1 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.

Austin's greatest asset is its people: passionate about our city, committed to its improvement, and determined to see this vision become a reality. Imagine Austin envisions a complete community.



6 Guiding Principles

- Grow as a compact and connected city.
- Integrate nature into the city.
- Provide paths to prosperity for all.
- Develop as an affordable and healthy community.
- Sustainably manage water, energy and our environmental resources.
- Think creatively and work together.

8 Priority Programs

1. Invest in a compact and connected Austin.
2. Sustainably manage our water resources.
3. Grow Austin's economy by investing in our workforce, education systems, entrepreneurs and local businesses.
4. Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city.
5. Invest in Austin's creative economy.
6. Household affordability throughout Austin.
7. Create a Healthy Austin Program.
8. Revise Austin's development regulations and processes to promote a compact, connected city.

* Listed in priority order as ranked by approximately 2,400 Austinites who participated in the Imagine Austin Prioritization Survey.

ImagineAustin.net