



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 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 3rd 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
 - www.atxrecovers.com
- Provide ongoing updates regarding Austin's local economy
- Convene Economic Recovery Interdepartmental Teams in April 2021

