

AGENDA



Recommendation for Council Action

AUSTIN CITY COUNCIL

Regular Meeting: May 24, 2018

Item Number: **068**

Public Hearing and Possible Action

Conduct a public hearing and consider an ordinance amending the Imagine Austin Comprehensive Plan by adopting the Austin Area Master Community Workforce Plan as an attachment.

Lead Department	Economic Development
Fiscal Note	This item has no fiscal impact.
For More Information	Rebecca Giello, Interim Director-EDD 512-974-3045; David Colligan, Global Business Expansion (GBE) Division Manager-EDD 512-974-6381; Preston Stewart, GBE Coordinator-EDD 512-974-9324
Council Committee, Boards and Commission Action	October 5, 2017 - Presentation to Comprehensive Plan Joint Committee: Sent to Planning Commission for consideration; November 15, 2017 - Approved and Recommended by Economic Prosperity Commission; December 12, 2017 - Approved and Recommended by Planning Commission

Additional Backup Information:

The City of Austin Economic Development Department (EDD) is proposing to amend the Imagine Austin Comprehensive Plan to adopt and attach the Austin Metro Area Master Community Workforce Plan. The purpose of adopting the plan is to align resources, ensure a unified strategic direction, and help facilitate community partnerships to achieve shared goals and vision.

It is staff's recommendation to adopt the plan as an attachment to Imagine Austin as the most appropriate course for formal adoption of a plan that directly aligns with Priority Program 3 of Imagine

Austin and the associated work plan. Imagine Austin Priority Program 3 states, “Continue to grow Austin’s economy by investing in our workforce, education systems, entrepreneurs, and local businesses”.

In April 2016 the plan was commissioned through the board of Workforce Solutions Capital Area. Workforce Solutions spent the next year convening community partners and stakeholders in the development of the plan before it was released to the public in July of 2017.

By 2021, the Austin metro area is projected to have more than 60,000 job openings that require more than a high school diploma but less than a bachelor’s degree. The first priority of the Austin Metro Area Master Community Workforce Plan is to improve economically disadvantaged residents’ access to these middle-skill jobs. The plan envisions a workforce system that effectively engages employers, community-based organizations, and educational institutions, empowers residents to more efficiently match employers’ skill needs and successfully prepares economically disadvantaged residents for family-sustaining careers. The goal of the plan is to make living in Austin more affordable by improving economically disadvantaged residents’ access to better economic opportunities. The plan strives to move 10,000 low-income residents into sustainable middle skill jobs by 2021.

The objective requires strategies in four areas:

- § Awareness and enrollment: cultivate interest in high-demand, middle-skill careers and enroll 30,000 disadvantaged residents in appropriate training programs;
- § Training: equip workers with the skills they need to succeed with at least 12,000 disadvantaged residents earning middle-skill credentials;
- § Placement: connect employers with local talent to fill middle-skill jobs, place 8,000 disadvantaged residents in middle-skill jobs; and
- § Advancement: assist frontline workers in acquiring skills to advance into middle-skill jobs, upskill 2,000 low-wage incumbent workers so that they can advance to middle-skill jobs with their current employer.

Adoptions, endorsement and support of the Austin Metro Area Master Community Workforce Plan among local agencies and organizations include: Travis County Commissioners Court (endorsement), Austin Community College District Board of Trustees (endorsement), Workforce Solutions Capital Area Board of Directors (adoption), Greater Austin Chamber of Commerce Board of Directors (support).