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

<table>
<thead>
<tr>
<th>Imagine Austin Study Area</th>
<th>2010</th>
<th>2020</th>
<th>2040</th>
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<tbody>
<tr>
<td>Total Population</td>
<td>989,067</td>
<td>1,221,177</td>
<td>1,732,892</td>
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<tr>
<td>Total Jobs</td>
<td>625,000</td>
<td>739,758</td>
<td>976,887</td>
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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
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
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
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

Structures in the 100-Year Floodplain

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
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<tbody>
<tr>
<td>2012</td>
<td>2380</td>
</tr>
<tr>
<td>2017</td>
<td>1816</td>
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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”
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
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
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.
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.
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
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
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
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**

<table>
<thead>
<tr>
<th>We're Improving</th>
<th>No Change</th>
<th>Wrong Direction</th>
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<tbody>
<tr>
<td>- Median family income</td>
<td>- Residential vacancy rate</td>
<td>- Median housing values</td>
</tr>
<tr>
<td></td>
<td>- Cost-burdened residential units</td>
<td>- Median gross rent</td>
</tr>
<tr>
<td></td>
<td>- Homeless count</td>
<td>- Number of affordable residential units funded</td>
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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
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
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

**Wrong Direction**
- Obesity
- Violent Crime Rates

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**Obesity Prevalence by Race or Ethnicity**
- African-Americans
- Hispanics
- Whites

<table>
<thead>
<tr>
<th>Year</th>
<th>African-Americans</th>
<th>Hispanics</th>
<th>Whites</th>
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<tr>
<td>2011-2015</td>
<td>37.5%</td>
<td>25.0%</td>
<td>12.5%</td>
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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
CHEERS TO FIVE YEARS, IMAGINE AUSTIN!