



CITY OF AUSTIN STRATEGIC DIRECTION

OUR VISION (from *Imagine Austin*):

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.

In working toward this long-term vision and our aspiration of being one of the most unique, thriving, livable cities in the country, this City Council has chosen to pursue the following strategic outcomes at this time:

OUR STRATEGIC OUTCOMES

Together we strive to create a complete community where every Austinite has choices at every stage of life that allow us to experience and contribute to all of the following outcomes:

- **Economic Opportunity & Affordability:** Having economic opportunities and resources that enable us to thrive in our community.
- **Mobility:** Getting us where we want to go, when we want to get there, safely and cost-effectively.
- **Safety:** Being safe in our home, at work, and in our community.
- **Health & Environment:** Enjoying a sustainable environment and a healthy life, physically and mentally.
- **Culture and Lifelong Learning:** Being enriched by Austin's unique civic, cultural, ethnic, and learning opportunities.
- **Government That Works for All:** Believing that city government works effectively and collaboratively for all of us—that it is equitable, ethical and innovative.