



MEMORANDUM

To: Mayor and City Council

From: Dr. Eric Anthony Johnson, Assistant City Manager *EAJ*
Mac Cummins, Austin Economic Development Director *Mc*

Date: September 28, 2026

Subject: **Economic Development Roadmap Update and Economic Development Policy Community Engagement Plan**

The purpose of this memorandum is to provide an update on the City's Economic Development Roadmap and outline the community engagement process that will help inform the development of a comprehensive Economic Development Policy. This work reflects the City's continued commitment to establishing an economic development framework that is responsive to Austin's needs and priorities, and shaped by the people, businesses, workers, entrepreneurs, and community partners who contribute to Austin's economy.

This effort also builds on Austin City Council's [May 7, 2026, direction](#) to establish a clearer and more coordinated framework for how the City approaches economic development. While the original timeline anticipated bringing the Economic Development Policy to City Council by November 2026, staff determined that additional time would allow for a more meaningful community engagement process. Community input is an essential part of this work and will help staff understand what successful economic development should look like for Austin.

The City's goals for this work have not changed. Austin Economic Development remains focused on creating a thoughtful, coordinated, and community-informed approach that supports Austin's long-term economic sustainability while reflecting the values and priorities of the community we serve.

Economic Development Roadmap

At the October 16, 2026, Economic Opportunity Committee (EOC) meeting, staff will present an overview of the Economic Development Roadmap, including key activities, engagement opportunities, and milestones anticipated over the next 36 months.

Community Engagement Process

Community engagement will be a central component of the Economic Development Policy process. Austin Economic Development plans to begin gathering input through an online survey, which will open at 11 a.m.

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on Friday, October 16, 2026, and remain available through the conclusion of the listening sessions, providing an opportunity for community members to share their perspectives and help inform policy development.

In the first quarter of calendar year 2027, staff will expand this effort through virtual and in-person listening sessions, including opportunities at Austin City Hall and the Austin Permitting and Development Center. These sessions will create opportunities for Austinites to share what successful economic development should look like for Austin and what priorities the City should consider as it develops the policy. Dates will be announced before the end of October 2026.

To help ensure broad participation from communities across Austin, staff will promote engagement opportunities through City communications channels, including newsletters, social media, web content, district communications, community networks, and other available outreach channels. Staff will also provide the Mayor and City Council with a communications toolkit to help amplify engagement opportunities through their respective networks. Additional outreach strategies may be used, as appropriate, to help increase awareness and participation.

Economic Development staff also welcome direct input from the Mayor and City Council and will be asking each office to complete an online form that identifies up to five economic development priorities for staff to consider as part of this process. This input, together with feedback received from the broader community, will help staff better understand the range of priorities that should be considered as the Economic Development Policy is developed. A summary of community engagement findings will accompany the policy when it is ultimately brought forward for City Council consideration.

Looking Ahead

Over the coming months, Austin Economic Development will continue advancing the roadmap while preparing for and implementing the community engagement process. As this work progresses, staff will continue providing updates on major milestones, engagement opportunities, and next steps.

Additional information about the community engagement process, including opportunities to participate, dates, locations, and online resources, will be shared as those details are finalized. Should you have any questions or concerns, please contact Mac Cummins, Director of Austin Economic Development at mac.cummins@austintexas.gov or Assistant City Manager Dr. Eric A. Johnson at eric.a.johnson@austintexas.gov.

cc: T.C. Broadnax, City Manager
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