

Opportunity Austin Successes & Challenges City Council (8-16-16)





Helping Austin businesses and families move forward

Agenda

- Lifting Austin out of the tech bust
- Recognizing connection between education, jobs and poverty
- Making smart investments in students, families, small businesses

Tech Bust

- Austin lost over 30,000 jobs in 30 months
- Loss of \$1.8 billion in payroll
- Pink slips to 21,000+ employees (2001)
- City of Austin forecast 15% budget deficit
- No game plan for the future

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OA 1.0 Results

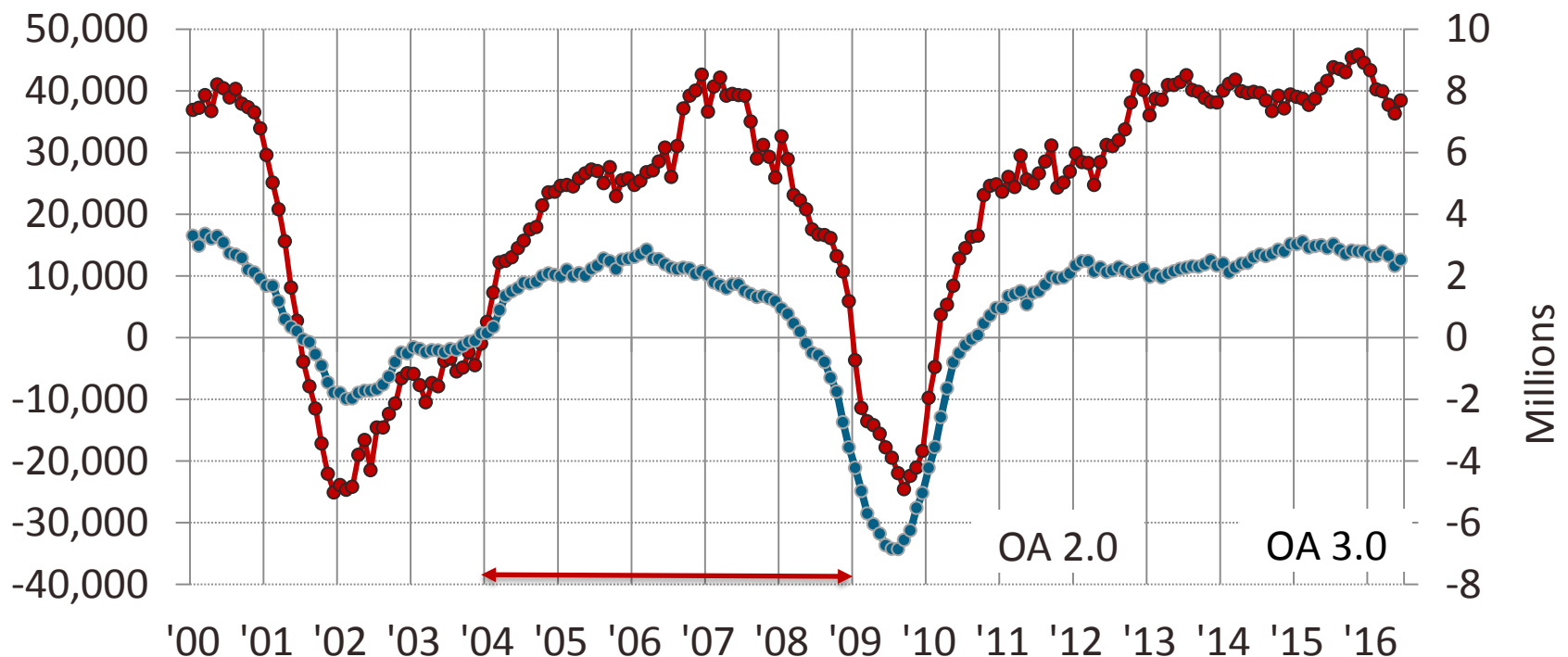
	<u>5-Year Result</u>	<u>5-Year Goal</u>	
New Jobs	121,800	72,000	↑
Payroll Increase	\$5.6 Billion	\$2.9 Billion	↑
Corporate relocation announcements	144	100	↑
Out-of-region visits	835	500	↑
Prospect visits	540	250	↑
Regional retention visits	857	475	↑

Last in, First out

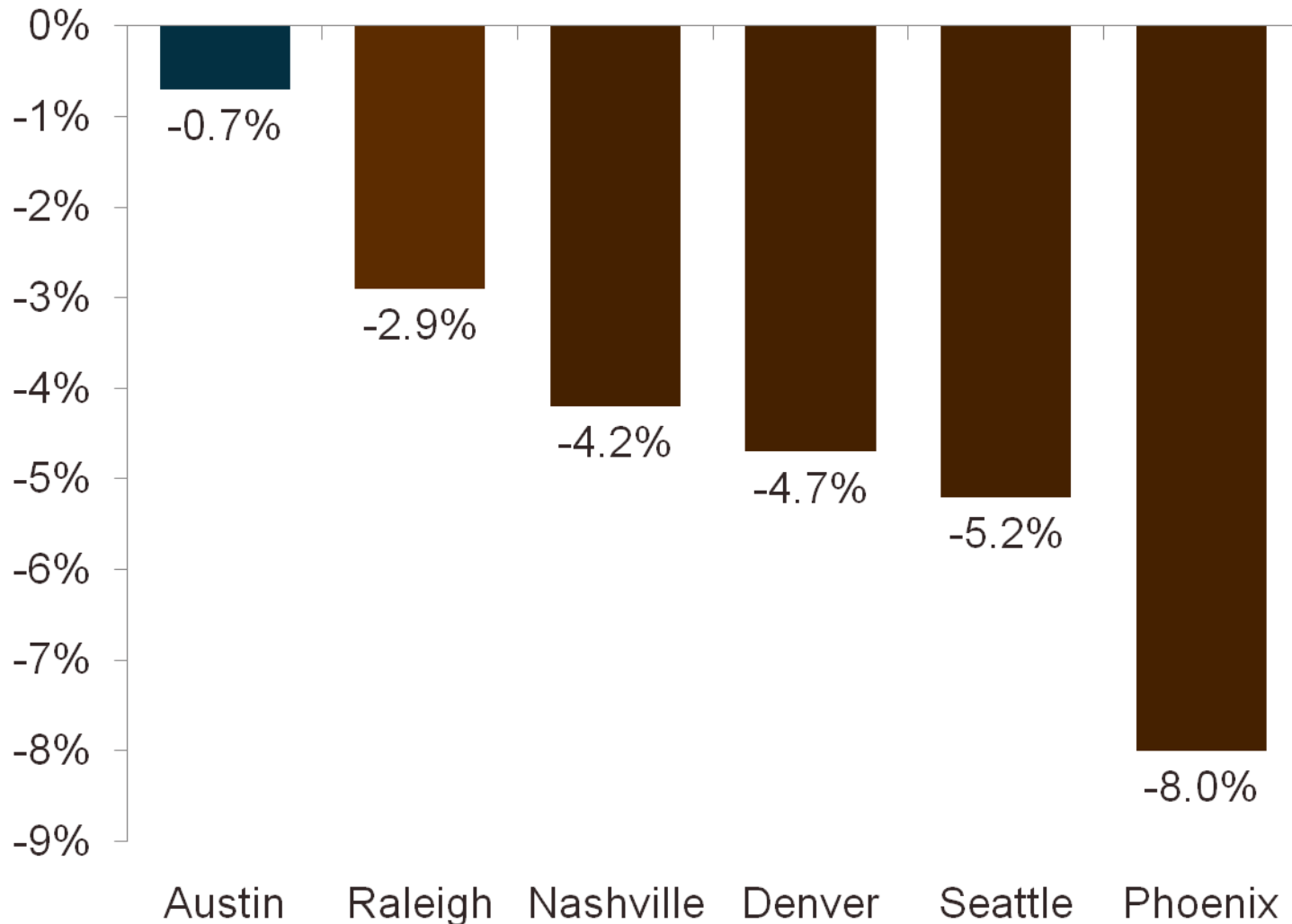
2008 Recession

Non Farm Payroll Jobs, Year-Over-Year Change

—●— Austin MSA —●— United States



Job Growth, Peer Metros Sept. 2008-Sept. 2009



Source: U.S. Bureau of Labor Statistics.

Clean Tech

Improving the Environment in Austin



- In 2004, OA tasked by City to diversify growth in clean energy market sector
- Total share for Austin VC Investments in Clean Technology at 6.0% - 6.5%
- This is higher than the national average

Diversify



**First to Call for New
Medical School**

**Dell Medical School
at UT**

- **15,000** new jobs
- **\$2 Billion** in Economic Activity

OA Successes



First Transatlantic Non-Stop Flight Austin to London

- **1,100** New Jobs
- **\$2 Billion** in Annual Economic Activity

The Austin Tech Trend



Mobility



Changing perception of Austin for site consultants and decision makers



Austin is No. 1 on list of Cities creating the most middle skill jobs (Feb. 2013)



Austin No 2. on 20 Best Places to Live in the U.S. (March 2016)



Austin is one of the top 10 metros in U.S. Clean Tech Leadership Index (5/17/16)

Performance Drop



- Austin is the **No. 4** Best-Performing City in annual assessment of Where America's Jobs are Created & Sustained (*Milken Institute*, 12/8/15)
- Austin ranks **11th** for Venture Capital Investment in 2015. (*National Venture Capital Association*, 1/27/16)
- Austin is in the top 10 of America's Most Educated Cities: **#9** (*WalletHub*, 7/27/16)
- Austin is the **No. 5** North American market for Tech Talent Concentration (*CBRE*, 6/30/16)

Recognizing A Connection Education, Jobs, Poverty

OA 3.0: Select Metrics for Success Through 2018

Metric	2018 Projected without OA3.0	2018 Projected with OA 3.0	Improvement over status quo due to OA 3.0
Poverty rate	22.0%	15.8%	-6.2
Child poverty rate	29.4%	22.4%	-7.0

Making Smart Investments

Students, Workers and Families

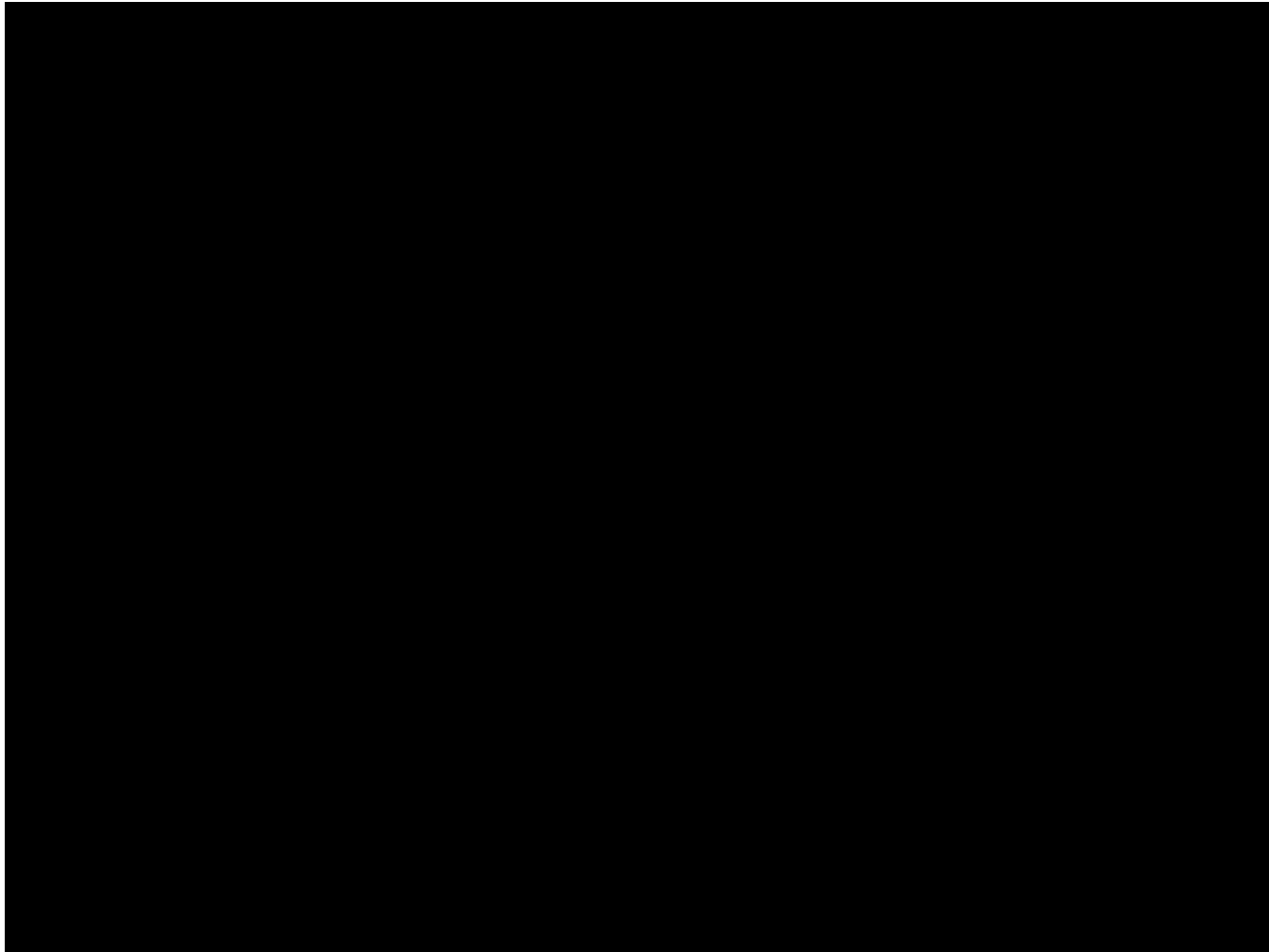


More work to be done

- Reverse the trend of increasing poverty
- Increase number of mid-skill jobs and those members of our community trained to fill those positions
- Improve student success

Making Smart Investments

Students, Workers and Families

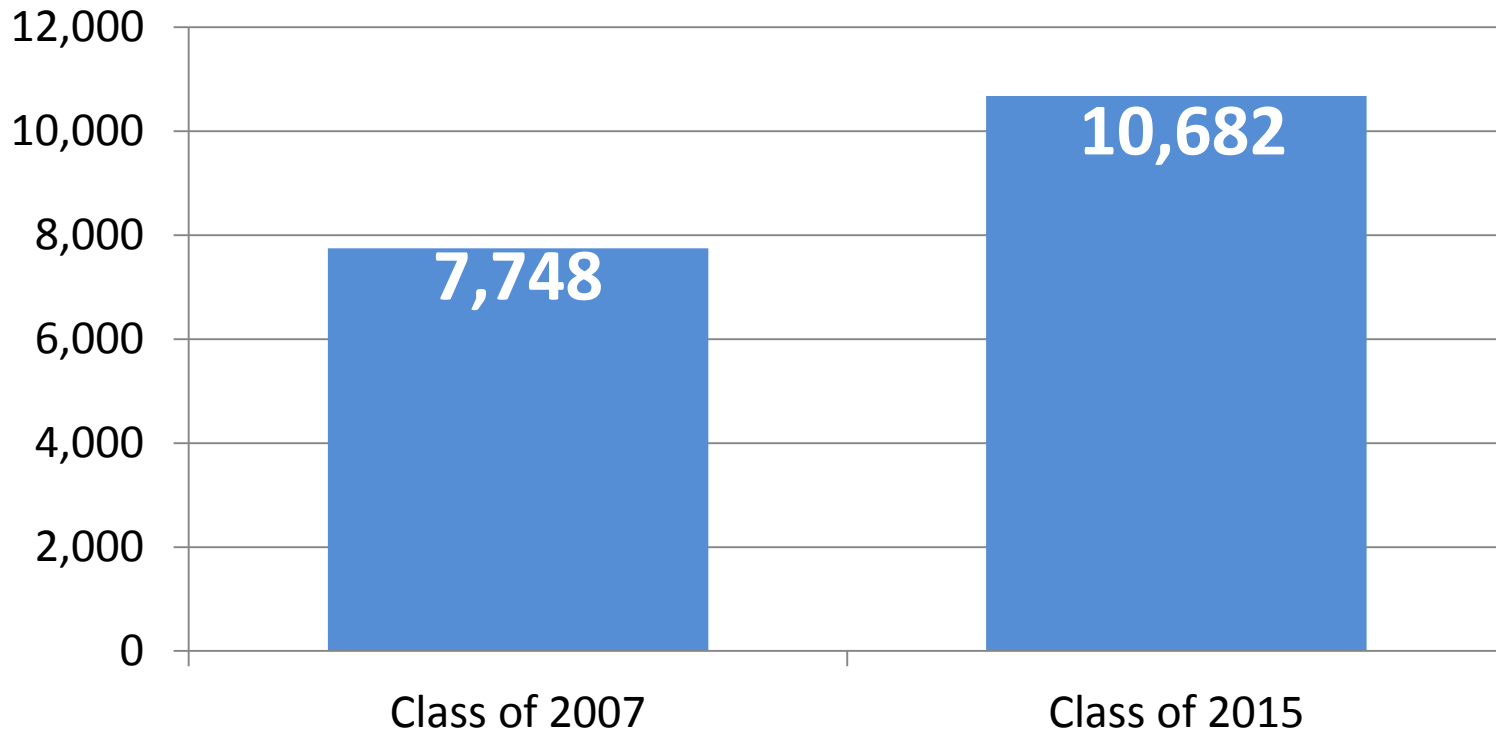


Making Smart Investments

Students, Workers and Families



- **38% Increase** in Direct-to-College Enrollees from Central Texas

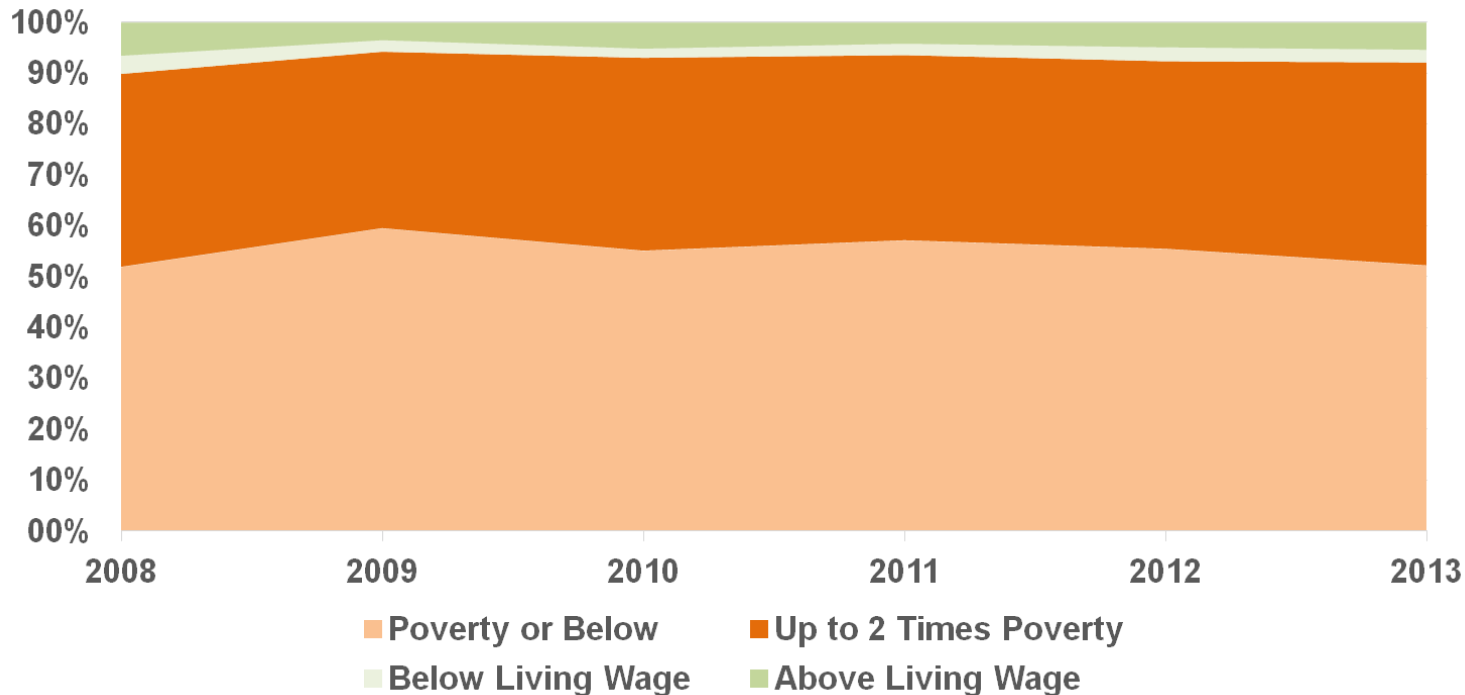


• University of Texas Ray Marshall Center, Student Futures Project College Enrollment Outcomes, and Texas Higher Education Coordinating Board High School to College Linkages 2005-2015.

Future Talent Development

And What Happens to Those Who Don't Enroll?

Non-DTC Outcomes

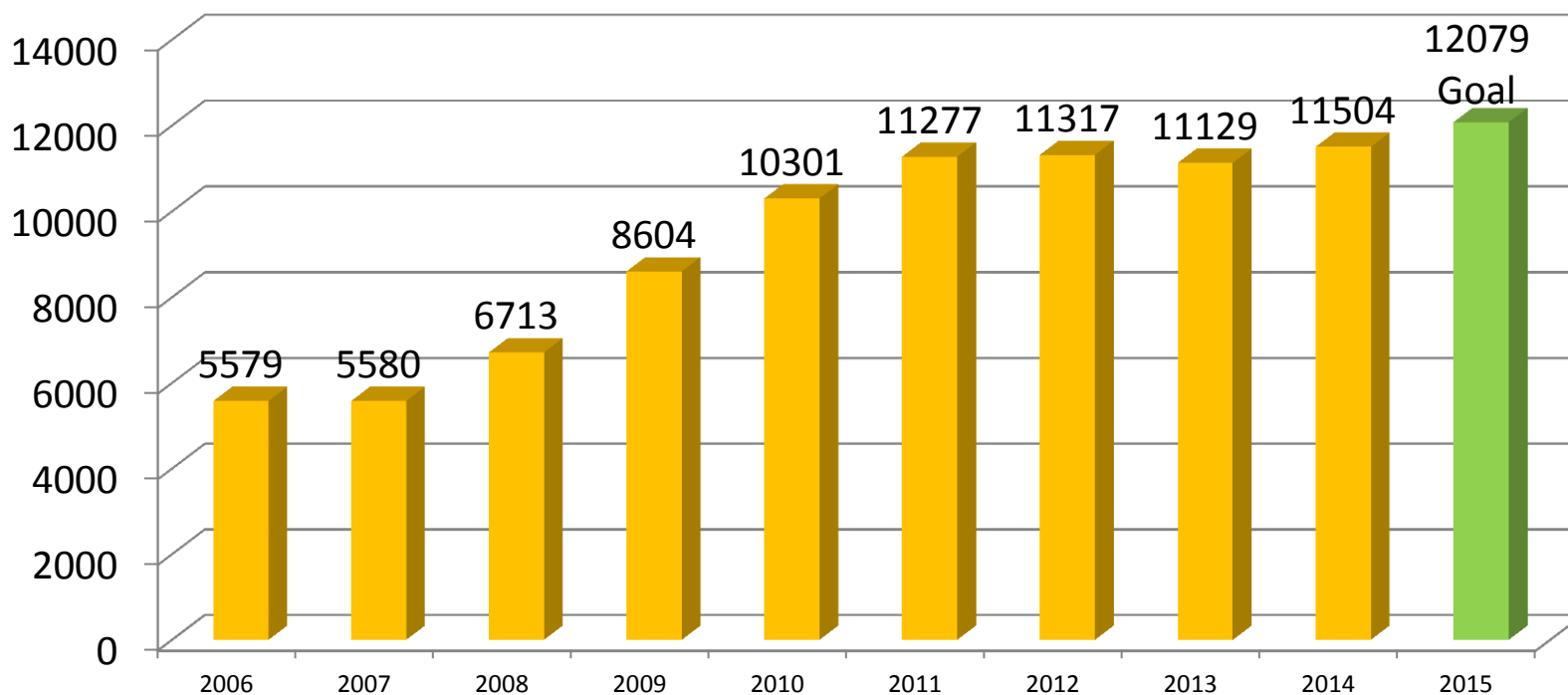


*Poverty using federal poverty guidelines. Living wage defined as City of Austin goal of \$11/hr in 2008 and then increased at same yearly rate as federal poverty guidelines. Poverty guidelines applied are for a one-person household: aspe.hhs.gov. Wages determined using Texas UI Wage data.

Making Smart Investments

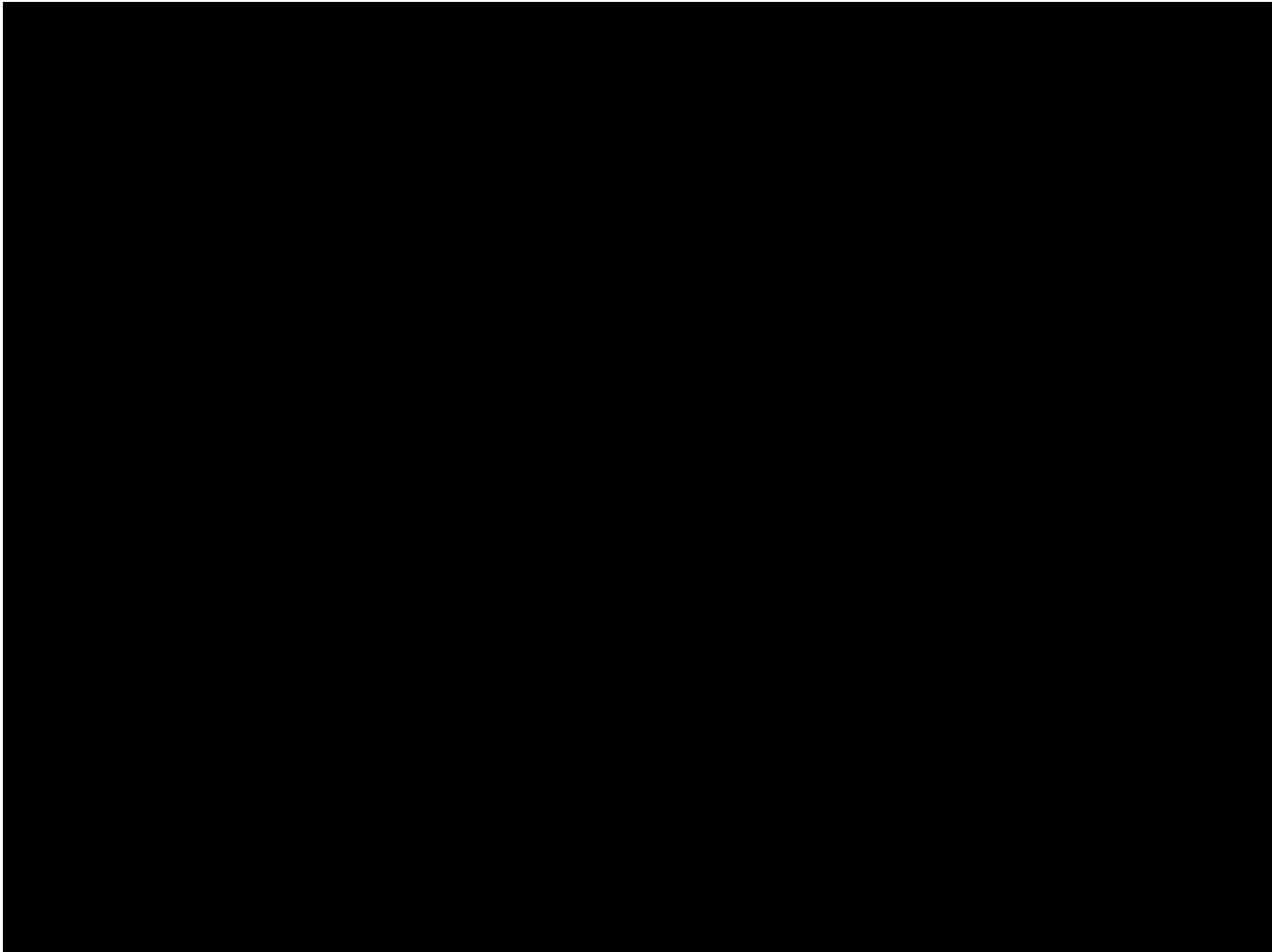
Students, Workers and Families

- **100% more** students have submitted FAFSA free application for federal student aid: \$60 million more in aid than in 2008



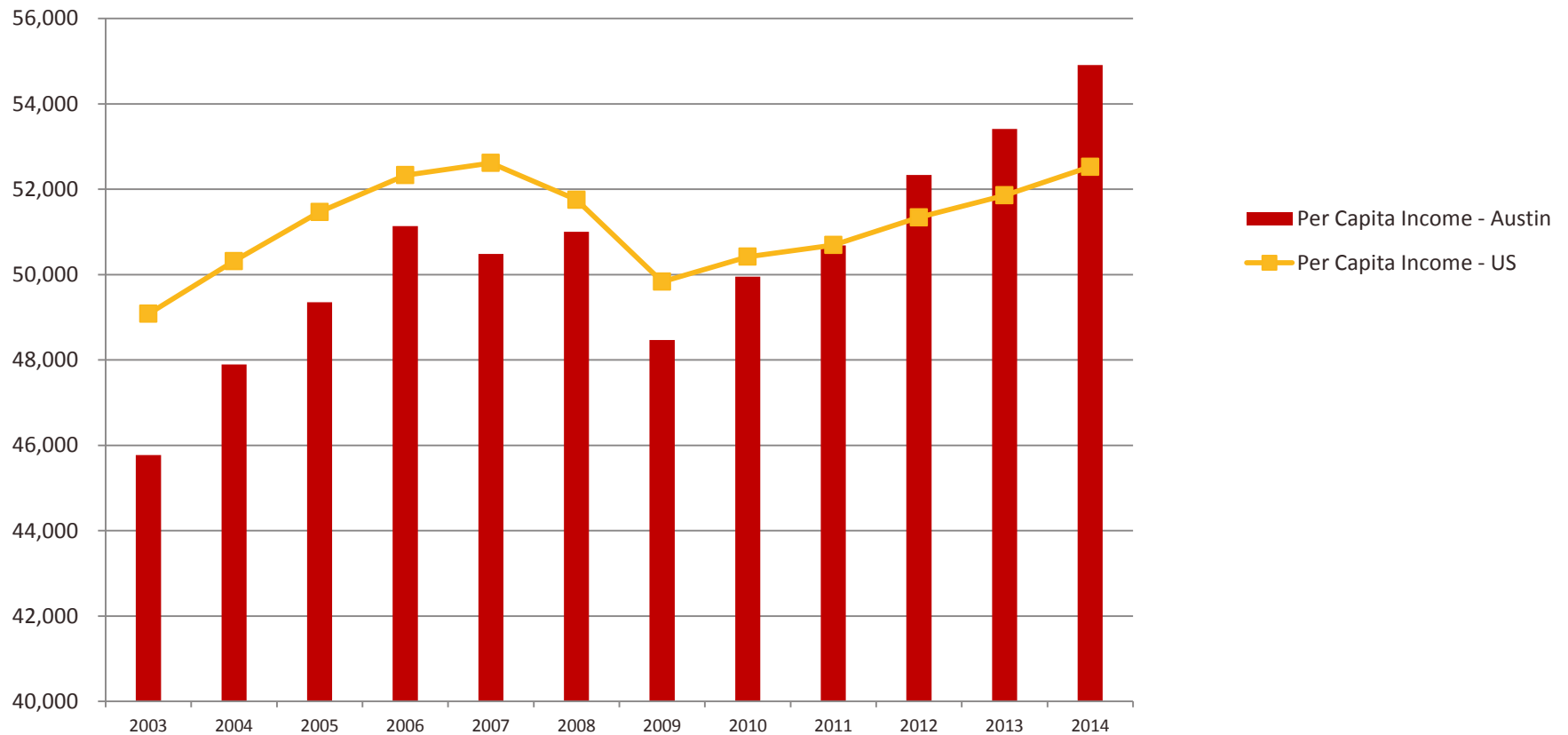
Making Smart Investments

Students, Workers and Families



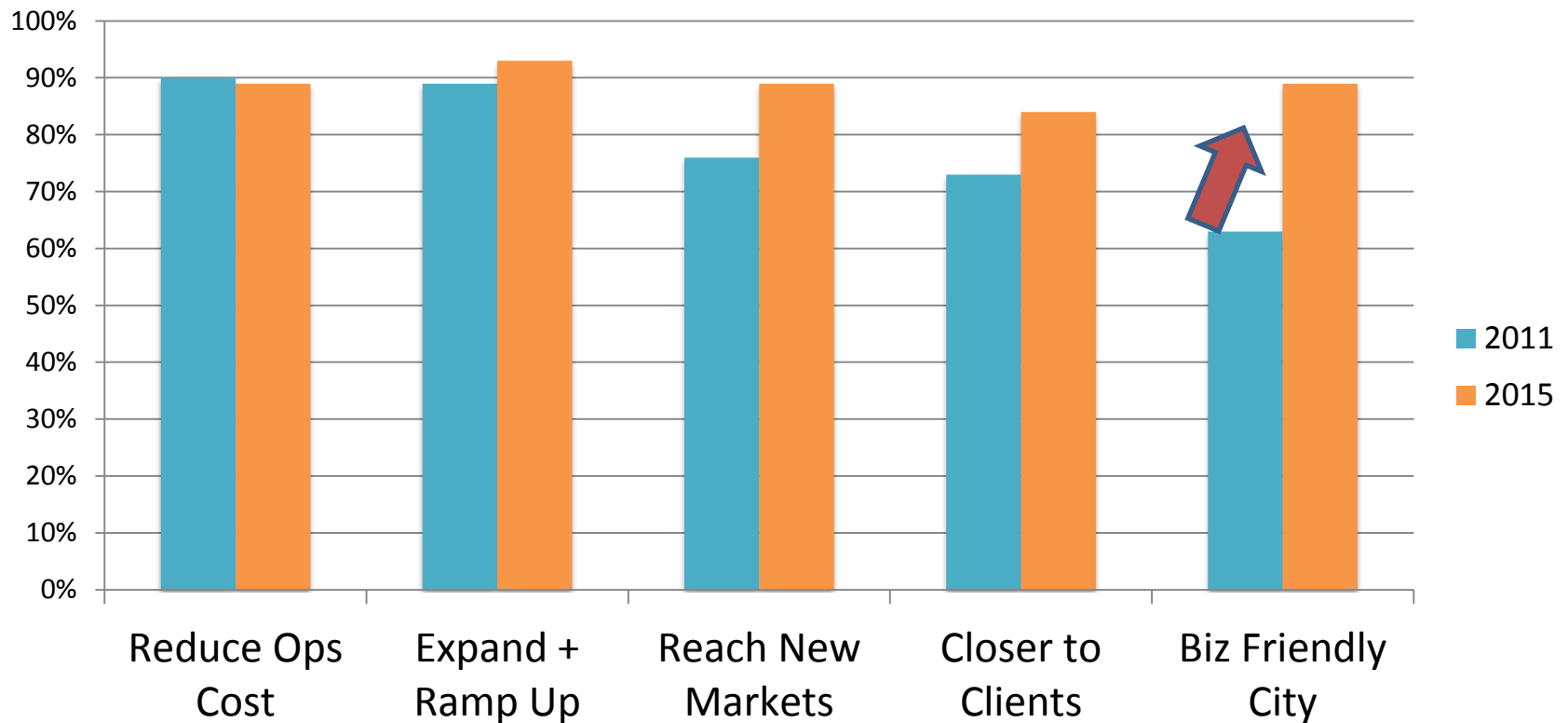
Conclusion

Per Capita Income, Austin and US



Conclusion

“Business Friendly City” a key indicator to attract companies



C-Level Perception Study, Balon, Dec. 2015

Thank You!

