



# Imagine Austin Update

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Austin Planning | March 24, 2026

# AGENDA

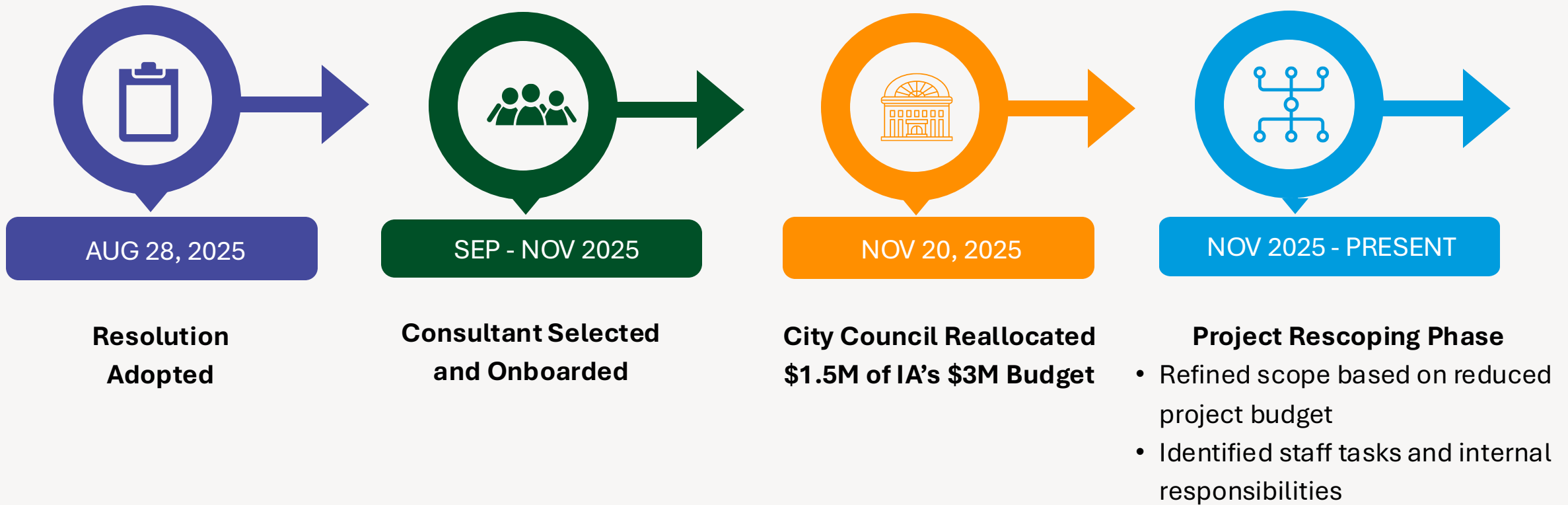
- Why Updating Imagine Austin Matters
- Overview of the Past Six Months
- Project Goals and Scope
- Advisory Groups
- Imagine Austin Plan Framework
- Imagine Austin Implementation
- Project Timeline

# Why Updating Imagine Austin Matters

- **Provides a guiding framework**  
Turning community, Council, and department priorities into actionable programs
- **Cross-departmental alignment and collaboration**  
Breaking down silos so departments can work together more easily and effectively
- **Provides a strong foundation for decision making**  
Guides choices with up-to-date policies and alignment across citywide plans
- **Strengthens how the City operates**  
Building a more proactive city



# Overview of the Past Six Months

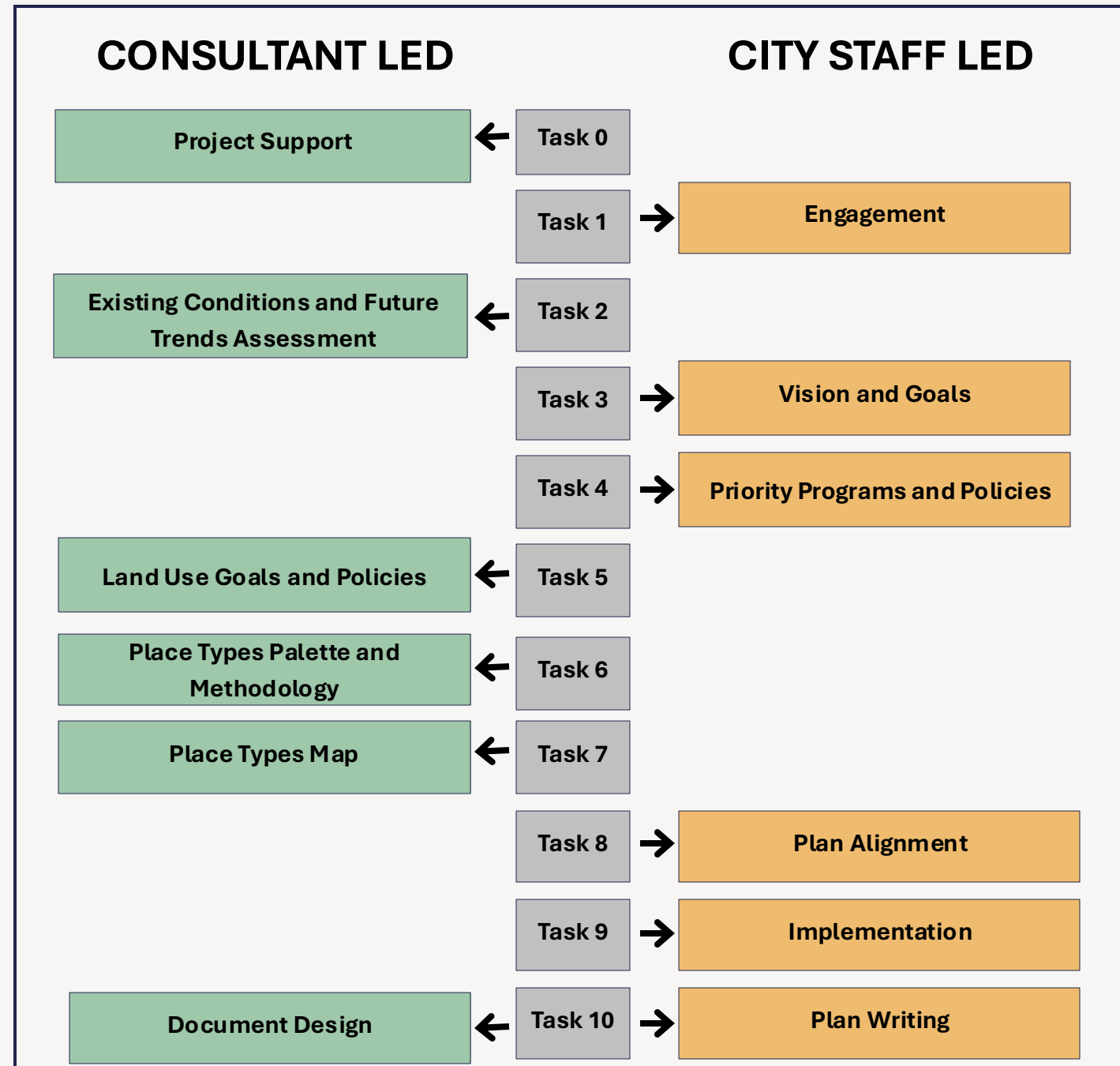


# Project Goals

- **Develop a Place Types map** to support consistent land use planning throughout Austin that helps achieve citywide goals while recognizing the needs of different communities.
- **Create regular engagement opportunities** with the community.
- **Update policies** to provide clear guidance for current and future planning and decision-making.
- **Refine** the plan document for clearer organization and to be more user-friendly.
- **Strengthen alignment** between Imagine Austin and other citywide strategic plans to provide clearer direction and consistency.



# Project Scope



# Imagine Austin Community Working Group



## Evaluation and Selection Process

- **Applications:** ~360 applications
- **Evaluation Committee comprised of seven departments**
  - Austin Communications and Engagement
  - Austin Development Services
  - Austin Housing
  - Austin Planning
  - Austin Public Health
  - Austin Watershed Protection

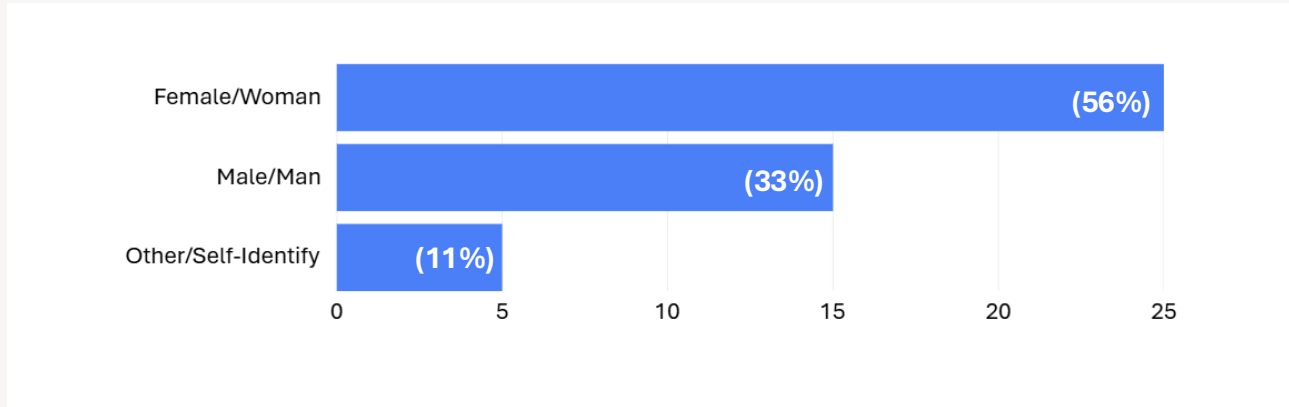
## Final Working Group

- **45 members** - aimed to reflect City of Austin demographics as closely as possible
- **Duration:** 5-6 meetings – Spring 2026 to Summer 2027
- **Goal:** Support with the creation of the Place Types Map and policy revisions

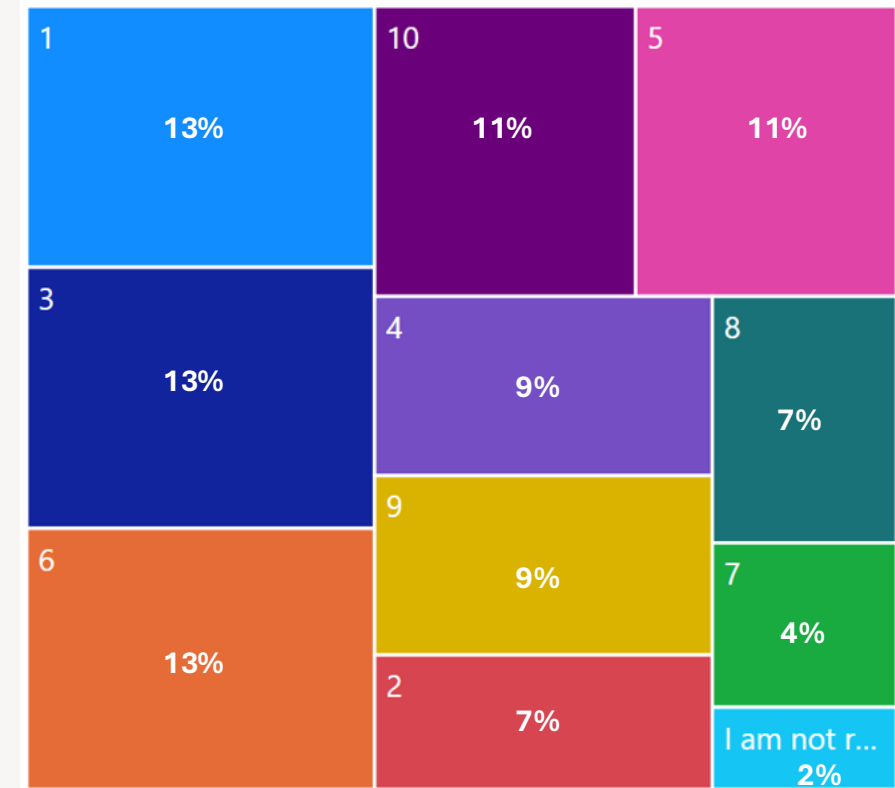
# Demographic Breakdown of Working Group



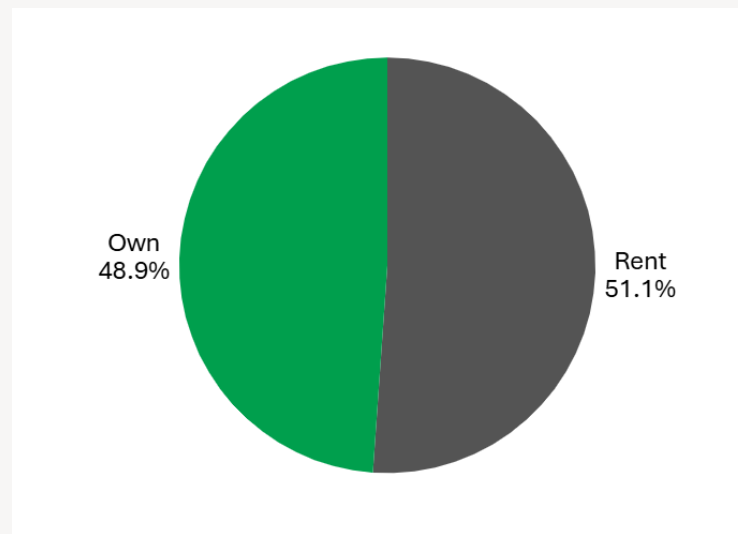
## Gender Identity



## Council District



## Renter vs. Owner Households

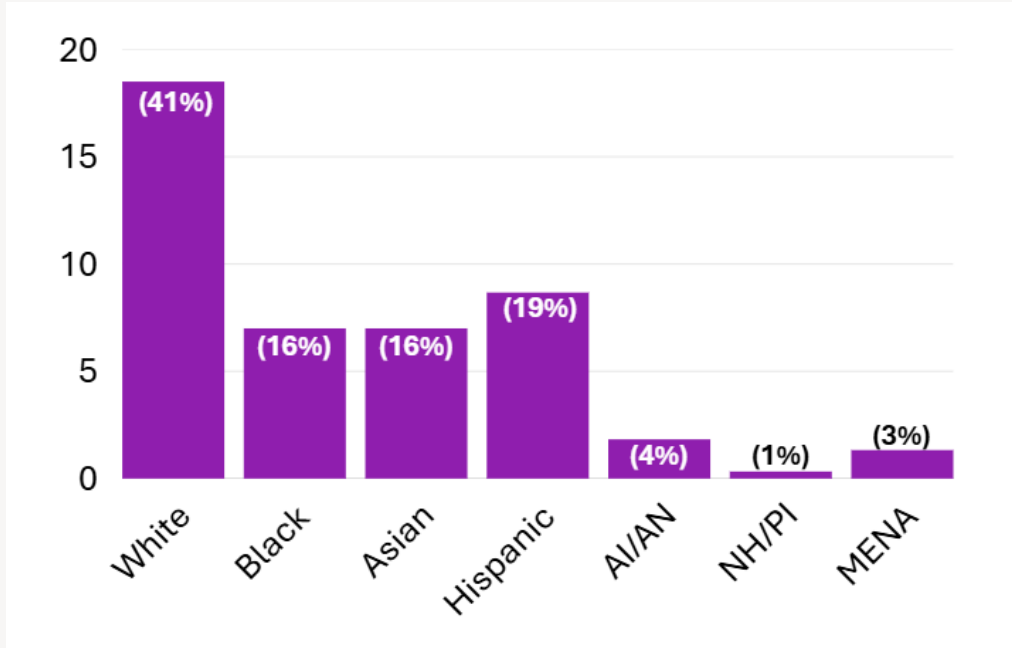


*\* Reflects the initial 45 selected members; final working group composition may vary based on acceptances.\**

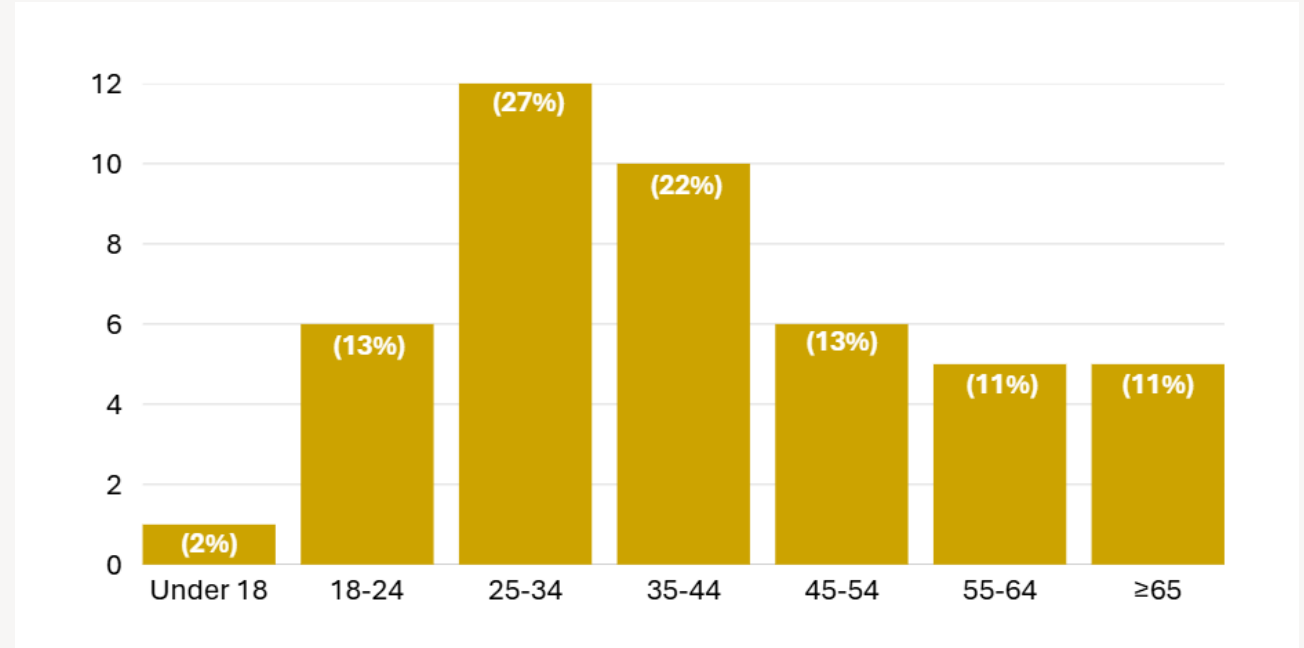
# Demographic Breakdown of Working Group



## Race or Ethnicity



## Age Range



*\* Reflects the initial 45 selected members; final working group composition may vary based on acceptances.\**

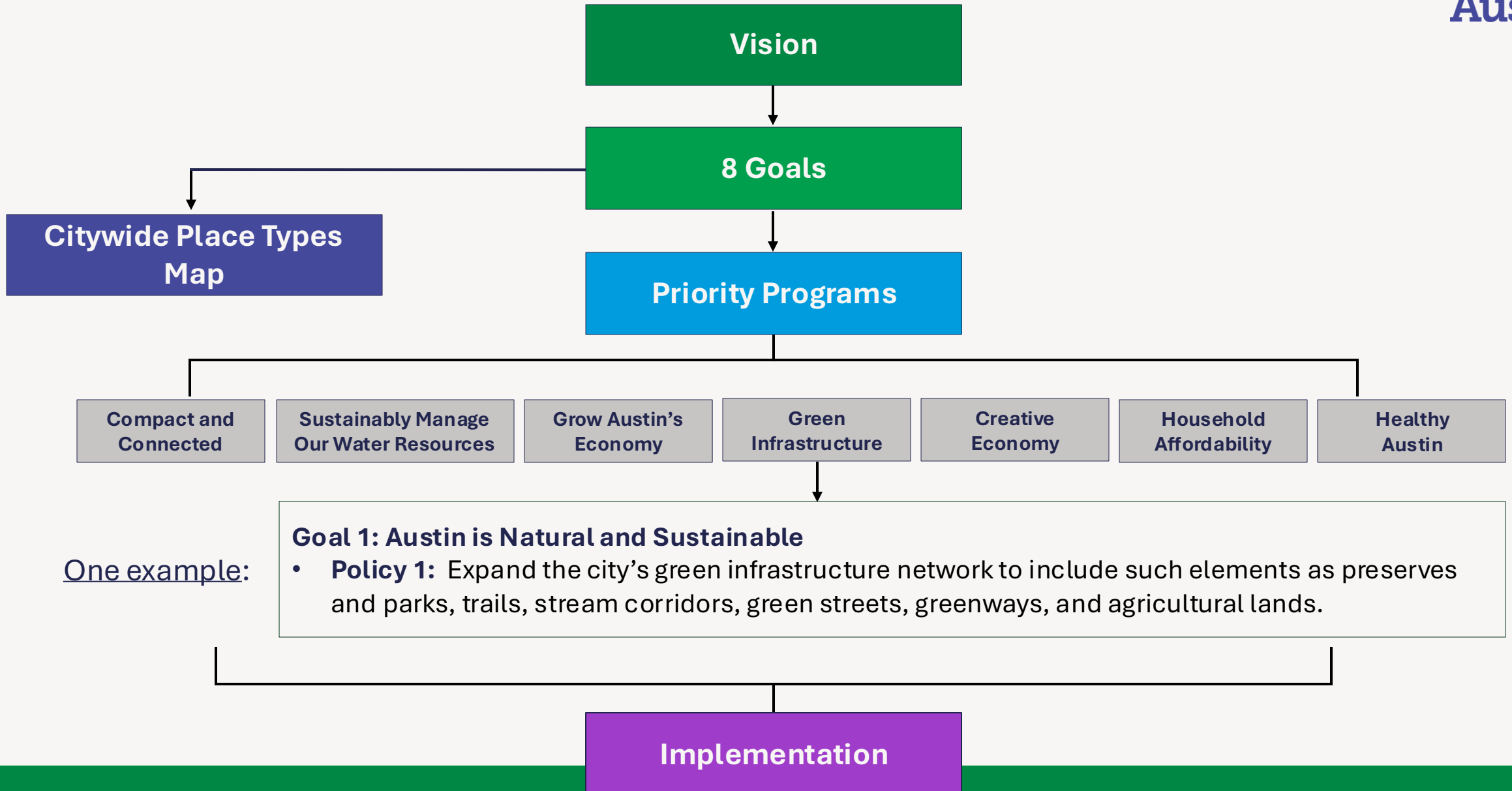
# Imagine Austin Interagency Technical Advisory Group



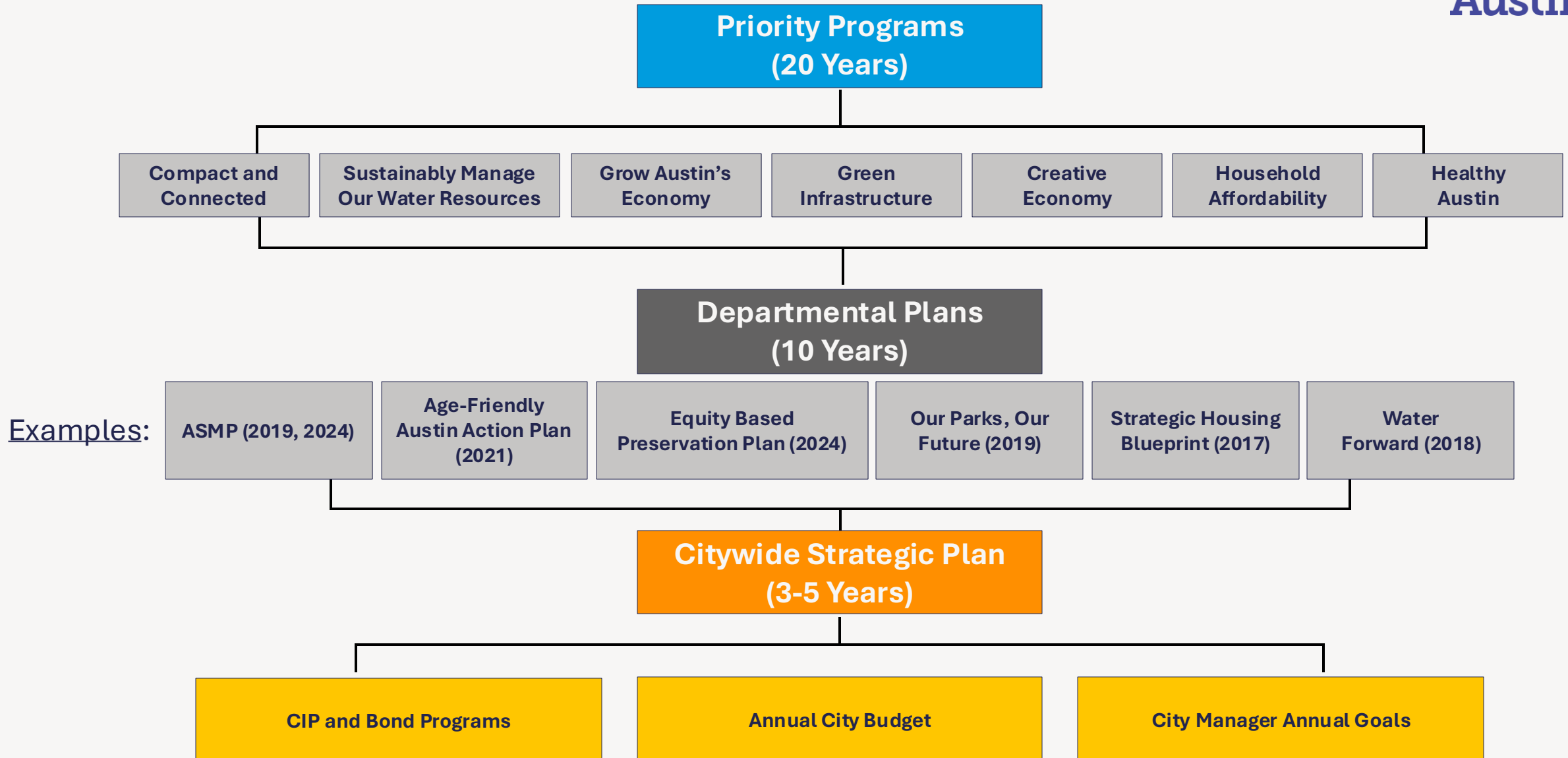
- **Time Commitment:**
  - Members will meet 1 – 1.5 hours bi-monthly across the 22-month update planning period.
- **ITAG Members:**
  - COA staff members across departments and from local agencies
- **Purpose:**
  - To provide guidance and subject matter expertise to support the Imagine Austin Update planning process.
  - **For example,** providing recommendations and feedback on policies, plan alignment, and Place Types Map deliverables.



# Imagine Austin Plan Framework



# Plan Alignment and Implementation



# Project Timeline



|   | 2026      |           |           | 2027      |           |           | 2028      |           |
|---|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|   | Apr - Jun | Jul - Sep | Oct - Dec | Jan - Mar | Apr - Jun | Jul - Sep | Oct - Dec | Jan - Mar |
| <b>Internal Engagement</b>                      |           |           |           |           |           |           |           |           |
| Interagency Technical Advisory Group Meetings   | ■         |           |           | ■         |           |           | ■         |           |
| Policy Workshop                                 |           | ■         |           |           |           |           |           |           |
| <b>External Engagement</b>                      |           |           |           |           |           |           |           |           |
| Vision and Priorities Surveys                   | ■         |           |           |           |           |           |           |           |
| Imagine Austin Community Working Group Meetings | ■         |           |           | ■         |           |           |           |           |
| Citywide Community Meetings                     |           | ■         |           | ■         |           |           | ■         |           |
| <b>Deliverables</b>                             |           |           |           |           |           |           |           |           |
| Existing Conditions Report                      | ■         |           |           |           |           |           |           |           |
| Priority Programs and Policies                  |           | ■         |           |           | ■         |           |           |           |
| Place Types Map Development                     |           |           | ■         | ■         |           |           |           |           |
| Draft Plan                                      |           |           |           |           |           | ■         |           |           |
| Proposed Adoption                               |           |           |           |           |           |           |           | ■         |

# THANK YOU!

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