



# Austin: Welcoming City Initiative





# *A Historical Context...*

- In 2012-2013 the Economic Development Department launched the City of Austin International Welcome Program:
  - Welcome to Austin Orientation Sessions;
  - An International Welcome Ambassadors Program;
  - Austin Public Library's New Immigrant Centers;
  - Austin Police Department's Immigrant Outreach Program.
- September 13, 2013, Austin became one of the first municipalities in the country to officially become a Welcoming City through Welcoming America.

# Willkommen!



## *Reasons to be welcoming*

- Foreign-born individuals are more likely to start businesses than US born residents.
- 24% of all start-ups in Austin are founded by foreign-born entrepreneurs.
- Austin ranked #36 in the USA for individuals employed in foreign-owned establishments.
- A total of 29,180 jobs, or 4.6% of our entire private employment workforce.

# Bienvenido!



## *Immigrants and the Tech Sector*

- A top 25 US destination for foreign born tech-preneurs.
- In 2011, 859 immigrants in Austin were tech-preneurs – which ranks us at #10 among US cities.
- A ratio of 9.8 immigrant entrepreneurs per 10,000 workers. That ratio of tech-preneurs is higher than Dallas (6.8) and higher than Houston (9.6).

# WELCOME TO AUSTIN



## *Why join Welcoming America?*

- To ensure the effective delivery of services (to all residents);
- To enhance cultural program offerings;
- To create more economic development opportunities.
- To facilitate immigrant integration and promote diversity in our community.



# *Who are we welcoming?*

- 191,184 people 17.5% of total pop are foreign born in Travis County. In Austin, 19%.
  - 5.2% are foreign born citizens
  - 12.3% are foreign born non citizens
    - 3.8% Documented
    - 8.4% are Undocumented
- Place of Birth of Foreign Born residents
  - 52% Mexico
  - 24% Asia
  - 12% Central and South America (Not Mexico)
  - 7% Europe
  - 3% Africa
  - 2% North America



# *Who are we welcoming?*

- In 2012, 50% of foreign-born individuals were age 25-44., vs 30% of native born in this same age group.
- Education Attainment:
  - 35% have not graduated high school;
  - Approximately 66% have some college education;
  - 15% have graduate or professional degrees

欢迎光临



# *What does welcoming mean?*

According to Welcoming America, a welcoming community:

- **PLANS:** All relevant sectors, such as government, business, non-profit, and others are engaged to work together to create a welcoming community climate that supports long-term integration.
- **COMMITTS:** Commitments are made to institutionalize strategies that ensure the ongoing inclusion and long-term economic and social integration of newcomers.
- **BUILDS COMMUNITY:** Newcomers and long-time residents are engaged to find common ground and shared leadership.
- **COMMUNICATES:** Messages of unity and shared values permeate the community through the media, through the voice of leaders, and among residents.
- **SUSTAINS:** Policies and practices are considered in order to ensure that interactions between new and longer-term Americans remain positive ones and the community's economic vitality remains strong.



*The question is still...*

**What does welcoming mean to  
and for Austin and its residents?**



# *Austin: Welcoming City Initiative* *Our Goal*

**To develop a shared definition of and vision for Austin as a “Welcoming City.”**



# *Austin: Welcoming City Initiative* *Our Plan*

**To create this shared vision, a participatory, public input process will be designed and implemented to engage various community stakeholder groups with a multi-pronged approach.**



# ***Austin: Welcoming City Initiative***

## ***Our Partners***

- **City of Austin Commission on Immigrant Affairs**
- **City of Austin Economic Development Department**
- **City of Austin Health & Human Services Department**
- **Immigrant Services Network of Austin**
- **Caritas of Austin**
- **Capital Metro**



# *Austin: Welcoming City Initiative*

## *Our Timeline*

Phase	Timeline
<b>Initial Planning</b>	May-June 2014
<b>Create Public Participation Plan</b>	July-September 2014
<b>Implement Public Participation Plan</b> Online surveys, focus groups, interviews, and provider summer” with a note that each techniques will be applied appropriately to each stakeholder group.	September 2014-March 2015
<b>Analyze Results</b>	Complete in March-April 2015
<b>Create Document and Release Final Product</b> Compile results in a written format to publish, present	May-June 2015



# ***Austin: Welcoming City Initiative Next Steps***

- **September 2014**
  - Launch of Media & Community Engagement Campaign
  - 9/17 One Human Race – Welcoming America Festival
- **October 2014 – December 2014**
  - Focus groups
  - Interviews with elected officials
- **October 2014 – March 2015**
  - Online Survey
- **February 2014**
  - Austin: Welcoming City Summit
- **May-June 2014**
  - Austin Welcoming City Report

For more information contact:

Angela-Jo Touza-Medina, M.A., LL.M.

Vice-Chair, Commission on Immigrant Affairs

[Bc-Angela-Jo.Touza-Medina@austintexas.gov](mailto:Bc-Angela-Jo.Touza-Medina@austintexas.gov)

512.736.1505

Ben Ramirez III

International Economic Development Manager

Global Business Recruitment and Expansion Division

City of Austin Economic Development Department

[Ben.Ramirez@austintexas.gov](mailto:Ben.Ramirez@austintexas.gov)

(512) 974-6416

[www.austintexas.gov](http://www.austintexas.gov)

