

Components of a Vision Statement



About these Components

Over the course of five months, **Austinites were asked to imagine the future of Austin as one of the world's most exceptional cities on its bicentennial, 2039.** Over 63 stakeholder interviews, representing key civic and business organizations, were interviewed early in the process. In November 2009, more than 300 Austinites participated in community forums like this one.

Following the forums, more than 3,800 Austinites completed **online and paper surveys**, indicating **strengths, challenges, and ideas for the future** of Austin. Over 160 separate **Meetings-in-a-Box** (representing 987 participants) were held at the homes, community organizations, and schools in Austin. In addition, a **statistically valid Community Survey** (separate from the online survey) was completed by 1,200 residents of Austin and the ETJ.

The Citizens Advisory Task Force began working with public input at their March 2010 meeting to create a first cut at the big ideas for the Vision Statement.

Preamble to the Components of a Vision Statement

On its 200th anniversary (2039), Austin is recognized worldwide for its exceptional livability and vibrant creativity; its leadership in the arts, education and technology; and its commitment to environmental responsibility, economic opportunity, and social equity. Through the efforts of our engaged citizenry, working in collaboration with local government, civic organizations, and businesses, we maintain an outstanding and fertile environment in which to nurture the next generation of proud Austinites.

Tell us what you think

These Components are arranged throughout the room on posters. Show your preference for whether you think each one represents your Vision for Austin's future.

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The Austin we love is ...

Livable

- L1** A variety of urban, suburban, and semi-rural lifestyle choices and settings are available to residents.
- L2** We are a community of safe, well-maintained, and stable neighborhoods whose character and history have been preserved.
- L3** Neighborhoods across the city are economically mixed and diverse with a range of affordable housing options.
- L4** Downtown Austin offers a vibrant, day and night time urban lifestyle for residents, workers, and visitors.
- L5** Residents have access to quality schools, parks and recreation, health and human services, and other outstanding public facilities and services.
- L6** Development occurs in connected and walkable patterns supporting transit and urban lifestyles, while reducing sprawl and negative impacts on neighborhoods.
- L7** Austin's population is active and healthy, with access to locally-grown, nourishing foods, and affordable healthcare.
- L8** Development meets standards for quality and aesthetics providing certainty for residents and the real estate community.

Stimulating and Creative

- S1** Our unique "vibe" continues – Austin remains fertile territory for our creative class of musicians, artists, and innovators in technology, education, and the environment.
- S2** The city is a world-class leader in innovation and creative thought.
- S3** Partnerships with schools, colleges, and other educational institutions engage our youth and provide opportunity for lifelong learning.
- S4** Our population of artists and musicians of modest means is supported. Austin remains a great place for the arts, live music, and original culture.

Prosperous

- P1** The economy is diverse and includes large and small businesses, educational institutions, state and city government, and other major employers.
- P2** Austin is a leader in “green” jobs, technology, research, and innovation.
- P3** Our ecology is integrated with our economy – the preservation of the environment and natural resources contributes to the prosperity of our people.
- P4** Equitable opportunities are provided to all through access to quality education and good jobs.
- P5** Development strengthens our economy, tax base, and quality of life.
- P6** Our community of local entrepreneurs and small businesses thrives.

Natural and Sustainable

- N1** Waterways, tree cover, habitat areas, and other precious natural resources are celebrated and vigorously protected.
- N2** Air and water quality in Austin and the larger region is improved. We conserve water and rely on native plants and landscaping to support our ecosystem.
- N3** The scenic beauty of the Hill Country is preserved for the benefit of future generations.
- N4** Austin is a model of conservation, efficiency, and carbon footprint reduction. Our water, utility, and energy systems rely on renewable resources.
- N5** The network of parks, greenways, stream corridors and other protected open space resources is greatly expanded.
- N6** Growth and infrastructure systems are well-managed to respect the limitations of our natural resources.

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Functional and Accessible

- F1** The entire city is accessible by a functional and efficient road network, public transit, and safe and convenient bike and pedestrian routes.
- F2** Congestion is reduced and air quality improved through an enhanced roadway network and more convenient transportation choices.
- F3** Austin is a city that works. Reliable transportation, utilities, education and health, and human services are accessible to persons of all backgrounds and abilities.
- F4** Austin is a user-friendly city with excellent schools, support for families, and opportunities for recreation, lifelong learning, and volunteer activities.

Caring and Committed

- C1** Our diverse communities thrive and enrich each other.
- C2** All citizens are valued, respected, and welcomed to become engaged and have a stake in the future of their community.
- C3** We acknowledge and seek to rectify past injustices to African-Americans, Hispanics, and others who had been left out of full participation in our community.
- C4** We are a diverse city of passionate, committed, creative, and independent thinkers. Welcoming the expression of opposing ideas in a respectful and civil manner, we move forward by finding common solutions.

Want some more time to think about it?

Submit your comments online at www.ImagineAustin.net/survey.htm.