



CITY OF AUSTIN STRATEGIC DIRECTION

OUR VISION

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 community members, and where the necessities of life are affordable and accessible to all.

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 & 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.



OUR INDICATORS

City Council adopted 6 Strategic Outcomes and these Indicators on March 8, 2018.



ECONOMIC OPPORTUNITY & AFFORDABILITY

Having economic opportunities and resources that enable us to thrive in our community

- A. Employment/unemployment**
- B. Income equality**
- C. Cost of living compared to income**
- D. Housing availability and affordability**
- E. Homelessness**
- F. Training for better jobs**
- G. Ability to improve your income**



MOBILITY

Getting us where we want to go, when we want to get there, safely and cost-effectively

- A. Traffic congestion**
- B. Transportation cost**
- C. Accessibility to transportation choices**
- D. Safety**
- E. Condition of transportation-related infrastructure**



SAFETY

Being safe in our home, at work, and in our community

- A. Timeliness and quality of emergency response**
- B. Public compliance with laws and regulations**
- C. Emergency preparedness and recovery**
- D. Fair administration of justice**
- E. Quality and reliability of critical infrastructure**



HEALTH & ENVIRONMENT

Enjoying a sustainable environment and a healthy life, physically and mentally.

- A. Health conditions among the public**
- B. Accessibility to quality health care services, (physical and mental)**
- C. Accessibility to quality parks, trails, and recreational opportunities**
- D. Environmental quality**
- E. Climate change and community resilience**
- F. Food security and nutrition**



CULTURE & LIFELONG LEARNING

Being enriched by Austin's unique civic, cultural, ethnic, and learning opportunities

- A. Quality of cultural venues, events, programs, and resources**
- B. Vibrancy of the creative industry**
- C. Appreciation, respect, and welcoming of all people and cultures**
- D. Honoring and preservation of historical and ethnic heritage**
- E. Quality of lifelong 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.

- A. Financial cost and sustainability of City government**
- B. Condition of City facilities and technology**
- C. Satisfaction with City services**
- D. Employee engagement among City of Austin employees**
- E. Public engagement and participation**
- F. Equity of City programs and resource allocation**
- G. Transparency and ethical practices**

STRATEGIC ANCHORS

ACROSS OUR OUTCOMES

Values that Support Quality of Life in Austin.

EQUITY

To advance equitable outcomes, the City of Austin is leading with a lens of racial equity and healing. Race is the primary predictor of outcomes and it is time to recognize, understand, and address racism at its various levels: personal, institutional, structural, and systemic. Equity is the condition when every member of the community has a fair opportunity to live a long, healthy, and meaningful life. Equity embedded into Austin's values system means changing hearts and minds, transforming local government from the inside out, eradicating disparities, and ensuring all Austin community members share in the benefits of community progress.

AFFORDABILITY

Austinites deserve to experience the necessities of life as affordable and accessible. Simply put, this means a household can afford rent or mortgage, transportation, child care expenses, utilities, and taxes. This strategic direction lays out strategies to increase economic opportunities and affordable choices across Austin, so that Austinites, families, businesses, City employees, and all generations can thrive.

INNOVATION

In Austin, we define innovation as any project that is new to you with an uncertain outcome. Aimed at addressing pressing challenges that affect our community, human-centered innovation means a new approach to exercising authority and decision-making that starts with the needs, behaviors, and experiences of our community, and continues through a process of questioning assumptions, engaging with empathy, stewarding divergent thought, reflecting, and learning. Innovation is future-oriented around what outcomes could be created together, rather than an analysis of already formed alternatives.

SUSTAINABILITY AND RESILIENCY

Being a sustainable and resilient community requires proactive steps to protect Austin's quality of life now, and for future generations. A sustainable city finds a balance among three goal areas: (1) prosperity and jobs, (2) conservation and the environment, and (3) community health, equity, and cultural vitality. Resiliency is the capacity of individuals, communities, institutions, businesses, and systems to survive, adapt, and grow from difficult times. In Austin, we bounce back stronger.

PROACTIVE PREVENTION

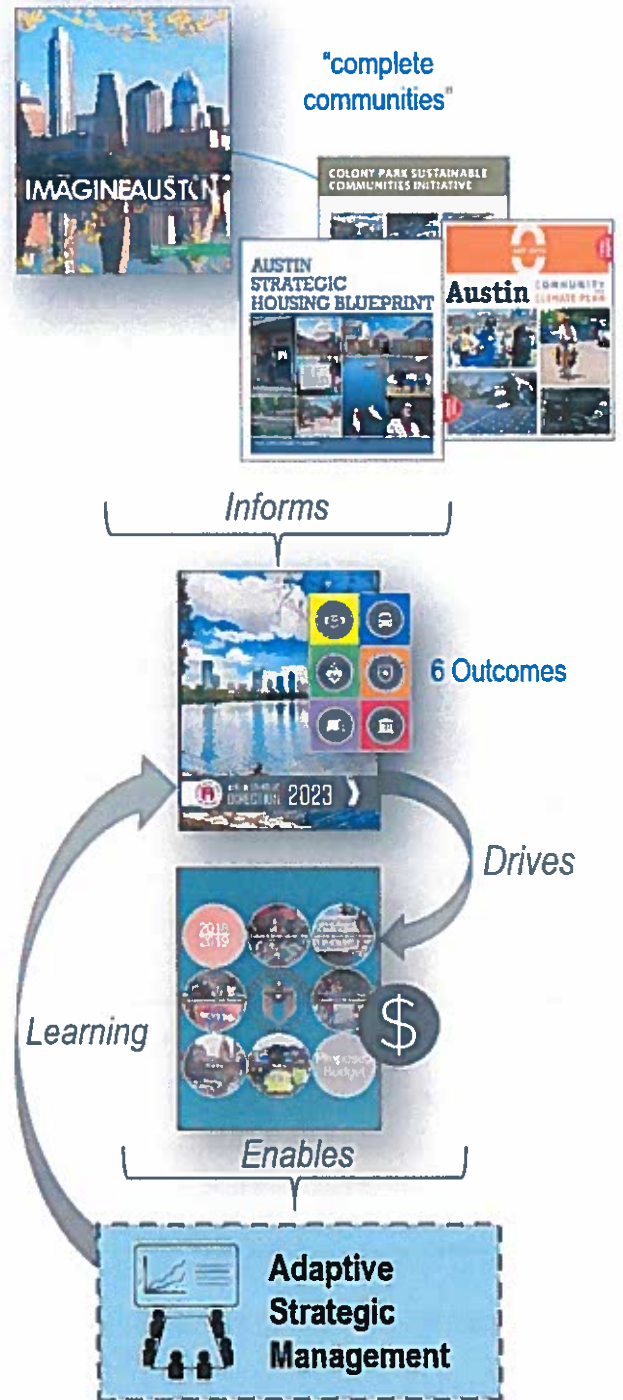
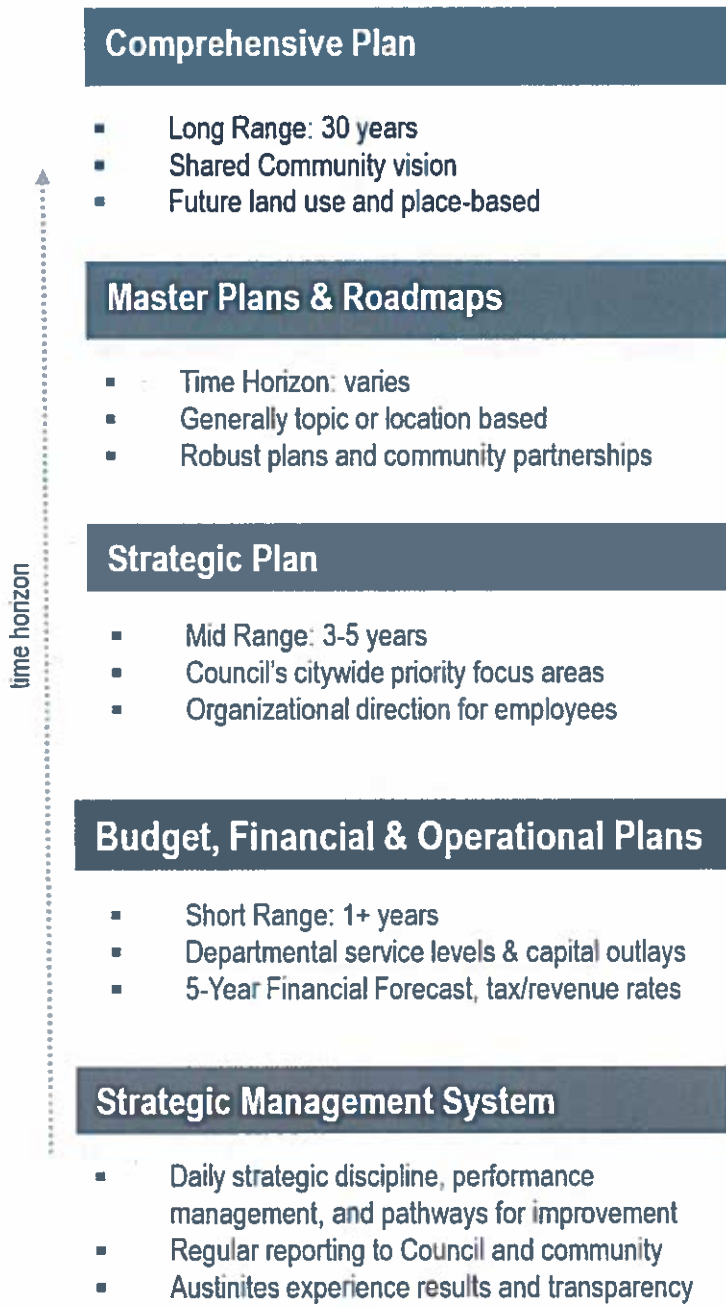
The City of Austin embraces the dual responsibility of being responsive to emerging challenges while also dialing up efforts to prevent problems on the front end. For example, this translates into addressing social determinants of health outcomes, rather than only treating the disease. This means investing in preventative maintenance of public assets like bridges, service vehicles, and community facilities. An intentional focus on prevention today leads to a brighter future.

COMMUNITY TRUST AND RELATIONSHIPS

Austin is a place where leadership comes from the people. We believe in honoring the spirit and soul of Austin and creating opportunities for civic engagement that are easy, meaningful, and inclusive, and that lay a foundation for lasting relationships. Trust must be earned and through strengthening partnerships with the community, we will make more progress together to advance these six outcomes.

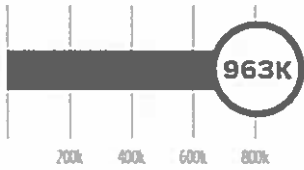
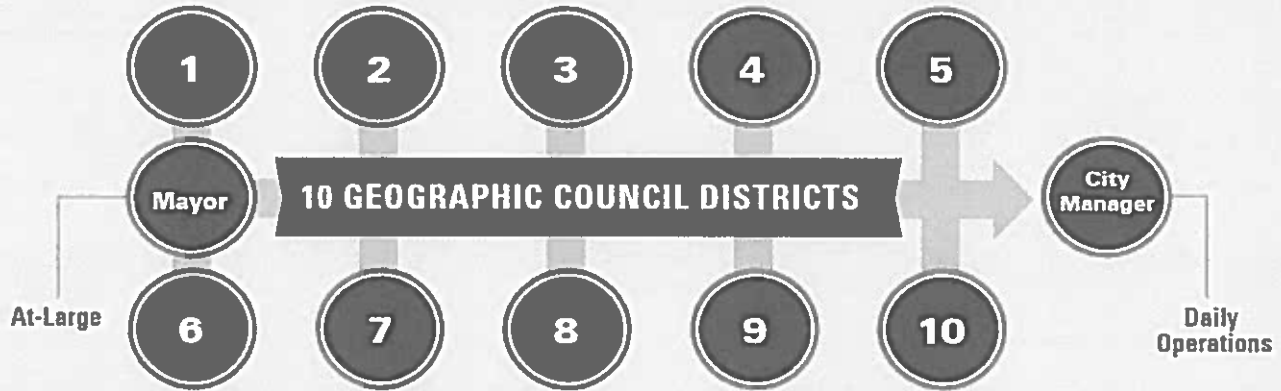
Strategic Alignment

Austin Strategic Direction 2023 outlines priorities set by City Council. Informed by long-range goals and master plans, this direction is brought to life through the City budget, department operations, and an adaptive strategic management system focused on delivering results and improving community outcomes.



AUSTIN LANDSCAPE

COUNCIL/MANAGER FORM OF GOVERNMENT



Population: 963,116
(as of January 2018)



Nearly 1 in 3 homes
speak languages
other than English



100+ people moving
to Austin daily



16% of Austinites
living in poverty
(2016)



300 parks
227 miles of trail



7,760 lane miles of City streets
2,685 miles of sidewalks
250+ miles of bike lanes



I feel safe in my neighborhood.
daytime: 90%
nighttime: 73%
(2017)



829 arts, culture &
heritage organizations

