ol style="list-style-type: none"> 6. Household Affordability: Develop and maintain household affordability throughout Austin. 7. Healthy Austin: Create a Healthy Austin program.

Priority Programs

ABOUT PRIORITY PROGRAMS

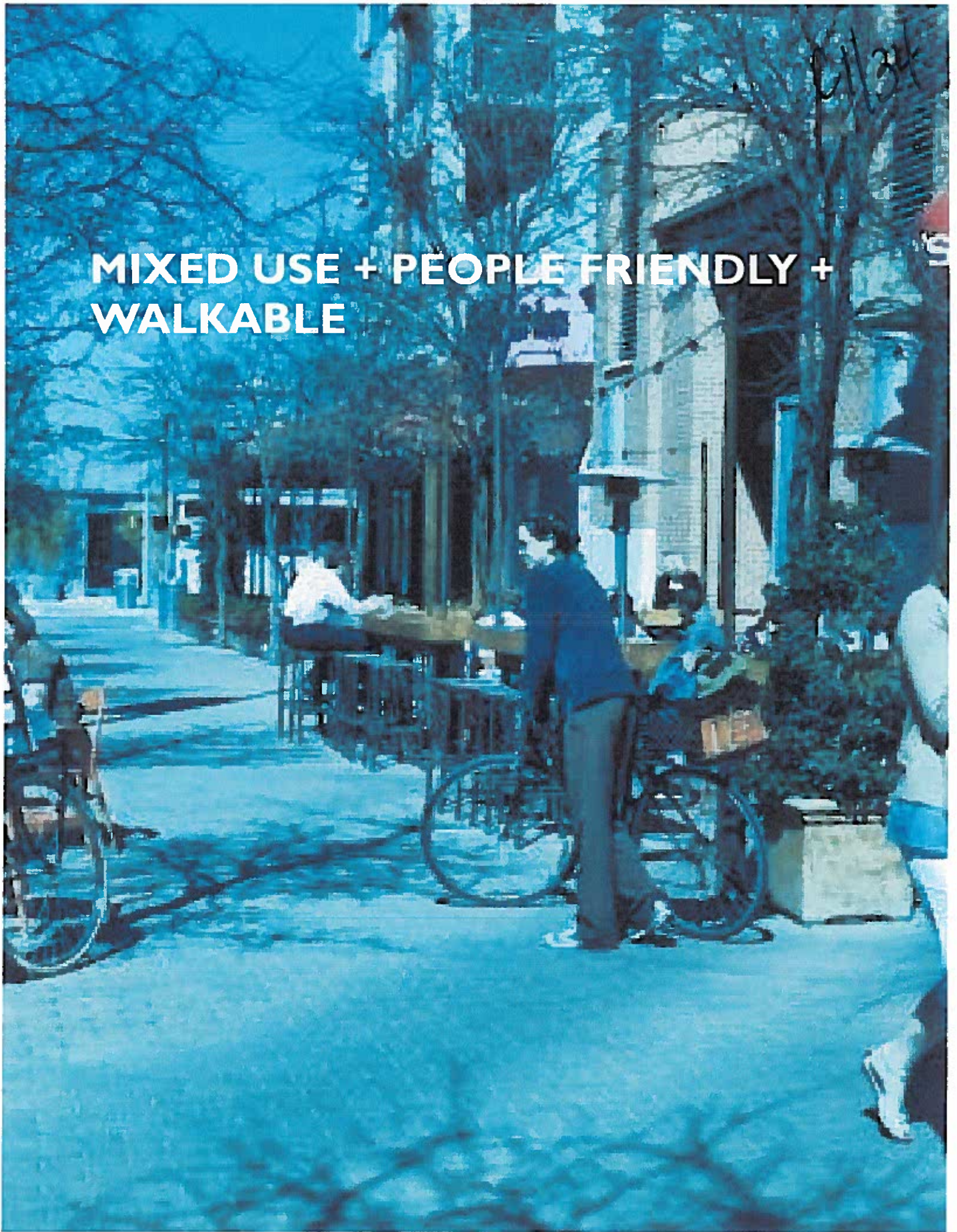
One of the ways the City is implementing some of Imagine Austin's biggest initiatives is through eight priority programs. Priority programs group related Imagine Austin policies and actions that cut across multiple departments. Each priority program has an interdepartmental and interdisciplinary team to ensure a collaborative focus on that priority program. All priority program teams act as a filter for relevant City and external initiatives to advise how an initiative aligns with Imagine Austin as well as provide technical expertise. Another primary function of the teams, some more than others, call for them to create collaborative work products. Priority programs provide a structure that "will allow the City of Austin to more efficiently coordinate its operations, investments, and the provision of core services" (Imagine Austin, p. 186).

Chapter 5 (see Imagine Austin, p. 185-226) details the purpose, work program, and goals of each of the eight priority programs. The eight priority programs are organized into four topic groups, each containing two priority programs.

Much of the work in the first year of implementing Imagine Austin involved establishing these interdepartmental priority program teams and defining how they are responsible for achieving the work plans associated with each program. 2013-14 saw these teams make significant progress in achieving their work plans. The listed accomplishments summarize what was achieved under that priority program including priority program team efforts as well as related City and community accomplishments.

The eight priority programs can be grouped into four related topic areas as shown in the graphic. The following priority program section is arranged by highlights, a spotlight story or two, and a list of all other initiatives and achievements.

**MIXED USE + PEOPLE FRIENDLY +
WALKABLE**



C1/35

COMPACT & CONNECTED

Priority Program 1: Invest in a compact and connected Austin

See page 187 of Imagine Austin for more information on Priority Program 1.

Core Departments

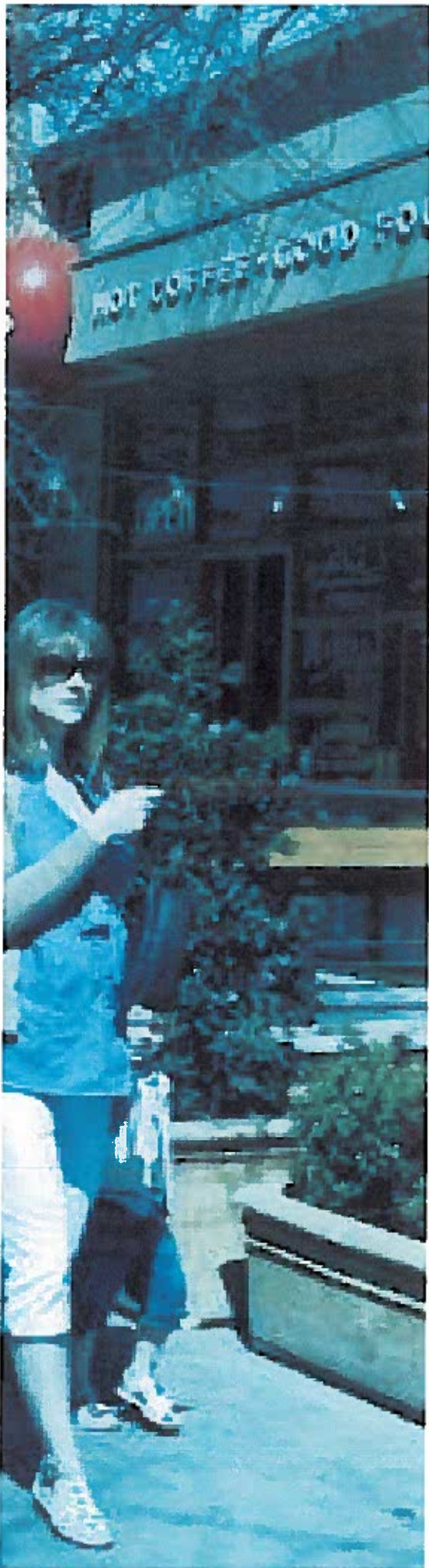
Planning and Development Review, Austin Transportation, Public Works, Economic Development, Capital Planning Office

Priority Program 8: CodeNEXT

See page 207 of Imagine Austin for more information on Priority Program 8.

Core Departments

Planning and Development Review, Austin Transportation, Public Works, Economic Development, Watershed Protection, Neighborhood Housing and Community Development, Health and Human Services, Capital Planning Office, Austin Energy, Austin Fire, Austin Resource Recovery, Austin Water, Aviation, Code Compliance, Communication and Technology Management, Law Department, Parks and Recreation, Office of Real Estate Services



C1/36

Priority Program 1: Invest in a compact and connected Austin

Major Initiatives and Key Accomplishments



Imagine Austin identifies that Austin's streets should work better for all Austinites, regardless of mode. Image: WRT.



Austin became more bike friendly this year.

Complete Streets Policy

Austin Transportation Department (ATD) led a cross-departmental initiative to develop a Complete Streets Policy for the City of Austin. It was adopted by City Council in June 2014. Members of the Compact and Connected Priority Program Team played key roles in developing the policy, which was called for in the Imagine Austin Action Matrix and a December 2013 City Council resolution. The policy is inclusive of Green Streets and urban design, public realm, and place making goals. Implementation initiatives have been defined for the coming year. See Spotlight on page 64.

Implementation of Bicycle and Sidewalk Master Plan and Development of Urban Trails Master Plan

The draft Urban Trails Master Plan and draft update to Bicycle Master Plan will be presented to City Council for adoption in fall 2014. Implementation highlights from the last year include:

The construction of over 66,000 linear feet of ADA compliant sidewalks, and ADA improvements to bus stops.

Implementation of 39 miles of new and improved bike lanes including construction of 10 miles of new protected bike lanes, and launch of the successful B-Cycle bike share program resulting in a Central City bicycle mode share of 5.5%.

Completion of 7 miles of Urban Trails including portions of the Lady Bird Lake Boardwalk, Southern Walnut Creek Trail, and Red Line Trail.

Installation of Pedestrian Hybrid Beacons and Accessible Pedestrian signals throughout Austin.

C1/31



Very few people would argue MoPac functions as well as it could or is accommodating to anyone other than drivers.

Corridor Enhancements to Improve Mobility

The community continues to make various efforts to improve mobility throughout the city. Some of the efforts include:

- o Partners working together by planning a range of improvements in IH 35 Corridor
- o Beginning construction of express lanes and accompanying bicycle and pedestrian improvements along the MOPAC Corridor.
- o Completing in-depth corridor studies related to improvements along North Lamar Blvd./Burnet Road, East Riverside Drive, East Martin Luther King Jr. Blvd., and Airport Blvd. For the first set of roadway improvement projects identified, preliminary engineering has been largely completed.
- o Commencing the engineering and design phase of the North Lamar/Burnet and East Riverside Drive improvements with construction anticipated to begin in late 2015 or early 2016.



Illustration of Seaholm redevelopment concept.

Targeted Investments in Redevelopment of Activity Centers

The Economic Development Department and other City Departments have worked with the private sector to:

- o Begin Construction of Seaholm and Green Water Treatment Plant Developments and New Central Library
- o Continue to build out Mueller

For More Information on Priority Program I



Complete Streets Policy:

www.austintexas.gov/sites/default/files/files/Transportation/CompleteStreetsPolicyFINALDRAFT.pdf

Bicycle and Sidewalk Master Plan and Urban Trails Master Plan:

Project Connect: www.projectconnect.com

C1/38

SPOTLIGHT: PROJECT CONNECT

Project Connect is a partnership among the Central Texas transportation agencies responsible for implementing the high-capacity transit component of the CAMPO 2035 Plan and is participating in the 2040 Plan update.

- ★ **Central Corridor.** In May 2014 the project team recommended a 9.5 mile urban rail route with 16 stations as the Locally Preferred Alternative for the Central Corridor. This service would operate at 10 minute peak and 15 minute off-peak frequency. The recommended alternative was endorsed by the Central Corridor Advisory Group, City Council and Capital Metro Board in June.
- ★ **North Corridor.** Capital Metro's locally preferred alternative includes the extension of existing MetroRapid lines to Round Rock, Georgetown and Pflugerville; Express service linking Hutto and Pflugerville to Austin via the MoKan Corridor; Connect bus service from Hutto to Round Rock, from Round Rock to Cedar Park, and from Manor to Tech Ridge and the emerging transit hub of Highland Mall; and new Park & Ride facilities in Round Rock, Hutto, Pflugerville, Webberville, and more.
- ★ **MetroRail.** MetroRail ridership continues to climb, surpassing last year's total. In September 2013 USDOT Secretary, Anthony Foxx, was in Austin to award a TIGER V grant for \$11.3M as part of a \$27.2M project to upgrade the Red Line, improving speeds, increasing frequency, and dou



01/39

- ★ **Increasing freight capacity.** Capital Metro selected Endeavor to develop vacant land it owns just west of the Plaza Saltillo station.
- ★ **MetroRapid.** Two major new high-capacity rapid bus routes along North Lamar Boulevard/South Congress Avenue and Burnet Road/ South Lamar Boulevard began operation in 2014.
- ★ **MoPac Improvement Project.** This project will provide new tolled Express Lanes along MoPac between Parmer Lane and Cesar Chavez Street and include aesthetic enhancements, bicycle and pedestrian improvements, and the construction of sound walls. The project is expected to begin operation by 2015.
- ★ **Lone Star Rail.** The Lone Star Rail District has been working with state and local governments to provide intercity passenger rail service to connect Austin to San Antonio and Georgetown along the existing Union Pacific rail line.



C1/40

Priority Program #1 Compact and Connected

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Revision of Subdivision Code and Transportation Criteria Manual	<ul style="list-style-type: none"> Amendment of Transportation Criteria Manual to include a Vision and Goals that are consistent with Imagine Austin Agency coordination and development of draft revisions to subdivision regulations 	http://austintexas.gov/departments/subdivision-regulations-revisions
Implementation of Great Streets Master Plan	<ul style="list-style-type: none"> Reconstruction of 22.5 block faces through Great Streets Development Program and in partnership with Public Works Department 	http://www.austintexas.gov/publicworks/capital-improvement
Facilitation of redevelopment in activity centers, including the Seaholm District in downtown Austin	<ul style="list-style-type: none"> Construction begun on Seaholm and Green Water Treatment Plant redevelopments and New Central Library To date, the redevelopment of Mueller (the City's former municipal airport) has resulted in 1,900 dwelling units, 1.8 M SF of Commercial and Retail space, 75 acres of parks, and 4.75 miles of trails. 	
Reinvestment in existing infrastructure in the urban core including water lines, storm drains, and streets	<ul style="list-style-type: none"> Upgraded aging water lines and undersized storm drains. Improved roadways, and repaired sidewalks 	http://www.austintexas.gov/publicworks/capital-improvement
Support of an integrated transportation system by the Austin Transportation Department	<ul style="list-style-type: none"> Continued deployment of advanced transportation management system (ATMS) to improve traffic flow and traveler information. Implementation of wayfinding system in downtown which will make it easier to navigate by foot or by bike and will help people find public parking. Continued Improvements to parking management including creation of parking benefit districts. 	http://www.austintexas.gov/sites/default/files/files/AMP_Report_2013_Online_Final.pdf
Core Departments	Planning and Development Review, Austin Transportation Department, Public Works, Economic Development, Capital Planning Office	
Work Plan and Subteams	<p>This cross-departmental team has worked monthly to advance its mission to "Convene, Connect, Inform, and Create" in order to advance a compact and connected Austin.</p> <ul style="list-style-type: none"> C&C Staff Training Program CodeNEXT guidance and oversight Complete Streets Policy Placemaking across departments Connecting staff and initiatives across departments Coordinated with CPO on development of a Long-Range CIP Strategic Plan 	

CA/HI



Priority Program 8: CodeNEXT

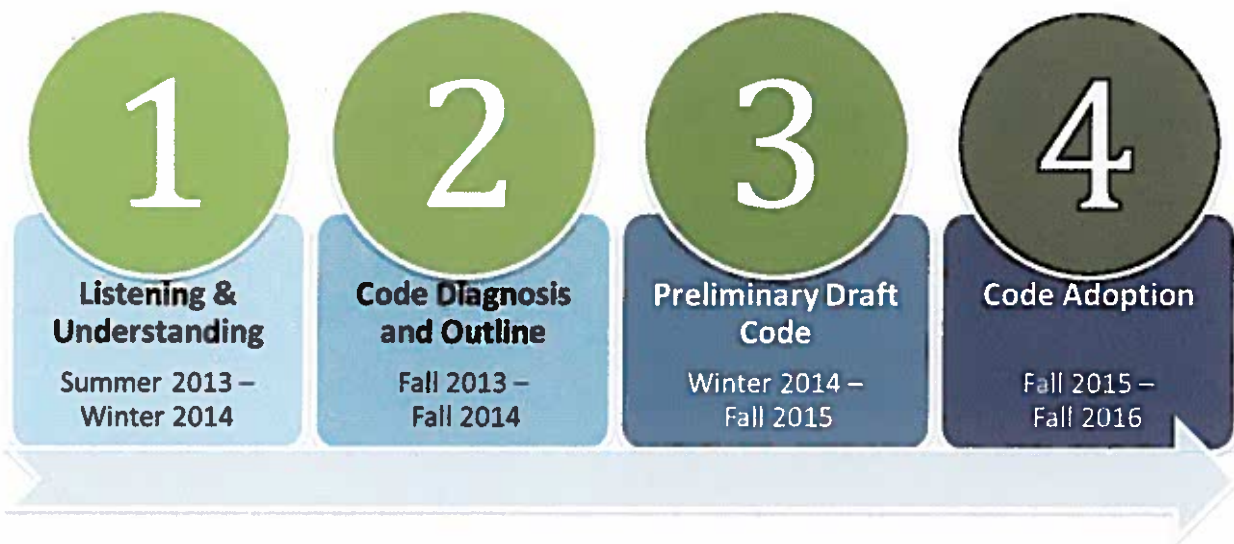
C1/42

Overview of the Code Revision Process

Groups Working Together to Update the Code:

- City Council.
- Planning Commission.
- City staff: The Planning and Development Review Department is leading the revision process, while other departments will serve in an advisory role, providing subject-matter expertise.
- Consultant team: A consultant team, led by Opticos, was unanimously selected by the City Council to provide expertise on the code revision process.
- CodeNext Advisory Group: An 11-member citizen advisory group was appointed by the City Council and the City Manager to provide feedback on the consultant team's work, assist in public outreach, and actively support the code update.

After an initial planning and preparation stage, there are four main steps in the code revision process. Each step includes review by the general public, major stakeholders, the CodeNext Advisory Group.



C1/43

Key Accomplishments 2013-2014



Completion of Phase 1: Listening and Understanding

Listening and understanding are a crucial aspect of the code revision process. As such, the CodeNEXT team conducted an extensive outreach campaign including:

- 24 in-depth interviews with diverse stakeholders
- 46 small group interviews
- 7 listening sessions
- 3 Community Character Workshops



Release of the Code Diagnosis and Listening to the Community Report

The public engagement from Phase 1 resulted in two required reports for Phase 2: the Listening to the Community Report and the Code Diagnosis. The community is in the process of reviewing these documents and providing feedback to the CodeNEXT team, including at the "Cracking the Code" forum held in May. CodeNEXT will continue with education forums such as CodeTALK as well as the Speakers Series.

To date, over 1,500 people have participated in CodeNEXT. CodeNEXT will continue to listen to the community throughout the entire process.



Community Character Manual

The Community Character Manual focuses on cataloging and naming the physical elements that make Austin the great place it is. The goal of the manual is to document the patterns, form, and character of each neighborhood to provide a foundation for good planning and policy decisions within the City of Austin. To achieve this, the manual compiles the photographic documentation and analysis mapping for each of the 103 Neighborhood Reporting Areas within the City of Austin. This is an extraordinary effort to compile this type of community form and character information within the City.



Read the Imagine Austin

blog: [www.austintexas.gov/](http://www.austintexas.gov/blogs/Imagine-Austin/1779/Imagine-Austin-blog)

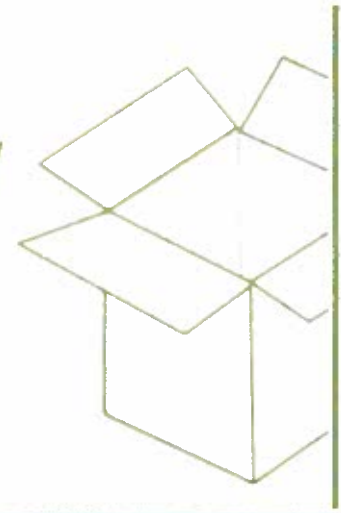
[blogs/Imagine-Austin/1779/](http://www.austintexas.gov/blogs/Imagine-Austin/1779/Imagine-Austin-blog)

[Imagine-Austin-blog](http://www.austintexas.gov/blogs/Imagine-Austin/1779/Imagine-Austin-blog)

01/44

CODENEXT SHAPING THE AUSTIN WE IMAGINE

Community Character in a BOX



SPOTLIGHT: COMMUNITY CHARACTER IN A BOX

CodeNEXT created an unprecedented effort to document the existing character of every part of Austin. “Community Character in a Box” is a hands-on way for Austinites to get with their neighbors and get involved with CodeNEXT. It is a do-it-yourself kit to capture the assets, constraints, and opportunities for improvement in a neighborhood — documented both with photos and on maps. The steps are easy and fun and include:

- ★ Discussing and mapping a community with a group of neighbors to identify the places that are assets, constraints and opportunities.
- ★ Photographing and documenting a community by taking photos of buildings, sidewalks, parks, streetscapes – capturing typical conditions and unique aspects.

To date a total of 197 boxes have been distributed to residents and 106 have been returned. The results cover 63 of the 103 reporting areas with over 3,000 photographs submitted by residents. The results were included in the first edition of the Community Character Manual.

For More Information on
Priority Program 8



The Imagine Austin website's page for
CodeNEXT:

www.austintexas.gov/codenext

22

Priority Program # 8 CodeNext

C1/46

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Completion of Phase 1: Listening and Understanding	<ul style="list-style-type: none"> Solicited case studies of real projects on the ground. Community Ambassadors Created an interdepartmental team and PDRD team; the teams gathered input from city staff and reviewed and commented on work products. Held 34 small group meetings with stakeholder groups. SpeakUpAustin online forum. Held two quarterly trainings with the Neighborhood Plan Contact Teams. Community Character in a Box (See Spotlights for more information). Ten meetings with the Code Advisory Group from September 2013 to May 2014 Four 4 meetings with the Code Advisory Group Working Group on Envision Tomorrow One Work Session with City Council Three presentations to City Council's Comprehensive Planning and Transportation Committee Four presentations to Planning Commission Nine presentations to City Boards and Commissions 88 media stories from September 2013 to May 2014 	http://www.austintexas.gov/codenext
Phase 2: Code Diagnosis: Community Viewpoints and Issue Papers	<ul style="list-style-type: none"> Community Viewpoints and Issue papers help foster a deeper discussion of critical code issues such as affordability, compatibility, the development process and more. Community Viewpoints and Issue Papers have been submitted by these organizations: American Society of Landscape Architects (ALSA) Austin Austin Independent Business Alliance: Local Business Stories Austin Neighborhoods Council Austin Quick Service Restaurant Coalition Home Builders Association (HBA) of Greater Austin Housingworks: LDC and affordability Old West Austin National Register Historic District Preservation Austin Real Estate Council of Austin: Working Group Input Sustainable Neighborhoods: Achieving child-friendly infill development in Austin's early suburbs Urban Land Institute-Austin: Technical Assistance Panel 	http://www.austintexas.gov/department/work-products

C1/47

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Phase 2: Code Diagnosis: Community Ambassadors	<ul style="list-style-type: none"> Recruited over 20 individuals to serve as Community Ambassadors and conducted three training sessions. Ambassadors volunteer to help the CodeNEXT team cultivate ongoing participation and leadership activities in traditionally underrepresented communities 	http://www.austintexas.gov/department/get-involved-0
Core Departments	Planning and Development Review, Austin Transportation, Public Works, Economic Development, Economic Development, Watershed Protection, Neighborhood Housing & Community Development, Health & Human Services, Capital Planning Office, Austin Energy, Austin Fire, Austin Resource Recovery, Austin Water, Aviation, Code Compliance, Communications and Technology Management, Law Department, Parks and Recreation, Office of Real Estate Services.	
Work Plan and Subteams	The City has initiated the process to revise the Land Development Code (LDC), to update it and encourage future (re)development projects and patterns that result in a compact and connected city. The revision process is expected to be completed in 2016.	

C1/48

CONSERVATION + SUSTAINABLE + QUALITY OF PLACE

C1/49

Nature & City

Priority Programs 2 and 4 focus on improving the connection between people and the natural world. Priority Program 2 looks at ways to improve the supply and quality of our water, while Priority 4 emphasizes increasing the scope and vitality of our green infrastructure.

Priority Program 2: Sustainably manage our water resources

Core Departments

Austin Water, Watershed Protection

Priority Program 4: Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city

Core Departments

Watershed Protection, Planning and Development Review, Public Works, Parks and Recreation, Austin Energy, Austin Water, Office of Sustainability, Austin Fire, Office of Real Estate Services, Austin Resource Recovery, Neighborhood Housing and Community Development, Austin Transportation, Building Services, Aviation

C1/50

Priority Program 2: Sustainably manage our water resources

Major Initiatives and Key Accomplishments



Protecting Creeks, Lakes and Aquifers

The Watershed Protection Department, Austin Water and their partners have initiated a number of actions to protect our creeks, lakes, and aquifers including:

- Developing a plan to reduce fecal contamination in four Austin impaired creeks.
- In June, Council adopted revisions to the Land Development Code to implement some of the recommendations of the Lake Austin Task Force.
- Completing a Habitat Conservation Plan for the operation of Barton Springs Pool, written by salamander biologists, leading to the approval of a new permit by US Fish and Wildlife Service.
- Continuing to monitor 122 creeks in 50 watersheds for the Environmental Integrity Index.
- Austin Water strengthened environmental protections for on-site sewage facilities by amending applicable regulations.

Awards for Austin Water

Austin Water was honored many times this year for water quality and conservation achievements. For example, Austin Water received awards for water conservation from the Texas Water Development Board's Water Conservation Advisory Council and the Texas section of the American Water Works Association. Additionally, Austin Water was recognized by the American Water Works Association's Partnership for Safe Water for maintaining a particular award for water treatment at the Ullrich Water Treatment Plant for 15 years in a row and by the National Association of Clean Water Agencies for achieving 100% compliance with federal National Pollutant Discharge Elimination System (NPDES) water quality requirements at both major wastewater treatment plants for four years in a row. They also received an award from BAE Systems for the provision of reclaimed water to BAEs' Austin facility.

AKB

SPOTLIGHT: REDUCING WATER CONSUMPTION

The Central Texas region is in the seventh year of a historic drought and, if drought conditions persist, the current drought is on course to become worse than the Drought of Record. Austin Water Utility's drought response is in full effect and Stage 2 watering restrictions that limit watering to only one day per week have been in place almost continuously since Fall 2011. While Austinites responded resoundingly to the City's calls to decrease water use since even before the drought started, that response has strengthened as the drought has intensified. As a result of the public's commitment to saving water and strategic management by the City in the form of extensive public outreach, reclaimed water use, targeted water conservation programs and drought restrictions, overall water use continues to fall. In fiscal year 2013, Austin achieved one of the lowest average annual water use figures recorded in modern Austin Water history: 136 Gallons Per Capita Per Day (GPCD). Austin is well on track to meet the 140-GPCD goal set by the City Council for 2020. Without this reduction in water use, in late summer 2013 the amount of water in lakes Travis and Buchanan, which serve as Austin's water supply, likely would have reached the lowest levels in their history. Austin's community response to water conservation and reducing consumption in the drought continues to be significant. Austin is committed to continuing to implement effective water conservation programs and is prepared to implement additional Drought Contingency Plan (DCP) stages, as may be necessary as the drought continues.



SPOTLIGHT: WATERSHED PROTECTION ORDINANCE

Austin streams will stay cleaner thanks to a new Watershed Protection Ordinance (WPO), a comprehensive overhaul of Austin's environmental and drainage code adopted by City Council in October 2013. The City held an extensive series of stakeholder meetings with more than 200 participants to obtain public input. Central to the discussion were ways to incorporate the community's vision as expressed in Imagine Austin.

At the core of the WPO are three interrelated changes: better stream buffers, improved floodplain protections, and increased erosion hazard provisions. These changes are designed to foster the recovery and reforestation of degraded waterways to better protect streams, rivers, and lakes downstream—preserving our water quality. By improving the protection of creeks and floodplains citywide, the ordinance builds a solid foundation of protected and connected green infrastructure from which to begin integrating other city priorities such as trails, community gardens, and parks.

A key theme of the ordinance is the imperative to halt development patterns that degrade the environment and result in unsustainable public repair expenses. The new regulations will allow the same overall density (building footprint) while better keeping development safely back from waterways, promoting more compact and connected sites.

For More Information on
Priority Program 2



<http://www.austintexas.gov/page/sustainablewater>

C1/52

Priority Program #2 Sustainable Water

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Update the current Watershed Master Plan to include other watersheds, and implement strategies to protect and enhance water quality and supply, reduce flood risk, and prevent erosion.	<ul style="list-style-type: none"> Continued to update and implement the Watershed Master Plan. 	http://austintexas.gov/department/master-plan-0
Participate in state and regional water resource planning	<ul style="list-style-type: none"> Hosted the Kent Butler Summit to continue work on the 2005 Barton Springs Regional Water Quality Protection Plan with a new focus on wastewater issues. 	http://kentbutlersummit.com/
Permanently preserve areas of the greatest environmental and agricultural value.	<ul style="list-style-type: none"> Purchased four tracts using the 2012 Open Space bond funds, permanently protecting over 1,700 acres over the recharge zone. 	http://www.austintexas.gov/department/water-quality-protection-land
Reinvestment in existing infrastructure in the urban core including water lines, storm drains, and streets	<ul style="list-style-type: none"> Upgraded aging water lines and undersized storm drains. Improved roadways and repaired sidewalks. 	
Encourage design and building practices that reduce the environmental impact; strengthen flood control, erosion, and water quality programs	<ul style="list-style-type: none"> Strengthened environmental protections for on-site sewage facilities (OSSFs) by amending OSSF regulations 	http://www.austintexas.gov/ossf
Austin Water Utility Master Plan	<ul style="list-style-type: none"> Service at Water Treatment Plant 4 scheduled to begin 2014. 	
Preserve Austin Water Utility financial stability and balance costs to Austin residents	<ul style="list-style-type: none"> Completed a water and wastewater impact fee update and modified the collected fee structure to generate revenue to fund or recoup the costs of capital improvements or facility expansions necessitated by and attributable to new development 	http://www.austintexas.gov/department/water-and-wastewater-impact-fee-update-documents
Core Departments	Austin Water Utility, Watershed Protection	
Work Plan and Subteams	<ul style="list-style-type: none"> Identified key staff members unique to each element of the work plan. Prioritized work plan. 	

C1/53



Priority Program 4: Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city

Major Initiatives and Key Accomplishments

C1/34



Adoption of the Urban Forest Plan

Austin's Urban Forest Plan was adopted by Austin City Council on March 6th, 2014. The plan establishes a broad, long-range vision for Austin's public urban forest. It provides a framework for the City of Austin to use as a guide for management of the public urban forest over the next 20 years. The City is currently working on an implementation plan that will achieve the vision of the plan including tailored Departmental Operational Plans customized to address specific issues such as existing tree care, new plantings, and canopy coverage goals as well as an annual State of the Urban Forest Report.

Additionally, a team from several City departments completed a response to a Council resolution directing: 1) an evaluation of the ecosystem benefits and associated values of public trees; 2) and assessment of the current level of service and needs relating to the care, maintenance, and planting of public trees; and 3) an evaluation of opportunities to improve the tree-related service delivery. The results of the analysis indicate that the replacement value of public trees exceeds \$4 billion, that investments in public tree care and planting return \$10 in benefits for every dollar expended, and that an additional \$12.6 million per year is needed to close the gap between current levels of service and a recommended level of service for tree care and planting. The report to Council also documents measures that are currently underway to improve alignment among departments with tree care and planting responsibilities and recommends organizational consolidation of the code-mandated functions of the Urban Forester with the City Arborist Program.

Priority Program Sub-Teams

Green Infrastructure Acquisition Sub-Team

In order to bring a more strategic focus to the City's acquisition of new green infrastructure "assets," this team is collaborating to identify land acquisition priorities and is exploring ways to further promote the dedication of public open space through the land development process. In addition, they are working to identify and capitalize on opportunities for interdepartmental partnerships in funding land acquisition, as well as to evaluate potential acquisitions from the perspective of maximizing "ecosystem services" and achieving multiple objectives and benefits.

This team is in the process of strategic planning work sessions using available GIS data to identify where there are gaps in the City's green infrastructure "network" and where there are opportunities to improve connectivity with the City's "grey" infrastructure. The team is also working with the Capital Planning Office to obtain better information about future land requirements and needs in the next update of the CIP needs assessment.



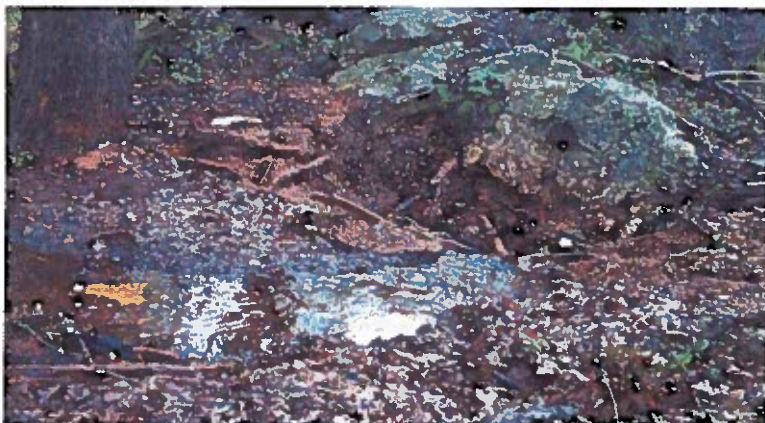
C1/35

Public Lands Management Sub-Team

This team accomplished major initiatives including assistance with the development of Austin's Urban Forest Plan and the Community Wildfire Protection Plan. Other initiatives in progress include the development of a classification system for lands owned and/or managed by the City, development of Austin-specific standards of care for trees and vegetation on public property, development of a common template for Integrated Pest Management Plans, continued implementation of the City's Invasive Species Management Plan.

Regulatory Sub-Team

The Regulatory Team has supported the CodeNEXT revision process by performing a diagnosis of existing City code as it relates to green infrastructure. The diagnosis is organized topically based on the key components of green infrastructure recognized in Imagine Austin: environmentally sensitive areas, the urban forest, landscape, waterways, stormwater, parks, agriculture, trails, and air quality. The team evaluated the effectiveness of the existing regulations in terms of both their strengths and weaknesses. The ultimate goal is to provide the CodeNext team with recommendations on how current code requirements might be improved.



For More Information on Priority Program 4

[http://www.austintexas.gov/page/
GreenInfrastructure](http://www.austintexas.gov/page/GreenInfrastructure)

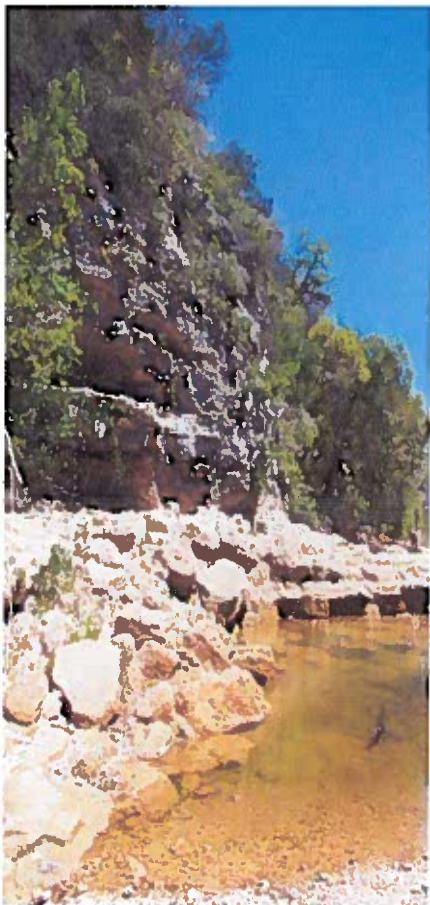


SPOTLIGHT: PROTECTION OF THE EDWARDS AQUIFER AND OUR CREEKS

Critical Environmental Features and their protective buffers are defined in the Land Development Code. These requirements were first codified in 1986 with the adoption of the City's Comprehensive Watershed Ordinance. To date, nearly 1,500 Critical Environmental Features (CEF) have been identified (i.e., caves, sinkholes, springs, wetlands, canyon rimrock and bluffs) and nearly 6,000 acres have been protected as buffers for these features. Although the buffers are established to protect individual CEFs, in the aggregate the area of land preserved in CEF buffers adds to other protections that are in place for our creeks and the Edwards Aquifer, while also preserving the natural beauty of the City.

C1/50

SPOTLIGHT: 2012 OPEN SPACE AND WATERSHED PROTECTION BOND PROGRAM



The City and its partners actively purchase environmentally sensitive land that protects both the quantity and quality of water recharging the Barton Springs segment of the Edwards Aquifer and it is these lands that create Austin Water's Water Quality Protection Lands. Over the past year, the City has invested nearly all of the money from the 2012 bond approved by voters for open space acquisition. Twenty four and a half percent of the Barton Springs recharge zone is now protected as Water Quality Protection Land while an additional six percent is protected as Balcones Canyonlands Preserve or parkland. This land includes many important environmental features including hundreds of significant karst features and miles of creeks that recharge the aquifer. In addition, these lands preserve clean water and protect wide-open green space in Central Texas.

During 2014 the City purchased and permanently protected two large, undeveloped tracts located over the recharge zone: the Hudson Ranch (Jeremiah Ventures) and Searcy Ranch tracts. In partnership with the USDA Natural Resource Conservation Service and the Hill Country Conservancy, the City also concluded the acquisition of a conservation easement on the 747 acres of the Ruby Ranch tract. Earlier in 2013, the City purchased the North Avana tract. All of these properties are located on the highly sensitive lands of the recharge zone for Barton Springs. Combined, these acquisitions added almost 1,800 acres to the City's Water Quality Protection Lands bringing the total holdings to 28,380 acres, or 24.5 percent of the recharge zone. Collectively the Water Quality Protection Lands are now comparable in size to the area bound by Parmer Lane on the north, Ben White on the south, IH-35 on the east and MoPac on the west.

The purchase of the Hudson/Jeremiah Ventures property was especially critical because the acquisition eliminated 1,000 proposed homes and associated wastewater effluent irrigation—the first such proposal at this scale over the Recharge Zone—greatly benefitting the Edwards Aquifer and Barton Springs by removing potential sources of pollutants. The acquisition of the Searcy property was also critical because it protects a stretch of Onion Creek that is likely the single most important portion of creek relative to water quality and water quantity affecting Barton Springs. By closing a gap in the Water Quality Protection Lands of over four miles of Onion Creek, the City now protects at least one side of the creek bed and in most of this stretch, both sides of the creek. The Ruby Ranch conservation easement will protect a working ranch, preserve agricultural uses and significant natural areas, preserve open space, protect natural resources, and maintain and enhance water quality.

C1/51



C1/58

Priority Program #4 Green Infrastructure

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Adoption of an Invasive Species Management Plan	<ul style="list-style-type: none"> New environmental Program Coordinator position created Development of a draft Data Collection Guide Revisions to the specifications for seeding and to the City's Preferred Plant List to help prevent further establishment of invasive species Shoal Creek Restoration pilot project includes invasive plant management following construction Volunteers are restoring stream-side habitat on 80 acres of parkland 	http://www.austintexas.gov/invasive
Purchase and Development of Parkland	<ul style="list-style-type: none"> Austin Parks and Recreation Department acquired 219.8 acres of new parkland, with 68 acres along the Colorado River, and 55 acres along Old San Antonio Road Austin Parks and Recreation Department also acquired land for three new pocket parks Developed 5 new parks on undeveloped land in deficient/infill urban core areas park areas, including 4 new pocket parks. 	
Core Departments	Watershed Protection, Planning and Development Review, Public Works, Parks and Recreation, Austin Energy, Austin Water, Office of Sustainability, Austin Fire, Office of Real Estate Services, Austin Resource Recovery, Neighborhood Housing and Community Development, Austin Transportation, Building Services, Aviation	
Work Plan and Sub-teams	<ul style="list-style-type: none"> In developing its work plan, the team has compiled an inventory of existing City plans, regulatory policies, and programs related to green infrastructure; completed an inventory of available green infrastructure GIS data coverages; and conducted a preliminary gap analysis and needs assessment. One conclusion drawn from the analysis is that there is a need for greater inter-departmental collaboration to better "align" the City's existing green infrastructure plans, policies, and programs. 	

C/59



C1/60

EDUCATION + ARTS + ECONOMY

HOW MUCH PAINT ON A
WALL WILL IT TAKE
FOR US TO NOTICE
ONE ANOTHER?

I hope
ur
happy

WE LOVE SXSW

C1/61

CREATIVITY & ECONOMY

Priority Programs 3 and 5 seek to promote economic vitality. Priority Program 3 focuses on workforce development, education, entrepreneurs, and local businesses, while Priority Program 5 addresses Austin's creative economy.

Priority Program 3: Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses

Core Departments

Economic Development, Planning and Development Review, Parks and Recreation, Austin Public Library, Human Resources, Health and Human Services

Priority Program 5: Grow and invest in Austin's creative economy

Core Departments

Economic Development, Planning and Development Review, Parks and Recreation, Austin Public Library

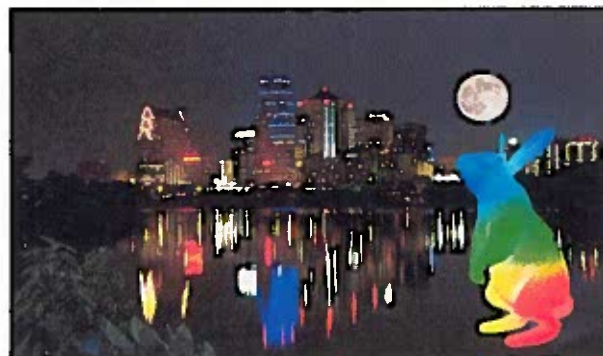
C1/62

Priority Program 3: Continue to grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses

Major Initiatives and Key Accomplishments



Athena Health will move their headquarters to Austin.



Google Fiber will soon be widely available in Austin

Recruiting and retaining companies that create better paying jobs for lower skilled and blue collar jobs

- Adopted a new economic development incentives policy which rewards companies who employ economically disadvantaged workers or support workforce development programs.
- Attracted Athena Health and Websense to Austin creating over 1,200 living wage jobs and associated living or prevailing wage construction jobs and awarded three small business loans which will create over 30 jobs at local companies through the Family Business Loan Program.

Digital Inclusion Strategic Planning Process

As Austin will have three gigabyte providers in the near future, Council passed a resolution to develop the Digital Inclusion Strategic Plan to ensure that all Austinites have access to digital technology. Major events include:

- Google Fiber Community Connections was approved for all public library locations across the city.
- Launching the Library Tech Toy Time pilot during the 2013 Holiday Season illustrating pieces of tech equipment. Tech Toy Time is now offered 4 times a year at the Faulk Central Library.
- The Library completed the Edge Assessment to benchmark its technological capabilities for meeting community information and technology needs and developed the Edge Initiative Action Plan to begin to fill gaps noted in the assessment. The Edge Assessment is a tool used among libraries nationwide
- In spring 2014, City Council passed a resolution to identify opportunities to incorporate digital inclusion into Imagine Austin. Amendments to Imagine Austin to support the Digital Inclusion Strategic Plan are included as part of the amendments associated with the Annual Report.

C1/63



The VICTORY program brings students and tutors together

Creating a Workforce Development Inventory

- A team, led by Economic Development, is developing a workforce development inventory to identify strengths and gaps which will lead to recommendations to improve workforce development in the City.

Provided opportunities for youth to build 21st Century skills needed for success in school, work, and life

The Austin Public Library makes available many opportunities for children to learn needed skills including:

- 600 students participated annually in the VICTORY program for grades 1-12 with over 80% moving to the next grade level.
- Teens and Pre-teens use Connected Youth Centers in 10 public libraries to build information, communication, and technology skills during after-school hours. Services include Youth Blog, Databases for Youth such as Teen & Health Wellness, Middle Search Plus, Primary Search, Access Science, Brainfuse, Brainfuse en Espanol, Kids Search, Learning Express Library MAS Ultra, Middle Search Plus, and Searchasaurus.
- Met with potential partners to expand awareness of the importance of early literacy and opportunities to promote the free Library Storytime Connection services for childcare providers and parents as well as early literacy guides available online at the Austin Public Library website.
- Conducts programs to encourage reading to avoid summer learning loss among the school-aged children as well as for adults populations over the summer months through the Library's Summer Reading Program.
- Participated in a grant program matching two AISD elementary school locations with two branch library locations to jointly encourage children and their families to use reading materials and to build plans to visit libraries over the summer months. In tandem, the schools and libraries coordinated targeted reading programs for the students.
- The Library provides free early learning and literacy opportunities through storytimes conducted year-round as well as programs for homeschooled children and youth of all ages across the city in 22 locations.
- The Library supports local business by offering a wide array of free business online databases such as AtoZ, Business Source Complete, and Small Business Reference Center and information guides on topics such as Starting a Local Business, Marketing Research and Funding for Texas Businesses. Local journals are available online such as the Austin Business Journal through the Library.
- The Library worked with Economic Development to arrange for Small Business Development Program BizAid Business Orientation classes to be held in Austin Public Library facilities.
- The Library offers free downloadable resources through the Austin Public Library Virtual Library including local music, magazines and the Library Catalog. The Library includes in its collections copies of Imagine Austin and books referenced during Imagine Austin Speaker Series events.
- The Library assisted individuals in gaining jobs through the Carver Library Job Search Center and is in its first year of transition to the Willie Mae Kirk Job Search and Information Commons model of customer service. Particular attention to the needs of senior citizens is provided through the Learning Web at the Little Walnut Creek Branch Library.

C1/64

SPOTLIGHT: FAMILY BUSINESS LOAN PROGRAM

The City's Family Business Loan Program (FBLP) creates jobs for small businesses. The local program is designed to enhance the overall quality of life for Austin residents by offering low interest loans to existing small businesses ready to expand and create local jobs. FBLP has secured commitments from borrowers to create 31 new full-time jobs benefiting the East Austin area.

FBLP is the result of a public-private partnership between the Economic Development Department, the U.S. Department of Housing and Urban Development, and private/community lenders. The program leverages an \$11 million HUD allocation, to incentivize \$25 million in institutional lending to create a \$40 million loan pool. The program, which utilizes no city funds, helps small businesses finance expansions that directly create jobs for the Austin area.

The first celebratory ribbon cutting for the loan program was held in honor of local entrepreneur and FBLP borrower, Rosa Santis, for her efforts and vision to renovate and revitalize a formerly fire damaged building in East Austin. She has recommitted the property to the community by leasing the space to Practice Yoga, a donation-based yoga studio dedicated to increasing access to affordable high quality yoga.

"This is part of the Economic Development Department's broader efforts to make sure that businesses of all sizes have the tools they need to grow business and create jobs," said Kevin Johns, Director of the Economic Development Department.

FBLP continues to build momentum by working with small businesses to further enhance Austin's economy. We look forward to celebrating many more openings and success stories resulting from the access to capital provided by FBLP.

9/15



C1/66

Priority Program #3 Education and Workforce

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Actively recruit and retain businesses that create well-paying job opportunities for lower skilled and blue collar jobs.	<ul style="list-style-type: none"> Established the Creative Content Incentive Program to attract more film, television, and digital media productions 	http://austintexas.gov/economic-development-compliance http://www.austintexas.gov/department/family-business-loan-program
Assist small businesses and entrepreneurs	<ul style="list-style-type: none"> Launched the Recycling Economic Development Program Joined the Austin Regional Manufacturer's Association as founding members Created partnership with Austin Technology Council Created the Economic Development Toolbox to streamline technical assistance, education, funding, and networking opportunities Updated Online Library Information Guides Offered free computer training and job search classes 	http://www.austintexas.gov/department/austin-recycling-economic-development-program http://austintexas.gov/sites/default/files/files/Redevelopment/Economic_Development/EDD_Toolbox_List_of_Services_2013_12_27.pdf http://library.austintexas.gov/library-service-category/research http://library.austintexas.gov/events?term_node_tid_depth=116&=Apply
Provision of job search, business and entrepreneurship related guides and classes at the Austin Public Library	<ul style="list-style-type: none"> Provided free Specialized Assistance to over 100 computer users in at the Job Search and Information Commons at Willie Mae Kirk branch library and offered free classes at 4 other library locations. Offered free events featuring business-related topics in partnership with other organizations 	
LocallyAustin.org	<ul style="list-style-type: none"> The LocallyAustin.org platform and app has grown it's listings to include over 1500 locally owned businesses giving Austinites and visitors a great tool to discover local business 	
Business Education Classes	<ul style="list-style-type: none"> The City of Austin's Small Business Development Program (SBDP) provides low-cost, college-level business classes to small business owners and entrepreneurs through a contract with the University of Texas at Austin's Professional Development Center (UTPDC) 	
Core Departments	Economic Development, Health and Human Services, Austin Public Library, Human Resources Department, Parks and Recreation Department, Planning and Development Review	
Work Plan and Subteams	<ul style="list-style-type: none"> The team is hosting two Imagine Austin Speakers Series events on workforce development and entrepreneurship. They are finalizing a workforce development inventory, coordinating small business input to CodeNEXT and gathering information and identifying partnership opportunities with area non-profits and other government agencies. 	

c1/67



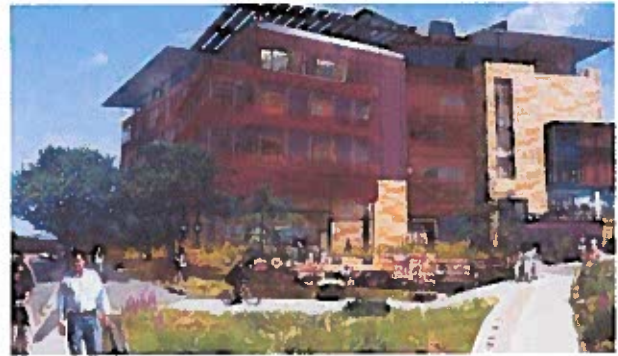
C1/68

Priority Program 5: Grow and invest in Austin's creative economy

Major Initiatives and Key Accomplishments



Latino Arts Residency Program at the Mexican American Cultural Center



The new Central Library

Capacity building and workforce development in the creative economy

- There are two significant assessments being conducted by Economic Development to assist the creative economy to achieve their core mission to expand the arts and the creative economy. One is the completion of Needs Assessment of the For Profit Creative Industries by the Small Business Development Program. In addition, there was the launch of the Needs Assessment for Nonprofit Organizations and Creative Individuals.
- There are education efforts to help support the creative economy by training artists to be teaching artists in the schools through the Emerging Teaching Artists program and facilitating the Getting Connected and Creative Expo – a tradeshow-like event where for profit small businesses, nonprofit arts and creative individuals can get connected with technical assistance providers and lending institutions.

Creative space development

The City and its partners continue to be assertive in developing new creative space including:

- Launching of the Cultural Asset Mapping Project.
- Continuing construction on the Central Library at the Seaholm Redevelopment which will include gallery and performance space.
- The Carver Museum & Cultural Center saw the opening of the Genealogy Center in June while the Juneteenth Monument will be sited this fall.
- Three Creative Placemaking partnerships won national, prestigious grant awards - Drawing Lines and thinkEAST Living Charrette (each won an ArtPlace America grant), Creative Action Chestnut Neighborhood Activation (won a NEA Our Town grant).

C1/69



Robert Rodriguez's El Rey Network to locate headquarters in Austin

Supporting the creative economy

The Creative Content Incentive Program was recently created to keep Austin competitive for productions that employ our local film and digital media workforce. The program's intent is to support all forms of film, TV and digital media production in Austin that employ local workers. Each of these production types are eligible for the same level of incentive (0.5% of local wages, or 0.75% if it meets one of two bonus criteria) under this program. Attracting all types of production to Austin will create a stronger production environment and more consistent job opportunities for our local creative workforce.



Iconic guitars and live music welcome travels at Austin-Bergstrom International Airport

Developing a Cultural Tourism Plan

One aspect is to identify authentic Austin experiences and cultural assets through Residents' Surveys as well as identification of cultural assets and challenges, and suggestions for making connections between the creative sector and the tourism industry were solicited through Meetings-in-a-Box. A Steering Committee, made up of representatives from the arts, business and tourism sectors, meet monthly and are identifying the plan goals, objectives, strategies and actions to inform recommendations in the plan. Public City in partnership with Wyatt Brand have been hired as consultants to identify additional outreach strategies to reach more diverse audiences and to analyze the data to develop the final plan. The final Cultural Tourism Plan is to be completed by December 2014.

C/10

SPOTLIGHT: INTEGRATION OF ARTISTS' THINKING INTO THE SOUTH CENTRAL WATERFRONT VISION FRAMEWORK



Artist Roundtable participants look at how art could be incorporated into the South Central Waterfront.

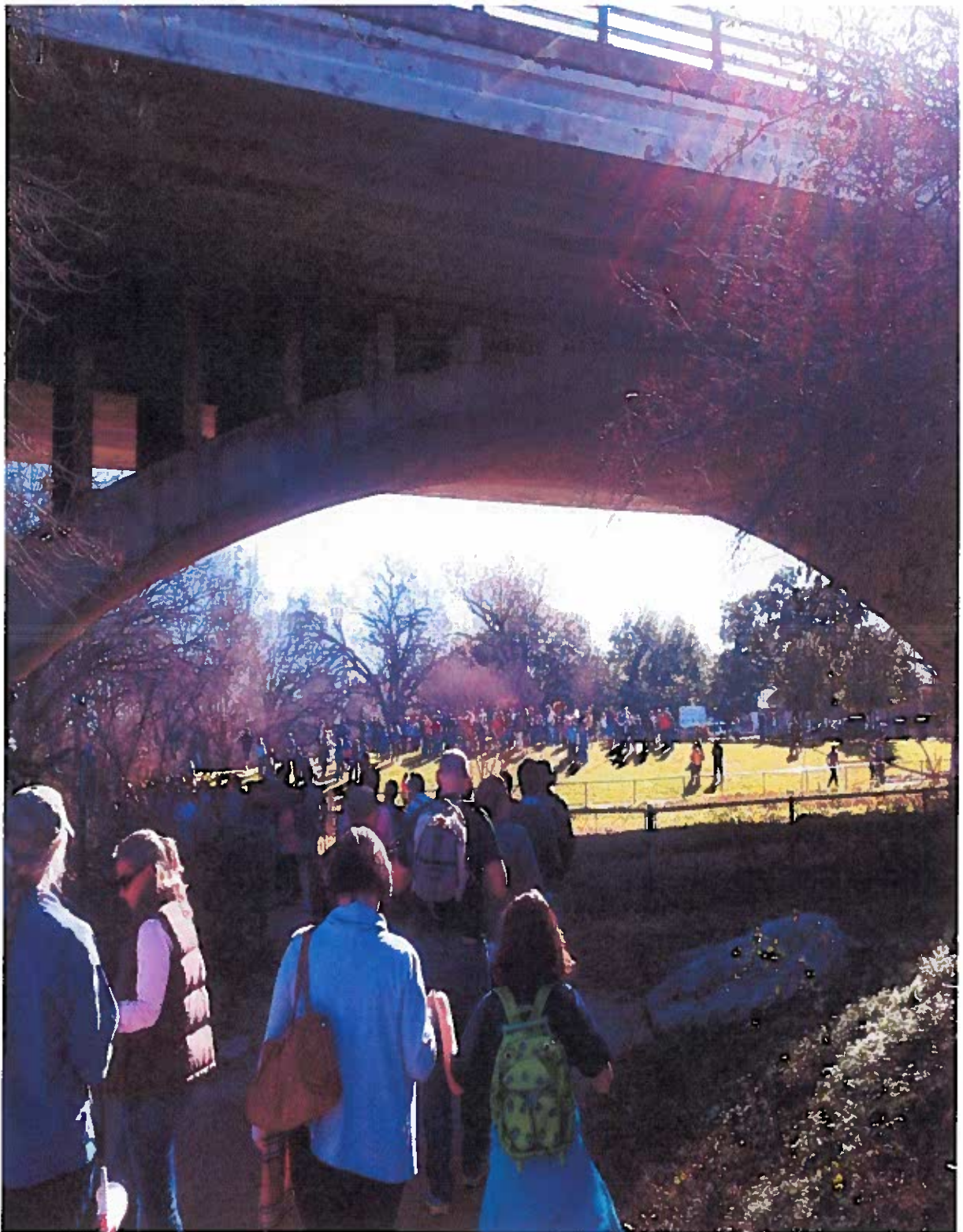
The Cultural Arts Division joined with the City of Austin's Urban Design Division and consultants El Dorado Inc., and assembled an Artist Roundtable of artists and creatives to contribute to the emerging vision for a sustainable district along the south shore of Lady Bird Lake as part of the South Central Waterfront initiative. The recommendations from the Artist Roundtable, incorporated into the South Central Waterfront Vision Framework, embed public art into sustainably realized infrastructure, including green infrastructure, transportation, streetscapes and artisan crafted site furniture, as well as advocate embedding artists into the planning process and adding artists to development teams. The sketch plans produced by the Roundtable outline how artists and artworks can be integrated into the district, illustrating how cultural installations enrich the district. The framework will inform development of a small area plan for this central Austin district which is at a crucial tipping point with key parcels coming up for sale and redevelopment in the coming decade.

The inclusion of artists in the Vision + Design Intensive may not have happened except for the relationships that have been built within the members of the Creative Economy Priority Program. This project demonstrates that the Imagine Austin Core Principle for Action "think creatively and work together" as a way to address civic problems creatively that open up possibilities.

Roundtable sketches showing opportunities for art.



C1/H1



Priority Program #5 Creative Economy

C1/12

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Capacity building and workforce development in the creative economy	<ul style="list-style-type: none"> • Pizza and Paperwork teaches artists to learn how to register with AISD and PARD to teach in the classroom. • The Art Classes Mapping is an effort of mindPOP to "map" locations where children can take art classes in their neighborhood. • Getting Connected & Creative Expo is a fall 2015 tradeshow-like event where for profit small businesses, nonprofit arts and creative individuals can get connected with technical assistance providers and lending institutions. • Twenty-five artists will take part in Mid-America Arts Alliance which is an intensive 8-week business training course to learn practical tools to that will enhance their business and entrepreneurial skills. 	
Creative Space Development	<ul style="list-style-type: none"> • The Austin History Center continues its planned expansion into the John Henry Faulk Central Library Building • Willie Mae Kirk Branch Library is being repurposed into a Maker Space/Information Commons • Latino Arts Residency Program welcomes four local performance groups residency at the MACC. • The Genealogy Center was created at the Carver Museum and Cultural Center. 	
Supporting Cultural Districts	<ul style="list-style-type: none"> • A contract was executed for the African American Cultural Heritage District to provide educational, heritage preservation and economic development services. • In October 2013 City Council designated three blocks of Red River as a Cultural District. 	
Creativity For All	<ul style="list-style-type: none"> • The Senior /Intergenerational Arts and Culture Program was added at the Asian American Resource Center. • The Genealogy Center was added at the Carver Museum and Cultural Center. 	

C1/13

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Supporting the Creative Economy	<ul style="list-style-type: none"> • Created a process for the creative sector to be involved in CodeNext including a CodeNext meeting specifically for creative economy stakeholders • Google Art & Technology Round Table - The City of Austin's Cultural Arts Division, Google, and local leaders in Austin's technology and arts communities have met to begin an ongoing discussion about how Austin can be improved by our local arts and technology communities working together. • Fantastic Market -Economic Development provided support (including funding) for a new film market at Fantastic Fest (Fantastic Market.) The new market brings together potential investors with films looking for investors. • Economic Development staff are working with the organizers of BONUS Creative week in Mexico, representatives of Mexico's regional and federal governments, to find ways to enhance creative sector business and cultural opportunities between Austin and Mexico. • Economic Development staff met with various international delegations to explore creative sector business and cultural opportunities between Austin and the regions represented by these international delegations. • Creative Ambassador Program - designed to promote Austin's reputation as a creative capital destination. 	
Core Departments	Economic Development, Health and Human Services, Austin Public Library, Human Resources Department, Parks and Recreation Department, Planning and Development Review	
Work Plan and Subteams	<ul style="list-style-type: none"> • The team is making progress on conducting a creative needs assessment with primary focus on for profit creative industries for small businesses in order to identify and implement strategies to build their capacity; developing a cultural tourism plan focusing on inventorying cultural assets; and developing and implementing new strategies for creative space development of all kinds and in various places. Other work being conducted by the team includes workforce development, incorporating creative sector components in the CodeNEXT process such as live/work units and public art, creating a cultural district along Red River, developing cultural resource maps with associated community and economic development strategies, and providing life-long exposure to the arts. 	

C1/14

HEALTHY FOOD + ACTIVE LIFESTYLE + HEALTH CARE+ HOUSING OPTIONS + SAVINGS



C1/15

HEALTHY & AFFORDABLE

Priority Programs 6 and 7 promote ways of creating a more livable Austin, by focusing on regulations and investments that allow for a more affordable and healthier place to live.

Priority Program 6: Develop and maintain household affordability throughout Austin.

See page 201 of Imagine Austin for more information on Priority Program 6.

Core Departments

Neighborhood Housing and Community Development, Planning and Development Review, Economic Development, Health and Human Services, Code Compliance, Austin Transportation

Priority Program 7: Create a Healthy Austin program

See page 205 of Imagine Austin for more information on Priority Program 7.

Core Departments

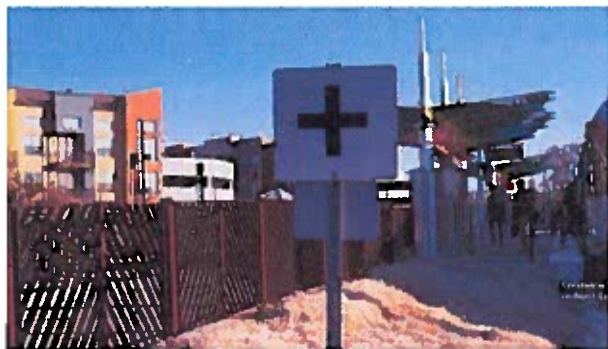
Health and Human Services, Planning and Development Review, Parks and Recreation, Public Works, and Austin Transportation



C1/16

Priority Program 6: Develop and maintain household affordability throughout Austin.

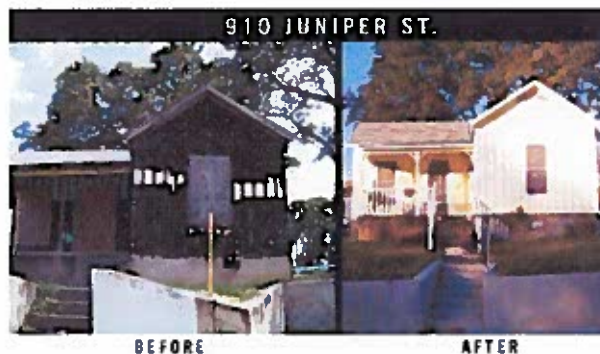
Major Initiatives and Key Accomplishments



A recent forum discussed options for housing to be located near Transit Oriented Developments

City-Wide Discussions on Affordability

Policy dialogue has underscored the importance of overall household affordability with multiple actions addressing issues such as transportation, housing options, and tax and utility costs. This has included council creating a Housing + Transit + Jobs Action Team to increase focus on policies, and initiatives, and collaborative programs that will result in legally binding affordable housing in transit-rich areas. City staff are currently evaluating publicly owned parcels of land to advance development where high levels of affordability are achievable through strategic alignment of housing, transit, and job creation. Council has also approved an increase in tax exemptions for seniors. Staff are working interdepartmentally to provide a spectrum of affordable housing by reducing regulatory barriers through CodeNEXT and enabling the construction of accessory dwelling units such as garage apartments. Code amendments are being proposed to allow the construction of micro unit housing along the City's Core Transit Corridors to provide yet another affordable housing option in transit-rich areas, thus empowering households to able to reduce their transportation costs, which is the second largest expense after housing.



Local groups have been working to preserve and create affordable housing in Austin

Austin Comprehensive Housing Market Study

The City contracted with BBC Research and Consulting to conduct a combined Comprehensive Housing Market Study Report and an Analysis of Impediments to Fair Housing Report (AI), as required by the U.S. Department of Housing and Urban Development (HUD). An analysis of the preservation of affordable housing was conducted in coordination with these efforts. These reports provide crucial, up-to date qualitative and quantitative data on the evolving housing needs of area residents as our city rapidly grows, highlight trends, challenges, and future projected demand for housing. The report also identifies actions to take to increase housing choice, remove barriers to fair housing choice, and develop strategies for sustainable approaches to achieve the creation and preservation of affordable housing throughout the City of Austin, a goal identified in Imagine Austin.

The 2014 Austin Comprehensive Housing Market Study and Preservation Report can be found online at:

www.austintexas.gov/page/reports-publications

C1/11



The City of Austin is committed to funding permanent supportive housing services to our community's most vulnerable.

Funding of Permanent Supportive Housing

In 2010 City Council set a goal to create 350 new units of Permanent Supportive Housing. As of July 2014, 383 units are in the pipeline, 254 of which are already complete. During FY2013-14, several new funding commitments by the City resulted in new permanent supportive housing units, including a coordinated effort between NHCD and the HHSD 1115 Medicaid Waiver program and a new Housing First Permanent Supportive Housing Request for Qualifications, which will be issued in the fall of 2014. Additionally, in 2013, Council approved an ordinance that created a vehicle for dedicated revenue for PSH low barrier housing through in-lieu fees generated by the Downtown Density Bonus Program.

For more information about the PSH initiative, visit

<http://www.austintexas.gov/department/permanent-supportive-housing-initiative>



SPOTLIGHT: AFFORDABILITY DOWNTOWN

For the first time in 45 years, on August 22, 2013, an affordable housing project broke ground within the Central Business District of Austin. The development is located directly across the street from the State Capitol in a very desirable, walkable, transit-friendly location in the heart of downtown Austin. Capital Studios, developed by Foundation Communities, was partially funded through City of Austin 2006 Affordable Housing General Obligation Bond funds. The 135-unit affordable community will house residents earning 30, 40 and 50% of the area median family income. Thirty-four of the units will be reserved as Permanent Supportive Housing.

C1/18

Priority Program #6 Household Affordability

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Downtown Density Program Dedicated Revenue	<ul style="list-style-type: none"> The Downtown Density Bonus Program was adopted in 2013. This program advances the Downtown Austin Plan's goal of creating a means for projects to obtain additional height or square footage entitlements in exchange for funding for affordable housing or onsite affordable units. All funds generated from the Downtown Density Bonus Program will be dedicated to Housing First Permanent Supportive Housing. 	
2013 General Obligation Bond for Affordable Housing	<ul style="list-style-type: none"> On November 2013, Austin voters approved a \$65 million bond package for affordable housing. The bond will allow the City to borrow \$65 million to partner with organizations to utilize these funds for affordable rental and ownership housing as well as for the preservation of existing affordable housing. 	http://austintexas.gov/2013bond
Core Departments	Neighborhood Housing and Community Development, Planning and Development Review, Economic Development, Health and Human Services, Code Compliance, Austin Transportation	
Work Plan and Subteams	<ul style="list-style-type: none"> The priority program team has created a new format for the work plan in 2014. The work plan breaks out ten (10) goals and lists Actions for each goal that will be addressed in 2014. 	

C1/19



c1/80

Priority Program 7: Create a Healthy Austin program

Major Initiatives and Key Accomplishments



Colony Park Master Plan



City Staff conducted a Smoke Free Housing Survey

Promoting Active Transportation

- Resulting from an Imagine Austin Speaker Series event featuring Scott Bricker of America Walks, community members developed an action plan for walkability which included the creation of the Pedestrian Advisory Council and launched the formation of an external advocacy group WalkAustin. The Council has developed work products improving city policies, programs, and plans.
- Reviewed Colony Park's Draft Master Plan for connectivity on the following principles: block length, block perimeter, and external connectivity. Colony Park will be incorporating these principles into their initiative.

Tobacco Cessation

- A Manager's Guide to Smoke-Free Housing is recognized by U.S. Housing and Urban Development's Smoke-Free Toolkits Webpage. This guidebook has been instrumental to the six affordable housing properties and market-rate properties which are in the process of going smoke-free.
- Article published in the American Planning Association's Planning magazine on key initiatives that connect the fields of health and planning in Austin. Served on a national webinar hosted by APA and the American Public Health Association.
- Through the Mayor's Health and Fitness Council Certification Program and other community efforts new locations have implemented tobacco-free campuses. These include Communities in Schools, Meals on Wheels, Frost Insurance, Capital Area Food Bank, and City of Austin Departments including Austin Resource Recovery, Telecommunications and Regulatory Affairs, and Austin Water Utility.

C1/81



The Bike Master Plan

Making Austin Bicycle Friendly

The City and its partners are working hard to make Austin a more bicycle-friendly city. Examples of this work include:

- Launching the B-Cycle bike share program, installing 40 stations in December 2013 and February 2014. Trips have reached over 50,000 since the less-than-six months of being open, already doubling annual expectations. Additional docking stations will be added.
- Completed construction of the Boardwalk on Lady Bird Lake
- Seeking to install bicycle fix-stations in all 18 recreation centers. Adding bicycle fix-stations will increase the use of alternative transportation and will increase physical activity. The Parks and Recreation Department will also start a bicycle lending program at all 18 Recreation Centers.
- Collaborating with Bike Austin and the Public Works Department to launch an educational campaign about the safe and proper use of cycle tracks.
- Collaborating with the St. David's Episcopal Church to set up a bicycle parking and shower facility that downtown bike commuters may use.
- Collaborating with the Ghisallo Foundation to establish additional bicycle parking along popular bicycle routes in the Rosewood Neighborhood.
- Completed or nearing completion of 12 miles of new concrete trails on parkland (Walnut Creek and Walter E Long) in north and east Austin.

C1/82



SPOTLIGHT: COMPLETE STREETS COMING TO YOU

What is a complete street? It's one that accommodates all people and ways of transportation. With this resolution, Austin has joined hundreds of state, local, and regional complete street policies that have been adopted around the country.

The National Complete Streets Coalition has been a leader in educating and promoting complete streets policies at every level and helped the City of Austin and American Association of Retired Persons (AARP) develop a customized Complete Streets Policy Development and Implementation Workshop for City of Austin, Capital Area Metropolitan Planning Organization (CAMPO) and Texas Department of Transportation (TXDOT) staff on December 4, 2013. Organized and funded by AARP, the full-day workshop included expert facilitators to engage over forty staff on discussions of current practices, challenges and opportunities surrounding a possible complete streets policy. Workshop organizer Jessica Lemann, Associate State Director of Outreach for AARP Texas said, "AARP has long advocated for the availability of transportation options that are safe and convenient for people of all ages and abilities. For older Austinites, mobility is key to maintaining independence while also staying connected to their community. That's why AARP is working for complete street policies in Austin as well as at the state and national levels. The Complete Streets Policy Development and Implementation Workshop was a strong and necessary first step toward a formal policy in our city." The complete Streets Policy was adopted by City Council in June 2014.

SPOTLIGHT: COMMUNITY TRANSFORMATION GRANT

C1/83

Austin/Travis County Health and Human Services Department was awarded a Community Transformation Grant to develop changes to combat health disparities and chronic disease burdens. This grant was awarded in 2011, and strove to make permanent changes at the City of Austin and in the community in its 3-years including healthy air environments, increased access to recreation, safe environments for active transportation, and access to healthy foods.

The Live Tobacco Free Austin initiative has helped worksites and homes advance clean air environments and share resources for tobacco cessation for those who are interested. Since tobacco kills more than AIDS, crack, heroin, cocaine, alcohol, fire, car accidents and homicide combined, and chronic diseases account for 7 out of 10 deaths nationwide, and 3 out of 4 deaths in Travis County, environmental change presents a large-scale impact to improving community health.

In the community, CTG partnerships helped to improve the availability of healthy food in neighborhood corner stores, community gardens, and provide education on nutrition and physical activity. Access to healthy food was expanded through collaboration with the Sustainable Food Center to increase Farm-to-School programs and school gardens, as well as expanding the Federal Supplemental Nutrition Assistance Program network to the HOPE Farmers Market and bilingual outreach about this project and the Double Dollar Incentive.

Physical inactivity is one factor which leads to obesity, an epidemic which affects more than 1/3 of the U.S.' population, and CTG Staff works to address opportunities to lead to a more physically active population. CTG led the revisions to Austin's Subdivision Regulations and Transportation Criteria Manual for more connected developments which enable walking and biking-projects which will be left in progress when the grant ends in September 2014. Recognizing that people who walk, bike, or take transit have lower body mass indexes add to the need for people-first places. The Pedestrian Advisory Council is an advisory body for community members to inform City plans, policies and programs related to walkable environments and was created with the help of CTG.

The funding for this grant was slated to continue into 2016, but, changes in the Federal FY2014 budget eliminated the grant. The Healthy Austin Priority Program Team recognizes that many of the achievements made will not continue at the rate which they were made, and hopes that additional support can be identified for City of Austin Staff to continue work on these important projects and interdepartmental and interagency partnerships.



C1/84

Priority Program #7 Healthy Austin

Key Related City Achievements	Additional 2013-2014 Achievements	Web link to Initiative or Achievement
Promoting Active Transportation	<ul style="list-style-type: none"> Adopted the first phase of revisions to the Transportation Criteria Manual to include a Vision and Goals section in line with the Imagine Austin. A partnership between PARD and the Million Mile Month Organization was established in 2014 to promote and challenging all of Texas to accomplish one million miles of walking, running, swimming, riding, and skateboarding during the month of April. Austinites logged a total of 12,219 miles. 	http://library.austintexas.gov/event/million-mile-month-54589
Improving Access to Healthy Food	<ul style="list-style-type: none"> 6000 informational flyers on local farmers markets and stands that accept SNAP and how to use SNAP benefits at the markets were distributed. Obtained permitting for four community gardens on public land; started four community gardens on public land, and three were endorsed by the City on private lands. 3.63 acres of produce was grown in FY 2013. A new Food Policy Manager position was hired within the Office of Sustainability to coordinate cross departmental food related policy efforts. Working with small grocery and convenience stores to incorporate healthy food offerings and becoming St David's Hospital Healthy Dining Program certified. Through a contract with Sustainable Food Center, providing education and outreach to residents of 78702 for community/home/school gardens and healthy food preparation classes. Working with the Purchasing Department to provide technical assistance on a new Request for Proposals for City vending services to include higher standards for foods and beverages sold in vending machines on City property. 	
Enhancement of Public Spaces	<ul style="list-style-type: none"> Completed \$5 million worth of agreements between PARD and private entities for improvements and ongoing maintenance to Downs Mabson Field and Norwood Park. PARD also negotiated construction and maintenance agreements with the Goodnight development for build-out and maintenance of Onion Creek Metro Park. PARD reconstructed Bartholomew Pool and the pool opened in June of 2014 with improvements including: a lap pool and diving area, an activity pool for energetic play, and a toddler pool with beach-style entry. From anecdotal information, the facility appears to be drawing residents from across the City. PARD adapted the National Recreation and Park Association's "I Love My Parks and Recreation" campaign for our city. More than 1,500 pinup cards with residents' expressions of love for the Austin parks system were displayed at various PARD facilities. 	
Core Departments	Health and Human Services, Planning and Development Review, Parks and Recreation, Public Works, Austin Transportation	
Work Plan and Sub-teams	<ul style="list-style-type: none"> This team is helping in the creation of the Community Health Improvement Plan as well as a number of initiatives including addressing obesity through Built Environment and Active Transportation, Recreation Opportunities, Healthy Food, Tobacco Cessation and Health Services. 	

C1/85



C1/86

Initiatives that Forward Multiple Priority Programs

There are other collaborative efforts supporting Imagine Austin which cuts across multiple priority programs:

HOUSING + TRANSIT + JOBS ACTION TEAM

In March 2014, City Council created the interdepartmental and interagency Housing + Transit + Jobs Action Team. This team is tasked primarily with aligning City programs and policies with the Federal Transit Administration New Starts program guidelines in support of a Central Corridor high-capacity urban rail project.

The FTA New Starts program is a major federal funding resource for large-scale transit investments and is highly competitive. With an emphasis building and sustaining great cities, the new guidance requires that transit projects are developed in concert with land use plans and policies that are supportive of transit, meet the needs of the transit dependent, and directly address affordability, all while creating healthy, sustainable, and vibrant communities.

The team includes staff from City departments including Neighborhood Housing and Community Development, Planning and Development Review, Austin Transportation, Economic Development, Capital Planning, Sustainability, and Austin Resource Recovery, as well as from Capital Metro. The Team will identify programs and policies, identify gaps and/or deficiencies, and recommend strategies to improve the effectiveness of, and/or fill gaps in, those programs and policies so as to achieve the highest New Starts ratings.

As of June 2014, the Housing + Transit + Jobs Action Team has met several times to develop a work plan and evaluation process which was presented at the June 2nd meeting of the Comprehensive Planning and Transportation Committee of Council. The H+T+J Action Team report back to the Committee on August 4th, 2014. The Action Team has already begun the initial task of identifying current programs and policies that relate to FTA New Starts criteria.

TRACKING SUSTAINABILITY PERFORMANCE IN A COLLABORATIVE FASHION

Office of Sustainability

The Office of Sustainability works to advance local sustainability and climate action by providing leadership and coordination for initiatives across the City of Austin and the Austin community. The Office tracks progress, incubates innovative sustainability projects, educates citizens and staff, and communicates results. The following highlights from the past year represent cross-collaboration efforts, as well as community outreach and engagement activities to promote sustainability goals.

Sustainability Action Agenda:

The Action Agenda identified 10 focus areas, many of which overlap with Priority Programs, to help define how the City of Austin is taking action for sustainability. The Action Agenda was designed to:

- 1) provide a coordinated tracking and reporting framework that finds a balance between prosperity and jobs, protecting the environment, and community health, equity, and cultural vitality;
- 2) report measurable results that benefit Austin; and
- 3) highlight citywide collaboration and progress.

In January 2014, the Office released the first Sustainability Action Agenda Progress Report and worked closely with 24 departments to assemble the results for the more than 100 community-focused projects and programs reflected in the Progress Report.