



# IMAGINEAUSTON

Vibrant. Livable. Connected.



## Imagine Austin Year 5 Progress Report

Planning Commission, Zoning and Platting Commission

November 7, 2017




# Imagine Austin at Year 5

- population and jobs forecast
- priority programs

progress, challenges, indicators

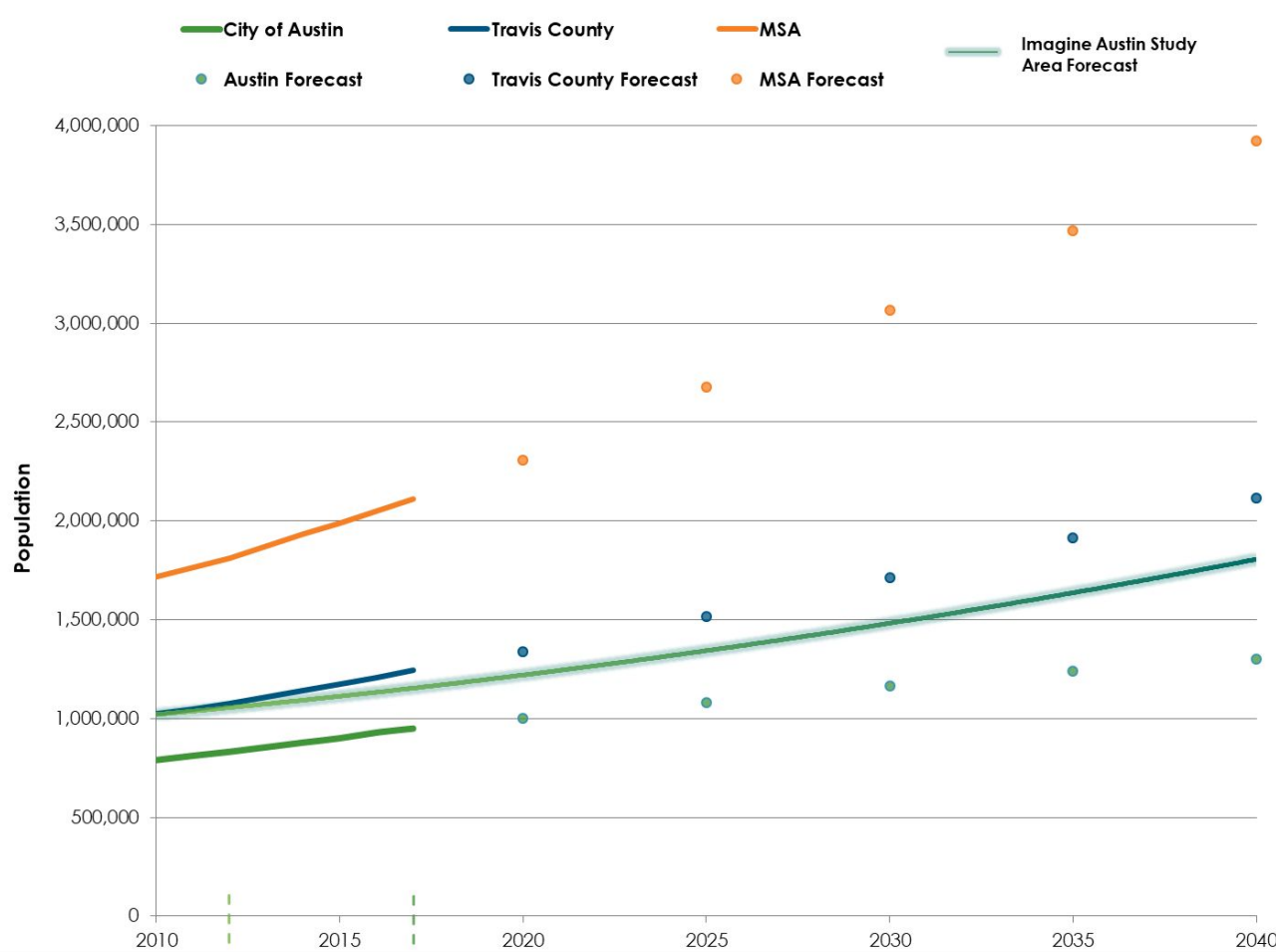
- implementation highlights
- questions and discussion





Happy 5th  
Birthday Imagine Austin!

# Imagine Austin Population and Jobs Forecast



## Data Sources:

[Imagine Austin Population and Jobs Forecast](#)

[Austin Area Population Histories](#)

Imagine Austin Study Area	2010	2020	2040
Total Population	989,067	1,221,177	1,732,892
Total Jobs	625,000	739,758	976,887





## Metropolitan Austin continues to surge

In terms of percent change year over year, the Austin—Round Rock MSA continues to be the **nation's fastest growing large metropolitan area**.

## City's share of regional growth reaches an all-time low

The bigger story is the fact that Austin's **share of total metropolitan population growth** has slipped significantly, now sitting at just over 30%.



# 8 PRIORITY PROGRAMS

1. Invest in a compact and connected Austin
2. Sustainably manage our water resources
3. Grow Austin's economy by investing in our workforce, education systems, entrepreneurs, and local businesses
4. Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city
5. Grow and invest in Austin's creative economy
6. Develop and maintain household affordability throughout Austin
7. Create a healthy Austin program
8. Revise Austin's development regulations and processes to promote a compact and connected city



# Compact and Connected

**Supporting Compact and Connected vision of Imagine Austin through:**

- Mobility solutions
- Capital investments
- Economic development

**Program Champion:** Mike Trimble, Corridor Program Office

**Departments:** Austin Transportation, Planning and Zoning, Public Works, Economic Development, Watershed Protection, Development Services, Corridor Program Office





# Compact and Connected

Biggest **accomplishments** over the past 5 years:

- 2016 Mobility Bond
- Complete Streets Policy
- Investments in Waller Creek, Seaholm and Mueller
- Compact and Connected Training Program and “Spotlights”
- Long Range CIP Strategic Plan



# Compact and Connected

**Challenges** faced over the past 5 years:

- Keeping pace with rapid growth and development
- Funding of high capacity transit
- Coordination to complete past bond packages
- Balancing maintenance with strategic projects
- Limited economic development toolbox



# Compact and Connected

## Looking ahead

- Corridor Program investments
- Austin Strategic Mobility Plan
- Project Connect
- SMART Mobility
- CodeNEXT
- Future Bond





# Compact and Connected

## We're Improving

Street Frontage with Sidewalks

Streets with Bike Lanes

## No Change

Intersection Density

## Wrong Direction

Developed Land Area

Transit Trips

VMT Per Capita

Percentage of Trips by Walking and Biking

% of New Housing Units within Centers and Corridors

% of New Non-Residential Development within Growth Centers and Corridor





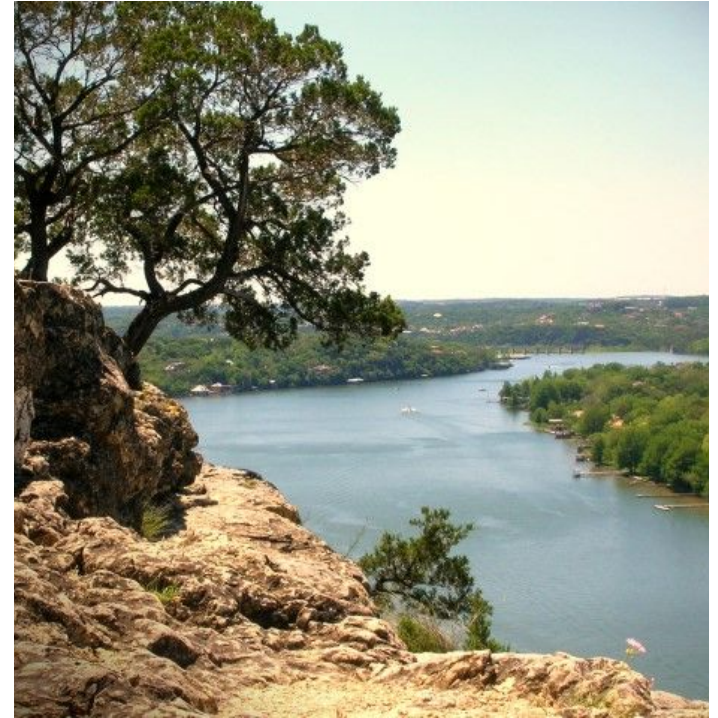
# Sustainably Manage our Water Resources

Water resources are vital to Austin's quality of life and viability as a city

Focus is on sustainable management of Austin's water resources

- water, wastewater, reclaimed water
- drainage infrastructure, floodplains
- water quality of lakes, rivers, streams, and aquifers

Coordination and collaboration on water resource management-related efforts from local to regional scale



**Program Champions:** Teresa Lutes, Matt Hollon

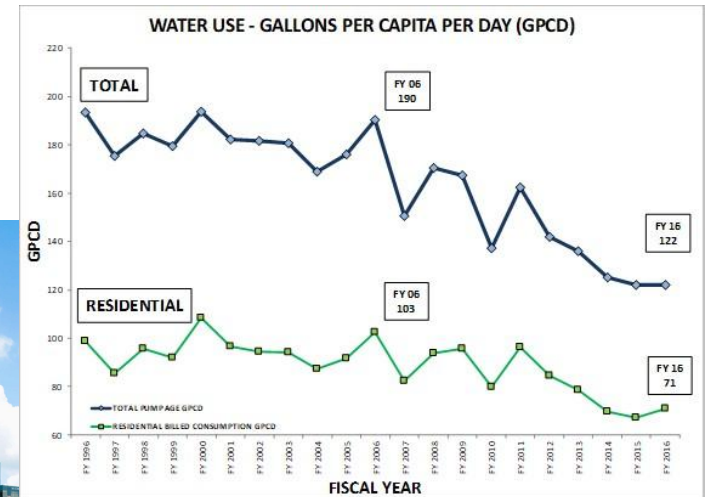
**Lead Departments:** Austin Water, Watershed Protection



# Sustainably Manage our Water Resources

Biggest **accomplishments** of the past 5 years

- Strong gains in water conservation
- Response to challenges of the recent historic drought and flooding
- Onion & Williamson Creek flood property buyouts
- Adoption of the Watershed Protection Ordinance
- Update of the Watershed Protection Master Plan







# Sustainably Manage our Water Resources

## Challenges faced over the past 5 years

- Changing climate, major flooding, drought, and population growth require ongoing adaptation and increased planning and collaboration

## Lessons learned over the past 5 years

- Value of increased communication and coordination between departments
- Regulations help prevent/mitigate impacts associated with urbanization and reduce public and private expenses



Image from Austin Chronicle



# Sustainably Manage our Water Resources

## Looking ahead

### Water Forward – Austin’s 100-Year Integrated Water Resource Plan

- Plan will include recommendations for meeting Austin’s future water needs
- Plan development is being led by Austin Water and supported by a Council-appointed Water Forward Task Force
  - Includes department representatives from Watershed Protection, Austin Energy, Office of Sustainability and others
- Projected to be complete in mid-2018





# Sustainably Manage our Water Resources

## We're Improving

Development within the  
100-year floodplain

Total water pumpage &  
residential water  
consumption in gallons  
per capita per day  
(GPCD)

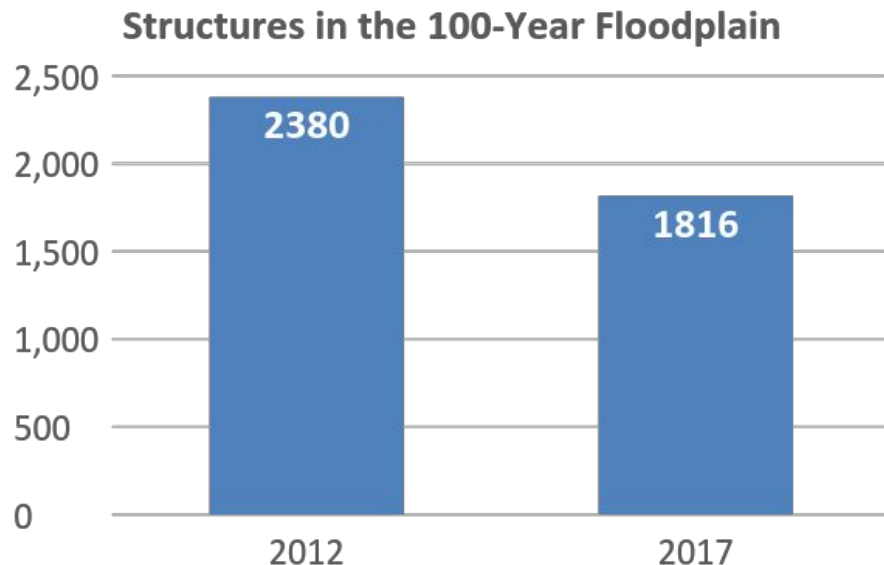
Environmental integrity  
index of stream water  
quality

## No Change

None

## Wrong Direction

Development within  
Edwards Aquifer zones







# Workforce, Education, and Local Business

**Continue to Grow Austin's Economy by Investing in:**

- Workforce
- Education
- Entrepreneurship
- Local Business

**Program Champion:** Preston Stewart, EDD

**Departments:** Economic Development, Planning and Zoning, Parks and Recreation, Austin Public Libraries, Human Resources, Austin Public Health



# Workforce, Education, and Local Business

Biggest **Accomplishments** over the past 5 years

- International Economic Development Award for Human Capital
- Family Business Loan Program
  - Veteran Business Loan
- Soul-y Austin Business District Incubator
- Austin Area Master Community Workforce Plan
- Initiated Review and Updates to Incentives Policy



# Workforce, Education, and Local Business

**Challenges** faced over the past 5 years

- Breadth of topics within Priority Program
- Tracking related groups and activities
- Zone of control

**Lessons learned** over the past 5 years

- Need to divide priority into subteams/topics
- Lots of work already being done, but how to coordinate?



# Workforce, Education, and Local Business

## Looking ahead

- Austin Area Master Community Workforce Plan
- Initiated Review and Updates to Incentives Policy

## **Strategic Outcome Planning**

- Closely aligned with two of Council's Strategic Outcome Areas



# Workforce, Education, and Small Business

## We're Improving

### Unemployment Rate

- Steady decrease since 2010 highs

### Small Business Employment Growth

- Continued year over year growth since 2009

## Too Soon to Say

### Ratio of Jobs to Households

- “Jobs Rich”





# Green Infrastructure and Nature in the City

Manage Austin's urban and natural ecosystems in a coordinated, sustainable manner

## Objectives:

- Continue public investment in GI
- Incentivize and/or require private investment in GI
- Maximize ecosystem function and services on city-owned lands
- Improve management of city-owned lands

**Program Champion:** Mike Personett, WPD

**Departments:** Watershed Protection, Planning and Zoning, Development Services, Public Works, Parks and Recreation, Austin Energy, Office of Sustainability, Austin Fire, Real Estate Services, Resource Recovery, Neighborhood Housing and Community Development, Austin Transportation, Building Services, Aviation





# Green Infrastructure and Nature in the City

Biggest **accomplishments** of the past 5 years

- Parkland Dedication Ordinance
- Acquisition of park and preserve land
- Watershed Protection Ordinance
- Urban Forest Plan
- Community Wildfire Protection Plan
- Green Streets Policy and Guidance
- Membership in the Biophilic Cities Network
- Connecting Children to Nature Initiative
- Launched community engagement tool





# Green Infrastructure and Nature in the City

## **Challenges** faced over the past 5 years

- Rapid population growth - protection of natural systems and GI in new development
- Re-integration of GI into the built urban environment
- Funding for programs and projects

## **Lessons learned** over the past 5 years

- Continued strong public support protection of natural resources and investment in GI
- Integration of green with grey infrastructure is often most cost-effective
- Interdepartmental collaboration is essential







# Green Infrastructure and Nature in the City

## Looking ahead

### • CodeNEXT

- Build upon existing environmental regulations
- Recommended policies that:
  - Preserve and restore the natural environment
  - Promote additional GI
  - Further integrate nature into the city

### • Integrated GI Plan

- Council resolution → Inventory and assess existing green infrastructure assets, plans, policies, and programs to identify gaps and recommend solutions to close gaps
- Plan development work plan in March 2018

### • Continue to focus on improved management of City-owned GI assets





# Green Infrastructure and Nature in the City

## We're Improving

Community and school gardens per 1,000 people

Residents living within walking distance to parks

Amount of permanently preserved land

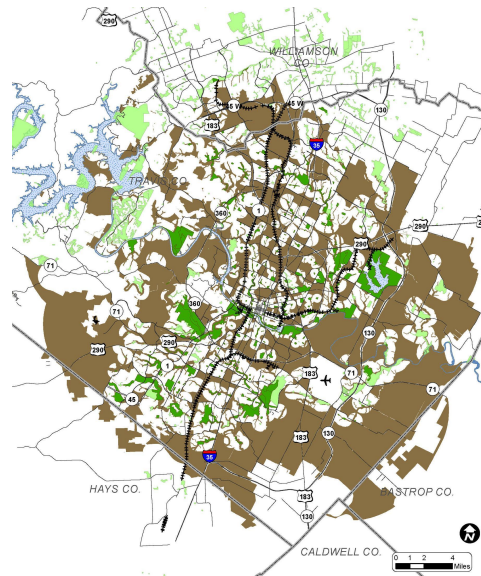
Environmental integrity index of stream water quality

## No Change

Tree canopy coverage

## Wrong Direction

Development within the BSZ beyond the City's jurisdiction



*Parkland Deficiency Map*

### Legend

- Parkland Deficient Area
- City of Austin Park
- Other Jurisdiction Parkland





# Creative Economy

**Building Block 7, Creativity**, presents a comprehensive plan for actions that will address sustaining and growing creative industries, facilities, and experiences in Austin.

Addressed the development of arts spaces and creative industries, cultural tourism, live music and multicultural identity.

**Program Champion:** Laura Esparza (PARD)

**Departments:** Austin Parks and Recreation, Economic Development (three Divisions), Planning and Zoning, Aviation, Austin Library



# Creative Economy

## First Five Years

- Studied the Problem & Plan
- Built Capacities and Strengthened the Workforce
- Developed Creative Spaces
- Supported the Creative Economy
- Developed Diverse Experiences





# Creative Economy

## Challenges

- Diffusing silos between Departments or between Divisions within Departments
- Making resources accessible to Artists, Musicians & non-profits
- Creating alignment with Creative Economy and Council's Strategic Plan: Culture & Learning

## Lessons learned

- It takes a village...bring in community partners
- Focus on what is doable, visible & successful
- Row in the same direction.



# Creative Economy

## Looking ahead

### Moving into action

- Cultural Tourism Plan implementation
- Public Art resource development
- Three new partnerships creating new arts spaces
- New resources for developing multicultural arts
- Developing community partners to coordinate access to artist/musician resources.





# Creative Economy

## We're Improving!

- Number of annual cultural contracts applications
- Participation in arts, culture, and small business workshops hosted by the City of Austin
- Overall investment in the arts by the City of Austin







# Household Affordability

## **Supporting Household Affordability throughout Austin:**

Includes mortgage/rent, utilities, transportation and access to daily and weekly needs

**Program Champion:** Erica Leak, Neighborhood Housing and Community Development (NHCD)

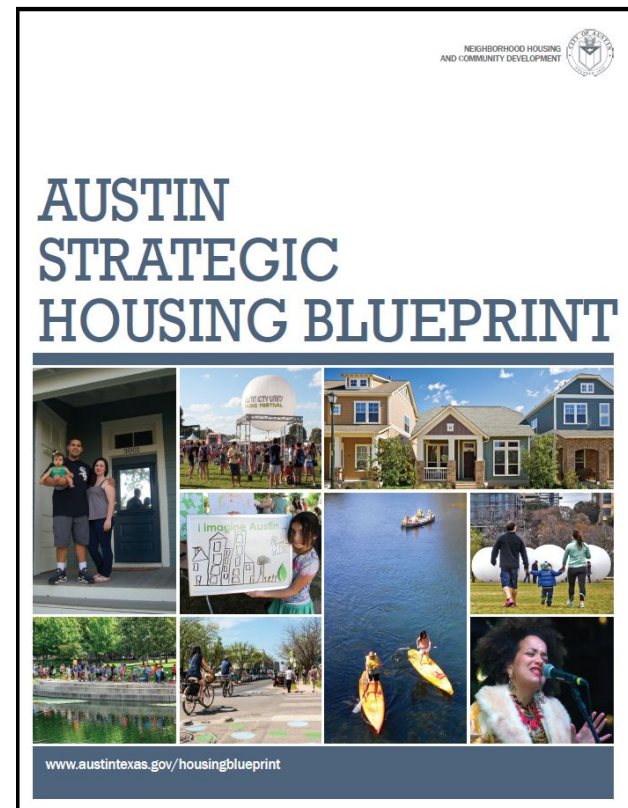
**Departments:** NHCD, Austin Energy, Planning and Zoning, Code Department, Economic Development, Transportation



# Household Affordability

## Accomplishments

- Housing goals set through adoption of the Austin Strategic Housing Blueprint
- Achieved "Functional Zero" for veteran homelessness
- Created and preserved affordable housing in Austin
- Created new policies and strategies to address affordability





# Household Affordability

## Challenges

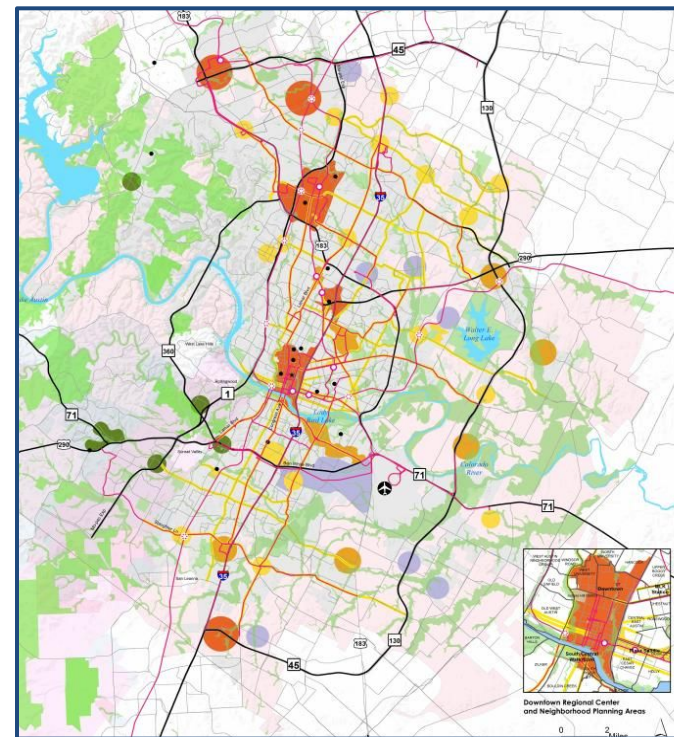
- Increasing land, materials and labor costs = increasing housing costs
- No additional funding for affordable housing
- City's limited ability to influence housing prices
- Legislative constraints
- Suburbanization of poverty



# Household Affordability

## Looking ahead

- Per Council direction, collaborate on CodeNEXT to:
  - Provide affordable housing options, esp. in high opportunity areas
  - Affirmatively further fair housing
- Implement *Strategic Housing Blueprint*
  - Goal for 75% of new housing to be within ½ mile of Imagine Austin Centers & Corridors





# Household Affordability

## We're Improving

- Median family income

## No Change

- Residential vacancy rate
- Cost-burdened residential units
- Homeless count

## Wrong Direction

- Median housing values
- Median gross rent
- Number of affordable residential units funded





# Healthy Austin

Focused on three major themes:

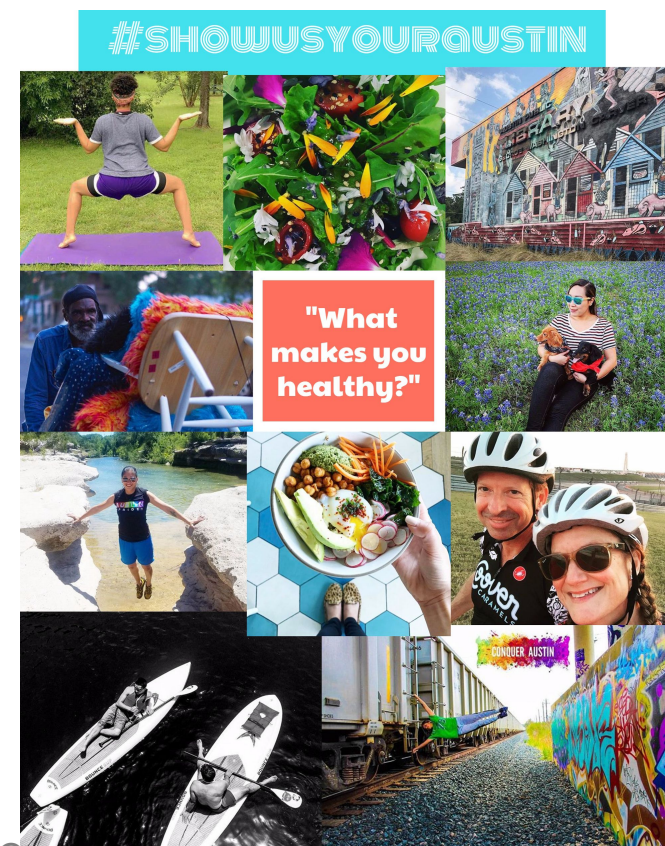
- Healthy Land Use and Transportation
- Healthy Facilities
- Healthy Societies

Health and ability to make healthy choices is directly affected by where we work, live, learn and play.

Improving health through physical activity, recreation, access to healthy foods, strengthening the local food system, tobacco-free living, access to healthcare, and improving the built environment.

**Program Champion:** Cassie DeLeon, APH

**Departments:** Austin Public Health, Economic Development, Neighborhood Housing and Community Development, Office of Sustainability, Parks and Recreation, Planning and Zoning, Austin Transportation



#SHOWUSYOURAUSTIN

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# Healthy Austin

Biggest **Accomplishments** over the past 5 years

- Healthy Food Initiatives
- Increased active transit infrastructure
- Increase access to green spaces and recreation facilities
- Increased protection from secondhand smoke exposure and supporting tobacco cessation
- Increased enrollment in health insurance
- New partnerships



# Healthy Austin

## Challenges

- **Garnering and sustaining resources**
- **Demonstrating short term progress**
- **Coordination with many health focused initiatives**
- **Breaking through silos**

## Lessons Learned

- City of Austin is an appropriate convener for health
- Cross collaboration and leveraging shared resources has demonstrated success
  - APA Grant Application
  - Healthy Food Initiatives



# Healthy Austin

## Looking ahead

### Alignment with Health Related Initiatives

- COA Strategic Direction
- Community Health Assessment/Community Health Improvement Plan (CHA/CHIP)
- Leverage and develop community partnerships such as Dell Medical School
- Work to improve climate resilience through public health programming.
- Engage additional departments and stakeholders to address crime indicators.



# Healthy Austin Results

## We're Improving

Healthcare Coverage

Property Crime Rate

## No Change

Tobacco Use and Smoking

Cardiovascular Disease

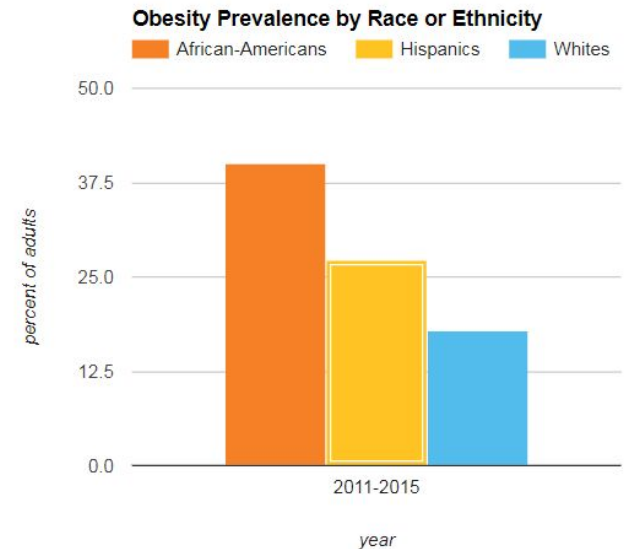
Diabetes

Physical Activity

Violent Crime Rates

## Wrong Direction

Obesity



# Implementation Highlights

## **Education and Engagement:**

28 speaker series, 3,500 attendees

## **Internal Alignment:**

“Communication, coordination, and goodwill across departments”

## **Regulations:**

Watershed Protection Ordinance, Complete Streets policy,  
Parkland Dedication

## **Capital Investments:**

Long-Range CIP Strategic Plan, 2016 Mobility Bond

## **Partnerships:**

Evolve Austin, Creative Economy priority program,  
Austin American Institute of Architects, Housing Works,  
University of Texas





Imagine Austin Indicator Dashboard  
[austintexas.gov/imaugineaustin/indicators](https://austintexas.gov/imaugineaustin/indicators)



**CHEERS TO FIVE YEARS, IMAGINE AUSTIN!**

