

# Which Way, Austin?

Community Forum Series #3 results

Close-out results, 11 December 2010

## Public meetings & survey

Community Forum Series #3 launched on September 20, 2010, with a series of nine public meetings over three weeks. At the same time, the same information was available through a paper and online survey.

The core activity of these opportunities for public input was built on prior public input in Community Forum Series #1 and #2, resulting in a broad Vision for Austin's future (see it online at [www.ImagineAustin.net/vision.htm](http://www.ImagineAustin.net/vision.htm)) and four alternate scenarios, sketching different ways the city could develop over the next 30 years (see the alternate scenarios on the right).

The "Which Way, Austin?" survey presented participants with likely ramifications of the four scenarios (plus a fifth, representing "Trends continue"), and invited them to assess the scenarios and rate their preferences.



## Participation

The table below gives overall participation figures, by the different venues in which Austinites could participate.

Venue	Count of participants
Public meetings	409
Paper survey (mail-in)	339
Paper survey (outreach events)	1,351
Online survey	2,467
Total number of participants	4,566

## The Alternate Scenarios



**A**  
"Distributed"



**B**  
"North-east-south crescent"



**C**  
"Centers"



**D**  
"North-south linear"



**Trend**

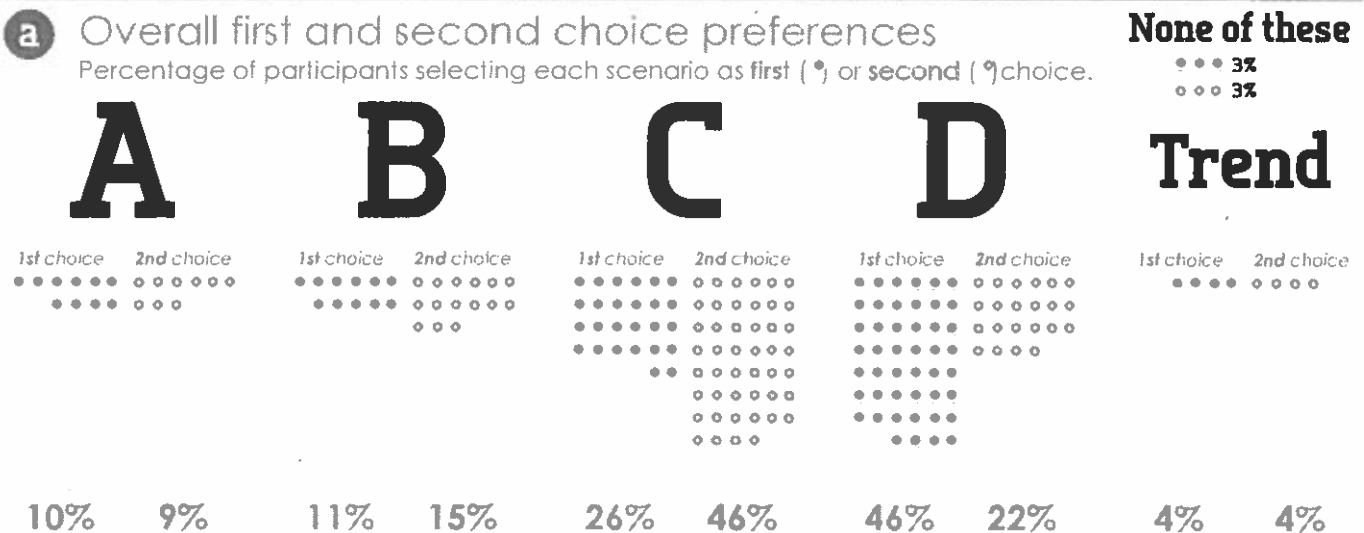
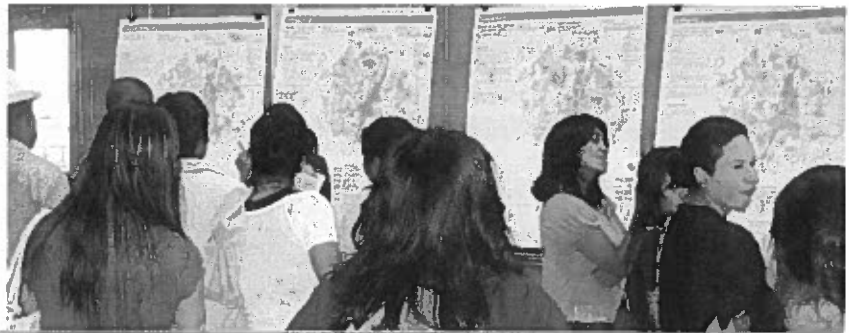
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## Scenario preferences

The results below report the public's scenario preferences: 1st and 2nd choice, by planning topic, and which scenarios participants selected for their second choice.



## b Preferred scenario by planning topic (online survey only)

Land Use	6%	7%	22%	60%	5%
Transportation	7%	7%	34%	48%	4%
Environment/Open Space	6%	7%	19%	63%	4%
Economy	8%	8%	20%	60%	5%

## c Second choice

For each first choice, which scenario was selected as a second choice?

B	39%	A	27%	A	6%	A	2%	A	76%
C	22%	C	46%	B	22%	B	8%	B	8%
D	17%	D	23%	D	70%	C	88%	C	10%
Trend	22%	Trend	4%	Trend	2%	Trend	1%	D	6%

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## d Scenario priorities

This section reports which indicators were selected as the "Top 5" when each scenario was a first choice.

### A

INDICATOR	%
Congestion Delays (total)	13.3
Cost of Infrastructure	11.5
Value of Time Lost to Travel Delays	10.4
Daily VMT	9.7
Mixed Use	8.9

### B

INDICATOR	%
Congestion Delays (total)	15.8
Aquifer Protection	14.0
Cost of Infrastructure	12.6
Value of Time Lost to Travel Delays	10.8
Mixed Use	10.6

### C

INDICATOR	%
Transit Use	10.9
Transit Access (homes)	9.8
Aquifer Protection	8.8
Water Consumption	8.5
Mixed Use	8.2

### D

INDICATOR	%
Aquifer Protection	9.8
Transit Use	8.0
Air Pollution	7.3
Water Consumption	7.3
Transit Access (homes)	7.2

### Trend

INDICATOR	%
Congestion Delays (total)	10.0
Cost of Infrastructure	9.1
Value of Time Lost to Travel Delays	7.5
Air Pollution	6.5
Total Land Developed	6.3



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## e Indicator priorities

Below, indicators are listed by how many times they were marked as a "top 5" indicator, along with how they were distributed across the scenarios. (The highest choice is in **blue**.)

Indicator (total count)	Percentage selecting scenario				Trend
	A	B	C	D	
<b>Aquifer Protection</b> (1621)	7%	13%	21%	56%	3%
<b>Transit Use</b> (1417)	6%	9%	26%	56%	2%
<b>Cost of New Infrastructure</b> (1328)	8%	11%	26%	51%	3%
<b>Transit Access</b> (homes) (1309)	9%	10%	25%	53%	3%
<b>Water Consumption</b> (1296)	14%	18%	26%	36%	6%
<b>Congestion Delays</b> (total) (1275)	7%	10%	26%	53%	4%
<b>Air Pollution</b> (1274)	8%	9%	28%	52%	3%
<b>Mixed Use</b> (1254)	11%	13%	24%	46%	6%
<b>Transit Access</b> (jobs) (1111)	9%	11%	26%	50%	4%
<b>Bike/Pedestrian Trips</b> (1025)	5%	8%	21%	63%	2%
<b>Total Land Developed</b> (1024)	8%	10%	25%	54%	2%
<b>Local Agriculture</b> (980)	7%	12%	24%	55%	2%
<b>Value of Time Lost to Travel Delays</b> (965)	10%	10%	20%	55%	4%
<b>Greenhouse Gas Emissions</b> (886)	13%	18%	25%	40%	5%
<b>Daily Vehicle Miles Traveled</b> (856)	8%	11%	20%	56%	4%
<b>Infill/Redevelopment</b> (843)	14%	13%	20%	47%	5%
<b>Congestion Delays</b> (personal) (522)	11%	12%	19%	49%	9%

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## f Plan Framework Priorities

The questions below report the results of the second section of the survey. Each item was rated Low (1), Medium (2), or High (3).

How important is it ...	Average	How important is it ...	Average
...that downtown, neighborhood centers, and new development should be compact and walkable, mixing places where people live, work, and shop?	2.5	... to improve and protect the region's environmental resources (such as water, soil, tree cover, and plant and animal habitat)?	2.9
...to preserve Austin's culture, character of historic buildings and neighborhoods?	2.7	... to protect the region's water supply through conservation and water re-use?	2.9
... to invest in a variety of transportation choices that includes transit, walking and biking?	2.7	... to reduce Austin's carbon footprint?	2.6
... that people with different income levels can afford to live throughout Austin?	2.5	... to focus on Austin's economic growth & job creation?	2.6
... that each part of town is economically diverse and offers a variety of housing types and costs?	2.3	... to improve job opportunities & access to jobs?	2.7
... to provide accessible libraries, community centers, meeting spaces, and senior centers in or near where people live?	2.6	... to provide accessible health and preventive care, including mental health care and substance abuse services?	2.5
... to provide parks and outdoor recreation centers close to where people live and work?	2.9	... to reduce homelessness through supportive services and housing?	2.3
... to provide greenways and trails?	2.7	... to provide educational opportunities for youth and adults?	2.8

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## 9 Capital Improvements

Improvement	%
Improve the transportation system	21.0%
Develop parks and recreation facilities	20.7%
Develop public safety facilities	14.0%
Acquire open space	10.3%
Develop health and human service facilities	9.3%
Repair and restore deteriorating infrastructure	8.4%
Develop community facilities	8.2%
Other	8.2%



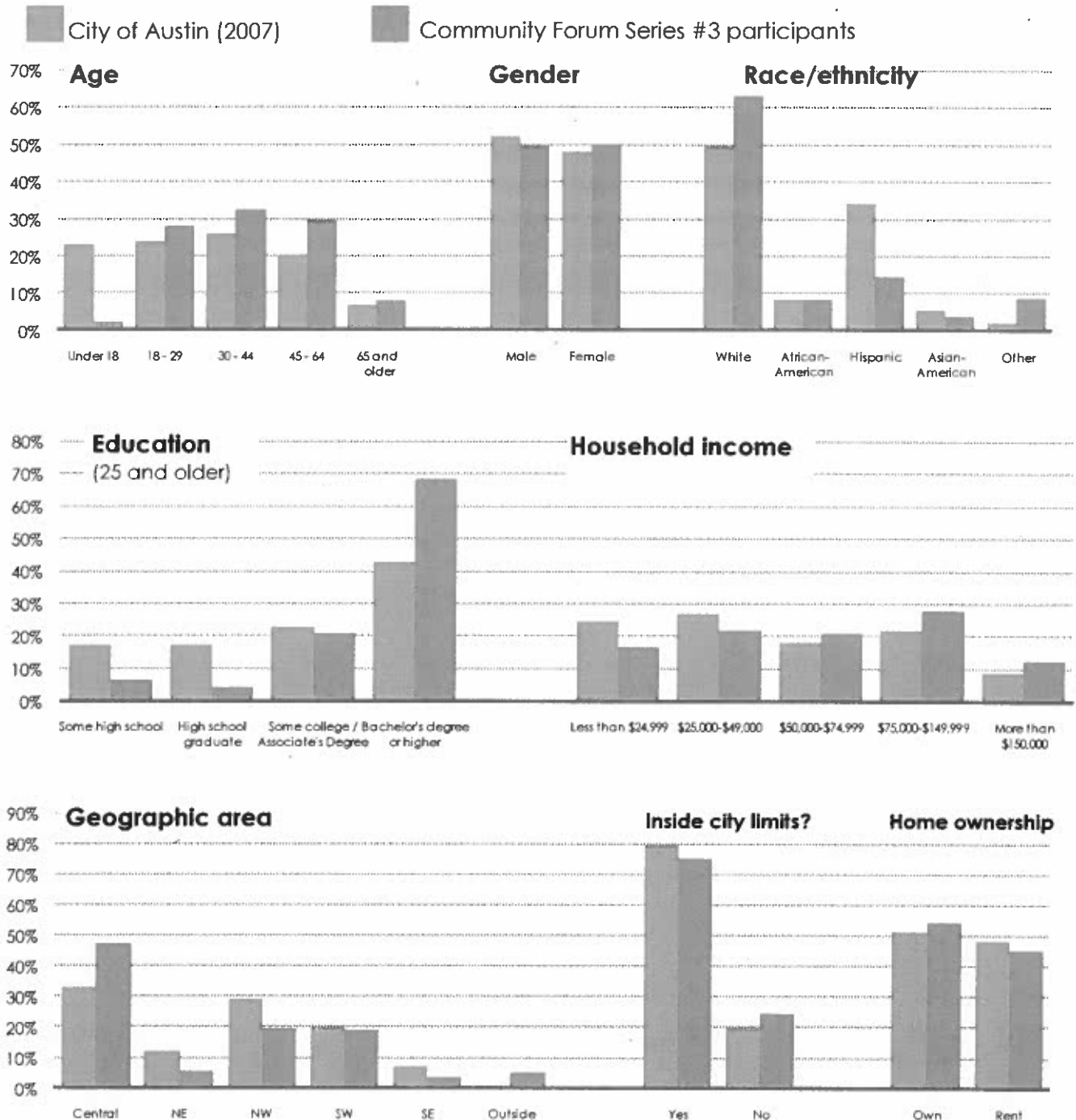
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## b Demographics

The demographic breakdown of participants in CFS#3 is provided below, compared with City of Austin demographics (American Community Survey estimates, 2007). Note that the planning area extends beyond City limits, so the demographics of the City are an approximation of the total planning area's demographics.



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## Outreach for "Which Way, Austin?"

### Public Meetings

Nine meeting over three weeks:

- City Hall
- David Chapel Church
- St. David's Church
- ACC South
- Del Valle Opportunity Center
- Concordia University
- Bowie High School
- Jewish Community Center
- Reagan High School

### Spreading the Word

Utility bill insert (360,000)

Imagine Austin interest list (2,303)

Community Registry

Neighborhood Associations

Austin Neighborhood Council (ANC)

Churches and places of worship

University of Texas

Austin Community College

Concordia University

Huston-Tillotson University

St. Edward's University

Community Action Network (CAN)

Austin Independent School District

Del Valle Independent School District

Real Estate Council of Austin (RECA)

Congress for New Urbanism (CNU)

Austin Urban Coalition

Hispanic Quality of Life Task Force

### Website & Social Media

[www.ImagineAustin.net](http://www.ImagineAustin.net)

New front "splash" page

Newsletter/survey online in English and Spanish

CFS #3 video online

Imagine Austin facebook page – 1,787 fans

Imagine Austin twitter page – 218 followers

### Newsletter/Survey

Distributed over 200,000 Which Way, Austin? newsletter/surveys

Austin American-Statesman (80,000)

Task Force, staff and consultant team (30,000)

Austin Chronicle (90,000)

Distributed newsletter/surveys to 26 libraries and 20 recreation centers.

1,000 delivered by door hanger to each zip code:

- 78617 Los Cielos
- 78717 Avery Ranch
- 78721 Springdale Road
- 78723 Manor Road
- 78725 Austin's Colony
- 78741 East Riverside
- 78744 Dove Springs
- 78752 Coronado Hills
- 78753 North Acres
- 78758 Mearns Meadow

### Community Conversation

25 Community Conversations checked out

### Corporate Engagement

Greater Austin Chamber of Commerce

Greater Austin Hispanic Chamber of Commerce

Capital City African-American Chamber of Commerce

Austin Asian American Chamber of Commerce

Four Points Chamber of Commerce

Contacted over 200 of the largest employers to distribute the online newsletter/survey to their employees.



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## Engaging Activities

15 "Taking to the streets" events at:

- High school football games
- Huston-Tillotson University
- University of Texas
- ACC campuses
- Bus stops
- Austin City Limits shuttle stop

Austin Future's Fair

Austin Council of the PTA

Dieciséis (Mexican Independence Day)

Asian American Cultural Center Harvest Moon Festival

Save Barton Creek Association

Hispanic Organizations Working Together as One (HOWTO)

Elementary schools open houses (Pickle, Pease, Allan,

Popham, Sanchez, Zavala, Doss, Metz, Blackshear)

## Media

City Council press conference to kick-off CFS #3

Public Services Announcements – Time Warner, Grande Communications, Channel 6

Sunday front page feature in Austin American Statesman

Sunday op-ed in Austin American Statesman by City

Manager Marc Ott

Multiple stories in Austin Chronicle

Stories on

- KXAN 36
- Fox 7
- Univision
- Telefuturo
- La Voz
- KUT
- KVET
- KLBJ
- The Daily Texan
- Community Impact
- Infact Daily

Print advertisements in Austin American Statesman, Austin Chronicle and ahora sí