

# ECONOMIC RECOVERY AND RESILIENCY FRAMEWORK OVERVIEW

PROMOTING A MORE EQUITABLE, COMPETITIVE, AND RESILIENT AUSTIN ECONOMY



## Economic Recovery and Resiliency Framework



MARCH 23, 2021

# ECONOMIC RECOVERY STRIKE TEAM

## Background Information

### Formation of the City's Economic Recovery Strike Team

- March 6, 2020 – Mayor Adler declares State of Emergency due to COVID-19
- March 22, 2020 – City Manager Cronk establishes Economic Recovery Strike Team

### Strike Team Activities

- Launch economic relief programs and services to support individuals, creatives, and businesses
- Convene stakeholders to identify immediate needs and recovery opportunities
- Provide City Council members with regular updates on economic response and recovery efforts
- Discuss economic response and recovery efforts with municipal departments
- Identify opportunities for economic recovery and resiliency, informed by robust qualitative and quantitative data/metrics

## DELIVERABLES TO DATE

### Accomplishments Since March 2020

#### Deliverables from the City's Economic Recovery Strike Team

- Launched 12 financial assistance programs since March 6, 2020
- Distributed more than \$115 million to support Austin families, non-profits, and businesses
- Created one-stop-shop at [www.ATXrecovers.com](http://www.ATXrecovers.com) to serve as hub of resources
- Developed new supportive services (mental health hotlines, business coaching, etc.)
- Facilitated more than 125 unique stakeholder engagements and administered 3 surveys

# ECONOMIC RECOVERY STRATEGY

## Stakeholder Research & Engagement

- City Council Panels
  - Immediate and long-term needs for businesses and industries
  - Immediate strategies and relief initiatives for individuals
- City of Austin Department Directors
  - Core Directors Team
  - Advisory Directors Team
  - Big Build Team [Development Stakeholders and Minority Trade Associations]
- Thriving Cities Initiative (collaboration between [C40 Cities](#), [Doughnut Economics Action Lab](#) and [Circle Economy](#))
- Local Austin Chambers of Commerce
- Surveys (Hobby School/Chamber and Grant Applicants)
- Business/Industry Focus Groups:
  - Economic Experts Panel
  - Cross Sector Focus Group (Employee Groups, Chambers of Commerce, Large Employers)
  - Food/Restaurant (Restaurants, Bars, Food Trucks)
  - Personal Services (Salons, Barbers, Residential Cleaning)
  - Experience (Festival, Nightlife, Retail, Hospitality, Sports)
  - Creative (Arts, Design, Entertainment, Media)
  - Manufacturing (Manufacturing, Healthcare, Technology)

**GOAL: Identify opportunities to promote a more equitable, competitive, and resilient Austin economy.**

# ECONOMIC RECOVERY OPPORTUNITIES

## Identified Opportunities

Number of identified opportunities: 45



# ECONOMIC RECOVERY OPPORTUNITIES

## Themes

City staff will pursue these opportunities through the lens of several themes:

- Civic Innovation
- Communication Enhancement
- Employee and Business Assistance
- Financial Support
- Government Service Procurement
- Health and Mental Wellness
- Public Infrastructure

## FEASIBILITY ICONS

Each opportunity in the Economic Recovery and Resiliency Framework contains an icon indicating the resources City staff and community partners will need before the opportunity can be pursued.

### Feasibility Icons



Requires more federal stimulus or dedicated stimulus



Requires City program or policy change



Requires 3<sup>rd</sup> party partnerships

## CIVIC INNOVATION OPPORTUNITIES



- Develop partnerships to secure enhanced COVID-19 testing and tracking resources, and support vaccine distribution to historically marginalized groups.



- Establish formal pathways for City of Austin staff to receive and review innovative ideas.



- Facilitate the creation of financial services for unbanked individuals, creatives, business owners, and entrepreneurs.



# CIVIC INNOVATION OPPORTUNITIES

## *Continued*



- Formalize resiliency efforts for future disasters.



- Launch an Austin Community Challenge that engages residents, creatives, employees, and employers in a process of co-creating solutions for local problems.



- Support research to reduce the risk of infection at large and live events.

## COMMUNICATION ENHANCEMENT OPPORTUNITIES



- Announce grants from a centralized City source.






- Continue creating educational resources for reopening businesses.





- Create a communications tree for important COVID-19 updates and announcements.

# COMMUNICATION ENHANCEMENT OPPORTUNITIES




## *Continued*

-  ■ Create a communications tree for small businesses to receive notifications regarding permitted festivals and events.
-  ■ Launch campaigns promoting workforce development opportunities and available jobs.
-  ■ Standardize messaging to stakeholders and business patrons.

## EMPLOYEE AND BUSINESS ASSISTANCE OPPORTUNITIES







  ■ Assist local creatives with streaming content from local arts and cultural organizations.

  ■ Collaborate with partners on workforce development to prepare Austinites for jobs in current and new industries.

   ■ Continue providing workshops and one-on-one coaching to help business owners, entrepreneurs, and creatives adapt their business models.






## EMPLOYEE AND BUSINESS ASSISTANCE OPPORTUNITIES

### *Continued*

-   ■ Create an Austin Tool Lending Library that allows individuals to access tutorials and borrow equipment at little to no cost.
-   ■ Develop a local artist registry to foster more opportunities for Austin's creatives.
-   ■ Enhance access to affordable and quality childcare.






## EMPLOYEE AND BUSINESS ASSISTANCE OPPORTUNITIES

### *Continued*







-   ■ Facilitate stronger mentorship opportunities for business owners.
-   ■ Facilitate the creation of business cooperatives.
-  ■ Support existing advocacy efforts and the development of creative coalitions, which empower creative sector professionals to cross-promote their work and collaborate on common issues.

## EMPLOYEE AND BUSINESS ASSISTANCE OPPORTUNITIES

### *Continued*








-   ■ Offer workforce development scholarships to unemployed or underemployed individuals who commit to work locally in their trained field or sector.
-   ■ Provide households with tools and resources to grow their own foods.
-  ■ Foster collaboration between Austin-based businesses to share goods and services.

## FINANCIAL SUPPORT OPPORTUNITIES







-   ■ Provide additional financial assistance to individuals, households, employees, businesses, and non-profit organizations.
-   ■ Incentivize adaptations to produce innovations and improvements to commercial sites, which benefit employees and customers.
-  ■ Continued dedicated relief and recovery funding for Live Music Venues.
-  ■ Temporarily reduce or waive certain City permits and fees for businesses that are reopening safely.



## GOVERNMENT SERVICE PROCUREMENT OPPORTUNITIES



-    ■ Enter into a City of Austin master supplier agreement for COVID–19 rapid testing.
-  ■ Increase the amount of City of Austin procurement to small and/or local businesses.
-    ■ Procure food from local restaurants and businesses to feed food-insecure Austin individuals and families.

## HEALTH & MENTAL WELLNESS OPPORTUNITIES











-    ■ Continue providing enhanced mental wellness resources for Austinites.
-  ■ Continue providing housing and meals to COVID-19 patients experiencing homelessness.
-   ■ Offer safety trainings to business owners and creative professionals and create a safe reopening certification program for local businesses.

## HEALTH & MENTAL WELLNESS OPPORTUNITIES

### *Continued*









-  ■ Continue promoting existing health regulation requirements in combination with masking and social distancing as an initiative that consumers can easily recognize.
-  ■ Research and invest in automated contact tracing technology.

## PUBLIC INFRASTRUCTURE OPPORTUNITIES

-   ■ Collaborate with government agencies and community partners to close the digital divide.
-  ■ Continue permitting parking spaces and outdoor spaces for other usage.
-    ■ Expedite affordable housing development.
-   ■ Expedite sidewalk and bike route development to enhance equitable access to goods and services.
-   ■ Expedite temporary rezoning to activate underutilized spaces.

# PUBLIC INFRASTRUCTURE OPPORTUNITIES

## *Continued*

-   ■ Flexible timing restrictions for marathons and other outdoor events.
-    ■ Leverage public works and transportation projects to offer short-term employment and economic security to Austinites.
-  ■ Permanently extend and expand the Healthy Streets program which provides safe options for people to use low-traffic areas for activities.
-   ■ Repurpose City properties to offer short-term benefits for local business owners and creatives.

## STRATEGIC ANCHORS – VALUES THAT SUPPORT QUALITY OF LIFE IN AUSTIN

Strategic Direction 2023 is the foundation for the City of Austin's approach to economic recovery and resiliency.

- **Equity:** Recognizing racism and inequality exists at various levels: personal, institutional, structural, and systemic. City staff will pursue these opportunities with a lens of racial equity and healing.
- **Affordability:** Identifying opportunities to increase economic mobility and affordability so that Austinites, families, businesses, and all generations can thrive.
- **Innovation:** Committing to collaborating with the community to create new solutions as we recover from COVID-19 and become more resilient against future emergencies.
- **Sustainability and Resiliency:** Protecting Austin's quality of life now, while enhancing the capacity of our communities to survive and thrive during any difficult time that may come.
- **Proactive Protection:** Embracing the dual responsibility of responding to the current crisis and using lessons from this emergency to prevent future problems before they arise.
- **Community Trust and Relationships:** Recognizing that community trust must be earned, and that our city can make more progress when we all work together towards advancing economic recovery efforts.

## NEXT STEPS

- Community can review the framework online:
  - [www.speakupaustin.org/austin-economic-recovery](http://www.speakupaustin.org/austin-economic-recovery)
  - [www.atxrecovers.com](http://www.atxrecovers.com)
- Provide ongoing updates regarding Austin's local economy
- Convene Economic Recovery Interdepartmental Teams in April 2021

