

Late Backup

#61

RESOLUTION NO. _____

WHEREAS, the City Council in RESOLUTION NO. 20090827-030 created the Comprehensive Plan Citizens Advisory Task Force (CATF) to serve as charged in parts A through E of Section 1 of that Resolution; and

WHEREAS, it has been determined by the members of the CATF that the CATF has been unable to properly execute the duties as charged by the City Council in said Resolution because the roles, responsibilities, and scope of the CATF, the Staff, and the Consultants are unclear and differently defined and understood by all parties, and

WHEREAS, because this lack of clearly defined roles has led to CATF being inappropriately held accountable to participating citizens by staff, opposed and limited by staff and consultants in the thorough and complete performance and execution of the duties and responsibilities as set out for the CATF and this has prevented the CATF from acquiring the "necessary resources and technical assistance" as stated in the Resolution, and

WHEREAS, the CATF desires to function to the fullest capacity on behalf of the Citizens of Austin to ensure that any and all versions of this Comprehensive Plan to be presented to the City Council for consideration and approval are based on a thorough analysis of accurate and complete data for all components to be address by the Comprehensive Plan and that any plan approved by the City Council to guide Austin and its citizens for the next 30 years is properly executed and thoroughly done for the benefit of the citizenry; and

WHEREAS, the CATF was charged with implementing a thorough and responsible plan of outreach to obtain, record, and utilize widespread, considered, thoughtful, and informed Citizen input, the state of which citizen input as performed by Staff and Consultants in various exercises is considered by the CATF and by a large component of the citizenry to be superficial and inadequate and of lesser quality than the Citizens of Austin should expect in planning the City for the next 30 years, and in which the CATF intends to play a stronger role for the creation of the Comprehensive Plan; NOW THEREFORE,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

1. The fundamental roles and responsibilities of the Comprehensive Plan Citizens Advisory Task Force (CATF) as created on August 27, 2009 by Resolution No. 20090827-030 are hereby clarified and elucidated and are:
 - a) to identify immediate and perceived future problems with growth before community review and input are sought; and
 - b) to assess and recommend improvements to metrics for data sets necessary to effective decision-making and policy formulation, including but not limited to physical data sets (hydrology, soils, geology [including Karst features], flora, fauna,

- etc.), cultural data sets (archological, historical, landmarks, value features, etc.), interest group objectives, and economic contingencies (modeling); and
 - c) to develop metrics for all aspects of the plan and define acceptable performances to assist Council decision and policy making; and
 - d) to identify holes, gaps, omissions, and deletions of components, topics, issues, and concerns that are considered to be standard elements of comprehensive planning documents and the same for elements unique to planning for Austin's next 30 years; and
 - e) to carry its concerns regarding perceived deficiencies, faults, shortcomings, or defects of the planning process or the comprehensive plan itself in any format or version, whether those concerns be those of individual Task Force members or the group as a whole to the City Council, citizens, staff, and consultants so those concerns may be remedied and resolved on behalf of the Citizens of Austin.
2. To fulfill the roles and achieve the purposes of the Comprehensive Plan Citizens Advisory Task Force as set out in said Resolution and for which the Task Force was created, the Task Force shall be empowered to:
- a) take 30 days with an extension as necessary to perform an internal evaluation of the process and means to restructure the process, re-evaluate the current staff-defined "Preferred Scenario," and develop a pro-forma budget to complete the process; and
 - b) elect its own chairperson and the chairs of any committees or subcommittees formed; and
 - c) control the schedule of the meetings of the full Task Force; and
 - d) set the agendas for CATF meetings; and
 - e) create committees or subcommittees of the CATF as necessary to study specific issues and concerns; and
 - f) lead the planning effort; and
 - g) clearly control the process; and
 - f) solicit citizen input through various means by developing and executing a plan to achieve thorough community outreach at all levels and to determine if and when sufficient citizen input has been obtained; and
 - h) have the authority to edit and correct errors and erroneous information in the community inventory; and
 - i) add supplemental data sets as identified and as appropriate; and
 - j) ensure that a complete and fair analysis of the potential differences between the adopted neighborhood plans and the impact that would be wrought by any growth scenario(s) incorporated as part of the Comprehensive Plan; and
 - k) create and work with a volunteer advisory panel of local professionals and experts to whom the CATF can turn for additional information beyond what the CoA staff can provide in the study areas; and
 - l) request and receive the necessary resources and technical assistance as stated in the Resolution creating the Task Force; and

m) review and edit draft and/or final versions of the Comprehensive Plan prior to their presentation to citizen groups, the Planning Commission, the City Council, or any other group for approval, with the expectation that problems identified and brought to the attention of staff and consultants will be revised and corrected.

BE IT FURTHER RESOLVED:

The City Manager and the staff and departments under his control shall provide necessary resources and technical assistance to the Task Force, those being the resources and assistance deemed so by the Task Force; and

The City staff of the relevant department(s) will cooperate and work with the Task Force to provide assistance as requested; and

The City staff will supportive the Task Force as it performs the work it has been charge with by the City Council and will not act in an obstructionist manner or create barriers to the Task Force and/or its individual members as the Task Force .

The final date for the proposed completion and adoption of the Comprehensive Plan be reset to a later date as determined following the internal review of the CATF.

ADOPTED: _____, 2011 ATTEST: _____

IMAGINEAUSTON Working Groups Kick-Off Results

Economy

ECO01		Promote and measure business entrepreneurship, innovation and a culture of creativity.
Actions or ideas		ID
Promote local		110
Economic development with taxpayer resources should be directed to the historically under-employed and not to increase the population		112
Census of local owned business as opposed to non-locally owned business.		113
Measure: Use city resources to determine the status of business entrepreneurs and culture on a regular timeline.		114
ID, measure & promote locally owned business paying attention to cultural diversity		115
- Evaluate (& improve) African-Amer & Hispanic programs & the implementation of plans		116
- Evaluate/improve small biz/MWBE programs & consolidate where appropriate		117
Evaluate the effectiveness of Art in Public Places program (timeline issues)		118
Develop metric (beyond sustain. Indicators) to evaluate affordability.		119
Create an Austin Craftmen's Guild to showcase hand made objects created by Austin residents		120
Examine Global Reporting Initiative for SD metrics		121
Mentor Program for local business development		122
Web Loci - tool		123
Sister Cities --> global market		124
For metrics - Global Reporting Initiative		125
Develop Task Force to promote business. maybe a seminar on developing a new business		126
Develop measures for 3 areas and develop actions for drawing more to Austin		127
Institutionalize the grooming or incentivization of desired industries, employers.		128
City employees will facilitate & problem solve economic activity rather than pose obstacles		129
Establish an economic impact policy on any new regulation & its burden, benefit, or impact on small business and/or impact on residents. Review existing regulations to assess impact on residents & small businesses		130

IMAGINEAUSTON Working Groups Kick-Off Results

Question re: ECO1

65

How do you measure culture of creativity?

measure whether the arts programs being started or growing in the arts programs of the schools and universities

Organize small business development

157

ECO02

Implement policies that create, nurture, and retain small businesses.

Actions or ideas

ID

Develop improved quality, quantity, and creative options for parking

255

Promote & support the formation of worker-owned & community-owned businesses (e.g. co-ops)

267

Local business Reputation broadly communicated to public

341

Co-op buying clubs that research local sources of products. Incubator

347

Equal Playing Field

360

Develop metric (beyond sustain. Indicators) to evaluate affordability.

390

New development should not burden existing residents.

367

--> impact fees should be maximized.

Measure the impact, burden of private eco. growth/activity and development on small business & residents

359

Chamber of Commerce and the City focus for the next 10 yrs. on policies that create, nurture & retain locally owned businesses

366

IE Airport policies

354

Help AJBA and similar organizations promote local small businesses in Austin (encourage "buy local")

Bus dev "friendly" city and county policies

358

Connect small businesses to opportunities especially for large projects, City needs to use common resources like Demand-stor not its own system.

37

Encourage Adaptive use of existing Buildings for new small Businesses

355

Electronic best practice sharing from city to businesses

372

Promote new businesses to be formed here Local business

356

--Simplify--

350

not requiring consultants

Locally owned & small business have the same opportunities to receive tax incentives from the city as multi-million \$ corporations

374

Directory of local production by categorizing small business economy using NAICS codes

IMAGINEAUSTON Working Groups Kick-Off Results

Establish direct links to ***** & Austin chambers to new projects public and private developments. For example, Formula One. 1:50

App for local products to address "leakage analysis" result. 1:50

ECO03

Build on the Austin metropolitan area's position as a leader in global trade.

Actions or ideas 1:50

Expand hotels in downtown Austin which would bring in more conventions 1:50

Expand the "Go Local" card concept. 1:50

Internet SEO for Austin as source of products AliBaba for Austin 1:50

Become a leader in global trade
don't assume you are already 1:50

Implement effective marketing campaign to global community 1:50

Establish a free port zone @ Austin Bergstrom 1:50

Key Question 1:50

What does Austin have to offer to the globe?

- Native Plant

- LBJ Wildflower international

- gaming design-technology

- Secondary education

- water quality management

- IT information technology

- music

- micro Brewing

- micro chips

- Texas

- wine

- olive oil

- green energy

- solar

- wind

- nanotechnology

Action 1:50

Leverage people brought in to Austin to encourage locals

Continue rela bldg w/ other countries (city, chamber lead) 1:50

Cultural arts group 1:50

Greg's explanation

Program of City

Create Austin

- music

- film

- interactive

- visual & performing arts

IMAGINEAUSTON Working Groups Kick-Off Results

City	5.
C. of C. and smaller chambers	
opportunity Austin 2003 created after dot com Bust	
Who does outreach to attracting new Businesses?	89
Chamber of Commerce takes *Lea	
City uses software to evaluate net financial benefit	7
Gregg's explanation International Program	95
"sister cities" --	
- host visits between city	
- trade missions	

ECO04

Continue to strengthen partnerships among Chambers of Commerce, state and local governments, and major employers and leverage incentives to attract and retain major employers.

Actions or ideas	ID
Sponsor outcomes data (re incentive results & future trends) research	2004
Develop incentives specifically to promote ED at TODs	7, 8
Put UT Austin into ECO4	1, 3
Establish metrics for local vs. non-local business engagement with city/county	16
Encourage formation of Small Business Chamber of Commerce	5
How have incentives to bring large businesses (in 90s) to Austin played out for our economy? What are outcomes data? Do what works. Stop doing what doesn't promote good local jobs.	5, 7
include more non-profit & NGO type organizations in designing incentives	-
Establish international air service, which opens Austin to international markets to promote business & tourism	1, 7
AIBA needs/deserves same level of city support as Austin chambers of commerce and similar groups like it.	2, 3
Strengthen/enhance urban ecosystem management by creating a city department to lead and coordinate Urban Forestry Landscaping, Environmental Protection, Green infrastructure	211
The City will convene a forum each year of all Chambers of Commerce & AIBA to discuss the strategic directions of the City (No just the Austin "chambers")	5, 7

ECO05

Enhance Austin's draw as a premier national and international tourist destination by strengthening cultural (arts, music, film) and entertainment offerings enhancing natural resources, and expanding the availability of non-traditional events and venues

Actions or ideas	ID
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IMAGINEAUSTON Working Groups Kick-Off Results

Invest in destination parks [Waller Creek is a disaster Example]	70%
Neighborhood specific "fairs" like mini SXSW "disperse events through-out city"	72%
Simplify process to have local business provide addl services (e.g. host bands for SXSW)	64%
All directions	70%

Must take into consideration where the growth has already occurred and focus offerings across the area, jobs, arts, etc.	
Utilize Henry Guerrero Park for outdoor music festivals	27%
Build up infrastructure supporting urban natural areas (preserves)	51%
Walk for a Day - accelerate creation of interconnecting trails	71%
Incorporate Urban Ecosystem management into the programs of every department and each building block of the comprehensive plan Recognize the benefits of protecting and caring for our environment	27%
Establish a national bowl game using UT's stadium	47%
Develop events and offerings to attract & retrain African Americans	10%
Implement effective marketing campaign to attract tourism	
Leverage natural resources "Lady Bird Lake," Waller Creek, Lake Austin into "active" tourism	71%
Complete the historic resources survey of Austin - not updated since 1984 ¹	71%
"Experience Austin"	71%
- go downtown	
1. Town Lake	
2. Capital Tour	
3. Bob Bullock Museum	
5. Elisabet Ney Museum	
6. French Legation	
7. Botanical Garden	
8. Art gallery 7th and Congress	
9. Chicken shit bingo	
10. The Food Trailers	
Tourism	
Promote what gives Austin Quality and Distinction - Its History	
Increase support for those iconic Austin events available to all citizens (ex Trail of Lights)	
Include more diverse opportunities for minorities - SXSW	

IMAGINEAUSTIN Working Groups Kick-Off Results

EC006

Encourage Austin's creative economy and culture through flexible, place-based policies (those directed at specific geographic areas) as well as policies directed toward virtual reality and digital media

Actions or ideas

Establish metrics for local vs. non-local business engagement with city/county

incubate creative class building opportunity store fronts, development finance.

small size 600 SF +/- rental spaces to encourage creative economy & one person shops

Eliminate (decrease) speculative holding of property in an idle state by having default options such as a low maintenance native ecosystem (look at cost of community services to a property) property tax incentives community gardens on public land

Hire "tech"/digital talent @ city to keep us on top of the latest technology

Support sharing of information between companies on material flows, inputs, wastes, by-products to achieve collaborative reuse

ECO07

Promote Downtown as the premier business district in the region and expand the presence of global finance and trade.

Actions or ideas

Provide permanent supportive housing for lowest economic population

Implement downtown master plan

Focus on ***/creating financing for sustainability -- see "Property Assessed Clean Energy Financing"

Conflicts w/ ECT?

Promote downtown within the capacity of its infrastructure *and* limit expansion of downtown zoning to preserve surrounding neighborhoods

Preserve the scenic vistas as a tourist draw to the downtown area of Lady Bird Lake as defined in Waterfront Overlay District

EC008

Invest in and expand major cultural facilities in Austin's Downtown

Actions or ideas

Should be in cultural category rather than in economic development

Work to encourage AMOA to stay & expand downtown

Work w/ Sister Cities to raise funds for twin "Sister" facilities in each city

City needs to explore AMOA downtown

Implement downtown master plan

Seabird Intake -- reduce retail, increase venue such as aquarium

IMAGINEAUSTON Working Groups Kick-Off Results

ECO09	<i>Spur medical and life science technology investments by establishing a medical school</i>
Actions or ideas	11
Have the city assist its educational partners in bringing grant research money and facilitate the needs of the grant.	12
Grants are available for *** programs such as medical services apprenticeship	13
Locate medical school on transit or plan so as to connect to transit	14
- Create public-private task force to encourage state & universities to invest in med. School - Invest in R&D focused on bio tech	15
Graduate medical education funding is being cut & current med school graduates go out of state because there are not enough residency spots. Need to expand residency spots as you expand medical training facilities	16
State level application for funding residency (medical) positions.	17
ECO10	<i>Cluster or co-locate educational facilities (e.g., high schools, vocational schools, colleges or universities) near employment centers (e.g., healthcare facilities, biotech and green technologies, etc) to better connect students to potential employment opportunities.</i>
Actions or ideas	18
Repurpose vacant school buildings, city or state buildings for healthcare and other centers or use in the evenings and weekends	19
When school districts would like to build new schools encourage them to incorporate other business when school is out of session (multi use of school)	20
- Analyze publicly-owned land (COA, Travis, ACC, UT, AISD) - Develop strategies to collaborate/co-locate institutional uses	21
Cluster educational facilities near transit	22
Continue to promote Community Action Network Council to serve as "bridge."	23
Work toward standardization of education classes from one unit to another	24
ECO11	<i>Expand the educational offerings and establish cooperative partnerships between Austin Community College, the University of Texas, and other institutions of higher learning to support target industries' education and training requirements</i>
Actions or ideas	25
Youth Conservation Corp -- PARD w/ ACC	26
Establish and/or invest in cooperative partnerships between ACC, UT & other HET to support target industries education and training req & match with citizen's needs	27

IMAGINEAUSTON Working Groups Kick-Off Results

Make information available to young students about what jobs are needed today

ECO12

Engage major employers and institutions of higher education to provide leadership in meeting the needs of chronic unemployed and underemployed residents, such as people with disabilities, and former clients of the criminal justice or foster care systems.

Actions or ideas

11)

Government purchasing should explore opportunities to buy products made by re-entry and disabled employment centers

Educate employees on advantages of hiring people with disabilities

ECO13

Promote "start-up districts" where new businesses benefit from locating near transportation infrastructure, services, suppliers, mentors, and affordable support facilities.

Actions or ideas

11)

No "parking required" for small business (<10,000 sf) in TOD and other transit-*rich* activity centers

Property tax exemptions for <5000 sf in target districts (TOD, IBIZ, etc) (Pilot project)

Support sharing of information between companies on material flows, inputs, wastes, by-products to achieve collaborative reuse

CAMPO, Capitol Metro, City of Austin will explore creative entrepreneurship to move people in & out & around the city. [not just rail bus or car]

Enhance & expand city small business Department

ECO14

Encourage and support innovation through flexible city rules, adaptive reuse of buildings, and up-to-date infrastructure so that creativity thrives in actual as well as virtual reality and digital media.

Actions or ideas

Seek out creative financing methods that support energy and water system efficiencies in public and private sector buildings.

Add a descriptive "intent" to all code requirements to help "define" extent of "flexibility"

Allow more by-right development

Action: create a more flexible set of development regulations by using goals and parameters referencing industry standards instead of specifics in rules

Incentivize expedited & accurate devel review

Provide creative industries assistance in "comparing" w/ LDC

IMAGINEAUSTIN Working Groups Kick-Off Results

Simplify development process, assign 1 staff person to coordinate all review, set deadlines for the city, commit to a timeline, and meet targets of responsiveness and accountability

Make city/county procurement transparent and competent to avoid good old boy network

Establish an economic impact policy on any new regulation & its burden, benefit, or impact on small business and/or impact on residents. Review existing regulations to assess impact on residents & small businesses

Ensure that "flexible" city rules do not compromise safety & integrity of *****

Have special building code for buildings >30 yrs old, like Denver's, to promote adaptive reuse

ECO15

Improve regional transportation planning and financing for infrastructure (e.g., air, rail, and roads) in order to ensure the reliable movement of goods and people.

Actions or ideas

Expand Austin Metro through merging of city governments over a 5 county area

Establish international air service, which opens Austin to international markets to promote business & tourism

Expand transit--Urban rail, Rapid bus more commuter rail, Focus on connecting activity centers instead of moving cars.

Focus utilization of commuter tax benefits in downtown & at major employer locations

Make urban passenger rail a #1 priority & explore long-term financing mechanisms

Support developing financial mechanisms to build & expand regional rail investments

Transportation solutions should not burden low & fixed income residents with higher property & sales taxes

Consider a congestion-pricing plan for Austin. Do a cost-benefit analysis to determine if it makes sense for congested roadways like I-35. Use funding to support public transportation

Require a coordinated transportation planning effort (permanent) by CAMPO, CTRMA, CapMetro, City, County and TxDOT

CAMPO, Capitol Metro. City of Austin will explore creative entrepreneurship to move people in & out & around the city [not just rail bus or car]

IMAGINEAUSTON Working Groups Kick-Off Results

ECO16

Invest in sustainable, affordable utility sources (communications, power, water, wastewater) to meet the needs of increasing population and employment bases.

Actions or ideas

ID

Encourage distributed generation in all forms

Sustainable and affordable resources

- City wide wifi and terminals to use. Maybe?? Communication
- Further investment in energy options
- Protect water resources

Expand incentives for solar panel utilization.

Connect extra resources to support any innovative private sector energy/water ideas

Alternate Compliance for Water Consumption for commercial business

Establish an economic impact policy on any new regulation & its burden, benefit, or impact on small business and/or impact on residents. Review existing regulations to assess impact on residents & small businesses

Establish a water use/reuse strategy that includes an independent private sector collaborative work stream that allows for full engagement.

ECO17

Expand connectivity within the Texas Triangle (Dallas/Fort Worth, Austin, San Antonio, and Houston) in order to facilitate movement of ideas, goods, and people for economic prosperity.

Actions or ideas

Establish private sector collaborative communication links with Houston/SA/Dallas that link comp plan objectives

High speed rail for Dallas, Fort Worth, Houston, Austin, San Antonio

Create a coalition with the other 3 major TX metro areas (DFW, Houston, San Antonio) to lobby for federal high speed rail funding

Support developing financial mechanisms to build & expand regional rail investments

Expand connectivity

Lower cost options to travel between cities. Airplane, train, etc. Increase opportunities for all areas. To make the area prosperous for all areas

ECO18

Promote convenient and affordable child care for working families

Actions or ideas

All employees who receive incentives will have on site or subsidized child care

Multitask of business recreation centers in child care

IMAGINEAUSTON Working Groups Kick-Off Results

Convenient and affordable child care

Invite child care businesses to Austin

Try to locate some form of child care within some distance to communities

Promote children's activities with the city

Subsidized child care for families whose earnings are less than \$50,000, so they can work

Encourage companies to subsidize child care in order to enhance retention and reduce absenteeism

Cluster companies to join together to provide child care

ECOnew

Economy: new directions

Actions or ideas

10

Establish a method to evaluate all strategic direction items with regard to all other strategic directions

Develop metric (beyond sustain. Indicators) to evaluate affordability.

For all strategic directions establish clear cost/benefit analysis for each strategic directions & action items.

Re-assess tax valuation (and its process) for co/industrial

Establish analysis of how speculative "up-zoning" to determine how it impacts surrounding property tax valuations.

Lobby state legislature for income tax replace regress property tax

Make development process easier so housing can be more affordable

Establish analysis for determining the degree of "involuntary" gentrification of our population

ECOother

Economy: other comments

Actions or ideas

Question

Do action Plans have a cost estimate associated with each strategy?

Key Question

What's good for local Business?

What's good for my family is good for business

Now that we have cultural center facilities maybe we can work on integration centers where cross cultural events can happen

Question

Why do we need incentives? Capitalists will come if it is in their *enlightened self interest

affordability of housing is critical for getting & retaining employees

Can a family make a living in the City of Austin? That allows them to live Here?	1-
The Greenest Building is the one that already exists. Reuse Existing Buildings for Business & Res.	
Affordable housing in the downtown developments--not moved to the hinterlands	11-
Accountability for Affordable Housing in complexes close in.	14-
Critical factor	15-

Leadership in implementation	
What is it about Austin that creates and fosters a prosperous economy?	1-
Key Question	
its history its culture	
Answer to critical question	
1A Austin's History	
Answer to critical question	
1B Austin Culture	
Resource	12-
Greg K. of City Eco Growth and Redevelopment Dept.	

Economy

Meeting 2 Results

This file presents the combined results of the first two Working Group meetings. New items from the second meeting are marked "New" on the left side; comments from the second meeting on existing actions are included in italics beneath the original action.

April 14, 2011

Local business-23



Business development

New?	ID	Action <i>(with comment from meeting 2)</i>	Strategic Direction
	3359	Organize small business development	ECO01
	3369	Economic development with taxpayer resources should be directed to the historically under-employed and not to increase the population	ECO01
	3353	Establish an economic impact policy on any new regulation & its burden, benefit, or impact on small business and/or impact on residents. Review existing regulations to assess impact on residents & small businesses	ECO01
	3363	Evaluate the effectiveness of Art in Public Places program (timeline issues)	ECO01
	3351	Mentor Program for local business development Web Loci - tool Sister Cities --> global market	ECO01
	3355	Institutionalize the grooming or incentivization of desired industries, employers.	ECO01
	3356	Develop measures for 3 areas and develop actions for drawing more to Austin	ECO01
	3357	Develop Task Force to promote business, maybe a seminar on developing a new business	ECO01
	3358	For metrics - Global Reporting Initiative	ECO01
	3368	Promote local	ECO01
	3367	Census of local owned business as opposed to non-locally owned business.	ECO01
	3365	Measure: Use city resources to determine the status of business entrepreneurs and culture on a regular timeline.	ECO01

Economy

Meeting 2 Results

Business development

New?	ID	Action (with comment from meeting 2)	Strategic Directio
	3365	ID, measure & promote locally owned business paying attention to cultural diversity	ECO01
	3352	Question re: ECO1 How do you measure culture of creativity? ----- measure whether the arts programs being started or growing in the arts programs of the schools and universities <i>Creativity is broader than "the arts"</i>	ECO01
	3364	- Evaluate (& improve) African-Amer & Hispanic programs & the implementation of plans - Evaluate/improve small biz/MWBE programs & consolidate where appropriate	ECO01
	3354	City employees will facilitate & problem solve economic activity rather than pose obstacles	ECO01
	3362	Develop metric (beyond sustain. Indicators) to evaluate affordability.	ECO01
	3361	Create an Austin Craftmen's Guild to showcase hand made objects created by Austin residents	ECO01
	3360	Examine Global Reporting Initiative for SD metrics	ECO01
	3424	--Simplify-- not requiring consultants	ECO02
	3425	Promote new businesses to be formed here. Local business	ECO02
	3426	Measure the impact, burden of private eco growth/activity and development on small business & residents	ECO02
	3427	Electronic best practice sharing from city to businesses	ECO02
	3428	Establish direct links to ***** & Austin chambers to new projects public and private developments. For example, Formula One.	ECO02
	3429	Connect small businesses to opportunities, especially for large projects, City needs to use common resources like Demand-stor, not its own system	ECO02
	3430	Bus dev "friendly" city and county policies	ECO02

Economy

Meeting 2 Results

Business development

New?	ID	Action <i>(with comment from meeting 2)</i>	Strategic Directio
	3423	Encourage Adaptive use of existing Buildings for new small Businesses	ECO02
	3434	Promote & support the formation of worker-owned & community-owned businesses (e.g. co-ops)	ECO02
	3442	Locally owned & small business have the same opportunities to receive tax incentives from the city as multi-million \$ corporations	ECO02
	3441	New development should not burden existing residents. --> impact fees should be maximized.	ECO02
	3433	Develop improved quality, quantity, and creative options for parking	ECO02
	3435	Local business Reputation broadly communicated to public	ECO02
	3436	Co-op buying clubs that research local sources of products. Incubator	ECO02
	3431	IE Airport policies Help AIBA and similar organizations promote local small businesses in Austin (encourage "buy local")	ECO02
	3437	App for local products to address "leakage analysis" result.	ECO02
	3438	Equal Playing Field - Place large retail centers farther from main highway interchange and allow for small biz to agglomerate in such areas closer to dense traffic flow sectors	ECO02
	3439	Directory of local production by categorizing \$70 billion economy using NAICS codes.	ECO02
	3440	Chamber of Commerce and the City focus for the next 10 yrs. on policies that create, nurture & retain locally owned businesses	ECO02
	3441	Develop metric (beyond sustain. Indicators) to evaluate affordability.	ECO02
	3444	include more non-profit & NGO type organizations in designing incentives.	ECO04
	3445	Establish metrics for local vs. non-local business engagement with city/county	ECO04

Economy

Meeting 2 Results

Business development

New?	ID	Action (with comment from meeting 2)	Strategic Direction
	3467	AlBA needs/deserves same level of city support as Austin chambers of commerce and similar groups like it.	ECO04
	3466	The City will convene a forum each year of all Chambers of Commerce & AlBA to discuss the strategic directions of the City. (No just the Austin *chambers*)	ECO04
	3457	Establish international air service, which opens Austin to international markets to promote business & tourism	ECO04
	3458	Put UT Austin into ECO4	ECO04
New	5629	City staff and city council should coordinate process of council approval to avoid massive P.R. expense for businesses moving in.	ECO04
	3460	Strengthen/enhance urban ecosystem management by creating a city department to lead and coordinate Urban Forestry, Landscaping, Environmental Protection, Green infrastructure	ECO04
	3461	Encourage formation of Small Business Chamber of Commerce	ECO04
	3462	Develop incentives specifically to promote ED at TODs	ECO04
	3465	Sponsor outcomes data (re incentive results & future trends) research	ECO04
	3463	How have incentives to bring large businesses (in 90s) to Austin played out for our economy? What are outcomes data? Do what works. Stop doing what doesn't promote good local jobs.	ECO04
	3383	Support sharing of information between companies on material flows, inputs, wastes, by-products to achieve collaborative reuse	ECO13
	3381	No "parking required" for small business (<10,000 sf) in TOD and other transit-*rich* activity centers	ECO13
	3382	Property tax exemptions for <5000 sf in target districts (TOD, IBIZ, etc) (Pilot project)	ECO13
	3384	CAMPO, Capitol Metro, City of Austin will explore creative entrepreneurship to move people in & out & around the city. [not just rail, bus or car]	ECO13

Economy

Meeting 2 Results

Business development

New?	ID	Action <i>(with comment from meeting 2)</i>	Strategic Directio
	3385	Enhance & expand city small business Department	ECO13
	3395	Ensure that "flexible" city rules do not compromise safety & integrity of ****.	ECO14
	3386	Establish an economic impact policy on any new regulation & its burden, benefit, or impact on small business and/or impact on residents. Review existing regulations to assess impact on residents & small businesses	ECO14
	3387	Seek out creative financing methods that support energy and water system efficiencies in public and private sector buildings.	ECO14
	3389	Have special building code for buildings >30 yrs old, like Denver's, to promote adaptive reuse	ECO14
	3394	Add a descriptive "intent" to all code requirements to help *define* extent of "flexibility"	ECO14
	3393	Allow more by-right development	ECO14
	3390	Simplify development process, assign 1 staff person to coordinate all review, set deadlines for the city, commit to a timeline, and meet targets of responsiveness and accountability	ECO14
	3392	Action: create a more flexible set of development regulations by using goals and parameters referencing industry standards instead of specifics in rules	ECO14
	3391	Incentivize expedited & accurate devel. review Provide creative industries assistance in *comparing* w/ LDC	ECO14
	3388	Make city/county procurement transparent and competent to avoid good old boy network	ECO14
	3422	Subsidized child care for families whose earnings are less than \$50,000, so they can work	ECO18

Economy

Meeting 2 Results

Business development

New?	ID	Action (with comment from meeting 2)	Strategic Directio
	3421	Convenient and affordable child care ----- Invite child care businesses to Austin Try to locate some form of child care within some distance to communities Promote children's activities with the city	ECO18
	3420	All employees who receive incentives will have on site or subsidized child care	ECO18
	3419	Multiuse of libraries, recreation centers in child care	ECO18
	3418	Encourage companies to subsidize child care in order to enhance retention and reduce absenteeism	ECO18
	3417	Cluster companies to join together to provide child care	ECO18

Creative economy

New?	ID	Action (with comment from meeting 2)	Strategic Directio
	3477	Walk for a Day - accelerate creation of interconnecting trails	ECO05
	3482	Include more diverse opportunities for minorities -- SXSW	ECO05
	3478	Build up infrastructure supporting urban natural areas (preserves)	ECO05
	3479	Utilize Henry Guerrero Park for outdoor music festivals	ECO05
	3483	Simplify process to have local business provide addl services (e.g. host bands for SXSW)	ECO05
	3476	Incorporate Urban Ecosystem management into the programs of every department and each building block of the comprehensive plan. Recognize the benefits of protecting and caring for our environment.	ECO05
	3484	Neighborhood specific "fairs" like mini SXSW "disperse events through-out city" Clarification: Some folks don't want to leave house during SXSW due to traffic/congestion. The idea was to bring small slice of festival activity to neighborhood so that locals can participate without leaving.	ECO05

Economy

Meeting 2 Results

Creative economy

New?	ID	Action (with comment from meeting 2)	Strategic Directio
	3468	Tourism Promote what gives Austin Quality and Distinction - It's History	ECO05
	3469	"Experience Austin" - go downtown 1. Town Lake 2. Capital Tour 3. Bob Bullock Museum 5. Elisabet Ney Museum 6. French Legation 7. Botanical Garden 8. Art gallery 7th and Congress 9. Chicken shit bingo 10. The Food Trailers <i>Delete -- does not make sense</i>	ECO05
	3469	"Experience Austin" - go downtown 1. Town Lake 2. Capital Tour 3. Bob Bullock Museum 5. Elisabet Ney Museum 6. French Legation 7. Botanical Garden 8. Art gallery 7th and Congress 9. Chicken shit bingo 10. The Food Trailers <i>Community/Neighborhood focus: Similar to "Experience Austin" "Go downtown" Neighborhood based - unique experiences: First Thurs SoCo - could start monthly craft fair in Crestview (just example, really no idea what is unique there)</i>	ECO05
	3470	Complete the historic resources survey of Austin. - not updated since 1984!	ECO05
	3471	Leverage natural resources "Lady Bird Lake," Waller Creek, Lake Austin into "active" tourism <i>Parks need endowments or other dependable funding</i>	ECO05
	3472	Implement effective marketing campaign to attract tourism <i>Community/Neighborhood focus: Similar to "Experience Austin" "Go downtown" Neighborhood based - unique experiences: First Thurs SoCo - could start monthly craft fair in Crestview (just example, really no idea what is unique there)</i>	ECO05

Economy

Meeting 2 Results

Creative economy

New?	ID	Action (with comment from meeting 2)	Strategic Direction
	3473	Develop events and offerings to attract & retrain African Americans "... retain ..."	ECO05
	3473	Develop events and offerings to attract & retrain African Americans <i>Community/Neighborhood focus</i> Similar to "Experience Austin" "Go downtown" Neighborhood based - unique experiences First Thurs SoCo - could start monthly craft fair in Crestview (just example, really no idea what is unique there)	ECO05
	3474	Establish a national bowl game using UT's stadium	ECO05
	3475	Increase support for those iconic Austin events available to all citizens (ex. Trail of Lights) <i>Community/Neighborhood focus</i> Similar to "Experience Austin" "Go downtown" Neighborhood based - unique experiences First Thurs SoCo - could start monthly craft fair in Crestview (just example, really no idea what is unique there)	ECO05
	3475	Increase support for those iconic Austin events available to all citizens (ex. Trail of Lights) and arts institutions. AMOA, Ballet, MACC, Mexicarte, ZACH, Austin Film Society, Conspirare.	ECO05
New	5651	Develop and promote an International Arts & Culture Festival during the summer. (Similar to the International Festival in Houston)	ECO05
New	5653	- Bring in architects to design dynamics (4D) structures and buildings	ECO05
New	5657	- More lights and lasers action downtown with LED screens downtown, powered by solar energy to promote areas in the city	ECO05
New	5652	Require companies that are new to Austin to reinvest a % of their tax incentives in a City fund to support the creative economy.	ECO05
	3480	Invest in destination parks [Waller Creek is a disaster Example.]	ECO05
	3481	All directions Must take into consideration where the growth has already occurred and focus offerings across the area, jobs, arts, etc.	ECO05

Economy

Meeting 2 Results

Creative economy

New?	ID	Action (with comment from meeting 2)	Strategic Direction
	3487	Support sharing of information between companies on material flows, inputs, wastes, by-products to achieve collaborative reuse	ECO06
New	5654	- Create city sectors, or areas to be known within the city as the place of "_____" i.e. the New York/cosmo side of town or the outdoorsy side of town (sharp distinctions).	ECO06
	3486	Hire "tech"/digital talent @ city to keep us on top of the latest technology <i>Don't hire more city emp.</i>	ECO06
	3486	Hire "tech"/digital talent @ city to keep us on top of the latest technology <i>Why not have a tech/digital work group of industry</i>	ECO06
	3485	Establish metrics for local vs. non-local business engagement with city/county <i>Is this about procurement--Needs better explanation.</i>	ECO06
	3490	incubate creative class building opportunity store fronts, development finance. <i>Incubate businesses & artists through public/private partnerships, city/county/state/feds and non-profit organizations</i>	ECO06
	3490	incubate creative class building opportunity store fronts, development finance <i>Create cheap incubator space for creative entrepreneurs by incentivizing owners off housing for bus.</i>	ECO06
	3489	small size 600 SF +/- rental spaces to encourage creative economy & one person shops	ECO06
	3488	Eliminate (decrease) speculative holding of property in an idle state by having default options such as a low maintenance native ecosystem (look at cost of community services to a property) property tax incentives community gardens on public land <i>This does not belong here</i>	ECO06
New	5655	Use the Downtown Plan, DAA, city ord. & incentives to plan & recruit close-grained synergistic businesses around exist. cult. venues	ECO06
	3498	Should be in cultural category rather than in economic development	ECO06
	3499	Work to encourage AMOA to stay & expand downtown	ECO06

Economy

Meeting 2 Results

Creative economy

New?	ID	Action (with comment from meeting 2)	Strategic Directio
	3497	City needs to explore AMOA downtown	ECO08
	3500	Seaholm Intake -- reduce retail, increase venue such as aquarium <i>Re-word to make sense. The Seaholm Intake Structure: Create an aquarium.</i>	ECO08
	3496	Implement downtown master plan	ECO08
	3501	Work w/ Sister Cities to raise funds for twin "Sister" facilities in ea. city.	ECO08
New	5656	Provide a matching grant to support capital improvements in cultural facilities in and around downtown Austin.	ECO08

Education

New?	ID	Action (with comment from meeting 2)	Strategic Directio
	3502	Grants are available for *** programs such as medical services apprenticeship <i>All affordable housing should be S.M.A.R.T.</i>	ECO09
	3503	Locate medical school on transit or plan so as to connect to transit	ECO09
New	5627	Develop finance support for creating entrepreneurial residency positions	ECO09
	3505	Graduate medical education funding is being cut & current med school graduates go out of state because there are not enough residency spots. Need to expand residency spots as you expand medical training facilities.	ECO09
	3506	State level application for funding residency (medical) positions.	ECO09
	3507	Have the city assist its educational partners in bringing grant research money on facilitate the needs of the grant.	ECO09
	3504	- Create public-private task force to encourage state & universities to invest in med. School. - Invest in R&D focus on bio tech	

Economy

Meeting 2 Results

Education

New?	ID	Action (with comment from meeting 2)	Strategic Direction
	3372	- Analyze publicly-owned land (COA, Travis, ACC, UT, AISD) - Develop strategies to collaborate/co-locate institutional uses	ECO10
New	5628	Develop capital/funds available to students for them to be owners of their facilities.	ECO10
	3371	Work toward standardization of education classes from one univ to another <i>Education classes should result with what the student can accomplish after completing a class</i>	ECO10
	3373	When school districts would like to build new schools encourage them to incorporate other business when school is out of session (multi use of school)	ECO10
	3374	Repurpose vacant school buildings, city or state buildings for healthcare and other centers or use in the evenings and weekends	ECO10
	3375	Continue to promote Community Action Network Council to serve as *bridge.*	ECO10
	3370	Cluster educational facilities near transit <i>Promote smaller schools embedded in neighborhoods. Prioritize complete streets before rail.</i>	ECO10
	3377	Make information available to young students about what jobs are needed today - Create and market majors that reflect today's demand in jobs	ECO11
	3376	Establish and/or invest in cooperative partnerships between ACC, UT & other I.H.L. to support target industries education and training req. & match with citizen's needs <i>encourage education system to value all occupations</i>	ECO11
	3378	Youth Conservation Corp -- PARD w/ ACC <i>Unclear</i>	ECO11
New	5645	Utilize technology to create education oppor. for underserved populations.	ECO12
	3379	Government purchasing should explore opportunities to buy products made by re-entry and disabled employment centers	ECO12
	3380	Educate employees on advantages of hiring people with disabilities	ECO12

Education

New?	ID	Action (with comment from meeting 2)	Strategic Direction
	3372	- Analyze publicly-owned land (COA, Travis, ACC, UT, AISD) - Develop strategies to collaborate/co-locate institutional uses	ECO10
New	5628	Develop capital/funds available to students for them to be owners of their facilities.	ECO10
	3371	Work toward standardization of education classes from one univ to another <i>Education classes should result with what the student can accomplish after completing a class</i>	ECO10
	3373	When school districts would like to build new schools encourage them to incorporate other business when school is out of session (multi use of school)	ECO10
	3374	Repurpose vacant school buildings, city or state buildings for healthcare and other centers or use in the evenings and weekends	ECO10
	3375	Continue to promote Community Action Network Council to serve as *bridge.*	ECO10
	3370	Cluster educational facilities near transit <i>Promote smaller schools embedded in neighborhoods. Prioritize complete streets before rail</i>	ECO10
	3377	Make information available to young students about what jobs are needed today <i>- Create and market majors that reflect today's demand in jobs</i>	ECO10
	3372	Establish and/or invest in cooperative partnerships between ACC, UT & other HLE to support target industries education and training readiness with citizen's needs. <i>encourage education to be a part of the</i> Youth Conservation Corps <i>encourage ...</i> Utilize technology to support underserved populations <i>Government purchase of products made by underserved populations</i> <i>Government purchase of products made by underserved populations</i> <i>Government purchase of products made by underserved populations</i>	ECO10

Economy

Meeting 2 Results

Education

New?	ID	Action (with comment from meeting 2)	Strategic Directio
New	5646	- Remove credit checks from employment eligibility requirements	ECO12

Infrastructure

New?	ID	Action (with comment from meeting 2)	Strategic Directio
	3396	Require a coordinated transportation planning effort (permanent) by CAMPO, CTRMA, CapMetro, City, County and TxDOT	ECO15
New	5647	Enact policy that requires growth pay for growth	ECO15
	3403	Transportation solutions should not burden low & fixed income residents with higher property & sales taxes	ECO15
	3402	CAMPO, Capitol Metro, City of Austin will explore creative entrepreneurship to move people in & out & around the city [not just rail, bus or car]	ECO15
	3401	Support developing financial mechanisms to build & expand regional rail investments	ECO15
	3400	Make urban passenger rail a #1 priority & explore long-term financing mechanisms.	ECO15
	3399	Focus utilization of commuter tax benefits in downtown & at major employer locations. <i>Reimburse employees by 50% who use public transp to & from work</i> <i>U.S D O T has grant \$ for this type of incentive</i>	ECO15
	3399	Focus utilization of commuter tax benefits in downtown & at major employer locations <i>Explain this is not a sustainable</i>	ECO15
	3404	Expand Austin Metro through merging of city government with Travis county area	
	3397	Establish a transit center service which opens Austin to international transit from the business & tourism	
	3349	Consider a transit center for Austin. Do a cost benefit analysis to see if it makes sense for congestion relief and funding to support public transit. <i>Reimburse employees by 50% who use public transp to & from work</i> <i>U.S D O T has grant \$ for this type of incentive</i>	

Economy

Meeting 2 Results

Infrastructure

New?	ID	Action (with comment from meeting 2)	Strategic Directio
	3349	Consider a congestion-pricing plan for Austin. Do a cost-benefit analysis to determine if it makes sense for congested roadways like I-35. Use funding to support public transportation. <i>Need to explain congestion-pricing and overall better explanation.</i>	ECO15
New	5632	"New" modes of public transportation. For example: Above grade systems (Monorail)	ECO15
New	5631	Expand Austin Metro by merging county governments. Into city or city governments into county governments.	ECO15
	3398	Expand transit--Urban rail, Rapid bus more commuter rail, Focus on connecting activity centers instead of moving cars. <i>- Consider monorail or dual mode transit and train for south & west side of town</i>	ECO15
New	5648	<i>- Consider telecommuting for jobs private & public</i>	ECO15
	3405	Establish an economic impact policy on any new regulation & its burden, benefit, or impact on small business and/or impact on residents. Review existing regulations to assess impact on residents & small businesses	ECO16
	3406	Alternate Compliance for Water Consumption for commercial business	EC
	3407	Encourage distributed generation in all forms	EC
	3408	*Connect* extra resources to support any innovative private sector energy/water ideas	EC
	3409	Establish a water use strategy that includes an independent private sector collaborative work stream that allows for future expansion	EC
	3410	Expand incentives for energy conservation	EC

Economy

Meeting 2 Results

Infrastructure

New?	ID	Action (with comment from meeting 2)	Strategic Directio
	3411	Sustainable and affordable resources ----- - City wide wifi and terminals to use. Maybe?? Communication - Further investment in energy options - Protect water resources - Trash-to-energy plants - Build solar power roads, parking lots, and streets	ECO16
	3411	Sustainable and affordable resources ----- - City wide wifi and terminals to use. Maybe?? Communication - Further investment in energy options - Protect water resources - Establish wi-max signal for residents to compete w/ private broadband services & increased internet speed	ECO16
New	5630	Develop local manufacture and sources for infrastructure using clean factories & green energy tied to local research & development funded by local investment (worker owned factories).	ECO16

Regional/global economy

New?	ID	Action (with comment from meeting 2)	Strategic Directio
	3445	Who does outreach to attracting new Businesses? Chamber of Commerce takes "Lead" Unclear what action is needed	ECO001
	3350	Cultural arts group Greg's explanation What is "Gregg's Exploration"	ECO01
	3452	Implement effective marketing campaign to global community Develop a cooperative of residents' unique skills and products on the global market	ECO01
	3450	Establish a free online marketplace Bergstrom	ECO01

Economy

Meeting 2 Results

Regional/global economy

New?	ID	Action (with comment from meeting 2)	Strategic Directio
	3449	Key Question What does Austin have to offer to the globe? - Native Plant - LBJ Wildflower international - gaming design-technology - Secondary education - water quality management - IT information technology - music - micro Brewing - micro chips - Texas - wine - olive oil - green energy - solar - wind - nanotechnology	ECO03
	3453	Continue rela bldg w/ other countries (city, chamber lead)	ECO03
	3454	Become a leader in global trade don't assume you are already	ECO03
	3455	Internet SEO for Austin as source of products AliBaba for Austin	ECO03
	3448	Program of City Create Austin - music - film - interactive - visual & performing art	ECO02
	3456	Expand the "Go to" program	ECO03
	3457	Expand hotels in the area more convention Create an expo	ECO03

NEW?	ID	ACTION (with comment from meeting 4)	Strategic Objective
	3447	Gregg's explanation International Program "sister cities" -- - host visits between city - trade missions <i>What is "Gregg's Explanation"?</i>	ECO03
	3444	City C. of C. and smaller chambers opportunity Austin 2003 created after dot.com Bust. <i>Unclear what action is needed</i>	ECO03
	3443	Action Leverage people brought in to Austin to encourage locals	ECO03
	3446	City uses software to evaluate net financial benefit <i>Net financial benefit of what?</i>	ECO03
New	5649	Strategically improve downtown's business, government, cultural & residential critical mass	ECO07
	3495	Preserve the scenic vistas as a tourist draw to the downtown area of Lady Bird Lake as defined in Waterfront Overlay District	ECO07
	3494	Conflicts w/ ECT? Promote downtown within the capacity of its infrastructure *and* limit expansion of downtown zoning to preserve surrounding neighborhoods	ECO07
	3493	Focus on ****/creating financing for sustainability -- see "Property Assessed Clean Energy Financing"	ECO07
	3492	Implement downtown marketing plan	ECO07
	3491	Provide permanent support for housing for lowest economic population	ECO07
	3412	Establish private sector communication links with Houston/SA/DC to align transportation objectives	ECO11
	3411	Invest in building additional connectivity infrastructure b'amps, for canal transit, etc. to support cargo	ECO

Economy

Meeting 2 Results

Regional/global economy

New?	ID	Action (with comment from meeting 2)	Strategic Directio
	3416	Expand connectivity ----- Lower cost options to travel between cities. Airplane, train, etc. Increase opportunities for all areas. To make the area prosperous for all areas	ECO17
	3415	Support developing financial mechanisms to build & expand regional rail investments	ECO17
	3414	Create a coalition with the other 3 major TX metro areas (DFW, Houston, San Antonio) to lobby for federal high speed rail funding	ECO17
	3413	High speed rail for Dallas, Fort Worth, Houston, Austin, San Antonio	ECO17

Economy

Invest-1

62

Maintain partnerships between local chambers of commerce, business associations, and regional and state economic agencies to develop and improve programs to recruit and retain businesses to Austin.

Do you support including this action in the Comp Plan?

Number of responses: 16

Yes 88%
With changes 13%
No 0%

With changes only, I could support this action if...

Number of responses: 2

It were more specific: 50%
It were more general: 0%
It was more clear: 0%
It had a different focus: 50%

Invest-2

63

Establish strategic incentives and investments tailored to targeted industries and business districts throughout Austin such as downtown, industrial areas, roadway corridors, neighborhood-oriented and -scaled districts, transit-oriented districts (TOD), etc.

Do you support including this action in the Comp Plan?

Number of responses: 16

Yes 56%
With changes 19%
No 25%

With changes only, I could support this action if...

Number of responses: 3

It were more specific: 67%
It were more general: 0%
It was more clear: 33%
It had a different focus: 0%

Invest-3

64

Create a regulatory framework to foster a business-friendly environment by:

- Identifying regulatory impacts on investment, business development, and retention (zoning, permitting and licensing requirements, tax requirements, etc.);
- Assigning city staff devoted to helping businesses navigate the system and with trouble shooting;
- Creating development incentives (including tax incentives), density and floor-to-area ratio (FAR) bonuses, reduced and alternative parking requirements, expedited review, etc.;
- Simplifying and clarifying the development review process, including one-stop shop review, enforced timelines, and set targets for responsiveness and accountability;
- Allowing more by-right development;
- Making development regulations more flexible, while defining the extent of flexibility and maintaining safety and code integrity;
- Creating a rehabilitation building code to make adaptive reuse efficient and affordable

Do you support including this action in the Comp Plan?

Number of responses: 16

Yes 81%
With changes 3%
No 16%

With changes only, I could support this action if...

Number of responses: 2

It were more specific: 0%
It were more general: 0%
It was more clear: 0%
It had a different focus: 0%

Closeout results

Economy

Invest-4

65

Establish and continually monitor a set of measures to gauge the effectiveness of economic development initiatives.

Do you support including this action in the Comp Plan?

Number of responses: 16

Yes 56%
With changes 19%
No 25%

With changes only, I could support this action if...

Number of responses: 3

It were more specific 100%
It were more general 0%
It was more clear 0%
It had a different focus 0%

Support-1

66

Create a complete transportation network linking residences, employment centers, industrial centers, medical facilities, downtown, educational facilities, and other employment centers within Central Texas: 1- Expand transit service, including commuter rail, bus rapid transit, and standard bus; 2- Encourage clustering of activity centers near transit (Transit Oriented Development); 3- Expand pedestrian and bicycle connectivity to employment and activity centers.

Do you support including this action in the Comp Plan?

Number of responses: 16

Yes 69%
With changes 13%
No 19%

With changes only, I could support this action if...

Number of responses: 3

It were more specific: 67%
It were more general: 0%
It was more clear 33%
It had a different focus 0%

Support-2

67

Improve Austin's transportation and economic connections between other major cities in Texas by supporting the construction of a high speed rail network.

Do you support including this action in the Comp Plan?

Number of responses: 17

Yes 65%
With changes 12%
No 24%

With changes only, I could support this action if...

Number of responses: 3

It were more specific 67%
It were more general: 0%
It was more clear: 33%
It had a different focus 0%

Economy

Support-3

68

Coordinate with local private and public sector employers to develop a system of convenient and affordable child care providers to enhance retention and reduce absenteeism by:

- Identifying gaps in child care service and recruit child care facilities to locate in underserved areas;
- Encouraging companies to provide on-site child care;
- Encouraging companies to subsidize child care for their employees and lower income families

Do you support including this action in the Comp Plan?

Number of responses: 15

Yes 20%
With changes 13%
No 67%

With changes only: I could support this action if..

Number of responses: 2

It were more specific. 0%
It were more general. 0%
It was more clear 50%
It had a different focus 50%

Support-4

69

Develop creative financing methods and incentives supporting energy and water system efficiencies in public and private sector buildings.

Do you support including this action in the Comp Plan?

Number of responses: 15

Yes 60%
With changes 33%
No 7%

With changes only: I could support this action if..

Number of responses: 6

It were more specific 33%
It were more general. 0%
It was more clear 50%
It had a different focus 17%

Support-5A

70

Increase international air service to Austin Bergstrom International Airport to improve business and tourism opportunities

Do you support including this action in the Comp Plan?

Number of responses: 15

Yes 67%
With changes 13%
No 20%

With changes only: I could support this action if..

Number of responses: 2

It were more specific 100%
It were more general 0%
It was more clear 0%
It had a different focus 0%

Economy

Support-5B

369

Create a free port zone near Austin Bergstrom International Airport to facilitate international trade

Do you support including this action in the Comp Plan?

Number of responses: 15

Yes 53%
With changes 27%
No 20%

With changes only, I could support this action if:

Number of responses: 5

It were more specific: 80%
It were more general: 0%
It was more clear: 20%
It had a different focus: 0%

Support-6

71

Expand existing and develop new programs to allow low- and fixed-income residents to live in Austin, including:

- permanent supportive housing;
- affordable transit options.

Do you support including this action in the Comp Plan?

Number of responses: 15

Yes 27%
With changes 33%
No 40%

With changes only, I could support this action if:

Number of responses: 5

It were more specific: 80%
It were more general: 0%
It was more clear: 0%
It had a different focus: 20%

Support-7

72

Incorporate the principles of Urban Ecosystem Management (a flexible and multidisciplinary approach requiring a combination of social, environmental, economic and decision-making tools and practices that are quickly adaptable to changes in the urban environment—natural or man-made), into the programs and policies of all applicable City of Austin departments.

Do you support including this action in the Comp Plan?

Number of responses: 15

Yes 40%
With changes 47%
No 13%

With changes only, I could support this action if:

Number of responses: 9

It were more specific: 44%
It were more general: 0%
It was more clear: 56%
It had a different focus: 0%

Economy

Support-8

73

Expand the online availability of business development resources, such as best practices, for small businesses.

Do you support including this action in the Comp Plan?

Number of responses: 14

Yes	79%
With changes	14%
No	7%

With changes only, I could support this action if:

Number of responses: 2

It were more specific,	50%
It were more general:	0%
It was more clear,	0%
It had a different focus	50%

Support-9

74

Study the feasibility of creating a congestion pricing plan for Austin.

Do you support including this action in the Comp Plan?

Number of responses: 14

Yes	36%
With changes	29%
No	36%

With changes only, I could support this action if:

Number of responses: 4

It were more specific,	0%
It were more general:	25%
It was more clear,	75%
It had a different focus,	0%

Creative-1

75

Establish policies and programs to support the development and expansion of creative industries in Austin. These policies and programs could include:

- Incubator programs;
- Business accelerators,
- Promotional programs,
- Live-work opportunities,
- Financial assistance.

Do you support including this action in the Comp Plan?

Number of responses: 15

Yes	33%
With changes	40%
No	27%

With changes only, I could support this action if:

Number of responses: 7

It were more specific	57%
It were more general	0%
It was more clear	43%
It had a different focus	0%

Economy

Creative-2

76

Expand city programs that promote creative industries in Austin, including music, film, gaming, and visual and performing arts.

Do you support including this action in the Comp Plan?

Number of responses:	15
Yes	33%
With changes	33%
No	33%

With changes only I could support this action if:

Number of responses:	8
It were more specific,	50%
It were more general:	13%
It was more clear	25%
It had a different focus	13%

Creative-3

77

Evaluate the Art in Public Places program

Do you support including this action in the Comp Plan?

Number of responses:	16
Yes	19%
With changes	38%
No	44%

With changes only I could support this action if:

Number of responses:	8
It were more specific	38%
It were more general	0%
It was more clear	50%
It had a different focus:	13%

Tourism-1

78

Partner with the Austin Convention and Visitors Bureau to develop a marketing strategy to promote tourism that builds upon Austin and Central Texas' unique natural environment, outdoor lifestyles, live music, performing arts, culture, and history

Do you support including this action in the Comp Plan?

Number of responses:	15
Yes	73%
With changes	13%
No	13%

With changes only I could support this action if:

Number of responses:	1
It were more specific	0%
It were more general	0%
It was more clear	100%
It had a different focus.	0%

Tourism-2

79

Partner with business, property, and cultural organizations to enhance downtown Austin's position as a nationally- and internationally-renowned business, entertainment, and cultural center and destination

Do you support including this action in the Comp Plan?

Number of responses:	15
Yes	87%
With changes	7%
No	7%

With changes only I could support this action if:

Number of responses:	1
It were more specific	100%
It were more general	0%
It was more clear	0%
It had a different focus	0%

Economy

Tourism-3

80

Increase support for and promotion of iconic and unique Austin facilities and events available to all citizens

Do you support including this action in the Comp Plan?

Number of responses:	15
Yes	47%
With changes	13%
No	40%

With changes only, I could support this action if .

Number of responses:	3
It were more specific	67%
It were more general	0%
It was more clear:	33%
It had a different focus	0%

Tourism-4

81

Develop events and offerings to attract and retain a diverse population. These events and offerings should address specific needs of various groups throughout the City of Austin, including African Americans.

Do you support including this action in the Comp Plan?

Number of responses:	15
Yes	40%
With changes	27%
No	33%

With changes only, I could support this action if

Number of responses:	5
It were more specific	0%
It were more general	40%
It was more clear:	20%
It had a different focus.	40%

Tourism-5

82

Create neighborhood-oriented events and fairs across Austin to celebrate the diversity of neighborhoods and their residents

Do you support including this action in the Comp Plan?

Number of responses:	16
Yes	44%
With changes	13%
No	44%

With changes only, I could support this action if

Number of responses:	2
It were more specific	100%
It were more general	0%
It was more clear.	0%
It had a different focus	0%

Economy

Workforce-1

83

Work with local school districts, the University of Texas, Austin Community College, other area institutions of higher learning, major employers, and elected officials to:

- Identify gaps in educational programs;
- Identify the skills needed for current, emerging, and targeted job sectors;
- Educate students at all levels about the skills needed to compete in a 21st Century economy.

Do you support including this action in the Comp Plan?

Number of responses:	16
Yes	75%
With changes	0%
No	25%

With changes only, I could support this action if ..

Number of responses:	0
It were more specific:	
It were more general:	
It was more clear:	
It had a different focus:	

Workforce-2

84

Protect and restore natural, cultural, and historic resources by establishing a local Youth Conservation Corps through local institutions of higher learning

Do you support including this action in the Comp Plan?

Number of responses:	16
Yes	50%
With changes	25%
No	25%

With changes only, I could support this action if ..

Number of responses:	4
It were more specific	25%
It were more general	25%
It was more clear	0%
It had a different focus	50%

Workforce-3

85

Develop economic development programs and incentives to promote the employment of historically under-employed segments of the population.

Do you support including this action in the Comp Plan?

Number of responses:	15
Yes	60%
With changes	13%
No	27%

With changes only, I could support this action if ..

Number of responses:	2
It were more specific	100%
It were more general	0%
It was more clear	0%
It had a different focus	0%

Economy

Workforce-4

86

Work with local colleges and universities to expand their medical education offerings and increase the availability of medical residency programs.

Do you support including this action in the Comp Plan?

Number of responses: 15

Yes 67%
With changes 20%
No 13%

With changes only, I could support this action if:

Number of responses: 4

It were more specific: 25%
It were more general: 25%
It was more clear: 0%
It had a different focus: 50%

Partner-1

87

Create a regional economic development task force, led by the Greater Austin Chamber of Commerce, that includes the City of Austin, nearby municipalities and surrounding counties; the University of Texas, Austin Community College and other area institutions of higher learning; area transportation providers such the Capital Area Metropolitan Planning Agency, Texas Department of Transportation, Central Texas Regional Mobility Authority, and Capital Metropolitan Transportation Agency; major employers and representatives from major industries; and other regional partners to develop a strategic direction for the Austin region by:

- Developing a shared direction for the region;
- Sharing information between the public and private sectors;
- Establishing collaborative communication links among regional planning efforts;
- Analyzing the impacts of publically-owned land;
- Collaborating and co-locating institutional uses;
- Attracting and supporting target industries;
- Coordinating transportation planning efforts;
- Assisting with grant research and writing

Do you support including this action in the Comp Plan?

Number of responses: 15

Yes 67%
With changes 20%
No 13%

With changes only, I could support this action if:

Number of responses: 3

It were more specific: 0%
It were more general: 0%
It was more clear: 67%
It had a different focus: 33%

...and, freedom, and self-determination to address issues regarding the larger region, including intraregional trade policies, the development of an inland port, and the employment of the region's diverse population.

Do you support including this action in the Comp Plan?

Number of responses: 15
 Yes 67%
 With changes 13%
 No 20%

With changes only I could support this action if...

Number of responses: 2
 It were more specific. 100%
 It were more general 0%
 It was more clear. 0%
 It had a different focus. 0%

Partner-3

89

Expand the international "sister cities" program to host visits between participants and discuss opportunities for trade, exchanging of ideas, sustainable development, etc.

Do you support including this action in the Comp Plan?

Number of responses: 16
 Yes 31%
 With changes 13%
 No 56%

With changes only I could support this action if...

Number of responses: 2
 It were more specific 100%
 It were more general 0%
 It was more clear 0%
 It had a different focus. 0%

Partner-4

90

Work with the local school districts, counties, and the State of Texas to more fully use vacant, unutilized, or underused buildings in the evenings or weekends for public services (e.g., child care, health care, and education), and work with these partners to encourage the consideration of multiple users and varied uses when designing new facilities.

Do you support including this action in the Comp Plan?

Number of responses: 16
 Yes 63%
 With changes 13%
 No 25%

With changes only I could support this action if...

Number of responses: 2
 It were more specific 100%
 It were more general 0%
 It was more clear 0%
 It had a different focus 0%

Economy

Local-1

91

Implement policies and regulations that create, nurture, and retain businesses in Austin.

Do you support including this action in the Comp Plan?

Number of responses: 16

Yes	50%
With changes	38%
No	13%

With changes only: I could support this action if...

Number of responses: 7

It were more specific.	43%
It were more general	0%
It was more clear.	57%
It had a different focus.	0%

Local-2

92

Enhance and expand the City's Small Business Development Program to promote and support small business development by incorporating the following strategies:

- Provide incentives for developers of large projects to hire small businesses;
- Review existing regulations to evaluate impacts on small businesses;
- Encourage and incentivize adaptive reuse of existing buildings for small businesses;
- Provide affordable rents for small spaces to encourage small business development;
- Eliminate or greatly reduce parking requirements for businesses smaller than 10,000 sq. ft. in transit-oriented locations;
- Provide property tax exemptions for businesses smaller than 5,000 sq. ft. in targeted districts (e.g., transit-oriented developments, independent business investment zones, etc.);
- Measure the impacts of economic growth on small businesses.

Do you support including this action in the Comp Plan?

Number of responses: 16

Yes	31%
With changes	31%
No	38%

With changes only: I could support this action if...

Number of responses: 5

It were more specific:	20%
It were more general	40%
It was more clear:	0%
It had a different focus:	40%

and programs fostering the development and success of local businesses by:

- Creating an inventory of locally-owned businesses.
- Developing a mentor program for locally-owned businesses.
- Promoting the formation of worker-owned and community-owned businesses (co-ops) that sell local products;
- Creating an Austin Craftsmen's Guild to showcase products created by Austin residents.
- Providing tax incentives for locally-owned businesses;
- Creating a directory of locally-produced products.
- Expanding the "Go Local" card concept.
- Simplifying the process to have local businesses provide additional services (e.g. host bands for SXSW)."

Do you support including this action in the Comp Plan?

Number of responses:	16
Yes	44%
With changes	19%
No	38%

With changes only I could support this action if:

Number of responses:	3
It were more specific	33%
It were more general	33%
It was more clear	0%
It had a different focus	33%

Local-4

94

Review the City of Austin procurement rules and regulations to determine what changes can be made to promote the purchase of goods and services from companies hiring people from segments of the population who are unemployed and underemployed, such as people with disabilities and former clients of the foster care and criminal justice systems

Do you support including this action in the Comp Plan?

Number of responses:	16
Yes	44%
With changes	0%
No	56%

With changes only I could support this action if:

Number of responses:	0
It were more specific	
It were more general	
It was more clear	
It had a different focus	

Local-5

95

Evaluate and make the needed changes to improve the Minority and Women-Owned Business Enterprises (MWBE) program

Do you support including this action in the Comp Plan?

Number of responses:	16
Yes	38%
With changes	31%
No	31%

With changes only I could support this action if:

Number of responses:	7
It were more specific	86%
It were more general	0%
It was more clear	0%
It had a different focus	0%

Economy

Local-6

96

Develop a program to find interim uses for vacant land.

Do you support including this action in the Comp Plan?

Number of responses:	15
Yes	33%
With changes	27%
No	40%

With changes only I could support this action if

Number of responses:	4
It were more specific	75%
It were more general	0%
It was more clear	25%
It had a different focus	0%

Tech-1

97

Create a public-private task force between the State of Texas, the City of Austin, Travis County, local universities, the Chamber of Commerce, and local industries to invest in research and development and green tech, biotech, high tech, and other emerging technologies

Do you support including this action in the Comp Plan?

Number of responses:	15
Yes	80%
With changes	7%
No	13%

With changes only I could support this action if

Number of responses:	1
It were more specific	0%
It were more general	0%
It was more clear	0%
It had a different focus	100%

Tech-2

98

Improve government efficiency through technology (software and hardware) investments and by developing and retaining information technology staff.

Do you support including this action in the Comp Plan?

Number of responses:	16
Yes	69%
With changes	19%
No	13%

With changes only I could support this action if

Number of responses:	2
It were more specific	50%
It were more general	0%
It was more clear	50%
It had a different focus	0%

BEST PRACTICE: TARGETED BUSINESS GROWTH | ASHEVILLE, NORTH CAROLINA

Greater Asheville, NC established AshevilleHUB as a means to diversify its economy and introduce a new source of employment by focusing attention on the region's economic needs and assets.

Asheville capitalized on its strengths in government, business, academia, and the arts to target climate studies and the growing weather prediction industry, such as global information systems experts, meteorologists, air quality technicians, botanists, and digital media specialists. As a result of this initiative, Asheville is now home to the National Climatic Data Center, the National Environmental Modeling and Analysis Center and the Renaissance Computing Institute, the U.S. Forest Service's Southern Research Station, and the Air Force Combat Climatology Center.

In addition to the quality jobs emerging from the climate initiative, the industry has invested in telecommunications infrastructure necessary to process data emanating from high speed satellite feeds securely and reliably.

Reference <http://www.ashevillehub.com/>

ECONOMIC POLICIES

ECO 1. Promote and measure business entrepreneurship, innovation and a culture of creativity.

ECO 2. Implement policies that create, nurture, and retain small businesses.

ECO 3. Build on the Austin metropolitan area's position as a leader in global trade.

ECO 4. Continue to strengthen partnerships among Chambers of Commerce, state and local governments, and major employers and leverage incentives to attract and retain major employers.

Source: www.austintexas.gov

ECO 5. Enhance Austin's draw as a premier national and international tourist destination by strengthening cultural (arts, music, film) and entertainment offerings, enhancing natural resources, and expanding the availability of family-friendly events and venues. Source: www.austintexas.gov

ECO 6. Encourage Austin's creative economy and culture through flexible, place-based policies (those directed at specific geographic areas) as well as policies directed toward virtual reality

and digital media. Source: www.austintexas.gov

Image

Image Caption

