




## MEMORANDUM

**TO:** Mayor and City Council

**FROM:** Spencer Cronk, City Manager 

**DATE:** January 22, 2021

**SUBJECT:** Imagine Austin Annual Report

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The purpose of this memorandum is to summarize the 2020 [Imagine Austin Comprehensive Plan Online Annual Report, a report](#) required by City Charter. The [City Charter](#) establishes comprehensive planning as a continuous and ongoing governmental function that is implemented to guide, regulate and manage the future development within the city and extraterritorial jurisdiction.

The required elements of the comprehensive plan include:

- Future land use
- Traffic circulation and mass transit
- Wastewater, solid waste, drainage and potable water
- Conservation and environmental resources
- Recreation and open space
- Housing
- Public services and facilities, which shall include but not be limited to a capital improvement program
- Public buildings and related facilities
- Economic element for commercial and industrial development and redevelopment
- Health and human services

The following four additional elements were added based on community input during the process to create Imagine Austin: Creativity; Historic Preservation; Urban Design; and Children, Families, and Education.

The comprehensive plan contains City Council's policies for growth, development, and beautification. Per the City Charter, all land development regulations and all public improvements shall be consistent with the comprehensive plan.

The benefit of a comprehensive plan is that it confronts significant issues in a wholistic way. While other City of Austin plans are more focused and deal with topics such as parks, solid waste, transportation, water, or smaller geographic areas, the Imagine Austin comprehensive

plan considers how the whole community's values, needs, people, and places are interrelated and interdependent.

Implementation of Imagine Austin is structured through eight priority program teams, with each team having a department(s) lead, a program champion, an interdepartmental staff team, work program, and indicators. The Annual Report contains a diagram showing how the six outcomes of Strategic Direction 2023 relate to Imagine Austin's eight priority programs.

### **Imagine Austin Annual Report Website**

In 2019, the Imagine Austin implementation team shifted the Imagine Austin annual report from a printed PDF to an [interactive website](#). This change was made for several reasons:

- The implementation of Imagine Austin relies heavily on data-driven approaches, solutions, and tools. Dynamic and interactive methods such as a mobile web format can make the implementation story more accessible to more people.
- To best understand the data driving Imagine Austin implementation, users need to be provided opportunities to visualize and interact with the material. Staff hopes users access the information in a new and meaningful way; whereby expanding their experience with Imagine Austin.
- It takes the whole community to implement the vision; we want to showcase and highlight the City's community partners. The website offers the opportunity to link to supportive and complimentary resources.
- Lastly, Imagine Austin is a living document. The interactive web format allows the City to provide transparency in the active implementation of the community's vision.

When using the site, hover over the drop-down menu in the top right corner to find the subject area of interest.

### **Imagine Austin Annual Report Briefings to Boards and Commissions**

Staff provided the following board and commissions with an update regarding the Imagine Austin Annual report:

- August 4, 2020 – Distributed to the Comprehensive Plan Joint Committee
- September 8, 2020 – Briefed Planning Commission
- September 15, 2020 – Briefed Zoning and Platting Commission

Thank you to the Housing and Planning Department's leadership and staff for their hard work. Should you have questions about the Imagine Austin Annual Report, please contact Rosie Truelove, Director, Housing and Planning Department, at (512) 974-3064 or [rosie.truelove@austintexas.gov](mailto:rosie.truelove@austintexas.gov).

cc: City Management Executive Team  
Department Directors  
Planning Commission  
Zoning and Platting Commission