Components of a Vision Statement Results

Background

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. Those big ideas structured these draft Components of a Vision for Austin's future.

Participants at ACC

Components of a Vision Statement exercise

Participants at the April 27 and 28 and May 1 Community Forums were invited to mark their level of agreement for each Component, from Strongly Disagree to Strongly Agree. Posters were placed around each venue, clustering the components into six themes. Approximately half of participants at each forum voted on the Components. Not all participants rated each Component.

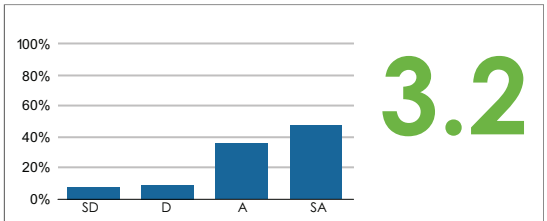
Summary of results

The results from this exercise are presented in this document in three forms:

- a chart showing the distribution of each rating for each Component
- an average score for each Component
- comments on each Component.

Overall, the scores show general agreement across all Components.

- **Lowest** summary score: **3.1**
- **Median** score: **3.6**
- **Highest** summary score: **3.8**



Example score for a Component

The comments for each item are shown with the venue each comment came from: ACC Eastview, Fulmore Middle School, St. David's Episcopal Church, or Anderson High School.

Questions or comments? Contact Greg Claxton: gregory.claxton@ci.austin.tx.us or 974-7630.

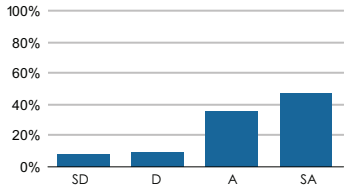
Components of a Vision Statement Results

For each of the following statement, participants rated whether they **Strongly Disagree (1)**, **Somewhat Disagree (2)**, **Somewhat Agree (3)**, or **Strongly Agree (4)**:

The Austin We Love is Livable:

L1

A variety of urban, suburban, and semi-rural lifestyle choices and settings are available to residents.

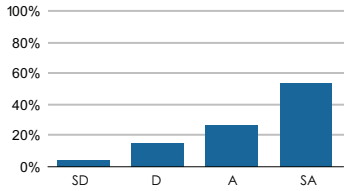


3.2

ACC	All should have components of affordability.
ACC	Affordability and diversity, especially within core. Neighborhoods must be meaningfully involved for growth and density.
ACC	None or very few of these components exist in Central East Austin, especially in the Aftrican American Heritage District. Why not now?
ACC	I feel there should be more of an effort to ensure racial and cultural diversity. Increase the African American population rather than the current steady decrease.
ACC	Austin should make more efforts to become more environmentally and econonmically sustainable. Equally important Austin should make diligent efforts to offer more events every day and month to attract more African Americans at all income levels
Fulmore	This development pattern will be unsustainable covers too much area
Fulmore	Need to make sure the "suburban" choice is livable as well!

L2

We are a community of safe, well-maintained, and stable neighborhoods whose character and history have been preserved.



3.3

Anderson	Affordable housing is not possible. While the capitalist mode of production exists, justice and class war NOT lifestyle
ACC	Development around main transit routes needs to increase to a minimal threshold of 9,000 people/acre to support quality bus service. 13,000 square mile is ideal.
ACC	Better facilities for our companion animals make Austin "No Kill"
ACC	More pet friendly parks and trails. Let's have "community cats" Parks!
ACC	Protecting and expanding green space is important to quality as core becomes denser this must be a mandatory element of any development
ACC	Could we have free health care instead?
Anderson	Maintain older neighborhood character
Anderson	While preserving most precious elements of today we need to accommodate for improved transit, sustainable growth, and affordability
Anderson	The city needs to preserve the character and history of neighborhoods now. Make them well maintained now.
Anderson	Existing neighborhoods should be allowed to grow and evolve while still protecting their character.

Components of a Vision Statement Results

For each of the following statement, participants rated whether they **Strongly Disagree (1)**, **Somewhat Disagree (2)**, **Somewhat Agree (3)**, or **Strongly Agree (4)**:

The Austin We Love is Livable:

L2

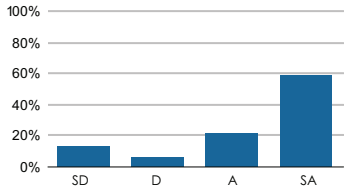
We are a community of safe, well-maintained, and stable neighborhoods whose character and history have been preserved.

(comments continued)

Anderson	Beautiful
Fulmore	The character and history of our "stable neighborhoods" is not being preserved
Anderson	"Safe" is relative this term should not be used because it suggests/ leads people to believe a diverse mixed community is not safe
ACC	Why does the East 12th street corridor look the same for 20 years from I-35 to Comal?
St Davids	Character & History is code for NIMBY (+1)

L3

Neighborhoods across the city are economically mixed and diverse with a range of affordable housing options.

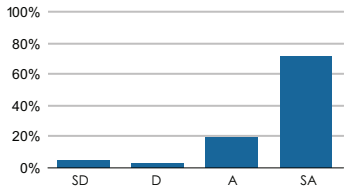


3.3

St Davids	Define "affordable housing" - Refine Plan for affordable housing in Austin - If development regulations are so restrictive that housing gets more expensive defeating the purpose and goal.
St Davids	Diversity will decrease (arrow down) and poverty will be concentrated in pockets if we don't increase (arrow up) affordability in ALL parts of town
Fulmore	No mention of the Cost of Growth & affect on "affordability"
St Davids	Plan must discourage economic segregation
Fulmore	Neighborhoods will need to incorporate a more diverse mix of housing types to achieve diversity
St Davids	Suggest "affordable Living" (includes utilities & transportation) Instead of "affordable housing" (agree)

L4

Downtown Austin offers a vibrant, day and night time urban lifestyle for residents, workers, and visitors.



3.6

Fulmore	Insert affordable for it's time to provide basic public access amenities - like restrooms - for visitors downtown. When Palm (square symbol), an emergency social services buildings, lock out restrooms - you know there is a problem.
Fulmore	I agree w/L4 if you add the word "safe" - like Ft Worth is
Fulmore	Let's be a model livable city, vibrant and self sufficient, and beautiful net zero - transportation - food - energy

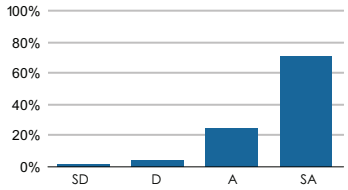
Components of a Vision Statement Results

For each of the following statement, participants rated whether they **Strongly Disagree (1)**, **Somewhat Disagree (2)**, **Somewhat Agree (3)**, or **Strongly Agree (4)**:

The Austin We Love is Livable:

L5

Residents have access to quality schools, parks and recreation, health and human services, and other outstanding public facilities and services.

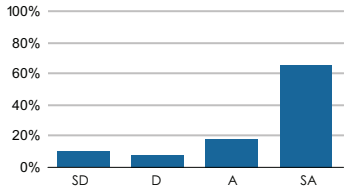


3.6

ACC	Austin should have equal quality access to all.
St Davids	Families are leaving the city and will continue to leave without housing affordability and better schools.
Anderson	"Residents" need to include youth and services geared toward (e.g. sports facilities)
Anderson	Make transit plazas with shade, play areas, pocket parks, trails, drinking water fountains so people can wait for the bus or train in a pleasant area. Bus stops should have full shade and full protection from the elements, not what we have now. most families shouldn't need to have a car.
Fulmore	Concern over schools in urban Austin. Currently it is difficult to attract families which skews demographics to non-families
Anderson	Residents know the city is making decisions for them in 2010

L6

Development occurs in connected and walkable patterns supporting transit and urban lifestyles, while reducing sprawl and negative impacts on neighborhoods.



3.4

St Davids	Density will allow affordability and promote public transit
Fulmore	Make sure your transportation is affordable for all
Fulmore	Strongly agree with need to create walkable neighborhoods and all - but efforts need to ensure that they're AFFORDABLE to Everyone!
Fulmore	Implementation of real transit will be absolutely needed to accomplish this (years, money, & political will)
Fulmore	If "connected and walkable" is to be achieved, a much more substantial and longterm investment in multi-modal will have to be undertaken by city, regional, and state government and planning efforts
Anderson	Austin continually gives lip service to alternative modes, but never really acts just postponing to the future. Rail, bike, ped. Need more aggressive push now
Fulmore	Public Transportation is lacking in practicality and overall usability
Fulmore	Drop the RAIL - waste of $'s
St Davids	Encourage growth eastward (D.D.Z) Embrace new urbanist development patterns
ACC	Reducing sprawl while reducing negative impacts to neighborhoods do not sound compatible.
Fulmore	No indication of how legally "sprawl" is going to be "reduced"
Anderson	Austin is not Houston

Components of a Vision Statement Results

For each of the following statement, participants rated whether they **Strongly Disagree (1)**, **Somewhat Disagree (2)**, **Somewhat Agree (3)**, or **Strongly Agree (4)**:

The Austin We Love is Livable:

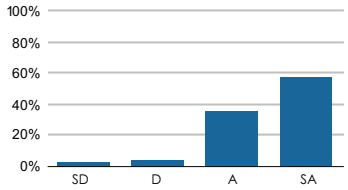
L6

Development occurs in connected and walkable patterns supporting transit and urban lifestyles, while reducing sprawl and negative impacts on neighborhoods.
(comments continued)

Anderson	We need to have 'mixed use' communities with commercial uses, stores,shopping, community services, etc. INTEGRATED into our residential areas. BOTH not one or the other.
Anderson	Providing "certainty" for residents is important ie. Don't increase density in older neighborhoods
ACC	Development should also protect the integrity of existing neighbors and transit should be mindful of space and the neighborhood of which they are moving into.
Fulmore	When will we address urban sprawl?
St Davids	Walkable neighborhoods come about when there are neighborhood services (small businesses) w/in walking distance

L7

Austin's population is active and healthy, with access to locally-grown, nourishing foods, and affordable healthcare.

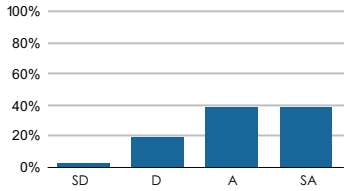


3.5

St Davids	Yes to L-7 as long as "affordable health care" is not at the expense of healthy livable neighborhoods or excuse for "hospital sprawl"!
St Davids	How will Austin control the cost of Healthcare?
Anderson	need more incentives for businesses to stock locally grown healthy food. Need to preserve/add farmland out east to provide that food.
Fulmore	As the age of oil ends, local food will become a necessity

L8

Development meets standards for quality and aesthetics providing certainty for residents and the real estate community.



3.1

Fulmore	Development standards include inclusion on-each-site affordable housing units for workers in these developments so the people who provide basic maintenance & support services don't have to come from other neighborhoods to work at the site
Fulmore	Parks and greenspace
Anderson	Mixed uses in older neighborhoods will help strengthen walkability and livability
Anderson	Who decides aesthetics?
St Davids	Last question includes two issues - There is no certainty for development in Austin. Causes increase in development costs.
St Davids	Enough with design standards for Aesthetics
Fulmore	No more ugly, boring, look-alike high-rises!

Components of a Vision Statement Results

For each of the following statement, participants rated whether they
Strongly Disagree (1), **Somewhat Disagree (2)**, **Somewhat Agree (3)**, or **Strongly Agree (4)**:

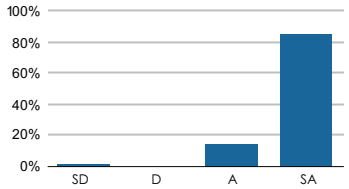
The Austin We Love is Prosperous:

General comments:

Fulmore	All "Pie in the Sky" get to the Details of how these good things can be accomplished

P1

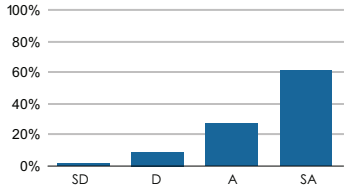
The economy is diverse and includes large and small businesses, educational institutions, state and city government, and other major employers.



3.8

P2

Austin is a leader in "green" jobs, technology, research, and innovation.

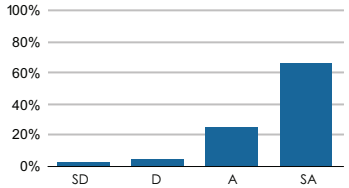


3.5

Anderson	Our green initiatives cannot burden our businesses economically
Fulmore	There are lots of low-tech green jobs that should be located in every neighborhood - not dumped on cheap dirt on the eastside. Each neighborhood should have recycle centers, scrub clubs, compost centers, gardens, pocket parks, etc. that employ people from that area who did not or could not get higher ed training for high tech jobs.
St Davids	Moving to green energy will be expensive initially.
Fulmore	Losing that status - WORK HARDER - on this

P3

Our ecology is integrated with our economy – the preservation of the environment and natural resources contributes to the prosperity of our people.

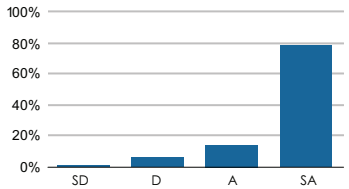


3.6

ACC	Encourage urban co-op/subscription neighborhood farms and local neighborhood "farmer's markets" economic development/ sustainable environment

P4

Equitable opportunities are provided to all through access to quality education and good jobs.



3.7

ACC	Development is a sign of land and activities demanded by people and goods/services; more development in general represents a healthy economy refer to Dr. Ed Gleaser for more. Harvard University, MA
Fulmore	Quality education is not affordable & is leaving too many young people - especially minority youth - without access to good jobs.

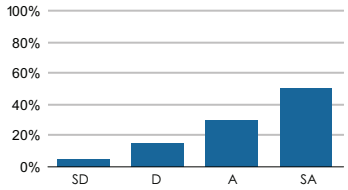
Components of a Vision Statement Results

For each of the following statement, participants rated whether they
Strongly Disagree (1), **Somewhat Disagree (2)**, **Somewhat Agree (3)**, or **Strongly Agree (4)**:

The Austin We Love is Prosperous:

P5

Development strengthens our economy, tax base, and quality of life.

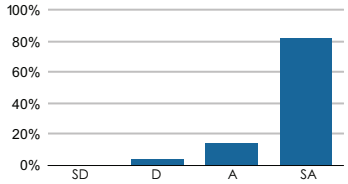


3.2

Fulmore	Taxation issue - far too aggressive currently. 20 years from now is unthinkable!! For the 50 year olds and older - too much to sustain home ownership.
Anderson	It is well documented that small business money stays in circulation longer in community. Start giving tax breaks, incentives to small businesses. Particularly in new developing areas. Lessen or desist tax incentives for large and big box business they take and don't give. define development? Yes for people, no for reckless in-fill and horrorific sprawl.
ACC	Austin has many problems attracting outside dollars (basic vs. non-basic). To remain a competitive region, we need more basic level jobs (import revenue from other regions)
Fulmore	Be sure Austin retains all economic classes
Fulmore	Development efforts need to start taking into consideration the costs of infrastructure (water, transit, green space) seriously & substantially. Currently, this is not true so something will need to change to get there in 2039.
Fulmore	Ditto - - - Gotta keep an eye on "development"

P6

Our community of local entrepreneurs and small businesses thrives.



3.8

ACC	COA "Live music Capital…" should support the local scene not encumber it. Lower fees for entertainment venues, electricity/utilities, etc.
Fulmore	Not enough emphasis on supporting & growing our local business
Fulmore	Losing that status - WORK HARDER - on this

Components of a Vision Statement Results

For each of the following statement, participants rated whether they **Strongly Disagree (1)**, **Somewhat Disagree (2)**, **Somewhat Agree (3)**, or **Strongly Agree (4)**:

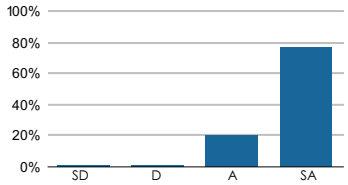
The Austin We Love is Natural and Sustainable:

General comments:

ACC	Keep development human scale/tree canopy scale. No Manhattan or Brooklyn.

N1

Waterways, tree cover, habitat areas, and other precious natural resources are celebrated and vigorously protected.

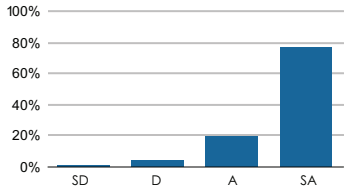


3.7

Fulmore	Protection is a responsibility of developers not just taxpayers
St Davids	Define vigorously to what extent will resources, trees, etc. be protected?
Anderson	We must protect our natural environment, without it Austin is just any other city and not the Austin we know.
Anderson	We are not protecting our trees, natural resources well today. We need open space planning now
Anderson	Can't do this very well when excessive variances and excessive RSMP use is used
Fulmore	Except Montopolis

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.

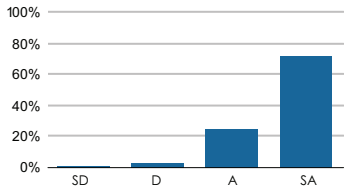


3.7

Fulmore	Except Montopolis
St Davids	N2's first sentence is good. 2nd sentence gets into the "how" & does not belong in a vision statement.
Anderson	Include conservation requirement in all new construction. Would that be the part not devastated by developers? Humans! Every business owner, property owner and individual can be educated, encouraged and rewarded for gains in conservation.

N3

The scenic beauty of the Hill Country is preserved for the benefit of future generations.



3.7

Anderson	Include conservation requirement in all new construction. Would that be the part not devastated by developers? Humans! Every business owner, property owner and individual can be educated, encouraged and rewarded for gains in conservation.
Fulmore	Scenic beauty of the rich farmlands on the eastside should also be preserved for future generations & for urban farming so critical to local fresh foods

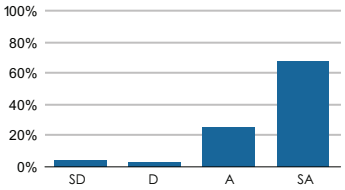
Components of a Vision Statement Results

For each of the following statement, participants rated whether they **Strongly Disagree (1)**, **Somewhat Disagree (2)**, **Somewhat Agree (3)**, or **Strongly Agree (4)**:

The Austin We Love is Natural and Sustainable:

N4

Austin is a model of conservation, efficiency, and carbon footprint reduction. Our water, utility, and energy systems rely on renewable resources.

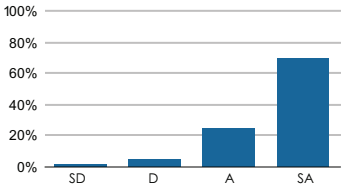


3.6

Anderson	Include conservation requirement in all new construction. Would that be the part not devastated by developers? Humans! Every business owner, property owner and individual can be educated, encouraged and rewarded for gains in conservation.
Fulmore	Scenic beauty of the rich farmlands on the eastside should also be preserved for future generations & for urban farming so critical to local fresh foods
Fulmore	At what price? Energy conservation & utility infrastructure is very expensive for low-income communities. Utility bills drive housing expenses.
St Davids	N4 should concentrate more on quantifying efficiency and environmental quality
Anderson	Embrace the architecture 2030 challenge, carbon free buildings or net zero energy building

N5

The network of parks, greenways, stream corridors and other protected open space resources is greatly expanded.



3.6

Fulmore	Except Montopolis
St Davids	N2's first sentence is good. 2nd sentence gets into the "how" & does not belong in a vision statement.
Anderson	Include conservation requirement in all new construction. Would that be the part not devastated by developers? Humans! Every business owner, property owner and individual can be educated, encouraged and rewarded for gains in conservation.
Fulmore	Scenic beauty of the rich farmlands on the eastside should also be preserved for future generations & for urban farming so critical to local fresh foods
Fulmore	At what price? Energy conservation & utility infrastructure is very expensive for low-income communities. Utility bills drive housing expenses.
St Davids	N4 should concentrate more on quantifying efficiency and environmental quality
Anderson	Embrace the architecture 2030 challenge, carbon free buildings or net zero energy building
ACC	Keep Austin most pet-friendly city in the US. More dog parks
Fulmore	For Austin to be "natural and sustainable" significant financial investment in air, water and parkland preservation will need to be made starting in 2010 for this vision to become reality

Components of a Vision Statement Results

For each of the following statement, participants rated whether they **Strongly Disagree (1)**, **Somewhat Disagree (2)**, **Somewhat Agree (3)**, or **Strongly Agree (4)**:

The Austin We Love is Natural and Sustainable:

N5

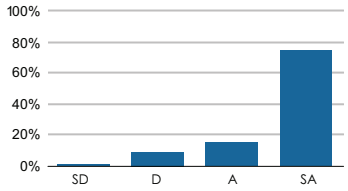
The network of parks, greenways, stream corridors and other protected open space resources is greatly expanded.

(comments continued)

Fulmore	Strongly, STRONGLY agree! Town Lake trail is too crowded! Need more options across the city!!
Fulmore	Protect our water, trees, aquifer and other natural resources
ACC	We are on the verge of EPA non-attainment and need to enact more GHG-reducing measures; same can be said for reducing water usage. Get rid of green lawns not native to Central Texas climate.
Fulmore	It's not possible to expand people and expand nature
Fulmore	With correct planning increased population can be accomodated without compromising Nature.
Fulmore	We were saying similar things in 1975 in the Goals Assembly. We have been working on these BUT the obstacles to achieving these should be examined first -

N6

Growth and infrastructure systems are well-managed to respect the limitations of our natural resources.



3.6

St Davids	N6 hints at attempting to limit density, which would be foolhardy.
St Davids	N6 We need to be careful how you commit growth and infrastructure. Too much limitation will stall the city.

Participants at St. David's Episcopal Church