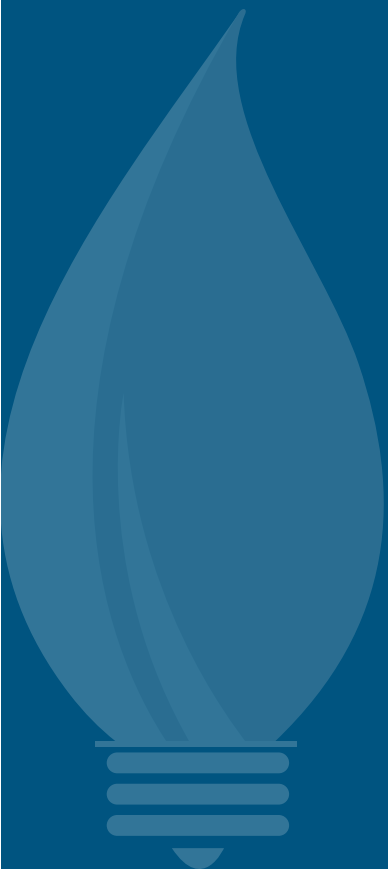


IMPLEMENTATION AND MEASURING SUCCESS

Priority Programs

Using the Comprehensive Plan

Documenting Progress: Plan Monitoring and Review



IMPLEMENTATION AND MEASURING SUCCESS

Imagine Austin describes the city we want. To realize our aspirations, we must turn our focus from think about the future to making it happen. The comprehensive plan not only sets forth a community's vision and goals for the future; it is the guide to achieve them. The plan is the lens through which the City of Austin will look when developing new policies and regulations; master and small area plans; and to provide direction for capital improvement projects, budget priorities, and bond packages.

The process to create Imagine Austin asked two questions: "Where do we want to go as a community?" and "How are we going to get there?" The vision statement in Chapter 3 answers the first question. To answer the second one, almost 500 people met in seven working groups (one for each building block) over several months to consider creative ways to implement the Imagine Austin policies in Chapter 4. They produced over 3,000 ideas, which were consolidated into 230 actions (see Table 5.1 on page 146).

Because it will take many years to realize our vision and goals, implementing the plan will be one of incremental steps. To provide structure and direction, the comprehensive plan set forth eight action programs to focus the transformative ideas generated by the working groups. These programs were developed in concert with and reflect the core principles for action introduced in Chapter 1. Together, the core principles, policies, priority programs, and actions provide the City of Austin a dynamic framework to guide decision-making, selection of priorities, and allocation of resources on a yearly basis. Through the annual comprehensive plan review and reporting process required by its Charter, the City of Austin will use this framework to assess progress made during the previous year, evaluate and update the status of the priority programs, and establish priorities for the upcoming year.

Core Principles for Action introduced in Chapter 1



Grow as a compact, connected city.



Integrate nature into the city.



Provide paths to prosperity to all.



Develop as an affordable and healthy community.



Sustainably manage water and other environmental resources.

PRIORITY PROGRAMS

Imagine Austin will be implemented, in part, through eight ongoing **priority programs**. The goals of the priority programs reflect the vision statement and core principles. Each program cuts across – and will implement – policies and actions from multiple building blocks. Each program has a number of associated actions prioritized by the working groups. The related actions that follow each of the eight programs are summaries of actions from the Action Matrix found in this chapter starting on page 146. Non-prioritized actions will also be implemented to fulfill the goals of the programs

Steps are already being taken to achieve many of the goals contained within these programs. Many aspects of the programs are being addressed by existing plans or initiatives. These steps include partnerships between the City of Austin and public, private, and non-profit organizations from across the region. The power of the comprehensive plan is that it provides an overall umbrella that will enable all partners to pull together and bring our existing efforts to the next level.

The eight action programs are:

- Change Austin's development regulations and processes to promote a compact and connected city
- Invest in transportation and other improvements to create a compact and connected Austin
- Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city
- Create a program to sustainably manage our water resources
- Grow and invest in Austin's creative economy
- Develop and maintain affordable housing throughout Austin
- Continue to grow Austin's economy by investing in our workforce and education system
- Create a "Healthy Austin" program



Change Austin's development regulations and processes to promote a compact and connected city.

Austin's City Charter requires that land development regulations be consistent with the comprehensive plan. Many Imagine Austin policies and actions envision new and redevelopment that is compact and connected. Creating this type of development will entail comprehensive revisions to the land development code, associated technical and criteria manuals, and administrative procedures. Once a new or revised code is in place, its application will need to be monitored and evaluated on an ongoing basis to ensure that it produces compact and connected places.

RELATED PRIORITY ACTIONS

- Promote diverse infill housing that complement and enhance the character of existing neighborhoods (LUT Action-2)
- Create sustainable pedestrian and bicycle-friendly neighborhoods providing a range of housing-type options (LUT Action-3)
- Direct growth to areas with existing infrastructure capacity (LUT Action-4)
- Develop complete streets design guidelines (LUT Action-19)
- Promote a variety of market rate and affordable housing within, mixed use centers and transit corridors (HN Action-1)
- Promote affordable housing throughout Austin by allowing diverse housing types (HN Action-3)
- Create communities across Austin providing a range of facilities and services (HN Action-18)
- Change development regulations and processes to foster a business-friendly environment (ECON Action-3)
- Preserve & protect environmentally sensitive areas by directing growth toward redevelopment and infill areas (CE Action-4)
- Align policies, incentives, regulations, service area extensions, and infrastructure to coordinate with the Growth Concept Map (CFS Action-36)
- Promote the creation of flexible, affordable work space and housing for artists and creative professionals (CRE Action-14)



Invest in transportation and other improvements to create a compact and connected Austin.

The plan discusses and the Growth Concept Map illustrates compact, walkable centers connected by mixed-use corridors. Creating a compact and walkable Austin will require investments in a more complete transportation system. The recently opened MetroRail Red Line commuter rail; the soon-to-be implemented rapid bus routes; and the proposed inner-city urban rail, MetroRail Green Line, and the Lone Star rail line provide an initial framework to realize a more compact and walkable city. Creating the Austin envisioned by this plan requires increased mixed-use and residential densities around transit centers and along transit corridors to support a more extensive transit system. It will also require improving walking, bicycling, and other connections from existing and new development to the centers and corridors.

RELATED PRIORITY ACTIONS

- Prioritize City of Austin investments to support mixed use, transit, and the creation of compact and walkable places (LUT Action-1)
- Create a system of high-capacity transit (LUT Action-13)
- Increase public transit ridership (LUT Action-14)
- Create a network of separated bicycle and walking routes and trails (LUT Action-21)
- Creates communities across Austin that support walking, bicycling, and transit and provides a range of facilities and services (HN Action-18)
- Support the construction of a statewide high speed rail network (ECON Action-5)
- Align policies, incentives, regulations, service area extensions, and infrastructure to coordinate with the Growth Concept Map (CFS Action-36)
- Provide flexible, affordable work space and housing for artists and creative professionals (CRE Action-14)



Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.

A green infrastructure program builds on ongoing efforts by the City of Austin to create an interconnected network of parks, waterways, greenways, trails, green streets (streets with features that address storm water in a more naturalistic fashion), natural areas, and other green features such as a healthy urban forest. A primary goal of the program is to manage Austin's urban and natural ecosystems in an integrated, sustainable manner. A first step is preparation of an integrated green infrastructure plan that defines the parameters of the network and set targets for its components such as conserved land, new trails and bike paths, parks, and green streets.

RELATED PRIORITY ACTIONS

- Develop complete street design guidelines that include green street designs and street trees (LUT Action-19)
- Expand the acquisition of environmentally significant land, conservation easements, and development rights to protect sensitive areas (CFS Action-1)
- Create a trails master plan (CFS Action-10)
- Promote low-impact development designs and techniques (CFS Action-38)
- Explore additional funding sources for the design, construction, and maintenance of parks (CFS Action-5)
- Create a green infrastructure plan for public land or in public rights-of-way (CFS Action-37)
- Restore trees and vegetation along degraded waterways (CFS Action-9)
- Expand water quality regulations to protect recharge zones, floodplains, creeks and their headwaters, and other environmentally sensitive areas (CFS Action-45)
- Continue to preserve & protect environmentally sensitive areas (CE Action-4)
- Work with adjacent municipalities to protect sensitive areas that cross political boundaries (CE Action-6)
- Expand the acquisition of environmentally significant land (CE Action-17)
- Develop and implement unified, comprehensive land management of all City of Austin lands (CE Action-18)
- Establish a tree canopy goal (CE Action-25)



Create a program to sustainably manage our water resources.

The City of Austin has firm water commitments from the Lower Colorado River Authority through 2050, with an option to extend to 2100. However, the ongoing drought, a changing climate, and increasing population are already straining our water system. Becoming more water resilient will mean engaging with and managing for long-term use all of our water resources—the Colorado River, our aquifers, and rainfall, as well as expanding water re-use. Similar to (and in coordination with) the green infrastructure program, this program needs to build on ongoing water resource management efforts to establish an integrated strategy addressing the range of water resource issues such as supply, conservation, and environmental protection.

RELATED PRIORITY ACTIONS

- Incentivize the use of low impact development design features such as rainwater harvesting and natural-looking water quality features (LUT Action-37 and CFS Action-38)
- Promote innovative water and greywater re-use options (CFS Action-40)
- Incentivize the use of sustainable and cost effective design features (HN Action-15)
- Preserve & protect environmentally sensitive areas (CE Action-4)
- Work with adjacent municipalities to protect sensitive areas that cross political boundaries (CE Action-6)
- Expand the acquisition of environmentally significant land (CE Action-17)
- Develop and implement unified, comprehensive land management of all City of Austin lands (CE Action-18)
- Expand the acquisition of environmentally significant land (CFS Action-1)
- Align policies, incentives, regulations, service area extensions, and infrastructure to coordinate with the Growth Concept Map (CFS Action-36)
- Create a green infrastructure plan for public land or in public rights-of-way (CFS Action-37)
- Protect recharge zones, floodplains, creeks and their headwaters, and other environmentally sensitive areas (CFS Action-45)



Grow and invest in Austin's creative economy.

Austin's robust economy is due, in large part, to its vibrant, creative sectors and diverse workforce. Creative individuals (artists, musicians, digital media professionals, architects, etc.), cultural organizations, and creative businesses use knowledge-based, innovation-driven principles contribute to the region's economic growth and quality of life.

Continued strategic investment in these industries is needed to grow existing businesses, encourage "home-grown" start-ups, and attract new businesses, residents, and visitors who will contribute to a healthy economy.

RELATED PRIORITY ACTIONS

- Support the development of creative industries (ECON Action-9)
- Identify the skills needed for current, emerging, and targeted job sectors (ECON Action-13)
- Develop a comprehensive education program focused on the skills for gainful employment (SOC Action-36)
- Expand educational opportunities to meet the needs of current and emerging industries (SOC Action-39)
- Create functions to oversee all arts, cultural and heritage programs (CRE Action-1)
- Cultivate cultural and heritage education and tourism (CRE Action-4)
- Promote the development and expansion of cultural facilities and programming (CRE Action-7)
- Increase funding sources and non-financial support to sustain and expand the creative industry sector (CRE Action-12)
- Provide flexible, affordable work space and housing for artists and creative professionals (CRE Action-14)



Develop and maintain affordable housing throughout Austin.

Rising housing and related costs, primarily transportation costs are major issues facing Austin as the economy expands and population continues to grow. The S.M.A.R.T.¹ Housing Initiative has been the focus of the City of Austin efforts to counter these trends by increasing the supply of affordable housing. Building on this initiative, a comprehensive program encompassing policy, planning, regulation, investment, and public/private partnerships is needed to maintain the existing affordable housing supply, provide new affordable housing, and reduce related costs.

RELATED PRIORITY ACTIONS

- Promote diverse infill housing that complement and enhance the character of existing neighborhoods (LUT Action-2)
- Create sustainable pedestrian and bicycle-friendly neighborhoods that provide a range of housing-type options (LUT Action-3)
- Promote a variety of market rate and affordable housing within, mixed use centers and transit corridors (HN Action-1)

¹ S.M.A.R.T.™ stands for Safe, Mixed-income, Accessible, Reasonably-priced, and Transit-oriented.

- Promote affordable housing throughout Austin by continuing to encourage diverse housing types and reducing regulatory barriers (HN Action-3)
- Provide resources for the rehabilitation and repair of affordable housing (HN Action-4)
- Retain long-time residents of neighborhoods experiencing increasing property values and an influx of wealthier residents (HN Action-9)
- Create communities across Austin that provide a range of facilities and services (HN Action-18)
- Promote housing stability for persons transitioning from homelessness and struggling with other housing barriers (SOC Action-22)
- Provide flexible, affordable work space and housing for artists and creative professionals (CRE Action-14)



Continue to grow Austin's economy by investing in our workforce and education system.

As the local economy continues to expand, so will the need for an educated and skilled workforce. To ensure our continued economic health we must develop a skilled workforce, recruit new businesses, retain and grow existing businesses, and tap into our entrepreneurial spirit to cultivate local opportunities. Educational opportunities must be created to meet the workforce needs of current and emerging industries. Although Austin attracts talented people from across the globe, there is and will be a growing need to develop a talented, homegrown workforce. Established efforts on which this program can build include Opportunity Austin, a five-year, five-county economic development initiative aimed at fostering job-creating investment in Central Texas, and the City of Austin's existing economic development policy.

RELATED PRIORITY ACTIONS

- Support the development of creative industries (ECON Action-9)
- Identify the skills needed for current, emerging, and targeted job sectors (ECON Action-13)
- Develop strategic economic directions for the Austin region (ECON Action-16)
- Create a world-class library system (CFS Action-29)
- Expand early childhood education, daycare services and programs (SOC Action-28)
- Use underutilized schools and other public facilities for child care, educational programs, and neighborhood activities (SOC Action-29)
- Develop a comprehensive education program focused on the skills for gainful employment (SOC Action-36)
- Expand educational opportunities to meet the needs of current and emerging industries (SOC Action-39)



Create a “Healthy Austin” program.

Making healthy choices should be affordable, available, and easier than making unhealthy ones. Cities such as Philadelphia and San Antonio are implementing coordinated programs to improve community health. A “Healthy Austin” program will implement a range of policies and action ideas from different building blocks. It would also support a “healthy community code” that promotes active living, healthy nutrition, and prevention of chronic diseases in all aspects of community life. The chronic diseases associated with tobacco use and obesity — some cancers, diabetes, heart disease, and asthma — are the underlying causes of most deaths in Travis County and affect everyone in the region. These preventable diseases increase healthcare costs, lower worker productivity, increase family stress, and diminish the overall quality of life. In order for the city to be healthy, the root causes of diseases caused by environmental and lifestyle factors need to be addressed.

RELATED PRIORITY ACTIONS

- Support wellness and prevention education (SOC Action-1)
- Dedicate funding to mental health & substance abuse programming (SOC Action-3)
- Increase public awareness of the City’s social services programs and healthcare options (SOC Action-5)
- Increase access to and affordability of healthcare services (SOC Action-6)
- Make locally-grown produce and produced foods more accessible (SOC Action-8)
- Use underutilized schools and other public facilities for child care, educational and healthy living programs, and neighborhood activities (SOC Action-29)
- Promote nutrition, healthy food, and local food sources (SOC Action-45)
- Prioritize City of Austin investments to support mixed use, transit, and the creation of compact and walkable places (LUT Action-1)
- Create sustainable pedestrian and bicycle-friendly neighborhoods (LUT Action-3)
- Create an integrated transportation plan that addresses all modes of transportation (LUT Action-12)
- Increase public transit ridership (LUT Action-14)
- Develop complete streets design guidelines to promote walking and bicycling (LUT Action-19)
- Create a network of separated bicycle, walking routes, and trails (LUT Action-21)
- Create communities across Austin that provide a range of facilities and services (HN Action-18)
- Create a trails master plan (CE Action-21)
- Explore additional funding sources for the design, construction, and maintenance of parks (CFS Action-5)
- Create a trails master plan (CFS Action-10)
- Create a green infrastructure plan for public land or in public rights-of-way (CFS Action-37)

Land Use and Transportation / Building Block 1			
Label	Actions	Action Type	Priority Program(s)
LUT Action-1	Prioritize City of Austin investments to support mixed use, transit, and the creation of compact and walkable places.	CIP	<ul style="list-style-type: none"> Invest in a compact and connected Austin Create a healthy and active city
LUT Action-2	Promote diverse infill housing such as small-scale apartments, smaller-lot single-family houses, town and row houses, and garage apartments that complement and enhance the character of existing neighborhoods.	Regulation	<ul style="list-style-type: none"> Prepare a comprehensive update to Austin's Land Development Code to create a compact and connected city. Develop affordable housing throughout Austin.
LUT Action-3	Establish land use and street design regulations to create sustainable neighborhoods that support walking and bicycling, are in proximity to daily needs, provide a range of housing-type options (duplexes, townhouses, row houses, small-scale apartments, smaller lot single-family, etc.) to meet the needs of people of different means and at different stages of their lives.	Regulation	<ul style="list-style-type: none"> Prepare a comprehensive update to Austin's Land Development Code to create a compact and connected city. Develop affordable housing throughout Austin. Create a healthy and active city.
LUT Action-4	Direct growth to areas with existing infrastructure capacity including roads, water, wastewater and schools.	Policy	<ul style="list-style-type: none"> Prepare a comprehensive update to Austin's Land Development Code to create a compact and connected city.
LUT Action-5	<p>Create a regulatory environment to promote the redevelopment of brownfields and greyfields into compact, walkable places by:</p> <ul style="list-style-type: none"> - Increasing development rights through changes in regulations, density bonuses, and other incentives; - Revising parking requirements that result in a higher permeable area and promote walking, biking, and transit; - Providing assistance in securing funding for redevelopment; - Ensuring appropriate transitions to less intensive residential areas; - Expediting the permitting and approval process. 	Regulations	
LUT Action-6	Create a regional planning initiative to encourage local governments in Central Texas to promote a mix of housing and land uses for diverse populations and income groups, located near work, shopping, and services.	Coordination	

Land Use and Transportation / Building Block 1			
Label	Actions	Action Type	Priority Program(s)
LUT Action-7	Implement a transfer of development rights program to transfer development rights from environmentally sensitive areas to targeted growth areas identified on the Growth Concept Map.	Regulation	
LUT Action-8	Adopt policies and establish a regulatory environment that promotes the development of compact, mixed-use places that provide great public spaces accessible to people of all ages and abilities.	Regulation	
LUT Action-9	Coordinate with local school districts in the planning and siting of schools and other educational facilities to encourage sustainable designs and promote the creation of complete communities.	Coordination	
LUT Action-10	Locate new industrial development; logistics, warehousing, and distribution; and other comparable businesses in areas with adequate utility and transportation infrastructure and in areas that reduce the harmful effects on neighborhoods and the environment.	Policy	
LUT Action-11	Develop land use and transportation policies and regulations that promote the development of projects that promote more active and healthy lifestyles.		
LUT Action-12	Create an integrated transportation plan that encompasses driving, transit, bicycling, walking, and roadway and rail freight.	Policy	<ul style="list-style-type: none"> • Create a healthy and active city
LUT Action-13	Create a system of high-capacity transit including elements such as urban rail and bus rapid transit corresponding to land use mix and intensity.	CIP	<ul style="list-style-type: none"> • Invest in a compact and connected Austin

Land Use and Transportation / Building Block 1			
Label	Actions	Action Type	Priority Program(s)
LUT Action-14	<p>Increase public transit ridership.</p> <ul style="list-style-type: none"> - expand service to compact centers and mixed use corridors - increase the number of people who use transit by choice - create inviting public spaces at stops and transfer centers - provide real-time schedule information - add more covered bus shelters - make stops more convenient - add park and ride facilities - make routes more convenient and the system more intuitive - create street design standards (bus turnouts, sidewalk width, benches, shelter) - give transit priority (queue jumpers, signal priority, managed lanes, and dedicated lanes) - launch an informative and enticing public relations campaign - implement first and last mile solutions such as carpooling, vanpools and bicycle and car sharing 	Program	<ul style="list-style-type: none"> • Invest in a compact and connected Austin • Create a healthy and active city
LUT Action-15	Ensure that the construction, operation, and management of rail, bus rapid transit, local bus systems, and future public transportation are integrated and coordinated.	Coordination	
LUT Action-16	Enhance cross town transit options to better connect people to the places where they live, work, play, shop, and access services.	Coordination	
LUT Action-17	Create an efficient and connected transportation system that allows people with disabilities and special needs to easily access their daily needs from where they live and work.	Regulations	
LUT Action-18	Develop a program and funding source to retrofit existing, incomplete roadways into complete streets.	CIP	

Land Use and Transportation / Building Block 1			
Label	Actions	Action Type	Priority Program(s)
LUT Action-19	<p>Develop complete streets design guidelines and require these standards for all new road construction and reconstruction:</p> <ul style="list-style-type: none"> - Pedestrian and bicycle facilities and amenities. - Green street techniques - Interconnected, navigable, grid-like streets and blocks - Flexibility in design and regulations - Create pedestrian-activated cross walks at mid block intersections on arterials to improve pedestrian safety - Traffic calming measures - Transit accommodations - Use of native landscaping 	Regulation	<ul style="list-style-type: none"> • Prepare a comprehensive update to Austin's Land Development Code to create a compact and connected city. • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city. • Create a healthy and active city.
LUT Action-20	Develop street tree standards for all roadway types.	Regulation	
LUT Action-21	Create a network of separated bicycle and walking routes or trails linking all parts of Austin.	CIP	<ul style="list-style-type: none"> • Invest in a compact and connected Austin. • Create a healthy and active city
LUT Action-22	Expand the Safe Routes to School programs.	Coordination	
LUT Action-23	Require that all new neighborhoods be connected to adjacent neighborhoods and commercial areas by streets, sidewalks, and bicycle lanes and/or paths.	Regulation	
LUT Action-24	Encourage the relocation of the Missouri-Pacific Railroad freight line from its current alignment through the middle of Austin.	CIP	
LUT Action-25	Create a transportation and congestion management plan and program to improve the flow of traffic in and out of the Central Business District during the morning and evening rush hours through coordination with the Downtown public and private sector stakeholders.	Coordination	
LUT Action-26	Set targets for vehicle miles traveled per capita, and incorporate those targets into traffic impact studies for new development.	Regulation	

Land Use and Transportation / Building Block 1			
Label	Actions	Action Type	Priority Program(s)
LUT Action-27	Promote increased bicycling and walking by developing and integrating Web-based tools, mobile applications and other educational materials.	Analysis	
LUT Action-28	Create design standards for public spaces such as parks, plazas, sidewalks and trails that responds to the unique setting in which they are located.	Regulation	
LUT Action-29	Engage the local creative community to create more robust public art for Austin's public gathering places such as plazas, parks, trails, roadways, and sidewalks.	Program	
LUT Action-30	Create a regulatory environment to allow flexibility in how buildings are used in compact centers and along commercial corridors—particularly the first floor—by simplifying the process to adapt from one use to another, such as residential to commercial or vice versa.	Regulation	
LUT Action-31	Improve streetscapes and infrastructure along mixed use corridors and at mixed use centers through the use financing mechanisms such as tax increment financing (TIF) districts and Public Improvement Districts (PID).	CIP	
LUT Action-32	Develop standards for public spaces, such as parks, plazas and streets, to create integrated, tree-covered places.	Regulations	
LUT Action-33	Develop dark sky regulations and standards to reduce nighttime light pollution to <ul style="list-style-type: none"> - Allow people to see the stars - Reduce the adverse health effects of light pollution on humans - Reduce the effects of unnatural lighting on the environment and nocturnal animals - Conserve natural resources due lowered energy usage. 		
LUT Action-34	Incentivize new and redevelopment to be sensitive to the Central Texas climate, culture, building traditions, and constructions materials.	Regulation	
LUT Action-35	Develop standards and expand incentives for green building and increased energy efficiency for new construction and remodels of older houses.	Regulations	

Land Use and Transportation / Building Block 1			
Label	Actions	Action Type	Priority Program(s)
LUT Action-36	Incentivize appropriately-scaled and located green infrastructure and public spaces, such as parks, plazas, greenbelts, trails, and/or open space in all new development and redevelopment projects.	Regulation	
LUT Action-37	Develop a regulatory framework to incentivize the use of Low Impact Development (LID) design features such as rainwater harvesting, increased permeable surfaces, rain gardens, green roofs, green streets, and natural-looking water quality features such as bioswales to manage stormwater.	Regulation	<ul style="list-style-type: none"> • Prepare for Austin's changing climate by sustainably managing our water resources.
LUT Action-38	Review and change building and zoning codes and incorporate best practices to promote green building and sustainable development.	Analysis	
LUT Action-39	Create regulations and incentives for developers and builders to use green development techniques for buildings, streets, and open spaces with a focus on conservation, longevity, and sustainability.	Regulation	
LUT Action-40	Expand the number of parks and amount of open spaces of different sizes and purposes throughout the city.	CIP	
LUT Action-41	Promote Austin's and the surrounding area's green infrastructure by utilizing web-based tools such as maps and other resources.	Analysis	
Housing and Neighborhoods / Building Block 2			
Label	Action Idea	Action Type	
HN Action-1	Establish regulations and programs to promote the development of a variety of market rate and affordable housing types within compact, mixed use centers and corridors served by transit.	Regulations	<ul style="list-style-type: none"> • Prepare a comprehensive update to Austin's Land Development Code to create a compact and connected city. • Develop affordable housing throughout Austin.
HN Action-2	Develop incentives and policies to encourage more families with children to live in Austin's established neighborhoods by increasing the supply and variety of housing.	Regulation	
HN Action-3	Produce regulations and enhance programs to promote affordable housing throughout Austin by:		<ul style="list-style-type: none"> • Prepare a comprehensive update to Austin's Land Development Code to create a compact and connected city. • Develop affordable housing throughout Austin.

Housing and Neighborhoods / Building Block 2			
Label	Actions	Action Type	Priority Program(s)
HN Action-4	<p>Provide incentives, educational materials, and develop new funding sources for the rehabilitation and repair of affordable housing, including:</p> <ul style="list-style-type: none"> - Tax rebates - Flexible development regulations - Fees-in-lieu of providing affordable housing - Bond elections - Land banking. 	CIP	<ul style="list-style-type: none"> • Develop affordable housing throughout Austin.
HN Action-5	Incentivize and subsidize the construction of infrastructure for projects providing affordable housing.	CIP	
HN Action-6	Provide greater consideration for the awarding of City of Austin incentives to businesses, organizations, and developments that provide stable housing and employment opportunities for economically disadvantaged individuals.	CIP	
HN Action-7	Advocate changes to State of Texas legislation to support the development of affordable housing (i.e., repeal of the ban on inclusionary zoning).	Policy	
HN Action-8	Expand home-buyer assistance programs so that lower income households can purchase abandoned and foreclosed houses to increase homeownership levels in Austin.		
HN Action-9	Expand existing and develop new programs, and coordinate with other organizations to retain long-time residents of neighborhoods experiencing rapidly increasing property values and an influx of wealthier new residents.	CIP	<ul style="list-style-type: none"> • Develop affordable housing throughout Austin.
HN Action-10	Create incentives and form partnerships with large employers to develop workforce housing.	Regulations	
HN Action-11	Establish a regulatory framework to promote and assist housing development that involves adaptive re-use of existing buildings.	Regulations	
HN Action-12	Develop a program to expand opportunities for homebuyers to incorporate the cost of energy-efficient improvements into their mortgages or into the refinancing of existing mortgages.	Policy	
HN Action-13	Expand informational programs that educate homeowners and builders about sustainable building practices.	Policy	
HN Action-14	Create a more robust code enforcement program to improve the quality of housing.	Policy	

Housing and Neighborhoods / Building Block 2			
Label	Actions	Action Type	Priority Program(s)
HN Action-15	Develop a regulatory framework to incentivize the use of sustainable and cost effective design features such as rainwater harvesting, xeriscape features, rain gardens, green roofs, greywater irrigation, solar power, and energy efficient utilities.	Regulations	<ul style="list-style-type: none"> Prepare for Austin's changing climate by sustainably managing our water resources.
HN Action-16	Engage the local architect and design community in creating a variety of housing types to meet the housing needs of all types of households (e.g., singles, empty nester, families with children and people with disabilities).		
HN Action-17	Develop regulations and standards that promote innovative and diverse residential architecture that is sensitive to the surrounding neighborhood.	Regulations	
HN Action-18	Work with employers to locate their place of business along mixed use and commercial corridors and centers in proximity to residential areas that could provide housing for their employees.	Coordination	
HN Action-19	Ensure harmonious and compatible transitions between neighborhoods and adjacent commercial, mixed-use, and denser housing by regulating set-backs, building mass and height, and other design elements and uses.	Regulations	
HN Action-20	Develop and implement strategies that address spill-over parking from commercial districts into adjacent residential areas that include increased public transportation, better pedestrian and bicycling amenities, improved signs and parking management.	Regulations	
HN Action-21	Create a process to implement Imagine Austin and small areas plans, including neighborhood plans, in a coordinated manner.	Policy	
HN Action-22	Continue small-area planning efforts such as neighborhood, corridor, and station area planning throughout Austin and its extraterritorial jurisdiction (ETJ) and develop criteria to prioritize the selection of these areas such as increased development pressures related to rapid growth or increased blight.	Policy	

Housing and Neighborhoods / Building Block 2			
Label	Actions	Action Type	Priority Program(s)
HN Action-23	<p>Align future development with the Growth Concept Map through adoption of small-area plans (e.g., neighborhood, corridor, and station area plans) that contain provisions set forth in Imagine Austin, including:</p> <ul style="list-style-type: none"> - Areas experiencing change - Infill Development - Mixed-use centers and corridors - Increased density - Open space and open space connectivity - Historic preservation - Neighborhood preservation - Transitioning between land uses - A variety of housing types - Affordable housing - Brownfield and greyfield redevelopment - Public Transportation 	Policy	
HN Action-24	Ensure that development approvals support the intent and provisions of neighborhood plans, small-area plans, and the comprehensive plan.	Policy	
HN Action-25	Ensure that future neighborhood plans, significant revisions of existing neighborhood plans and other small area plans reflect the goals, themes, and principles of the comprehensive plan.	Policy	
HN Action-26	Ensure outreach efforts for small-area plans are directed toward attracting a diversity of stakeholders including under-represented demographic and socio-economic groups.	Policy	
HN Action-27	Review existing small area plans developed from earlier planning processes and determine their viability and practicality.	Analysis	

Housing and Neighborhoods / Building Block 2			
Label	Actions	Action Type	Priority Program(s)
HN Action-28	Coordinate with public and private sector organizations in Austin, such as school districts, non-profit organizations, and other agencies to address efforts related to health and human services, housing, economic development, sustainable development, and planning.	Coordination	
Economy / Building Block 3			
Label	Actions	Action Type	Priority Program(s)
ECON Action-1	Maintain partnerships between local chambers of commerce, business associations, and regional and state economic agencies to develop and improve programs to recruit and retain businesses to Austin.	Coordination	
ECON Action-2	Establish strategic incentives and investments tailored to targeted industries and business districts throughout Austin such as downtown, industrial areas, roadway corridors, neighborhood-oriented and -scaled districts, transit-oriented districts (TOD), etc.	Policy	
ECON Action -3	Create a regulatory framework to foster a business-friendly environment by:		<ul style="list-style-type: none"> • Prepare a comprehensive update to Austin's Land Development Code to create a compact and connected city.
ECON Action -4	Establish and continually monitor a set of measures to gauge the effectiveness of economic development initiatives.	Analysis	
ECON Action -5	Improve Austin's transportation and economic connections between other major cities in Texas by supporting the construction of a high speed rail network.	Coordination	<ul style="list-style-type: none"> • Invest in a compact and connected Austin
ECON Action -6	Increase international air service to Austin Bergstrom International Airport to improve business and tourism opportunities.	Policy	
ECON Action -7	Facilitate international trade that benefits diverse sectors of the Austin economy.	Policy	
ECON Action -8	Expand the online availability of business development resources, such as best practices, for small businesses.	Coordination	
ECON Action -9	Establish and expand policies, programs, and partnerships to support the development of creative industries, including film, music, gaming, etc., in Austin. These could include:	Policy	<ul style="list-style-type: none"> • Expand and invest in Austin's creative economy. • Continue to grow Austin's economy by investing in its workforce and education system

Economy / Building Block 3			
Label	Actions	Action Type	Priority Program(s)
ECON Action -10	Partner with the Austin Convention and Visitors Bureau to develop a marketing strategy to promote tourism that builds upon Austin and Central Texas' unique natural environment, outdoor lifestyles, live music, performing arts, culture, diversity, and history.	Programmatic	
ECON Action -11	Partner with business, property, and cultural organizations to enhance downtown Austin's position as a nationally- and internationally-renowned business, entertainment, and cultural center and destination.	Programmatic	
ECON Action -12	Preserve and promote iconic and unique Austin facilities and events that attract tourists, convention business, corporate relocations, and the recruitment of skilled workers.	Programmatic	
ECON Action -13	<p>Work with local school districts, the University of Texas, Austin Community College, other area institutions of higher learning, major employers, and elected officials to:</p> <ul style="list-style-type: none"> - Identify gaps in educational programs; - Identify the skills needed for current, emerging, and targeted job sectors; - Educate students at all levels about the skills needed to compete in a 21st Century economy. 	Coordination	<ul style="list-style-type: none"> • Expand and invest in Austin's creative economy. • Continue to grow Austin's economy by investing in its workforce and education system
ECON Action -14	Work with local colleges and universities to expand their medical education offerings and increase the availability of medical residency programs.	Coordination	
ECON Action -15	Develop economic development programs and incentives to promote the employment of historically under-employed segments of the population.	Programmatic	

Economy / Building Block 3			
Label	Actions	Action Type	Priority Program(s)
ECON Action -16	<p>Create a regional economic development task force, led by the Greater Austin Chamber of Commerce, that includes the City of Austin, nearby municipalities and surrounding counties; the University of Texas, Austin Community College and other area institutions of higher learning; area transportation providers such the Capital Area Metropolitan Planning Agency, Texas Department of Transportation, Central Texas Regional Mobility Authority, and Capital Metropolitan Transportation Agency; major employers and representatives from major industries; and other regional partners to develop a strategic direction for the Austin region by:</p> <ul style="list-style-type: none"> - Developing a shared direction for the region; - Sharing information between the public and private sectors; - Establishing collaborative communication links among regional planning efforts; - Analyzing the impacts of publically-owned land; - Collaborating and co-locating institutional uses; - Attracting and supporting target industries; - Coordinating transportation planning efforts; - Assisting with grant research and writing. 	Coordination	<ul style="list-style-type: none"> • Continue to grow Austin's economy by investing in its workforce and education system
ECON Action -17	<p>Establish more formal relationships between the cities in the Texas Triangle (Dallas-Fort Worth, Houston, and San Antonio) to address issues regarding the larger region, including intraregional trade policies, the development of an inland port, and the employment of the region's diverse population.</p>	Coordination	

Economy / Building Block 3			
Label	Actions	Action Type	Priority Program(s)
ECON Action -18	<p>Partner with the Austin business community to develop policies, regulations, and programs to foster the development and success of local businesses by:</p> <ul style="list-style-type: none"> - Creating an inventory of locally-owned businesses, including creative industries; - Developing a mentor program for locally-owned businesses; - Promoting the formation of worker-owned and community-owned businesses (co-ops) that sell local products; - Creating an Austin Craftsmen's Guild to showcase products created by Austin residents; - Providing tax incentives for locally-owned businesses; - Creating a directory of locally-produced products; - Expanding the "Go Local" card concept; - Simplifying the process to have local businesses provide additional services (e.g. host bands for SXSW); - Supporting businesses at each stage of the business life cycle; - Enhancing and expanding small business development services to grow market share of small, local businesses; - Expanding economic opportunities and measurable results for Minority- and Women-Owned Business Enterprise (MBE / WBE) firms. 	Coordination	

Economy / Building Block 3			
Label	Actions	Action Type	Priority Program(s)
ECON Action -19	Create a public-private task force between the State of Texas, the City of Austin, Travis County, local universities, the Chamber of Commerce, and local industries to invest in research and development and green tech, biotech, high tech, and other emerging technologies.	Coordination	
ECON Action -20	Improve government efficiency through technology (software and hardware) investments and by developing and retaining information technology staff.	Programmatic	

Conservation and Environment / Building Block 4			
Label	Actions	Action Type	Priority Program(s)
CE Action-1	Implement the City of Austin Climate Protection Plan.	Policy, Programmatic	
CE Action-2	Eliminate "grandfathering" of out-of-date energy efficiency standards by requiring implementation of current standards when a property is renovated or changes ownership.		
CE Action-3	Create a system for identifying, defining, and mapping environmentally sensitive areas for their protection.	Analysis	
CE Action-4	Preserve & protect environmentally sensitive areas using a variety of tools including transferable development rights as well as policies and regulations that incentivize greyfield/redevelopment/infill.	Policy	<ul style="list-style-type: none"> • Prepare a comprehensive update to Austin's Land Development Code to create a compact and connected city. • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city. • Prepare for Austin's changing climate by sustainably managing our water resources.
CE Action-5	Create policies and incentives for restoration of damaged natural resources areas.	Policy, Regulations/ Incentives	
CE Action-6	Collaborate regionally to align conservation and sustainable development regulations and policies to protect environmentally sensitive areas that cross political boundaries.	Coordination	<ul style="list-style-type: none"> • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city. • Prepare for Austin's changing climate by sustainably managing our water resources
CE Action-7	Encourage designs and building practices that reduce the environmental impact of development and that result in accessible green space.	Policy, Regulations/ Incentives	
CE Action-8	Establish a comprehensive, clear, and consistent process to evaluate the environmental effects of new development.		
CE Action-9	Develop an educational and awards program to showcase best practices in sustainable and low-impact development and achievements or innovations in waste reduction and recycling.	Programmatic	
CE Action-10	Create print and online educational materials to expand public awareness of the benefits of environmental protection, simple steps to improve protection, and common threats to avoid.	Programmatic	

Conservation and Environment / Building Block 4			
Label	Actions	Action Type	Priority Program(s)
CE Action-11	Continue to include environmental planners, landscape architects, and the City of Austin arborist in the development review process.	Analysis, Regulations & Incentives	
CE Action-12	Identify existing areas with limited access to parks, open space, and trails and create mechanisms to address these gaps.		
CE Action-13	Develop regulations and incentives to protect prime farmland such as transferable development rights.	Programmatic	
CE Action-14	Support local farmers by creating incentives and removing regulatory barriers, offering tailored small business support, and creating public information campaigns to promote local food.	Analysis, Regulations & Incentives	
CE Action-15	Expand existing and facilitate the establishment of new distribution avenues for local farm products.	Programmatic	
CE Action-16	Identify and map food deserts and provide incentives for full service grocery stores and farmers markets to locate in these underserved areas.	Analysis, Regulations & Incentives	
CE Action-17	<p>Expand the City of Austin's acquisition of environmentally significant land, conservation easements, and/or development rights for the protection of sensitive areas, including:</p> <ul style="list-style-type: none"> - floodplains - riparian areas - wetlands - prairies - land that supports recharge of the Edwards Aquifer - wildlife habitat and corridors - bottomland forests and priority woodlands - critical environmental features 	Analysis, Policy, Capital Expenditure	<ul style="list-style-type: none"> • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city. • Prepare for Austin's changing climate by sustainably managing our water resources.
CE Action-18	Develop and implement unified, comprehensive land management of all City of Austin lands for integrated environmental sustainability, including carbon sequestration, wildlife habitat, water quality and quantity and education.	Programmatic	<ul style="list-style-type: none"> • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city. • Prepare for Austin's changing climate by sustainably managing our water resources.

Conservation and Environment / Building Block 4			
Label	Actions	Action Type	Priority Program(s)
CE Action-19	Continue to develop and strengthen partnerships with universities and local schools to integrate educational programs with conservation and sustainability policies and projects.	Coordination	
CE Action-20	Create a regional task force to address inter-jurisdictional environmental sustainability issues.	Coordination	
CE Action-21	Create a trails master plan to ensure connectivity and provide consistency with regional, city and neighborhood level trail and transportation goals. These goals may include providing pedestrian and bicycle connections between neighborhoods and destinations, incorporating trails throughout the city and region, and using protected land along creeks and floodplains in an environmentally sustainable way.	Coordination, Policy, Programmatic	<ul style="list-style-type: none"> • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city. • Create a healthy and active city.
CE Action-22	Review tree planting regulations to ensure that invasive species are not permitted. Create incentives to remove invasive plant species and replace them with native species.	Analysis, Regulations & Incentives	
CE Action-23	Create a heritage tree inventory and monitoring system to create stronger mechanisms for protecting heritage trees.	Analysis, Regulations & Incentives	
CE Action-24	Strengthen tree protection regulations.	Policy, Regulations	
CE Action-25	Create an urban forest plan to that identifies tree canopy goals, establishes a budget, and presents implementation measures.	Regulations & Incentives	<ul style="list-style-type: none"> • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.
CE Action-26	Strengthen regulations that protect creeks and floodplains from development by increasing buffer zones and reducing the amount and type of development allowed in these areas.	Policy, Regulations & Incentives	
CE Action-27	Reduce pollution hotspots and prohibit high-emission uses (e.g. scrap yards, automotive repair, etc.) in floodplains and critical water quality zones.	Policy, Regulations & Incentives	

City Facilities and Services / Building Block 5			
Label	Actions	Action Type	Priority Program(s)
CFS Action-1	Expand the City of Austin's acquisition of environmentally significant land, conservation easements, and/or development rights for the protection of sensitive areas, including:	CIP	<ul style="list-style-type: none"> • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city. • Prepare for Austin's changing climate by sustainably managing our water resources
CFS Action-2	Limit, buffer, or prohibit public access to certain environmentally sensitive areas to maintain their value (i.e. wildlife protection and erosion control).	Regulation	
CFS Action-3	Expand equitable access for people and their pets to active and passive parks throughout the city by carefully targeting new parks where most needed and developing public access agreements with non-City-owned parks and open space, including school playgrounds.	Coordination	
CFS Action-4	Establish pocket parks, smaller undeveloped preserves, and passive recreational spaces in areas with little open space.	CIP	
CFS Action-5	<p>Explore additional funding sources primarily for the maintenance of parks as well as for the for the design and construction, including:</p> <ul style="list-style-type: none"> - user fees - rental fees - additional grant opportunities - additional levy - reinvestment of revenue generated in parks - through partnerships 	Analysis, CIP	<ul style="list-style-type: none"> • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city. • Create a healthy and active city
CFS Action-6	Ensure adequate funding for the maintenance of parks and trees on City of Austin property through Best Maintenance Practices and prioritizing the maintenance of existing parks over the development of new ones.	CIP	

City Facilities and Services / Building Block 5			
Label	Actions	Action Type	Priority Program(s)
CFS Action-7	Expand partnerships between local organizations and the City of Austin to maintain and improve local parks and open spaces.	Coordination	
CFS Action-8	Revise tree planting and tree care standards to be more sustainable and reduce tree mortality.	Regulation	
CFS Action-9	Restore trees and vegetation along degraded waterways, especially in eastern watersheds.	CIP	<ul style="list-style-type: none"> • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city.
CFS Action-10	Create a trails master plan to ensure connectivity and provide consistency with regional, city and neighborhood-level trail and transportation goals to provide pedestrian and bicycle connections between neighborhoods and destinations; incorporate trails throughout the city and region; and use protected land along creeks and floodplains in an environmentally sustainable way	Policy	<ul style="list-style-type: none"> • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city. 8. Create a healthy and active city
CFS Action-11	Develop, through a process engaging the general public and professionals, context-sensitive trail, park, and greenway standards to ensure high-quality, environmentally-sustainable design.	Policy	
CFS Action-12	Develop multi-disciplinary, cross-jurisdictional planning teams for projects that involve major natural features, such as the Colorado River or Onion Creek Greenway.	Coordination	
CFS Action-13	Incorporate public art and interpretive signage into green spaces as an educational tool to demonstrate practices such as water conservation, recycling, and low-impact development.	Programmatic	
CFS Action-14	Coordinate amongst City of Austin departments and other agencies to market recreational programs and health related awareness campaigns.	Coordination, Programmatic	
CFS Action-15	Strengthen police ties to the community, including more personal interaction, to enhance safety and build trust.	Programmatic	
CFS Action-16	Coordinate performance measures across public safety agencies to better plan for additional facilities, units, and staffing and to provide better oversight and service to all parts of Austin as the city grows.	Programmatic	
CFS Action-17	Develop and promote online and interactive mapping, analysis and notification tools to provide recent data related to public safety issues and natural disaster threats.	Analysis	

City Facilities and Services / Building Block 5			
Label	Actions	Action Type	Priority Program(s)
CFS Action-18	<p>Develop or enhance public safety educational programs in the community regarding topics such as:</p> <ul style="list-style-type: none"> - personal safety - drug use, especially among youth - fire dangers for property within or near the wildland interface - police and fire procedure awareness. 	Programmatic	
CFS Action-19	<p>Conduct and maintain a comprehensive existing Austin Fire Department and Austin-Travis County Emergency Management Services building condition report to assess the need for remodeling, expansion, replacement, or consolidation of facilities.</p>	Analysis	
CFS Action-20	<p>Ensure that land development policies, regulations and design standards take public safety issues like roadway connectivity, ingress/egress and street design into consideration.</p>	Policy	
CFS Action-21	<p>Develop an integrated emergency mitigation and response plan through coordination with our public and private sector regional partners:</p> <ul style="list-style-type: none"> -Surrounding municipalities and counties -School districts, colleges, and universities -Major employers -Hospitals -Regional agencies such as Capital Area Council of Governments (CAPCOG) and Capital Metropolitan Transportation Agency (Cap Metro) -State of Texas agencies and departments. 	Coordination	
CFS Action-22	<p>Improve communication between City of Austin departments, as well as other local governments and school districts, regarding future facility planning to ensure that opportunities for shared facilities are discussed at the earliest stage of the planning process.</p>	Coordination	

City Facilities and Services / Building Block 5			
Label	Actions	Action Type	Priority Program(s)
CFS Action-23	Continue expansion of public safety regional service delivery model. This may be accomplished through Interlocal Agreements with surrounding municipalities and agencies or a confederation or consolidation of public safety agency operations.	Coordination	
CFS Action-24	Create a more robust and flexible code enforcement program to improve the quality of housing.	Regulation	
CFS Action-25	<p>Develop design standards for public buildings and spaces that promote high-quality community focal points in the areas where they are located. These standards should address issues such as:</p> <ul style="list-style-type: none"> - re-use of existing structures - LEED certification, including water and energy efficiency - low impact development - resource recovery such as recycling, composting, and reuse - trees planting, preservation, and protection - green spaces - transit access - carshare/electric vehicle parking spaces - bikesharing and bike facilities - safe, connected walkways - public spaces inside and outside of buildings - anchoring neighborhood niches. 	Policy, Programmatic	
CFS Action-26	Ensure the City's bidding and design processes achieve superior design and promote quality construction of parks, buildings, and other City of Austin facilities.	Policy	
CFS Action-27	Cluster and, where appropriate, co-locate public facilities and programs to reduce costs.	Policy, CIP	
CFS Action-28	Increase access to and awareness of City of Austin services and public spaces through new tools and technologies, including web-based services and self-service kiosks.	Programmatic	

City Facilities and Services / Building Block 5			
Label	Actions	Action Type	Priority Program(s)
CFS Action-29	Create a world-class library system by upgrading and expanding library facilities, collections, and public computer access.		<ul style="list-style-type: none"> Continue to grow Austin's economy by investing in its workforce and education system
CFS Action-30	Seek opportunities to align water, energy, and waste conservation/reduction funding, education, and incentives.	Programmatic	
CFS Action-31	Provide tools, education, and assistance for utility users to better understand the environmental impacts their water and energy use, and waste generation.	Programmatic	
CFS Action-32	<p>Adopt and implement the Zero Waste Strategic Plan and Solid Waste Services Master Plan to divert 90% of waste from landfills and incinerators by 2040, with particular attention to:</p> <ul style="list-style-type: none"> - expanding diversion opportunities such as recycling and composting for residents and businesses; - supporting resale, refurbishing, and reuse opportunities throughout Austin; - fostering public awareness of Zero Waste through education, recognition, and incentive programs; - assessing the current capacity of waste diversion facilities to coordinate with the Growth Concept Map. 	Analysis	
CFS Action-33	Maintain a safe and reliable energy system and improve Austin's air quality and lower greenhouse gas emissions through continued review and adoption alternative fuel sources and energy storage technologies.	Programmatic, CIP	
CFS Action-34	Maintain Austin Energy's financial stability and affordable energy rates while encouraging conservation and funding increased energy efficiency and conservation incentives.	Regulation	
CFS Action-35	Maintain superior energy efficiency standards and requirements for new construction.	Regulation	

City Facilities and Services / Building Block 5			
Label	Actions	Action Type	Priority Program(s)
CFS Action-36	Align policies, incentives, regulations, service area extensions, and infrastructure to coordinate with the Growth Concept Map, maintain Austin's livability and affordability, protect environmentally sensitive areas, and sustainably manage Austin's water resources. Include consideration of diverse water sources and conservation and efficiency measures when planning for future demand for potable water.	Analysis	<ul style="list-style-type: none"> • Prepare a comprehensive update to Austin's Land Development Code to create a compact and connected city. • Invest in a compact and connected Austin • Prepare for Austin's changing climate by sustainably managing our water resources
CFS Action-37	Create a green infrastructure plan for public land or in public rights-of-way to preserve Austin's ecosystem, improve the water cycle, reduce the urban heat island effect, improve air quality, enrich public space, and provide for traffic calming. Examples include open space, trails, wetlands, green streets, infiltration facilities, and the urban forest.	Policy, CIP	<ul style="list-style-type: none"> • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city. • Prepare for Austin's changing climate by sustainably managing our water resources. • Create a healthy and active city.
CFS Action-38	Incentivize and promote low-impact development designs and techniques on private land that preserve key environmental features, reduce runoff and the use of potable water for plantings and increase stormwater infiltration. Examples include rainwater harvesting, porous pavement, rain gardens, and green roofs.	Incentives	<ul style="list-style-type: none"> • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city. • Prepare for Austin's changing climate by sustainably managing our water resources.
CFS Action-39	Strengthen water conservation programs to lower water use and reduce greenhouse gas emissions using new tools, incentives, and regulations.	Regulation & incentives	
CFS Action-40	Develop incentives and coordinate regulations to promote innovative water and greywater re-use options for building and site design, landscape maintenance, and agricultural irrigation.	Regulation & incentives	<ul style="list-style-type: none"> • Prepare for Austin's changing climate by sustainably managing our water resources.
CFS Action-41	Establish regulations, programs, and funding sources to allow offsite stormwater detention and water quality controls to be used in concert with green infrastructure and low-impact development techniques in areas identified for compact, walkable development or redevelopment and identify opportunities for recreational uses and habitat creation or restoration.	Coordination	

City Facilities and Services / Building Block 5			
Label	Actions	Action Type	Priority Program(s)
CFS Action-42	Study and implement, as appropriate, decentralized wastewater management tools that locate processing closer to the re-use site, such as package plants and satellite facilities, to reduce fixed infrastructure costs.	Analysis	
CFS Action-43	Participate in national, state, and local efforts to identify, assess, and reduce emerging contaminants in water, such as pharmaceuticals and personal care products.	Programmatic	
CFS Action-44	Strengthen flood control, erosion, and water quality programs, regulations, and enforcement to incorporate best practices and meet or exceed national standards.	Programmatic	
CFS Action-45	Maintain and expand water quality regulations to protect recharge zones, floodplains, creeks and their headwaters, and other environmentally sensitive areas: -Increased buffers and setbacks -Restricted land uses with significant spill risks in sensitive environmental areas -Changes in allowed impervious cover.		<ul style="list-style-type: none"> • Create a green infrastructure program to protect environmentally sensitive areas and integrate nature into the city. • Prepare for Austin's changing climate by sustainably managing our water resources.
CFS Action-46	Collaborate with regional water providers to identify and reduce service overlaps and coordinate access to main water sources, including groundwater.	Coordination	
Society / Building Block 6			
Label	Actions	Action Type	Priority Program(s)
SOC Action-1	Support wellness and prevention education in schools and the general public to reduce the burden on primary care.		<ul style="list-style-type: none"> • Create a healthy and active city
SOC Action-2	Expand programs providing discounted transit fares for economically disadvantaged citizens, disabled individuals, and seniors.		
SOC Action-3	Collaborate with counties, the hospital district, and school districts to dedicate funding to mental health & substance abuse programming.		<ul style="list-style-type: none"> • Create a healthy and active city
SOC Action-4	Partner with healthcare providers to identify areas with limited access to adequate health services and develop regulations and policies to promote the clustering of medical facilities (i.e., clinics, and trauma and specialty care) in these areas.		

Society / Building Block 6			
Label	Actions	Action Type	Priority Program(s)
SOC Action-5	<p>Increase public awareness of social services programs and healthcare options through the use of such devices as dedicated healthcare information lines, non-verbal flashcards, mobile preventative care vans, etc., to increase access to social resources, specifically:</p> <ul style="list-style-type: none"> -Mental Health -Substance Abuse -HIV care -Homeless/basic needs -Prenatal education -Child development -Adult basic education & literacy 		<ul style="list-style-type: none"> • Create a healthy and active city
SOC Action-6	<p>Partner with healthcare providers such as hospitals and clinics in the region to develop and implement strategies to increase the affordability and access to healthcare, including:</p>		<ul style="list-style-type: none"> • Create a healthy and active city
SOC Action-7	<p>Develop standard procedures for partnering with neighborhood and community groups, school districts, and citizens to share responsibility for development, rehab, upkeep, and programming public facilities.</p>		

Society / Building Block 6			
Label	Actions	Action Type	Priority Program(s)
SOC Action-8	<p>Make locally-grown produce and locally-produced foods more accessible, particularly in areas with limited access to fresh produce by:</p> <ul style="list-style-type: none"> - Removing zoning barriers to the development of small grocery stores in residential areas; - Improving access to fresh, healthy foods in areas where it is currently not available; - Facilitating communication between farmers, distributors, and food stores; - Encouraging signage that identifies locally-grown food; - Identifying and removing barriers to establishing and expanding farmers markets; - Providing incentives for local community gardens and small urban farms; - Allowing small-scale food processing in the city; - Using city property and schools for neighborhood gardens; - Keeping and up-to-date list available of community gardens; - Working with Meals on Wheels to provide food access to older citizens. 		<ul style="list-style-type: none"> • Create a healthy and active city
SOC Action-9	Increase the ethnic and racial diversity and bilingual and multilingual abilities of law enforcement and other first responders and healthcare staff, and increase opportunities for city staff to learn languages other than English.		
SOC Action-10	Continue and expand the reverse 911 to inform residents of public safety emergencies.		
SOC Action-11	Increase safety patrols in gathering spaces and along pedestrian routes--trails, walking paths, school tracks.		
SOC Action-12	Publish and publicize a list of emergency contacts to develop closer relationships between public safety personnel and the community.		

Society / Building Block 6			
Label	Actions	Action Type	Priority Program(s)
SOC Action-13	Extend the assignments of public safety professionals in a given geographic area in order to build stronger community relationships.		
SOC Action-14	Support the development of a community-wide electronic health information system.		
SOC Action-15	Expand collaboration among law enforcement personnel and service providers of marginalized populations.		
SOC Action-16	Maintain and expand city programs that promote the safety, prosperity, and integration of immigrants and refugees and their families.		
SOC Action-17	Develop the capacity of geographically-based communities of interest (i.e., neighborhood associations, community organizations, schools) to take ownership of their areas and share information and best practices with one another to achieve shared goals.		
SOC Action-18	Provide free wi-fi across Austin in indoor and outdoor public spaces.		
SOC Action-19	Develop informational materials and programs to promote the culture and history of Austin's diverse neighborhoods.		
SOC Action-20	Reduce homelessness in the City of Austin by: <ul style="list-style-type: none"> - Expanding the recuperative care program for the homeless; - Incorporating recommendations of the current homeless and mental health task forces; - Reducing regulatory barriers of the development of housing for the homeless. 		<ul style="list-style-type: none"> • Develop affordable housing throughout Austin.
SOC Action-21	Coordinate between all the organizations providing services to the homeless community to maximize the efficacy of limited resources.		
SOC Action-22	Promote the development of housing opportunities that support persons transitioning from homelessness and other barriers to housing stability.		<ul style="list-style-type: none"> • Develop affordable housing throughout Austin.
SOC Action-23	Support social services that provide financial support to families who are losing their homes.		
SOC Action-24	Locate supportive housing (i.e., housing with supportive services such as financial counseling, medical facilities, and child care) for families with children in areas of the city with under-enrolled schools.		

Society / Building Block 6			
Label	Actions	Action Type	Priority Program(s)
SOC Action-25	Investigate the feasibility of creating a program of city-owned housing, including but not limited to, cooperative, affordable and permanent supportive housing.		
SOC Action-26	Regulate the geographic distribution and operation of group homes for the disabled, homeless, and other individuals needing supportive housing.		
SOC Action-27	Expand mentoring and tutoring programs to help school-aged children improve their academic performance and develop essential life skills.		
SOC Action-28	Expand the availability of early childhood education and daycare services and programs for all residents, especially for middle and low income households and for those with children with disabilities, and fund through a modest fee or sliding-fee structure.		<ul style="list-style-type: none"> • Continue to grow Austin's economy by investing in its workforce and education system
SOC Action-29	Allow public and private sector use of underutilized schools and other public facilities for child care, educational programs, healthy living programs, and neighborhood activities.		<ul style="list-style-type: none"> • Continue to grow Austin's economy by investing in its workforce and education system. • Create a healthy and active city
SOC Action-30	Work with child care providers, school districts, local businesses, and non-profits to make widely available throughout Austin and its extraterritorial jurisdiction (ETJ) affordable and accessible child care, early education, preschool, afterschool, and summer programs.		
SOC Action-31	Partner with businesses to offer incentives to childcare, early education and preschool programs that locate in underserved areas and near employment centers.		
SOC Action-32	Explore funding opportunities to offer financial assistance or scholarships to low and moderate income families for early childhood education and childcare.		
SOC Action-33	Create opportunities for public-private partnerships to increase direct involvement by city departments, such as Parks & Recreation, in childcare and afterschool programming.		

Society / Building Block 6			
Label	Actions	Action Type	Priority Program(s)
SOC Action-34	Partner with local school districts, colleges, universities, and vocational schools to expand the availability of evening and weekend continuing education and higher education classes.		
SOC Action-35	Develop a youth student leadership program that involves students in community planning and implementation.		
SOC Action-36	Partner with businesses to develop a comprehensive education program for all ages that focuses on the range of skills (i.e., literacy, interpersonal skills, and vocational skills) needed to for gainful employment.		<ul style="list-style-type: none"> • Expand and invest in Austin's creative economy. • Continue to grow Austin's economy by investing in its workforce and education system.
SOC Action-37	Develop programs to aid children transitioning out of the foster care system.		
SOC Action-38	Make programs available for children and adult immigrants regardless of their legal status.		
SOC Action-39	Partner with school districts to expand educational opportunities to meet the needs of current and emerging industries, the safety needs of the public sector, as well as those of the skilled trades.		<ul style="list-style-type: none"> • Expand and invest in Austin's creative economy. • Continue to grow Austin's economy by investing in its workforce and education system.
SOC Action-40	Partner with the University of Texas Department of Diversity and Community Involvement and the UT Department of Education when designing community based education programs.		
SOC Action-41	Explore leasing and cost-sharing agreements between the Austin Independent School District and the City of Austin to facilitate under-capacity schools and under-funded programs to remain open and in operation.		
SOC Action-42	Create the capacity within the City of Austin to partner with school districts, community organizations, and the private sector to increase collaboration at school campuses.		
SOC Action-43	Develop seamless, coordinated relationships between school districts, community colleges, other higher education institutions, to integrate and minimize lack of funding for better educational community opportunities.		

Society / Building Block 6			
Label	Actions	Action Type	Priority Program(s)
SOC Action-44	Support better integration of education from pre-kindergarten through higher education.		
SOC Action-45	Develop educational and public information programs focusing on promoting nutrition, healthy food, and local food sources.		<ul style="list-style-type: none"> • Create a healthy and active city.
SOC Action-46	Work with local school districts to use locally-grown produce and increase the quality and nutritional value of food served to school aged young people.		
SOC Action-47	Work with local health providers to develop educational materials and programs for use in schools and the community about the dangers of tobacco use and promote available cessation resources.		
SOC Action-48	Promote tobacco free multifamily housing which share common walls, such as apartments, duplexes, townhouses, rowhouses, and condominiums.		
SOC Action-49	Promote tobacco-free environments and tobacco-free living.		
Creativity / Building Block 7			
Label	Actions	Action Type	Priority Program(s)
CRE Action-1	<p>Create a City of Austin function to oversee all arts, cultural and heritage programs, such as:</p> <ul style="list-style-type: none"> - identifying funding sources for the arts - promoting the economic impact of arts and culture - publicizing best practice success stories - developing an advertising program and a website to promote local talent - creating an annual awards program for local artists - developing a branding campaign for arts and culture in Austin - developing a mapping and wayfinding system for arts, cultural, and historic resources - developing a cultural exchange program to market local artists regionally, nationally, and internationally - developing impromptu and non-traditional venues for an art and cultural exhibits and performances - facilitating the inclusion of public art. 	Programmatic, Analysis	<ul style="list-style-type: none"> • Expand and invest in Austin's creative economy.

Creativity / Building Block 7			
Label	Actions	Action Type	Priority Program(s)
CRE Action-2	Incorporate arts and cultural preservation components into small area plans, such as neighborhood and corridor plans.	Programmatic	
CRE Action-3	Create incentives, regulations, and programs to promote the inclusion of public art into new development.		
CRE Action-4	Cultivate cultural and heritage education and tourism by marketing and promoting Austin's museums, libraries, historic sites and venues, and providing education and training to frontline tourism workers.		<ul style="list-style-type: none"> • Expand and invest in Austin's creative economy.
CRE Action-5	Promote the use of non-traditional venues (such as parks, schools, streets and vacant buildings) for impromptu and small scale performances and events, such as jugglers, dancers, mimes, actors, storytellers, poets, and performance artists.		
CRE Action-6	Collaborate with the transportation companies to develop special event transportation plans to mitigate traffic congestion associated with these events.		
CRE Action-7	Promote the development and expansion of cultural facilities and programming, including libraries, museums, parks, performing art venues and community centers.		<ul style="list-style-type: none"> • Expand and invest in Austin's creative economy.
CRE Action-8	<p>Develop programs to promote Austin's diverse cultural heritage:</p> <ul style="list-style-type: none"> -Cultural events and venues -A city-wide multi-cultural festival -Culture-based tourism -Educational materials 		
CRE Action-9	Develop and invest in intergenerational art education partnerships and programming between schools, artists, arts and cultural organizations, libraries, neighborhood associations, and senior programs to provide life-long exposure to the arts.		
CRE Action-10	Develop regulations to mitigate the sound from live music venues through a collaborative process that includes the City of Austin, musicians, venue operators, property owners, and residents.		
CRE Action-11	Create incentives and programs to preserve iconic and established music venues and performance spaces throughout Austin and its extraterritorial jurisdiction (ETJ).		

Creativity / Building Block 7			
Label	Actions	Action Type	Priority Program(s)
CRE Action-12	Increase funding sources (grants, private and public funding programs) and non-financial support (business recruitment, business expansion and retention, workforce development) to sustain and expand the creative industry sector.		<ul style="list-style-type: none"> Expand and invest in Austin's creative economy.
CRE Action-13	Establish incentives and regulations to promote the creation of artists' live/work space in residential areas that allow for limited gallery space.		
CRE Action-14	<p>Develop programs and incentives to provide flexible, affordable work space and housing throughout Austin with an emphasis placed on locations in Transit Oriented Developments, Downtown, and mixed use centers and corridors for artists and creative professionals:</p> <ul style="list-style-type: none"> -Live-work space -Home-based businesses -Temporary lease agreements in multi-use venues (schools, vacant buildings, warehouses, etc.). 		<ul style="list-style-type: none"> Prepare a comprehensive update to Austin's Land Development Code to create a compact and connected city. Invest in a compact and connected Austin. Expand and invest in Austin's creative economy. Develop affordable housing throughout Austin.
CRE Action-15	Create programs and incentives and develop partnerships between the City of Austin, artists and members of the creative community, businesses, developers, and arts education and cultural institutions to provide more public and private exhibition space for local artists, students' exhibitions, and cultural events at such places as parks, public buildings, plazas, office and commercial buildings, as well as vacant buildings.		
CRE Action-16	Support programs to engage the business development community (i.e. business recruitment, business expansion and retention and workforce development) to assist creative economy start-ups and to develop business and management skills.		
CRE Action-17	Expand existing programs and identify funding sources to provide affordable physical and mental health care, housing and other support services for artists, musicians and others in the creative community.		

Creativity / Building Block 7			
Label	Actions	Action Type	Priority Program(s)
CRE Action-18	Coordinate with the different creative industry job sectors and area school districts, trade and vocational schools, colleges, and universities to develop and expand educational curricula to support the creative industries.		
CRE Action-19	Facilitate partnerships to connect artists with artist residency opportunities to provide workforce support for the creative community.		
CRE Action-20	<p>Create incentives and develop funding mechanisms and regulations to promote the rehabilitation, reuse, and maintenance of historically designated properties:</p> <ul style="list-style-type: none"> -Grants -Tax incentives -Flexible building requirements -Revolving loan sources -Fee waivers -Fast-track permitting 		
CRE Action-21	Conduct ongoing updates to the historic and cultural resource survey and inventory to include iconic heritage trees, sites, structures, and districts.		
CRE Action-22	Develop and implement straightforward and transparent preservation strategies, guidelines, and regulations for historic areas, sites and structures, and cultural resources that preserves Austin's heritage, while being respectful of the local character, community values, and of the desires of property owners.		
CRE Action-23	<p>Develop a program that acknowledges and rewards notable contemporary and historic architecture, landscape architecture, and urban design:</p> <ul style="list-style-type: none"> - create an annual award for excellence in design - sponsor a design studio - develop a mapping and wayfinding system 		

IMAGE

USING THE COMPREHENSIVE PLAN

Imagine Austin is an overarching plan that sets the direction for how the City of Austin operates. It is a wide-ranging framework of policies, programs, and actions to guide decision-making. This plan also works in concert with other plans. A complete planning framework consists of a coordinated system of plans at different scales and purposes. The comprehensive plan lays the foundation for a new generation of plans tailored to specific areas or issues. These plans bring the “30,000-foot perspective” of the comprehensive plan down to ground level, filling in details for its application in different areas of the city. If, during these planning processes, new conditions or issues are discovered which require reconsideration of Imagine Austin's recommendations, an amendment to the comprehensive plan may be considered by the City Council to ensure Imagine Austin's ongoing viability.

CONSISTENCY WITH EXISTING PLANS & ZONING

Austin has a number of master and small area plans. Master plans provide detailed guidance for city systems such as our parks system, watersheds, and waste management. Small area plans guide decisions within more limited geographic areas such as station areas, corridors, and neighborhoods. Although these plans were adopted prior to Imagine Austin, many of their goals and strategies are in alignment with those of the comprehensive plan. These plans were reviewed during Imagine Austin's development, and their recommendations—particularly for future land uses—were taken into account during the development of the Growth Concept Map. Plans that are attached to the Austin Tomorrow Comprehensive Plan are attached to Imagine Austin (see Appendix D).

Zoning decisions will be guided by Imagine Austin's vision, policies, action, and Growth Concept Map. Where an adopted small area plan exists, requests for rezoning will be reviewed in the context of the adopted plan and decisions should be consistent with its Future Land Use Map, or equivalent map, if one exists.

Imagine Austin will guide updates to existing master and small area plans. When updated, these plans will receive additional review to ensure their directions support Imagine Austin. Inconsistencies will be addressed through plan updates or amendments considered and approved by the City Council.

NEW PLANS

As City of Austin departments develop new plans, Imagine Austin will be used as the overarching policy document to inform these plans and promote consistency across departmental planning. Development of these plans will include cross-departmental coordination and public involvement.

Many parts of Austin do not have small area plans. In these locations, Imagine Austin will be used as the starting point for developing new small area plans that implement the comprehensive plan's policies.

LOCAL PARTNERSHIPS / CAPACITY BUILDING

The City of Austin cannot implement Imagine Austin by itself. To successfully implement the plan, partnerships between the City of Austin and other organizations and individuals will be necessary. This will include partnerships with public, private, and non-profit organizations, as well as developing coalitions with our regional partners to address mutual concerns.

These partnerships may also require capacity building such as grants or other direct assistance to develop training, leadership, programs, revenue generation strategies, and community engagement. By providing assistance to partner organizations, their resources can be leveraged to implement some actions while freeing up resources to implement others.

REGIONAL COORDINATION

Central Texas is becoming an increasingly interdependent region with natural systems and urban environments crossing political boundaries. If we are to address the region's collective concerns and realize Imagine Austin's vision we must collaborate with surrounding municipalities and counties. Within our city limits we can encourage sustainable growth patterns, but low-density development outside the city can undercut those efforts. For example, the best efforts within Austin's corporate limits to protect the Edwards Aquifer's will suffer without a regional commitment to similar targets. Collaboration and shared goals improves the region's quality of life and competitiveness by providing such things as seamless transportation and open space connections. Cooperation also increases the efficiency and reduces the cost of services through practices such as resource sharing and coordination or consolidation of duplicative services.

FRAMEWORK FOR DECISION-MAKING

As potential capital improvement projects, budget priorities, bond packages, programs, regulatory changes, initiatives, plans, and even zoning cases are considered, it is important for the City of Austin to have a clear and objective framework for decision-making. The following checklist is intended to be used to extend and refine the Imagine Austin vision, making it easier to use for departmental decision-making. The checklist can also be used by other organizations seeking funding to guide the development of their projects and programs to increase the likelihood of funding. As part of the comprehensive plan's annual review, changes may be made to the checklist as conditions and priorities change.

Natural and Sustainable

- o The proposal adds to or enhances the City of Austin's green infrastructure system.
- o The proposal reduces water or energy demands, uses or generates alternative energy, or provides alternative transportation options.
- o The proposal compact and walkable places, use of public transit, infill development, or reuse of previously developed sites.

Prosperous

- o The proposal creates jobs or serves a need in an industry that is not currently represented in its neighborhood or in the city at large.
- o The proposal develops new technologies or makes technology more widely available.
- o The proposal provides job training or skills development.

Livable

- o The proposal is designed to increase the perception of safety.
- o The proposal includes affordable housing.
- o The proposal is within a half mile of a neighborhood anchor, such as a school, library, train station, community center, park, or recreation center.
- o The proposal is within a half mile of retail or services and connected by sidewalks and/or bicycle lanes.
- o The proposal achieves the highest standard of design.
- o The proposal preserves cultural resources.

Mobile and Interconnected

- o The proposal increases transportation options.
- o The proposal provides connections to multiple modes of transportation.
- o The proposal provides connections to community/recreation centers.

Educated

- o The proposal provides educational opportunities.
- o The proposal is supported by a partnership with a neighborhood school.
- o The proposal is supported by a partnership with a college or university.

Creative

- o The proposal involves events or creates areas that cater to residents and visitors.
- o The proposal provides arts or cultural activities supported by the community.

A Community that Values and Respects People

- o The proposal increases access to park, library, public safety, or health and human services facilities.
- o The proposal increases the variety of housing types available in its neighborhood.
- o The proposal provides an opportunity engage grassroots stakeholders and community members.
- o The proposal has a champion and is sponsored by a City agency.

Additional Criteria

- o The proposal coincides with or enhances already funded proposals.
- o The proposal reduces life cycle costs or facility maintenance and management.
- o The applicant has site control, or commitments for control have been made.
- o The proposal is attractive to other funders or has a credible, long-term funding plan to finance improvements.
- o A realistic timeframe has been identified, and all significant obstacles to achieving that timeframe have been addressed.
- o The proposal is highly visible or presents a unique set of opportunities.
- o The proposal is planned to stimulate increased tourism or to enhance the tourist experience.

DOCUMENTING PROGRESS: PLAN MONITORING AND REVIEW

It is important to demonstrate that the comprehensive plan is being implemented by measuring its progress. Ongoing monitoring will evaluate Imagine Austin's effectiveness and inform City Council, Planning Commission, the City of Austin administration and departments, partner organizations. This process will allow us to recognize where we need to make adjustments to the implementation programs to steer change in the desired direction.

ANNUAL REPORT

An annual report will be submitted to the Planning Commission and Mayor and City Council and assess the progress of Imagine Austin. This report evaluates progress and may suggest updates to the comprehensive plan to respond to changing circumstances. The report will include:

- Projects and policies implemented and the alignment of those projects and policies with the goals of the plan
- An annotated matrix indicating the implementation status of each action program
- Project and policy priorities for the coming year
- Proposed attachments or amendments to the plan, for consideration by City Council
- Key indicators and changes from the previous year

COMPLETE COMMUNITIES INDICATORS

Collecting consistent and thorough data is important to measuring the plan's progress. The following indicators provide metrics for the City of Austin and its partners to measure progress. As new data and measurement techniques become available or as circumstances change, existing indicators may be removed and new ones added.

All indicators were calculated for the planning area at the time of adoption to ensure consistency and comparability from year to year, even when City boundaries change and the extraterritorial jurisdiction expanded. Indicators highlighted in red will also be calculated for seven geographic subareas for comparison (see Figure 5.1). Indicators will be presented as numeric results. Indicator mapping may be integrated into a small area planning process.

Natural and Sustainable

- Developed land (square miles)
- Mixed-use development (percent)
- Impervious cover (percent)
- Parks and open space (acres or acres per capita)
- Water consumption (gallons per capita per day)
- Development within the Edwards Aquifer recharge and contributing zones (square miles)
- Development within the 100-year floodplain (square miles)
- Population within X distance of park/open space (percent)

Prosperous

- Employment density (jobs per square mile)
- Economic output (dollars)
- Job/housing balance (ratio of jobs to people)
- Employment rate (percent)
- Tax revenue (dollars)
- Population within X distance of retail and mixed-use centers (percent)

Livable

- Residential density (people per square mile)
- Median housing values (dollars, in different parts of city)
- Median rent (dollars, in different parts of city)
- Residents who are overweight/obese (percent)
- Community gardens/plots
- Neighborhood crime rates
- Population within X distance of full-service supermarket/grocery store (percent)

Mobile and Interconnected

- Transit ridership (percentage of trips)
- Vehicle miles traveled
- Average transit headways (minutes)
- Sidewalks (miles)
- Bicycle lanes (miles)
- Jobs within X minutes of transit (percent)
- Population within X distance of transit (percent)

Educated

- High-school graduation rate (percent)
- Residents with undergraduate and graduate degrees (percent)
- Standardized test scores: TAKS, SAT, AP (in relation to neighboring jurisdictions, state, and nation)
- Number of and enrollment in continuing education programs and programs for seniors
- Population within X distance of a school (percent)

Creative

- Dedicated municipal funding for arts (dollars per capita)
- Private funding for arts (dollars)
- Arts programs in schools and neighborhood recreation centers
- Attendance at arts/cultural events
- Money brought into economy from arts/cultural events
- Population within X distance of art/cultural venue (percent)

A Community that Values and Respects People

- Population that travels outside Austin for work (percent)
- Public safety response times (minutes)
- Population within X distance of medical services (percent)

APPENDIX OUTLINE

Appendix A: City Charter Requirements

Appendix B: The Imagine Austin Community Process

Appendix C: Related Planning Initiatives

Appendix D: Attached Plans

Small Area/Neighborhood Plans

- Bouldin
- Brentwood/Highland Combined
- Central Austin Combined
- Central East Austin
- Central West Austin Combined
- Chestnut
- Crestview/Wooten Combined
- Dawson
- East Cesar Chavez
- East MLK Combined
- East Riverside/Oltorf Combined
- Govalle/Johnston Terrace Combined
- Greater South River City Combined
- Heritage Hills/Windsor Hills Combined
- Holly
- Hyde Park
- Montopolis
- North Austin Civic Association
- North Burnet/Gateway

- North Lamar/Georgian Acres Combined
- North Loop
- Oak Hill Combined
- Old West Austin
- Rosewood
- South Congress combined
- Southeast Combined
- Upper Boggy Creek
- University Hills/Windsor Park Combined

STATION AREA PLANS

- Lamar/Justin Lane TOD
- MLK JR. Boulevard TOD
- Plaza Saltillo TOD
- Riverside
- Waller Creek