

2014 Annual Report

The Way Forward



IMAGINEAUSTON



Executive Summary

The Imagine Austin Comprehensive Plan was adopted by the Austin City Council in June 2012. Informed by broad community input, Imagine Austin provides a vision and roadmap for our community's future. This vision includes ensuring the city "will be safe and affordable; promote physical activity, community engagement, and inclusion; make amenities and services easily accessible to everybody; and contribute to Austin's unique community spirit" for current and future residents.

The Imagine Austin: The Way Forward 2014 Annual Report provides key facts and highlights accomplishments over the past year from fall 2013 to fall 2014. While not an exhaustive listing of all activities of all City departments and our partners, it highlights the important initiatives that make Imagine Austin a reality.

"As it approaches its 200th anniversary, Austin is a beacon of sustainability, social equity, and economic opportunity; where diversity and creativity are celebrated; where community needs and values are recognized; where leadership comes from its citizens; and where the necessities of life are affordable and accessible to all."

– Imagine Austin, p. 82, Vision Statement for the City's bicentennial in 2039



Top 12 Highlights from 2013-2014

The activities range far and wide from large public investments to new ways to engage the community. Some of the highlights include:



Project Connect identified a route for the Central Corridor rail project connecting from East Riverside to downtown to Highland Mall.



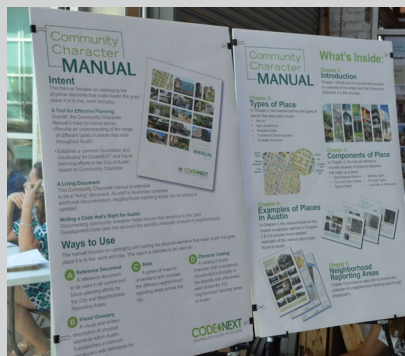
The **Housing + Transit + Jobs Action Team** is aligning City programs and policies with the Federal Transit Administration New Starts program guidelines in support of the Central Corridor rail project.



Austin achieved one of the **lowest average annual water use** figures recorded in modern Austin Water history: 136 Gallons Per Capita Per Day (GPCD).



The Capital Planning Office produced the first **Long-Range CIP Strategic Plan** in 2014 which provides the basis for identifying both the City's basic infrastructure needs and strategic opportunities for CIP investment over the long term.



CodeNEXT released the **Code Diagnosis and Listening to the Community Report** as part of their effort toward a revised land development code.



A purchase of an additional 1,700 acres of new **Water Quality Protection Land** to protect the Edwards Aquifer.



For the first time in 45 years, an **affordable housing project, Capital Studios**, broke ground in downtown and will include 135 affordable units.



Imagine Austin was recognized by the American Planning Association by winning the inaugural **"Sustainable Plan Award"** in April.



The **Imagine Austin Speakers Series** continued to bring in national speakers on topics including walkability and bicycling, local business development, the relationship between housing and transit, and creative economy.



The **Colony Park Sustainable Community Initiative** is expected to complete a master plan by the end of the year which will incorporate best practice strategies for energy-efficient building design, water conservation and zero-waste technology and standards to create a model sustainable and livable mixed-use, mixed-income community.



The **South Central Waterfront Vision Framework** was presented to the Comprehensive Plan & Transportation Committee in June, capping six months of community consultation that engaged over 600 Austinites.



Complete Streets Policy was adopted in June 2014. An implementation framework will be submitted later this year.



The City of Austin is moving forward on the comprehensive plan through a **five-point program**:

- 1. Education & Engagement**
- 2. Internal Alignment**
- 3. Regulations**
- 4. Capital Investment**
- 5. Partnerships**

1. Education & Engagement (p. 6): The City is using various types of media and multiple forums to engage the public as well as City staff about Imagine Austin.

- ★ **Imagine Austin Speaker Series:** Nationally-renowned experts have been invited to Austin to educate citizens and staff on key issues.
- ★ **Online outreach:** Staff maintains an Imagine Austin website, Facebook page, Twitter account, YouTube channel, blog, and the City Shaping Newsletter.
- ★ **Compact and Connect Training Program:** A cross-departmental staff training program focused on the City's goal of being more compact and connected.
- ★ **Imagine Austin Meetup:** A fun and interactive way in which residents and staff can meet people with similar interests to network, exchange ideas, and dialogue that leads to action.
- ★ **Community events:** There are many opportunities to meet members of the community at Austin's community events.
- ★ **Book Club:** Starting this autumn, staff will initiate two book clubs that focus on classic to contemporary planning books. One group will be open to the general public while the other will be available to City of Austin staff.

2. Internal Alignment (p. 9): City staff is continuing to develop ways to align internal functions under the vision and policies of the comprehensive plan. Key examples of 2013-2014 cross-departmental coordination include:

- ★ **Priority Program Teams:** An interdepartmental team was formed for each of the eight priority programs to review and coordinate related work being done across departments. Priority programs bring together experts from a broad range of City departments to improve internal alignment around Imagine Austin priorities and to review and make recommendations on related regulations, public investments, and partnerships.

This year's report format is changed to shorten but maintain the necessary level of information. The report lists the core departments for each priority program and includes several initiatives as highlights in the text, a matrix showing the work plans and all other significant initiatives, and links to resources for more information about those achievements. A summary of this information can be found in the tables at the end of this executive summary.

Finally, the priority program teams' work tracking progress on Imagine Austin actions is included in Appendix 1.

- ★ **Housing + Transit + Jobs Action Team:** In March 2014, City Council created this interdepartmental and interagency team. The team is tasked primarily with aligning City programs and policies with the Federal Transit Administration New Starts program guidelines in support of a Central Corridor high-capacity urban rail project.
- ★ **Sustainability Action Agenda:** The Sustainability Action Agenda, a project of the Office of Sustainability, tracks and reports on over 200 current departmental initiatives with measurable community benefits for sustainability – one of Imagine Austin's informing goals.
- ★ **STAR Community Rating:** The STAR Community Rating System (STAR) is the nation's first voluntary, self-reporting framework for evaluating, quantifying, and improving the sustainability of U.S. communities. The effort resulted in a 4-Star rating for Austin (out of a possible 5 Stars). Austin is one of only eight cities in the U.S. thus far to have been rated using STAR.
- ★ **Awarding of grants:** More grant coordinators are weighing Imagine Austin as part of their scoring systems. Of note is the Brownfield Program receiving a \$400,000 grant that will be used to assess blighted or brownfield properties for development or redevelopment.

3. Regulations (p. 65): In 2013-14, the City was active in its efforts to align land-use regulations with Imagine Austin. The following is a list of regulatory projects that were underway or completed this year:

- ★ **Cases for Rezoning:** City staff reviews requests for zoning changes for their consistency with the comprehensive plan.
- ★ **Reviewing plans for consistency:** Staff reviews various plans such as small area, strategic, and master plans for consistency with Imagine Austin. The review shows the relevant provisions of Imagine Austin including the Vision, policies, actions, and priority programs.
- ★ **Updating existing and selecting new small area plans:** Over the upcoming year, as part of the North Central Austin Study Area planning process, staff will provide the opportunity to the remaining neighborhoods who have not participated in the neighborhood planning process to do so. Staff will also continue to engage neighborhood plan contact teams to further refine the criteria associated with revising existing plans once those east of Burnet Road are revised.
- ★ **Airport Boulevard Form-Based Code Initiative:** To create a more walkable, transit-friendly and vibrant Airport Boulevard corridor, the initiative will be coordinated with the CodeNEXT initiative. This will create a cohesive set of regulations that align with the overall code revision and implement the community's Vision for Airport Boulevard.
- ★ **Watershed Protection Ordinance:** Austin streams will stay cleaner thanks to a new Watershed Protection Ordinance (WPO), a comprehensive overhaul of Austin's environmental and drainage code adopted by City Council in October 2013. The City held an extensive series of stakeholder meetings with more than 200 participants to obtain public input.
- ★ **South Austin Combined Neighborhood Plan:** Beginning in 2012, stakeholders have attended monthly workshops to develop a neighborhood plan for South Austin. Using Imagine Austin's Growth Concept Map and policies as a guide, the neighborhood plan will provide a finer-grain vision and neighborhood-scale goals. The plan is expected to be adopted in fall 2014.
- ★ **Colony Park Sustainable Community Initiative:** The project will include completion of a Master Plan, resulting in rezoning; subdivision and site planning for review and approval by the City of Austin; infrastructure construction plans and architectural design guidelines for new sustainable residential and commercial development that must be completed by the end of 2014.
- ★ **South Central Waterfront:** To address rapidly unfolding changes to this area, in late 2013 the City launched this initiative to establish a vision and provide recommendations to guide public and private investments for a twenty-year time span and beyond. The results from an April Vision + Design Intensive were packaged into a draft Vision Framework, which proposes a physical and economic structure so that, as the area changes, it will support a lively, attractive pedestrian environment, create great public spaces, include affordable housing, and enhance connections to and along the waterfront.

4. Capital Investment (p. 73): Imagine Austin actively guided the City's capital investment priorities in 2013-2014.

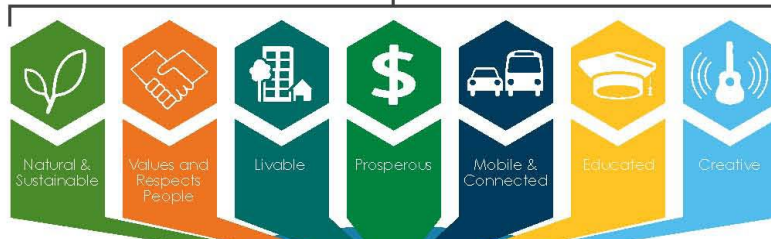
- ★ City departments continue to use Imagine Austin as a guide for capital investments, along with technical assessments of infrastructure condition and public input, when implementing their funded capital improvement programs. Many of these capital investments are highlighted in the priority program achievements listed in this report.
- ★ The Capital Planning Office produced the first Long-Range CIP Strategic Plan in 2014, which focuses on a 10-year planning horizon and provides the basis for identifying both the City's basic infrastructure needs and strategic opportunities for CIP investment over the long term. The Long-Range CIP Strategic Plan allows for coordinated CIP investments, future funding and leveraging opportunities, and improved transparency and public understanding of the City's long-term infrastructure plans as well as use of the CIP to support and advance City policies.
- ★ In 2013-2014, the Capital Planning Office, in collaboration with several City departments, created avenues for regular communication and reporting on the CIP.
- ★ The Capital Planning Office also provides program management activities for implementation of the City's voter-approved bond programs and for areas undergoing major capital investment in support of redevelopment of city-owned property, such as the Seaholm District, in collaboration with the Economic Development Department.
- ★ Neighborhood plans, master plans, and other adopted small area plans include more fine-grained investment recommendations in support of Imagine Austin. The Planning and Development Review Department coordinates an implementation program which works to integrate these recommendations into the DNA of broader citywide investment decisions.
- ★ Sustainable Places Project: Over the past three years the City of Austin has participated as a regional partner in the Sustainable Places Project. A key component has been the development of Envision Tomorrow +, a computer-based analytic tool to assess and compare the economic, environmental and equity impacts of redevelopment scenarios for areas in our region.

5. Partnerships (p. 77): Partnerships are critical to realizing Imagine Austin's community-wide vision. The City has developed a partnership framework that is focused on helping the priority program teams and could be used by other City programs. The goal of this initiative is to expand resources including funding, expertise and community support by fostering partnerships between the City and private sector, governmental, non-profit and community based groups with the aim of achieving shared aspirations that achieve the goals of Imagine Austin. The expansion of partnerships will raise the likelihood of success and boost the impact of both the City and partners initiatives.

As it approaches its 200th anniversary, Austin is a beacon of sustainability, social equity and economic opportunity; where diversity and creativity are celebrated; where community needs and values are recognized; where leadership comes from its citizens and where the necessities of life are affordable and accessible to all.

WHY?

Because we have a community vision for the type of place we want Austin to be in 2039. That vision includes...



BUILDING BLOCKS
These Building Blocks are the foundation of Imagine Austin's policies.



HOW & WHO?

PRIORITIES
Imagine Austin's 8 priority programs can be boiled down into 4 easy-to-remember themes. There are 8 inter-departmental teams championing these initiatives.



- Invest in a compact and connected Austin.
- Revise Austin's development regulations and processes (CodeNEXT).

- Sustainably manage our water resources.
- Use green infrastructure to protect environmentally sensitive areas.

- Invest in our workforce, education systems, entrepreneurs, and local businesses.
- Invest in Austin's creative economy.

- Increase household affordability throughout Austin.
- Creative programs for a healthier community.



Priority Program #1 Compact and Connected

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|--|--|---|
| Revision of Subdivision Code and Transportation Criteria Manual | <ul style="list-style-type: none"> Amendment of Transportation Criteria Manual to include a Vision and Goals that are consistent with Imagine Austin Agency coordination and development of draft revisions to subdivision regulations. | http://austintexas.gov/department/subdivision-regulations-revisions |
| Implementation of Great Streets Master Plan | <ul style="list-style-type: none"> Reconstruction of 22.5 block faces through Great Streets Development Program and in partnership with Public Works Department. | http://www.austintexas.gov/publicworks/capitalimprovement |
| Facilitation of redevelopment in activity centers, including the Seaholm District in downtown Austin | <ul style="list-style-type: none"> Construction begun on Seaholm and Green Water Treatment Plant redevelopments and New Central Library. To date, the redevelopment of Mueller (the City's former municipal airport) has resulted in 1,900 dwelling units, 1.8 M SF of Commercial and Retail space, 75 acres of parks, and 4.75 miles of trails. | |
| Reinvestment in existing infrastructure in the urban core including water lines, storm drains, and streets | <ul style="list-style-type: none"> Upgraded aging water lines and undersized storm drains. Improved roadways, and repaired sidewalks. | http://www.austintexas.gov/publicworks/capitalimprovement |
| Support of an integrated transportation system by the Austin Transportation Department | <ul style="list-style-type: none"> Continued deployment of advanced transportation management system (ATMS) to improve traffic flow and traveler information. Implementation of wayfinding system in downtown which will make it easier to navigate by foot or by bike and will help people find public parking. Continued improvements to parking management including creation of parking benefit districts. | http://www.austintexas.gov/sites/default/files/files/AMP_Report_2013_Online_Final.pdf |
| Development of Complete Streets Policy | <ul style="list-style-type: none"> Complete Streets Workshop. Council resolution supporting Complete Streets. Complete Streets Policy adopted by Council in June 2014. | http://www.austintexas.gov/department/complete-streets |
| Transportation System and Traffic Management | <ul style="list-style-type: none"> Advanced Transportation Management System: In 2013, ATD deployed the City's new central traffic signal and intelligent transportation control software and should be operational by Summer 2014. Traffic Signal Timing: ATD retimed 169 signals along 16 corridors in FY 2012-13. This resulted in a reduction in travel time estimated at nearly eight percent. Critical Arterials: ATD worked with its partners over the past year to pursue a regional data-collection and performance measuring system. Dynamic Message Signs: ATD has installed 13 DMS on major arterial roads and is monitoring the results. Traffic Calming: the Local Area Traffic Management program (LATM) funded 15 new traffic calming devices and improvements along streets. | |
| Development and implementation of Project Connect | <ul style="list-style-type: none"> Implementation of Rapid Bus in North Lamar/Guadalupe/South Congress Corridor and North Burnet-S. Lamar Corridor. Identification of Highland-East Riverside Corridor as the initial corridor for a potential investment in urban rail in Central Austin. Identification of Locally Preferred Alternative for North Corridor Enhanced Bus Service. | <p>www.projectconnect.com</p> <p>2014 ANNUAL REPORT XI</p> |

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|--|---|--|
| Parking Management | <ul style="list-style-type: none"> • In 2013, ATD installed Easy Park, a program allowing drivers to conveniently pay for on-street parking with an in-car device. • Parking requirements for projects Downtown were eliminated in 2013. By reducing parking requirements, the City strives to boost affordability while encouraging transit use. • Parking Benefits Districts (PBDs) In a PBD, a portion of the net revenue generated by metered parking spaces is dedicated for street and sidewalk improvements, within the defined District. The West Campus PBD, created in January 2013, will receive 51 percent of net area revenue, to fund streetscape improvements and maintenance. • Downtown Austin Wayfinding Program: The first signage in the wayfinding system was designed, fabricated, and will be installed in 2013-14. Prominent new signage, including digital systems, will help people find Downtown garages and lots open for public parking. | |
| Implementation of Bicycle and Sidewalk Master Plan and Development of Urban Trails Master Plan | <ul style="list-style-type: none"> • Development of draft Urban Trails Master Plan and draft update to Bicycle Master Plan. • Construction of over 66,000 linear feet of ADA compliant sidewalks. • Implementation of bike lanes and construction of protected bike lanes resulting in increase of population biking to work in downtown. • ADA bus stop improvements. • Continued implementation of Bike Share. | <p>https://austintexas.gov/bicycle</p> <p>https://www.austintexas.gov/department/pedestrian-program</p> |
| Corridor Enhancement to Improve Mobility | <ul style="list-style-type: none"> • Continued planning and implementation of a range of improvements in IH 35 Corridor. • Began construction of express lanes and accompanying bicycle and pedestrian improvements in MOPAC Corridor. • Engineering and design of North Lamar/Burnet and East Riverside Drive Improvements (construction to begin in 2015 or 2016). • Completion of studies and preliminary engineering related to improvements to East MLK Jr. Blvd, and Airport Boulevard. | <p>http://www.austintexas.gov/sites/default/files/files/AMP_Report_2013_Online_Final.pdf</p> <p>http://www.mobility35.org/</p> <p>http://www.mopacexpress.com/</p> |
| Core Departments | Planning and Development Review, Austin Transportation Department, Public Works, Economic Development, Capital Planning Office, Watershed Protection | |
| Work Plan and Subteams | <p>This cross-departmental team has worked monthly to advance its mission to “Convene, Connect, Inform, and Create” in order to advance a compact and connected Austin.</p> <ul style="list-style-type: none"> • C&C Staff Training Program • CodeNEXT guidance and oversight • Complete Streets Policy • Placemaking across departments • Connecting staff and initiatives across departments • Coordinated with CPO on development of a Long-Range CIP Strategic Plan | |

Priority Program # 8 CodeNext

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|--|--|---|
| Completion of Phase 1: Listening and Understanding | <ul style="list-style-type: none"> • Solicited case studies of real projects on the ground • Created an interdepartmental team and PDRD team; the teams gathered input from city staff and reviewed and commented on work products. • Held 34 small group meetings with stakeholder groups. • SpeakUpAustin online forum. • Held two quarterly trainings with the Neighborhood Plan Contact Teams. • Community Character in a Box (See Spotlights for more information). • Ten meetings with the Code Advisory Group from September 2013 to May 2014. • Four meetings with the Code Advisory Group Working Group on Envision Tomorrow. • One Work Session with City Council. • Three presentations to City Council's Comprehensive Planning and Transportation Committee. • Four presentations to Planning Commission. • Nine presentations to City Boards and Commissions. • 88 media stories from September 2013 to May 2014. | http://www.austintexas.gov/codenext |
| Phase 2: Code Diagnosis: Community Viewpoints and Issue Papers | <ul style="list-style-type: none"> • Community Viewpoints and Issue papers help foster a deeper discussion of critical code issues such as affordability, compatibility, the development process and more. Community Viewpoints and Issue Papers have been submitted by 12 organizations. | http://www.austintexas.gov/department/work-products |
| Phase 2: Code Diagnosis: Community Ambassadors | <ul style="list-style-type: none"> • Recruited over 20 individuals to serve as Community Ambassadors and conducted three training sessions. Ambassadors volunteer to help the CodeNEXT team cultivate ongoing participation and leadership activities in traditionally underrepresented communities. | |
| Community Character Manual | <ul style="list-style-type: none"> • The Community Character Manual documents patterns, form and character of each neighborhood to provide a foundation for good planning and policy decisions. • Compiles photographic documentation and analysis mapping for each of the 103 neighborhood reporting areas. | http://www.austintexas.gov/department/documents-1 |
| Core Departments | Planning and Development Review, Austin Transportation, Public Works, Economic Development, Economic Development, Watershed Protection, Neighborhood Housing & Community Development, Health & Human Services, Capital Planning Office, Austin Energy, Austin Fire, Austin Resource Recovery, Austin Water, Aviation, Code Compliance, Communications and Technology Management, Law Department, Parks and Recreation, Office of Real Estate Services. | |
| Work Plan and Subteams | The City has initiated the process to revise the Land Development Code (LDC), to update it and encourage future (re)development projects and patterns that result in a compact and connected city. The revision process is expected to be completed in 2016. | |

Priority Program #2 Sustainable Water

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|--|---|---|
| Update the current Watershed Master Plan to include other watersheds, and implement strategies to protect and enhance water quality and supply, reduce flood risk, and prevent erosion | <ul style="list-style-type: none"> Continued to update and implement the Watershed Master Plan. | http://austintexas.gov/department/master-plan-0 |
| Participate in state and regional water resource planning | <ul style="list-style-type: none"> Hosted the Kent Butler Summit to continue work on the 2005 Barton Springs Regional Water Quality Protection Plan with a new focus on wastewater issues. Austin continues to participate in the State's regional water planning process (Region K). Austin Water and Watershed Protection supported the efforts of the Austin Water Resource Planning Task Force, which was created by Council in April 2014. | http://kentbutlersummit.com/ http://www.regionk.org http://austintexas.gov/page/austin-water-resource-planning-task-force |
| Permanently preserve areas of the greatest environmental and agricultural value | <ul style="list-style-type: none"> Purchased four tracts using the 2012 Open Space bond funds, permanently protecting over 1,700 acres over the recharge zone. | http://www.austintexas.gov/department/water-quality-protection-land |
| Encourage design and building practices that reduce the environmental impact; strengthen flood control, erosion, and water quality programs | <ul style="list-style-type: none"> Strengthened environmental protections for on-site sewage facilities (OSSFs) by amending OSSF regulations. | http://www.austintexas.gov/ossf |
| Austin Water Utility Master Plan | <ul style="list-style-type: none"> Service at Water Treatment Plant 4 scheduled to begin 2014. | http://www.austintexas.gov/department/water-treatment-plant-4 |
| Protect Creeks, Lakes & Aquifers | <ul style="list-style-type: none"> Developed a plan to reduce fecal contamination. Completed Habitat Preservation Plan for Barton Springs Pool. Monitoring 122 creeks in 50 watersheds for Environmental Integrity Index. Strengthened environmental protections for on-site sewage facilities. | |
| Awards for Austin Water | <ul style="list-style-type: none"> Honored with a Water Conservation and Reuse Award from the Texas section of the American Water Works Association. Honored with a Blue Legacy Award for water conservation from the Texas Water Development Board's Water Conservation Advisory Council. Honored with a Fifteen-Year Director's Award from the American Water Works Association's Partnership for Safe Water, and the Director's Award for 15 years in a row for the treatment program at Ullrich Water Treatment Plant. Honored with a Peak Performance Gold Award from the National Association of Clean Water Agencies for achieving 100% compliance with federal National Pollutant Discharge Elimination System water quality requirements at both wastewater treatment plants for the fourth year in a row. | http://www.savetexaswater.org/awards/municipal/2014MunWinners.htm http://www.awwa.org/resources-tools/water-utility-management/partnership-for-safe-water/award-winning-utilities-plants.aspx#5128491-2014-directors-award--distribution-program-phase-iii http://www.nacwa.org/index.php?option=com_content&view=article&id=141%3Agold-awards&catid=37%3Apeak&Itemid=63 |

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|---|---|---|
| Reduced Water Consumption | <ul style="list-style-type: none"> Continued drought response under Stage 2 watering restrictions; and maintained continued decreases in overall water usage, achieving one of the lowest average annual water use figures recorded in modern Austin Water history—136 Gallons Per Capita Per Day (GPCD) in FY13. | http://www.austintexas.gov/department/drought-update |
| Preserve Austin Water Utility financial stability and balance costs to Austin residents | <ul style="list-style-type: none"> Completed a water and wastewater impact fee update and modified the collected fee structure to generate revenue to fund or recoup the costs of capital improvements or facility expansions necessitated by and attributable to new development. | http://www.austintexas.gov/department/water-and-wastewaterimpact-fee-update-documents |
| Created new Watershed Protection Ordinance | <ul style="list-style-type: none"> City Council and the Travis County Commissioners Court adopted the Watershed Protection Ordinance, resulting in better stream buffers, improved floodplain protections, and increased erosion hazard provisions. The ordinance extends creek buffers to over 400 miles of “headwaters” streams. | |
| Core Departments | Austin Water Utility, Watershed Protection | |
| Work Plan and Subteams | <ul style="list-style-type: none"> Identified key staff members unique to each element of the work plan. Prioritized work plan. | |

Priority Program #4 Green Infrastructure

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|---|--|---|
| Adoption of an Invasive Species Management Plan | <ul style="list-style-type: none"> • New environmental Program Coordinator position created • Development of a draft Data Collection Guide. • Revisions to the specifications for seeding and to the City's Preferred Plant List to help prevent further establishment of invasive species. • Shoal Creek Restoration pilot project includes invasive plant management following construction. • Volunteers are restoring stream-side habitat on 80 acres of parkland. | http://www.austintexas.gov/invasive |
| Purchase and Development of Parkland | <ul style="list-style-type: none"> • Austin Parks and Recreation Department acquired 219.8 acres of new parkland, including 68 acres along the Colorado River, and 55 acres along Old San Antonio Road. • Austin Parks and Recreation Department also acquired land for three new pocket parks. • Developed 5 new parks on undeveloped land in deficient/infill urban core areas park areas, including 4 new pocket parks. | |
| Adoption of Urban Forest Plan | <ul style="list-style-type: none"> • Establishes a long range vision for Austin's urban forest. • Adopted March 6, 2014. | http://www.austintexas.gov/department/austin%E2%80%99s-urban-forest-plan |
| Land Aquisition Sub-Team | <ul style="list-style-type: none"> • Identifies land aquisition priorities. • Exploring ways to promote the dedication of public open space through the land development process. | |
| Public Lands Management Sub-Team | <ul style="list-style-type: none"> • Assisted with development of Urban Forest Plan and Community Wildfire Protection Plan. • Currently developing classification system for lands owned/managed by the City. • Developing Austin specifics standard for care of trees and vegetation on public property. • Development of template for Integrated Pest Management Plans. | |
| Regulatory Sub-Team | <ul style="list-style-type: none"> • Performed diagnosis of Land Development Code as it relates to green infrastructure. | |
| Open Space and Watershed Protection Bond | <ul style="list-style-type: none"> • In the last year nearly all of the money from the 2012 bond program has been spent. • 24.5% of the Barton Springs recharge zone is now protected as Water Quality Protection Land. • Purchased Hudson/Jeremiah Ventures property, eliminating 1,000 proposed homes over the recharge zone. | |
| Core Departments | Watershed Protection, Planning and Development Review, Public Works, Parks and Recreation, Austin Energy, Austin Water, Office of Sustainability, Austin Fire, Office of Real Estate Services, Austin Resource Recovery, Neighborhood Housing and Community Development, Austin Transportation, Building Services, Aviation | |
| Work Plan and Subteams | <ul style="list-style-type: none"> • In developing its work plan, the team has compiled an inventory of existing City plans, regulatory policies, and programs related to green infrastructure; completed an inventory of available green infrastructure GIS data coverages; and conducted a preliminary gap analysis and needs assessment. One conclusion drawn from the analysis is that there is a need for greater inter-departmental collaboration to better "align" the City's existing green infrastructure plans, policies, and programs. | |

Priority Program #3 Education and Workforce

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|---|---|--|
| Actively recruit and retain businesses that create better paying job opportunities for lower skilled and blue collar jobs | <ul style="list-style-type: none"> Established the Creative Content Incentive Program to attract more film, television, and digital media productions. | http://austintexas.gov/economic-development-compliance http://www.austintexas.gov/department/family-business-loan-program |
| Assist small businesses and entrepreneurs | <ul style="list-style-type: none"> Launched the Recycling Economic Development Program. Joined the Austin Regional Manufacturer's Association as founding members. Created partnership with Austin Technology Council. Created the Economic Development Toolbox to streamline technical assistance, education, funding, and networking opportunities. Updated Online Library Information Guides. Offered free computer training and job search classes. | http://www.austintexas.gov/department/austin-recycling-economic-development-program http://austintexas.gov/sites/default/files/files/Redevelopment/Economic_Development/EDD_Toolbox_List_of_Services_2013_12_27.pdf http://library.austintexas.gov/library-service-category/research http://library.austintexas.gov/events?term_node_tid_depth=116&=Apply |
| Provision of job search, business and entrepreneurship related guides and classes at the Austin Public Library | <ul style="list-style-type: none"> Provided free Specialized Assistance to over 100 computer users in at the Job Search and Information Commons at Willie Mae Kirk branch library. Offered free events featuring business-related topics in partnership with other organizations. | http://us5.campaign-archive1.com/?u=1861810ce1dca1a4c-1673747c&id=000819320b&e= |
| LocallyAustin.org | <ul style="list-style-type: none"> The LocallyAustin.org platform and app has grown it's listings to include over 1500 locally owned businesses giving Austinites and visitors a great tool and discover local business. | www.locallyaustin.org |
| Business Education Classes | <ul style="list-style-type: none"> The City of Austin's Small Business Development Program (SBDP) provides low-cost, college-level business classes to small business owners and entrepreneurs through a contract with the University of Texas at Austin's Professional Development Center (UTPDC). | http://www.austinsmallbiz.com/WebCOE/new-sbdp-calendar.htm |
| Core Departments | Economic Development, Health and Human Services, Austin Public Library, Human Resources Department, Parks and Recreation Department, Planning and Development Review | |
| Work Plan and Subteams | <ul style="list-style-type: none"> The team is hosting two Imagine Austin Speakers Series events on workforce development and entrepreneurship. They are finalizing a workforce development inventory, coordinating small business input to CodeNEXT and gathering information and identifying partnership opportunities with area non-profits and other government agencies. | |

Priority Program #5 Creative Economy

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|---|--|---------------------------------------|
| Capacity building and workforce development in the creative economy | <ul style="list-style-type: none"> • Pizza and Paperwork teaches artists to learn how to register with AISD and PARD to teach in the classroom. • The Art Classes Mapping is an effort of mindPOP to “map” locations where children can take art classes in their neighborhood. • Getting Connected & Creative Expo is a fall 2015 trade-show-like event where for profit small businesses, nonprofit arts and creative individuals can get connected with technical assistance providers and lending institutions. • Twenty-five artists will take part in Mid-America Arts Alliance which is an intensive 8-week business training course to learn practical tools that will enhance their business and entrepreneurial skills. | |
| Creative Space Development | <ul style="list-style-type: none"> • The Austin History Center continues its planned expansion into the John Henry Faulk Library Building. • The Senior/Intergenerational arts & culture program was added at the Asian American Resource Center. | |
| Supporting Cultural Districts | <ul style="list-style-type: none"> • A contract was executed for the African American Cultural Heritage District to provide educational, heritage preservation and economic development services. • In October, City Council designated three blocks of Red River as a Cultural District. | |
| Supporting the Creative Economy | <ul style="list-style-type: none"> • Created a process for the creative sector to be involved in CodeNext including a CodeNext meeting specifically for creative economy stakeholders. • The City of Austin’s Cultural Arts Division, Google, and local leaders in Austin’s technology and arts communities have met to begin an ongoing discussion about how Austin can be improved by our local arts and technology communities working together. • Digital Media, Film and Television sector in conjunction with Economic Development, worked to create a new creative content incentive program that will add another program to those already in existence that are focused on enhancing Austin’s digital media, film, and television sectors. • Fantastic Market –Economic Development provided support (including funding) for a new film market at Fantastic Fest (Fantastic Market.) The new market brings together potential investors with films looking for investors. • Economic Development staff are working with the organizers of BONUS Creative week in Mexico, representatives of Mexico’s regional and federal governments, to find ways to enhance creative sector business and cultural opportunities between Austin and Mexico. • Economic Development staff met with various international delegations to explore creative sector business and cultural opportunities between Austin and the regions represented by these international delegations. • Creative Ambassador Program - designed to promote Austin’s reputation as a creative capital destination. | |

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|--|--|---|
| Capacity Building and workforce development in the creative economy | <ul style="list-style-type: none"> • Completion of needs assesment of For Profit Creative Industries. • Launch of needs assesment for Nonprofit Organizations and Creative Individuals. • Emerging Teaching Artists and Latino Artists Residency Program at the Mexican American Cultural Center. | |
| Creative Space Development | <ul style="list-style-type: none"> • Launch of Cultural Asset Mapping project. • Continued contstruction of Central Library at Seaholm Redevelopment. • Carver Museum & Cultural Center opened it's Geneology center in June. • Junteenth Monument will be seated at Geneology Center in Fall 2014. | |
| Developing Cultural Tourism Plan | <ul style="list-style-type: none"> • Conducting resident surveys to identify cultural assets and challenges. • Meetings in a box conducted to identify suggestions for making connections between the creative sector and the tourism industry. • Hired Public City in partnership with Wyatt Brand to identify additional outreach strategies to develop final plan. | |
| Integration of Artists Thinking into South Central Waterfront Vision Framework | <ul style="list-style-type: none"> • The Cultural Arts Division join with Urban Design Division to assemble Artist Roundtable to contribute to the South Central Waterfront Initiative. | http://www.austintexas.gov/waterfront |
| Core Departments | Economic Development, Health and Human Services, Austin Public Library, Human Resources Department, Parks and Recreation Department, Planning and Development Review | |
| Work Plan and Subteams | <ul style="list-style-type: none"> • The team is making progress on conducting a creative needs assessment with primary focus on for profit creative industries for small businesses in order to identify and implement strategies to build their capacity; developing a cultural tourism plan focusing on inventorying cultural assets; and developing and implementing new strategies for creative space development of all kinds and in various places. Other work being conducted by the team includes workforce development, incorporating creative sector components in the CodeNEXT process such as live/work units and public art, creating a cultural district along Red River, developing cultural resource maps with associated community and economic development strategies, and providing life-long exposure to the arts. | |

Priority Program #6 Household Affordability

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|---|---|---|
| Downtown Density Program Dedicated Revenue | <ul style="list-style-type: none"> The Downtown Density Bonus Program was adopted in 2013. This program advances the Downtown Austin Plan's goal of creating a means for projects to obtain additional height or square footage entitlements in exchange for funding for affordable housing or onsite affordable units. All funds generated from the Downtown Density Bonus Program will be dedicated to Housing First Permanent Supportive Housing. | |
| 2013 General Obligation Bond for Affordable Housing | <ul style="list-style-type: none"> In November 2013, Austin voters approved a \$65 million bond package for affordable housing. The bond will allow the City to borrow \$65 million to partner with organizations to utilize these funds for affordable rental and ownership housing as well as for the preservation of existing affordable housing. | http://austintexas.gov/2013bond |
| City-Wide Discussions of Affordability | <ul style="list-style-type: none"> Policy dialogue has underscored the importance of overall household affordability with multiple actions addressing issues such as transportation, housing options, and tax and utility costs. | http://www.austintexas.gov/edims/document.cfm?id=208100 |
| Austin Comprehensive Housing Market Study | <ul style="list-style-type: none"> Contracted with BBC as consults to conduct a combined Comprehensive Housing Market Study Report and Analysis of Impediments to Fair Housing Report. | http://austintexas.gov/sites/default/files/files/Housing/Reports_and_Publications/Community_Reports/2014_Comprehensive_Housing_Market_Analysis_062414__reduced_.pdf |
| Funding of Permanent Supportive Housing | <ul style="list-style-type: none"> Since July 2014 254 permanent supportive housing units have been completed, with an additional 129 planned. Coordinated with NHCD & HHSD 1115 Medicaid Waiver program. Council approved an ordinance that created dedicated revenue for PSH low barrier housing through the Downtown Density Bonus Program. First Request for Proposal for Housing First, Permanent Supportive Housing released. | http://www.austintexas.gov/news/city-releases-first-ever-rfp-housing-first-permanent-supportive-housing |
| Affordability Downtown | <ul style="list-style-type: none"> Construction of Community Foundation's 135-unit Capital Studios project began. | http://www.foundcom.org/news-and-events/capitalstudios/ |
| Core Departments | Neighborhood Housing and Community Development, Planning and Development Review, Economic Development, Health and Human Services, Code Compliance, Austin Transportation | |
| Work Plan and Subteams | <ul style="list-style-type: none"> The priority program team has created a new format for the work plan in 2014. The work plan breaks out ten (10) goals and lists Actions for each goal that will be addressed in 2014. | |

Priority Program #7 Healthy Austin

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|----------------------------------|--|---|
| Promoting Active Transportation | <ul style="list-style-type: none"> Adopted the first phase of revisions to the Transportation Criteria Manual to include a Vision and Goals section in line with Imagine Austin. Partnered with PARD and the Million Mile Month Organization to challenge Texas to accomplish one million miles of walking, running, swimming, riding, and skateboarding during the month of April 2014. Austinites logged a total of 12,219 miles. | http://library.austintexas.gov/event/million-mile-month-54589 |
| Improving Access to Healthy Food | <ul style="list-style-type: none"> 6000 informational flyers on local farmers markets on how to use SNAP benefits at the markets. Permitting for four community gardens on public land. 3.63 acres of produce was grown in FY 2013. New Environmental Food Policy Manager position was hired in Office of Sustainability to coordinate cross departmental food related policy efforts. Working with small grocery and convenience stores to incorporate healthy food offerings and becoming St David's Hospital Healthy Dining Program certified. Partnering with the Sustainable Food Center to provide education and outreach to residents of 78702 for community/home/school gardens and healthy food preparation classes. Working with the Purchasing Department to provide technical assistance on a new Request for Proposals for City vending services to include higher standards for foods and beverages sold in vending machines on City property. | |
| Enhancement of Public Spaces | <ul style="list-style-type: none"> \$5 million in agreements between PARD and private entities for improvements and ongoing maintenance to Downs Mabson Field and Norwood Park. PARD also negotiated construction and maintenance agreements with the Goodnight development for build-out and maintenance of Onion Creek Metro Park. PARD reconstructed Bartholomew Pool from 2012 to 2014. The now re-opened pool features a variety of interactive and imaginative features for active play. PARD collaborated with Univision Austin on Unase Al Reto to help residents discover the benefits of leisure. March-October 2013, 1,058 people (95 percent of them Hispanic) participated in eight events including exercise workshops and walks on park system trails. PARD adapted the National Recreation and Park Association's "I Love My Parks and Recreation" campaign for our city. | |
| Promoting Active Transportation | <ul style="list-style-type: none"> Developed an action plan for walkability. Created Pedestrian Advisory Council. Formed WalkAustin. Reviewed Colony Park Master plan for connectivity. | |
| Tobacco Cessation | <ul style="list-style-type: none"> Managers guide to Smoke Free Housing created for six affordable housing properties. Article published in APA Planning Magazine. Identified new locations around Austin to be identified as Smoke Free. | |

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|--------------------------------|---|---------------------------------------|
| Making Austin Bicycle Friendly | <ul style="list-style-type: none"> • B-Cycle bike share program launched. • Construction of Boardwalk on Lady Bird Lake. • Installing bike fix stations in all 18 recreation centers. • Collaborating with Bike Austin & Public Works to provide education on cycle track use. • Set up bike parking and shower facility at St. Davids Episcopal Church for downtown bike commuters. • Collaborate with Ghisallo Foundation to establish bike parking in Rosewood Neighborhood. • Near completion of 12 new miles of concrete trails in north and east Austin. | |
| Core Departments | Health and Human Services, Planning and Development Review, Parks and Recreation, Public Works, Austin Transportation | |
| Work Plan and Sub-teams | <ul style="list-style-type: none"> • This team is helping in the creation of the Community Health Improvement Plan as well as a number of initiatives including addressing obesity through Built Environment and Active Transportation, Recreation Opportunities, Healthy Food, Tobacco Cessation and Health Services. | |



Introduction

The Imagine Austin Comprehensive Plan was adopted by the Austin City Council in June 2012. Informed by broad community input, Imagine Austin provides a vision and roadmap for our community's future. This vision includes ensuring the city "will be safe and affordable; promote physical activity, community engagement, and inclusion; make amenities and services easily accessible to everybody; and contribute to Austin's unique community spirit" for current and future residents.

The City Charter (Article X, Section 5) requires the Planning Commission to provide an annual report to City Council about the implementation of the comprehensive plan.

The second Annual Report provides key facts and highlights accomplishments from September 2013 to September 2014. While not an exhaustive listing of all activities of all City departments, it summarizes the activities taken to implement the plan. While this report focuses on accomplishments, issues such as traffic, drought and affordability continue to challenge us



ORGANIZATION OF THE ANNUAL REPORT

This report focuses on how the City is implementing the plan and it highlights the five point implementation process the City is utilizing to make the plan a reality. The five steps include education and engagement; internal alignment; including the eight priority programs; regulations; public investment; and partnerships to accomplish the plan's vision.

This report also contains two appendices:

1. Appendix 1: contains an Action Matrix listing the status of Imagine Austin actions that fall under priority program topics. For a full list of the actions for achieving the plan's vision and goals, see Imagine Austin, p.228-266.

KEY CONCEPTS

Sustainability and Complete Communities

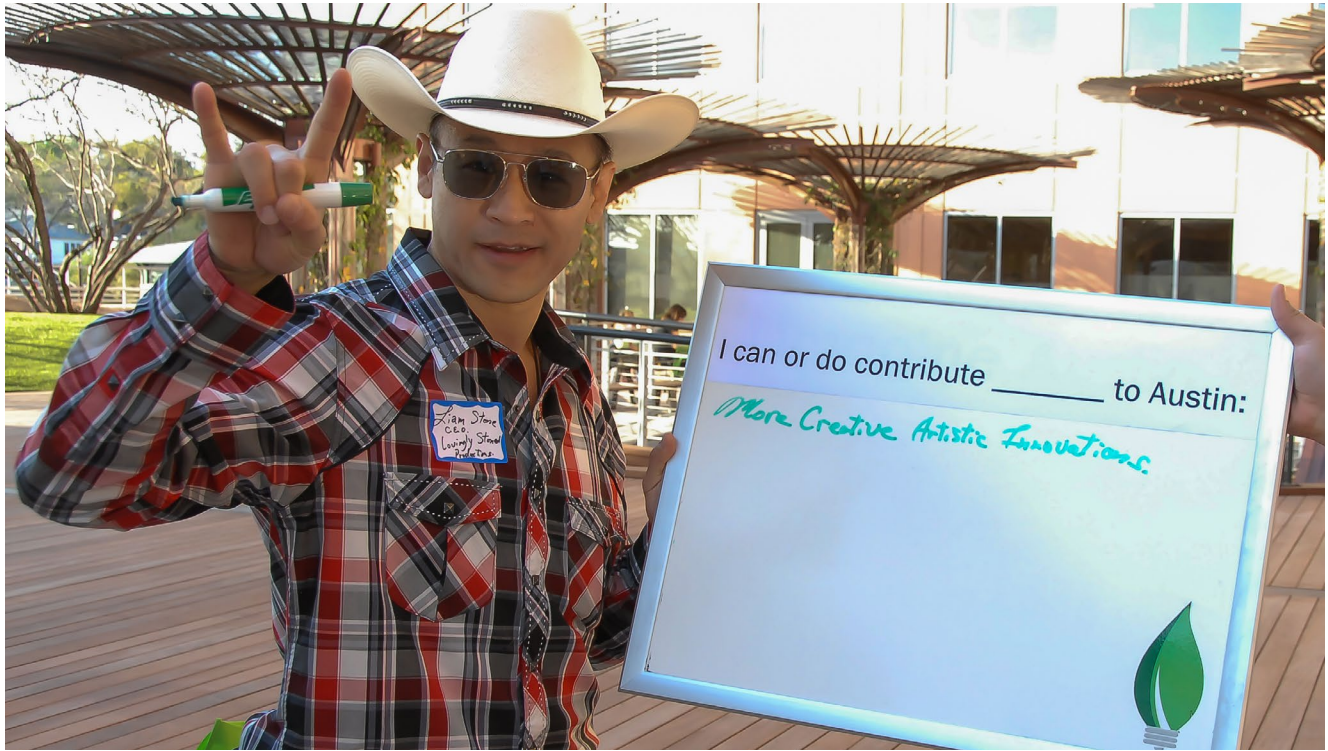
Imagine Austin is a broad plan covering many areas that, when realized, will make Austin a better place to live, work, and play. Two major themes of Imagine Austin are "Complete Communities" and "Sustainability." While the details of both reveal differences, at a high level complete communities and sustainability are similar. As written in the plan, "sustainability means finding a balance among three sets of goals: 1) prosperity and jobs, 2) conservation and the environment, and 3) community health, equity, and cultural vitality. It means taking positive, proactive steps to protect quality of life now and for future generations." Complete communities are "safe and affordable; promote physical activity, community engagement, and inclusion; make amenities and services accessible to everybody, and contribute to Austin's unique community spirit." To effectively address the themes of sustainability and complete communities, Imagine Austin covers the built and natural environment, economy, and equity topic areas. Since its adoption, Imagine Austin has been recognized by peer groups and was honored in April 2014 with the American Planning Association's inaugural "Sustainable Plan Award." This award "honors those projects, policies, plans and people who show exemplary scholarship, leadership and inspiration in sustainability planning and implementation."

Complete communities and sustainability informs the 2013-2014 initiatives highlighted in this report.



Five-Point Implementation Program

Five-Point Implementation Program



The City of Austin is implementing its comprehensive plan through a five-point program:

1. **Education & Engagement**
2. **Internal Alignment, which includes eight priority programs**
3. **Regulations**
4. **Public Investment**
5. **Partnerships**

This section describes these five programs and details how they have made progress towards implementing Imagine Austin. One should note that while these steps are separated in this report, many initiatives cut across numerous implementations steps.

1 EDUCATION & ENGAGEMENT

The City of Austin continues to expand its education and outreach efforts with a goal of attracting more engaged supporters who take action to make a better community. Public awareness, understanding, and support of the plan are critical to its successful implementation.

The City is using various types of media and forums to educate the public about the plan, show them the City is working to achieve the vision, and get them more involved with community issues.

Imagine Austin Meetup

Building off a 2014 South by Southwest Interactive panel discussion called “Austin, a City with a Soul,” the Imagine Austin Meetup was launched. The purpose of the Meetup is to provide idea generation, dialogue that leads to action, and the creation of networks and partnerships that further Imagine Austin. The Meetup has a fun and safe atmosphere for people to engage with others who share their interests. The first Meetup was held at the downtown Whole Foods and focused on the essence of Austin. The second Meetup focused on transportation and was at the Black Star Co-Op Pub & Brewery.

Imagine Austin Speaker Series

The City is working to build a culture of common understanding and collaboration through the Imagine Austin Speakers Series. In 2013-14, the Speakers Series brought in nationally-renowned experts to help educate citizens and staff on key issues. The series has expanded to include not only Compact and Connected and Healthy Austin priority programs but also Household Affordability, Workforce Development and Local Business, and Creative Economy.

All events have been co-sponsored by community business and nonprofit groups, as well as multiple City departments. Most of the speakers have drawn an audience of 150 or more Austinites, and all of the presentations have been recorded by ATXN. These broadcasts can be viewed on the web.



The second Imagine Austin Meetup, held in June 2014 at Black Star Coop, focused on transportation issues and ideas.



Watch videos of previous talks here: www.austintexas.gov/blogs/content/1780/imagine-austin-speaker-series

IMAGINEAUSTON
SPEAKER SERIES



- ★ **John Orcutt**, the New York City Department of Transportation Policy Director, **Roger Geller**, the Bicycle Coordinator for the City of Portland, and **Nathan Roseberry**, with the Chicago Department of Transportation, shared insights and best practices at the “Get on Your Bike and Ride! ...to the Cities for Cycling Roadshow.”
- ★ **Shelley Poticha** of the Natural Resources Defense Council, was the keynote speaker at “Housing + Transit: Getting on Track in Austin.” A panel included **John-Michael Cortez** of Capital Metro, **Mandy De Mayo** of HousingWorks Austin, **Kyle Keahey** of Project Connect, and **Garner Stoll**, former Assistant Director of the Planning and Development Review Department. This forum focused on linking transit and affordable housing policies in our region to build sustainable communities.
- ★ **Jeff Speck**, best-selling author, city planner and urban designer, spoke on how to create a more walkable Austin.
- ★ **John Harthorne** of Mass Challenge discussed how Austin can support local businesses and promote a healthy start-up environment.
- ★ **Ann Murkusen** of the University of Minnesota spoke how artists, C1 arts organizations, cultural industries and cultural activity act as regional economic and quality of life catalysts.
- ★ **Maria Rosario Dawson** of the Urban Institute talked about the role of arts and culture in communities.
- ★ **Mark Stern**, a professor at the University of Pennsylvania, described how arts and culture contribute to city life and helped to launch the City’s Cultural Asset Mapping initiative.
- ★ **Richard Froeschle** of the Texas Workforce Commission will speak in October about workforce development opportunities.

Compact and Connected Training Program

In spring 2013, the City launched an in-depth training program to educate key City staff about their roles in implementing Imagine Austin’s “Compact and Connected” policies. The “C+C” Course trained 100 City leaders from over 15 different departments in the first year. It will continue to be offered, and adapted for different audiences. The curriculum covers the principles and many benefits of compact and connected development patterns, in contrast to the costs of the growth patterns of the past 50-60 years. Seminar topics included planning, transportation, and urban design, considering the social, economic, placemaking, health, and environmental costs and benefits. City management, department directors, and key staff across departments have learned together about how the planning and design of Austin and its transportation system can positively or negatively affect the economy, sustainability, walkability and livability of our community. The ongoing cross-departmental training provided through the C+C Course demonstrates and implements the City’s commitment to achieve a more compact and connected Austin over time.



Community Events

The City continues to participate in community events to spread the word about Imagine Austin. One highlight was being invited to the 2014 South by Southwest Interactive panel discussion “Austin, a City with a Soul” which was carried forward by the Imagine Austin Meetup. The City hosted the TEDxCity 2.0 event and asked participants for ideas of how to address some of the plan’s goals. The results were provided to priority program teams. The City also participated at the TEDxYouth@Austin event to discuss community issues with area high school students.

Imagine Austin is engaging local and even international communities to continue the conversation about the challenges the city faces and the opportunities ahead. A delegation from the Chengdu, China met with the City to learn how the plan addresses our major challenges. A discussion with Leadership Austin’s Experience Austin class centered on the principles of the plan, how the City is working to address major issues, and how they can be more involved in the community. An Imagine Austin information booth was at a number of events including the 2014 Black History Program – The Golden Jubilee of the Civil Rights Act. Combined, the City met with over 800 people in the past year.

Leadership Austin’s Imagine One Austin Information Series where candidates and the public can receive baseline information about Austin and the region’s most pressing issues, organized around Imagine Austin Building Blocks.

City Shaping News and Blog

Imagine Austin continues to produce the monthly eNewsletter City Shaping News which communicates Imagine Austin-related news, events, issues, and achievements to the public and across City departments.

To date the newsletter subscription list includes over 3,900 key City staff and community members, with a goal of reaching 5,000 subscribers within a year. All newsletter articles are posted to the Imagine Austin blog, where they remain archived and available to the public.

BookPeople

Having copies available for sale in high traffic areas is an innovative way to keep the public informed. BookPeople agreed to sell the plan and has sold over 70 copies since 2013.

Imagine Austin Book Club and Book List

Books about planning, design, architecture, and other topics addressed in Imagine Austin are another important education tool. A list of classic through contemporary books, including some of those written by Speakers Series presenters such as Jeff Speck and Ellen Dunham-Jones, have been added to the Imagine Austin website. The City plans to launch two book clubs this fall that should spark lively conversation and increase knowledge about planning issues. One will focus on the public while the other will be for City staff.



TEDxCity 2.0 photo



Pick up your copy today!



Read the Imagine Austin
blog: [www.austintexas.gov/
blogs/Imagine-Austin/1779/
Imagine-Austin-blog](http://www.austintexas.gov/blogs/Imagine-Austin/1779/Imagine-Austin-blog)

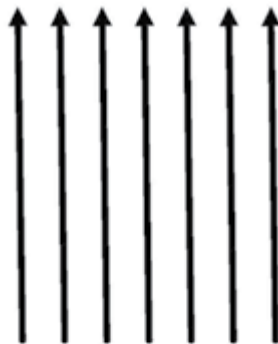
2 INTERNAL ALIGNMENT

Fulfilling the big-picture vision of the Imagine Austin requires the City of Austin to take a more collaborative, cross-departmental approach to major initiatives. With this in mind, City staff has developed ways to better integrate department work programs, decision-making, and long-range budgets.

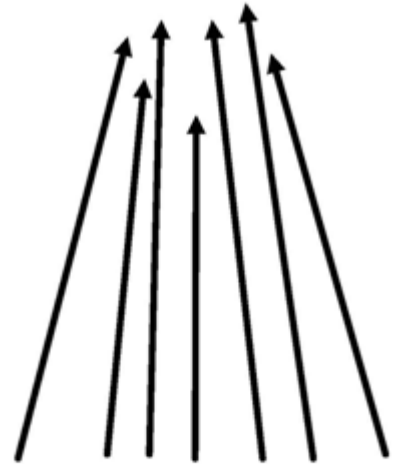
Each City department and community partner has expertise to contribute, and each can learn from others. The principles of Imagine Austin cannot be achieved by departments or nonprofits working in isolation; rather, Imagine Austin's vision requires a more holistic approach. The primary tool for this alignment is the priority program teams.



The Past?



The Present?



The Future?

| Topic Group | Priority Program |
|-------------------------------|--|
| Compact and Connected | <ol style="list-style-type: none"> 1. Compact and Connected: Invest in a compact and connected Austin. 8. CodeNEXT: Revise Austin’s development regulations and processes to promote a compact and connected city. |
| Nature and City | <ol style="list-style-type: none"> 2. Sustainable Water: Sustainably manage our water resources. 4. Green Infrastructure: Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city. |
| Creativity and Economy | <ol style="list-style-type: none"> 3. Workforce Development: Continue to grow Austin’s economy by investing in our workforce, education systems, entrepreneurs, and local businesses. 5. Creative Economy: Grow and invest in Austin’s creative economy. |
| Healthy and Affordable | <ol style="list-style-type: none"> 6. Household Affordability: Develop and maintain household affordability throughout Austin. 7. Healthy Austin: Create a Healthy Austin program. |

Priority Programs

ABOUT PRIORITY PROGRAMS

One of the ways the City is implementing some of Imagine Austin’s biggest initiatives is through eight priority programs. Priority programs group related Imagine Austin policies and actions that cut across multiple departments. Each priority program has an interdepartmental and interdisciplinary team to ensure a collaborative focus on that priority program. All priority program teams act as a filter for relevant City and external initiatives to advise how an initiative aligns with Imagine Austin as well as provide technical expertise. Another primary function of the teams, some more than others, call for them to create collaborative work products. Priority programs provide a structure that “will allow the City of Austin to more efficiently coordinate its operations, investments, and the provision of core services” (Imagine Austin, p. 186).

Chapter 5 (see Imagine Austin, p. 185-226) details the purpose, work program, and goals of each of the eight priority programs. The eight priority programs are organized into four topic groups, each containing two priority programs.

Much of the work in the first year of implementing Imagine Austin involved establishing these interdepartmental priority program teams and defining how they are responsible for achieving the work plans associated with each program. 2013-14 saw these teams make significant progress in achieving their work plans. The listed accomplishments summarize what was achieved under that priority program including priority program team efforts as well as related City and community accomplishments.

The eight priority programs can be grouped into four related topic areas as shown in the graphic. The following priority program section is arranged by highlights, a spotlight story or two, and a list of all other initiatives and achievements.

**MIXED USE + PEOPLE FRIENDLY +
WALKABLE**





COMPACT & CONNECTED

Priority Program 1: Invest in a compact and connected Austin

See page 187 of Imagine Austin for more information on Priority Program 1.

Core Departments

Planning and Development Review, Austin Transportation, Public Works, Economic Development, Capital Planning Office

Priority Program 8: CodeNEXT

See page 207 of Imagine Austin for more information on Priority Program 8.

Core Departments

Planning and Development Review, Austin Transportation, Public Works, Economic Development, Watershed Protection, Neighborhood Housing and Community Development, Health and Human Services, Capital Planning Office, Austin Energy, Austin Fire, Austin Resource Recovery, Austin Water, Aviation, Code Compliance, Communication and Technology Management, Law Department, Parks and Recreation, Office of Real Estate Services

Priority Program 1: Invest in a compact and connected Austin

Major Initiatives and Key Accomplishments



Imagine Austin identifies that Austin's streets should work better for all Austinites, regardless of mode. Image: WRT.

Complete Streets Policy

Austin Transportation Department (ATD) led a cross-departmental initiative to develop a Complete Streets Policy for the City of Austin. It was adopted by City Council in June 2014. Members of the Compact and Connected Priority Program Team played key roles in developing the policy, which was called for in the Imagine Austin Action Matrix and a December 2013 City Council resolution. The policy is inclusive of Green Streets and urban design, public realm, and place making goals. Implementation initiatives have been defined for the coming year. See Spotlight on page 64.



Austin became more bike friendly this year.

Implementation of Bicycle and Sidewalk Master Plan and Development of Urban Trails Master Plan

The draft Urban Trails Master Plan and draft update to Bicycle Master Plan will be presented to City Council for adoption in fall 2014. Implementation highlights from the last year include:

The construction of over 66,000 linear feet of ADA compliant sidewalks, and ADA improvements to bus stops.

Implementation of 39 miles of new and improved bike lanes including construction of 10 miles of new protected bike lanes, and launch of the successful B-Cycle bike share program resulting in a Central City bicycle mode share of 5.5%.

Completion of 7 miles of Urban Trails including portions of the Lady Bird Lake Boardwalk, Southern Walnut Creek Trail, and Red Line Trail.

Installation of Pedestrian Hybrid Beacons and Accessible Pedestrian signals throughout Austin.



Very few people would argue MoPac functions as well as it could or is accommodating to anyone other than drivers.



Illustration of Seaholm redevelopment concept.

Corridor Enhancements to Improve Mobility

The community continues to make various efforts to improve mobility throughout the city. Some of the efforts include:

- o Partners working together by planning a range of improvements in IH 35 Corridor
- o Beginning construction of express lanes and accompanying bicycle and pedestrian improvements along the MOPAC Corridor.
- o Completing in-depth corridor studies related to improvements along North Lamar Blvd./Burnet Road, East Riverside Drive, East Martin Luther King Jr. Blvd., and Airport Blvd. For the first set of roadway improvement projects identified, preliminary engineering has been largely completed.
- o Commencing the engineering and design phase of the North Lamar/Burnet and East Riverside Drive improvements with construction anticipated to begin in late 2015 or early 2016.

Targeted Investments in Redevelopment of Activity Centers

The Economic Development Department and other City Departments have worked with the private sector to:

- o Begin Construction of Seaholm and Green Water Treatment Plant Developments and New Central Library
- o Continue to build out Mueller

For More Information on Priority Program I



Complete Streets Policy:

www.austintexas.gov/sites/default/files/files/Transportation/Complete_Streets_Policy_FINAL_DRAFT.pdf

Bicycle and Sidewalk Master Plan and Urban Trails Master Plan:

Project Connect: www.projectconnect.com

SPOTLIGHT: PROJECT CONNECT

Project Connect is a partnership among the Central Texas transportation agencies responsible for implementing the high-capacity transit component of the CAMPO 2035 Plan and is participating in the 2040 Plan update.

- ★ Central Corridor. In May 2014 the project team recommended a 9.5 mile urban rail route with 16 stations as the Locally Preferred Alternative for the Central Corridor. This service would operate at 10 minute peak and 15 minute off-peak frequency. The recommended alternative was endorsed by the Central Corridor Advisory Group, City Council and Capital Metro Board in June.
- ★ North Corridor. Capital Metro's locally preferred alternative includes the extension of existing MetroRapid lines to Round Rock, Georgetown and Pflugerville; Express service linking Hutto and Pflugerville to Austin via the MoKan Corridor; Connect bus service from Hutto to Round Rock, from Round Rock to Cedar Park, and from Manor to Tech Ridge and the emerging transit hub of Highland Mall; and new Park & Ride facilities in Round Rock, Hutto, Pflugerville, Webberville, and more.
- ★ MetroRail. MetroRail ridership continues to climb, surpassing last year's total. In September 2013 USDOT Secretary, Anthony Foxx, was in Austin to award a TIGER V grant for \$11.3M as part of a \$27.2M project to upgrade the Red Line, improving speeds, increasing frequency, and dou



- ★ bling freight capacity. Capital Metro selected Endeavor to develop vacant land it owns just west of the Plaza Saltillo station.
- ★ MetroRapid. Two major new high-capacity rapid bus routes along North Lamar Boulevard/South Congress Avenue and Burnet Road/ South Lamar Boulevard began operation in 2014.
- ★ MoPac Improvement Project. This project will provide new tolled Express Lanes along MoPac between Parmer Lane and Cesar Chavez Street and include aesthetic enhancements, bicycle and pedestrian improvements, and the construction of sound walls. The project is expected to begin operation by 2015.
- ★ Lone Star Rail. The Lone Star Rail District has been working with state and local governments to provide intercity passenger rail service to connect Austin to San Antonio and Georgetown along the existing Union Pacific rail line.



Priority Program #1 Compact and Connected

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|--|---|---|
| Revision of Subdivision Code and Transportation Criteria Manual | <ul style="list-style-type: none"> • Amendment of Transportation Criteria Manual to include a Vision and Goals that are consistent with Imagine Austin • Agency coordination and development of draft revisions to subdivision regulations | http://austintexas.gov/departments/subdivision-regulations-revisions |
| Implementation of Great Streets Master Plan | <ul style="list-style-type: none"> • Reconstruction of 22.5 block faces through Great Streets Development Program and in partnership with Public Works Department | http://www.austintexas.gov/publicworks/capital-improvement |
| Facilitation of redevelopment in activity centers, including the Seaholm District in downtown Austin | <ul style="list-style-type: none"> • Construction begun on Seaholm and Green Water Treatment Plant redevelopments and New Central Library • To date, the redevelopment of Mueller (the City's former municipal airport) has resulted in 1,900 dwelling units, 1.8 M SF of Commercial and Retail space, 75 acres of parks, and 4.75 miles of trails. | |
| Reinvestment in existing infrastructure in the urban core including water lines, storm drains, and streets | <ul style="list-style-type: none"> • Upgraded aging water lines and undersized storm drains. Improved roadways, and repaired sidewalks | http://www.austintexas.gov/publicworks/capital-improvement |
| Support of an integrated transportation system by the Austin Transportation Department | <ul style="list-style-type: none"> • Continued deployment of advanced transportation management system (ATMS) to improve traffic flow and traveler information. • Implementation of wayfinding system in downtown which will make it easier to navigate by foot or by bike and will help people find public parking. • Continued improvements to parking management including creation of parking benefit districts. | http://www.austintexas.gov/sites/default/files/files/AMP_Report_2013_Online_Final.pdf |
| Core Departments | Planning and Development Review, Austin Transportation Department, Public Works, Economic Development, Capital Planning Office | |
| Work Plan and Subteams | <p>This cross-departmental team has worked monthly to advance its mission to “Convene, Connect, Inform, and Create” in order to advance a compact and connected Austin.</p> <ul style="list-style-type: none"> • C&C Staff Training Program • CodeNEXT guidance and oversight • Complete Streets Policy • Placemaking across departments • Connecting staff and initiatives across departments • Coordinated with CPO on development of a Long-Range CIP Strategic Plan | |



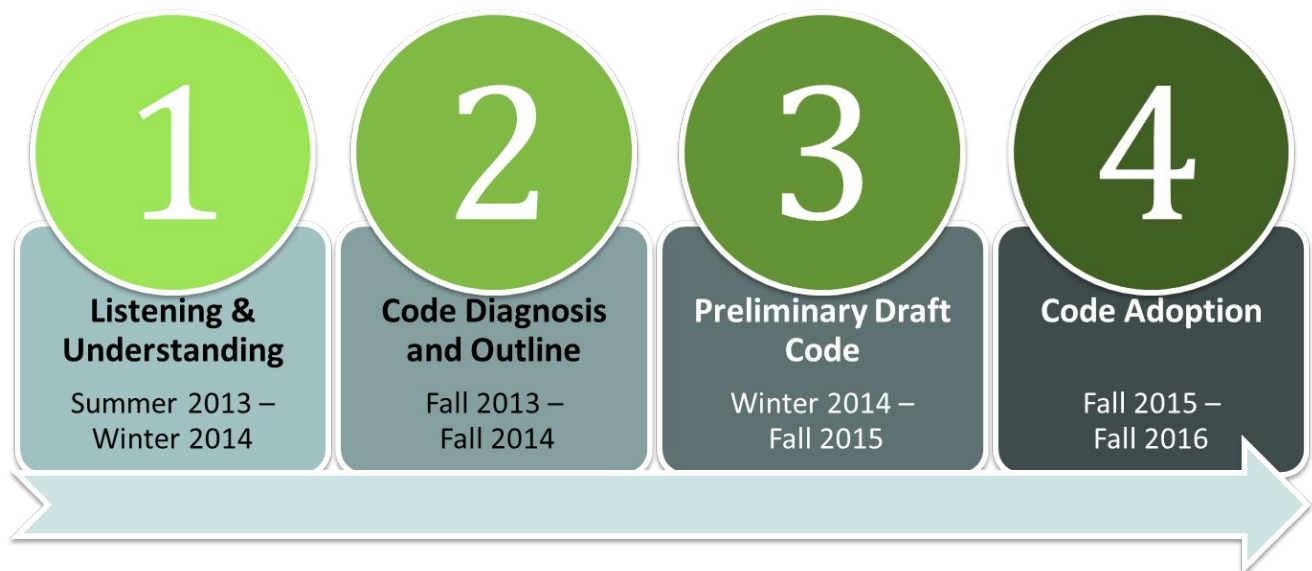
Priority Program 8: CodeNEXT

Overview of the Code Revision Process

Groups Working Together to Update the Code:

- City Council.
- Planning Commission.
- City staff: The Planning and Development Review Department is leading the revision process, while other departments will serve in an advisory role, providing subject-matter expertise.
- Consultant team: A consultant team, led by Opticos, was unanimously selected by the City Council to provide expertise on the code revision process.
- CodeNext Advisory Group: An 11-member citizen advisory group was appointed by the City Council and the City Manager to provide feedback on the consultant team's work, assist in public outreach, and actively support the code update.

After an initial planning and preparation stage, there are four main steps in the code revision process. Each step includes review by the general public, major stakeholders, the CodeNext Advisory Group.



Key Accomplishments 2013-2014



Completion of Phase 1: Listening and Understanding

Listening and understanding are a crucial aspect of the code revision process. As such, the CodeNEXT team conducted an extensive outreach campaign including:

- 24 in-depth interviews with diverse stakeholders
- 46 small group interviews
- 7 listening sessions
- 3 Community Character Workshops



Release of the Code Diagnosis and Listening to the Community Report

The public engagement from Phase 1 resulted in two required reports for Phase 2: the Listening to the Community Report and the Code Diagnosis. The community is in the process of reviewing these documents and providing feedback to the CodeNEXT team, including at the “Cracking the Code” forum held in May. CodeNEXT will continue with education forums such as CodeTALK as well as the Speakers Series.

To date, over 1,500 people have participated in CodeNEXT. CodeNEXT will continue to listen to the community throughout the entire process.



Community Character Manual

The Community Character Manual focuses on cataloging and naming the physical elements that make Austin the great place it is. The goal of the manual is to document the patterns, form, and character of each neighborhood to provide a foundation for good planning and policy decisions within the City of Austin. To achieve this, the manual compiles the photographic documentation and analysis mapping for each of the 103 Neighborhood Reporting Areas within the City of Austin. This is an extraordinary effort to compile this type of community form and character information within the City.

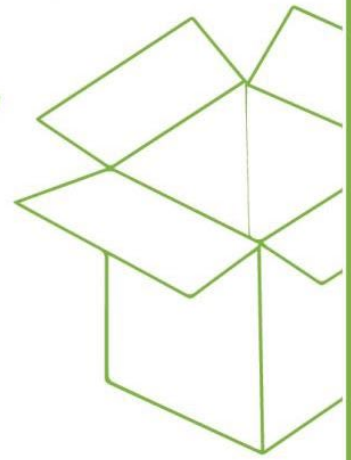


Read the *Imagine Austin*

blog: www.austintexas.gov/blogs/Imagine-Austin/1779/Imagine-Austin-blog

CODENEXT
SHAPING THE AUSTIN WE IMAGINE

Community Character in a BOX



SPOTLIGHT: COMMUNITY CHARACTER IN A BOX

CodeNEXT created an unprecedented effort to document the existing character of every part of Austin. “Community Character in a Box” is a hands-on way for Austinites to get with their neighbors and get involved with CodeNEXT. It is a do-it-yourself kit to capture the assets, constraints, and opportunities for improvement in a neighborhood – documented both with photos and on maps. The steps are easy and fun and include:

- ★ Discussing and mapping a community with a group of neighbors to identify the places that are assets, constraints and opportunities.
- ★ Photographing and documenting a community by taking photos of buildings, sidewalks, parks, streetscapes – capturing typical conditions and unique aspects.

To date a total of 197 boxes have been distributed to residents and 106 have been returned. The results cover 63 of the 103 reporting areas with over 3,000 photographs submitted by residents. The results were included in the first edition of the Community Character Manual.

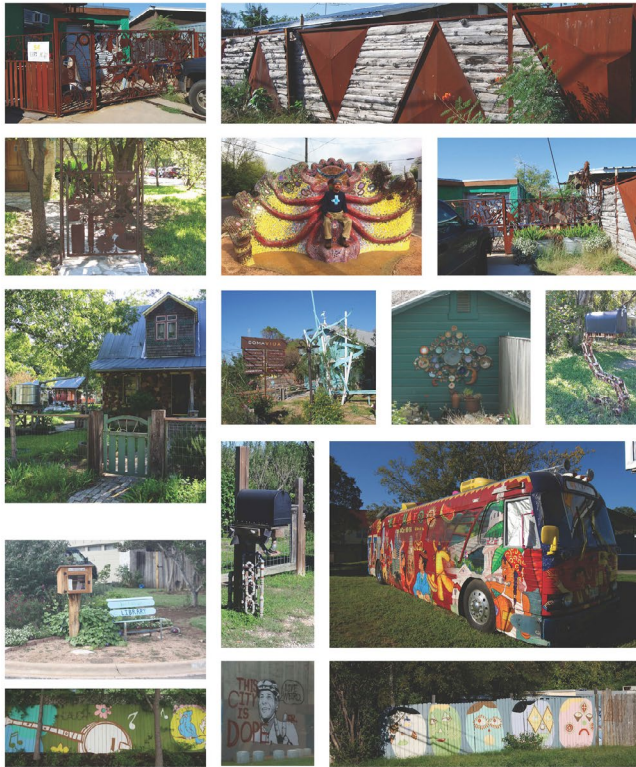
For More Information on
Priority Program 8



The Imagine Austin website's page for
CodeNEXT:

www.austintexas.gov/codenext

Citywide: Keeping Austin Weird



Austin, Texas May 2014



All photographs taken in Austin by Austinites who participated in the Community Character in a Box effort. To see all photographs taken as part of the CodeNEXT initiative visit <https://www.sdcsl.com/photos/112015136@10010002>. To sign up to find out more information about, participate or host a Community Character in a Box for your neighborhood visit <http://www.austintexas.gov/department/community-character>

CODENEXT
SHAPING THE AUSTIN WE IMAGINE

Citywide: Contemporary Architecture

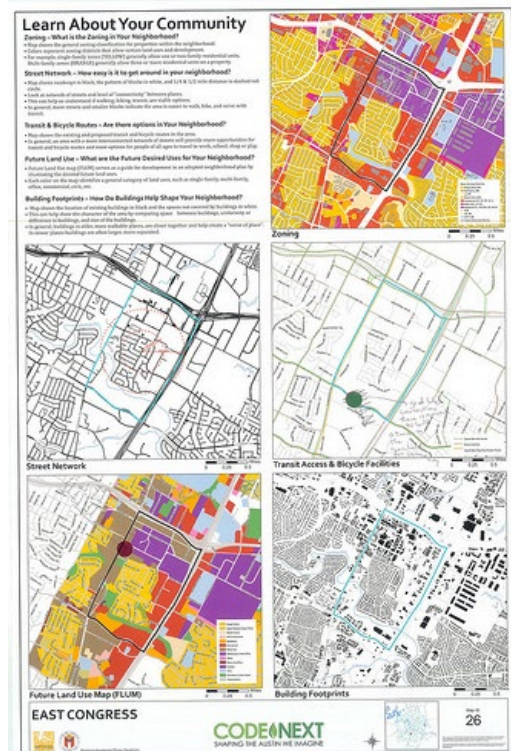
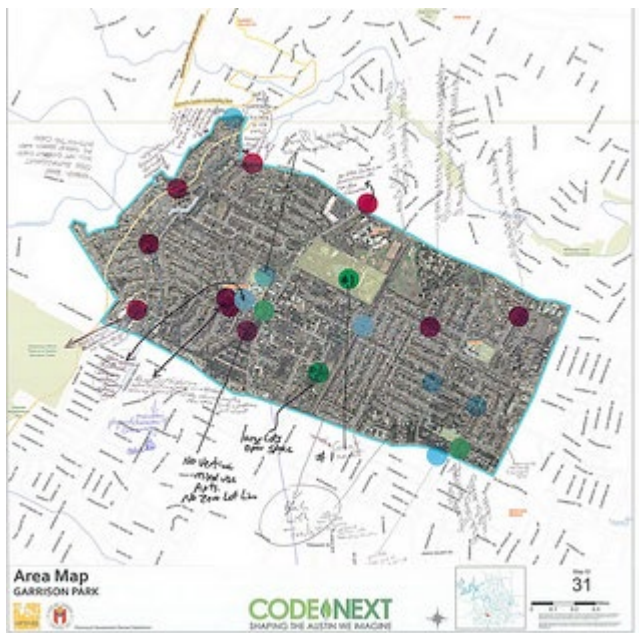


Austin, Texas May 2014



All photographs taken in Austin by Austinites who participated in the Community Character in a Box effort. To see all photographs taken as part of the CodeNEXT initiative visit <https://www.sdcsl.com/photos/112015136@10010002>. To sign up to find out more information about, participate or host a Community Character in a Box for your neighborhood visit <http://www.austintexas.gov/department/community-character>

CODENEXT
SHAPING THE AUSTIN WE IMAGINE



Priority Program # 8 CodeNext

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|---|--|--|
| <p>Completion of Phase 1: Listening and Understanding</p> | <ul style="list-style-type: none"> • Solicited case studies of real projects on the ground. Community Ambassadors • Created an interdepartmental team and PDRD team; the teams gathered input from city staff and reviewed and commented on work products. • Held 34 small group meetings with stakeholder groups. • SpeakUpAustin online forum. • Held two quarterly trainings with the Neighborhood Plan Contact Teams. • Community Character in a Box (See Spotlights for more information). • Ten meetings with the Code Advisory Group from September 2013 to May 2014 • Four 4 meetings with the Code Advisory Group Working Group on Envision Tomorrow • One Work Session with City Council • Three presentations to City Council's Comprehensive Planning and Transportation Committee • Four presentations to Planning Commission • Nine presentations to City Boards and Commissions • 88 media stories from September 2013 to May 2014 | <p>http://www.austintexas.gov/codenext</p> |
| <p>Phase 2: Code Diagnosis: Community Viewpoints and Issue Papers</p> | <ul style="list-style-type: none"> • Community Viewpoints and Issue papers help foster a deeper discussion of critical code issues such as affordability, compatibility, the development process and more. Community Viewpoints and Issue Papers have been submitted by these organizations: • American Society of Landscape Architects (ALSA) Austin • Austin Independent Business Alliance: Local Business Stories • Austin Neighborhoods Council • Austin Quick Service Restaurant Coalition • Home Builders Association (HBA) of Greater Austin • Housingworks: LDC and affordability • Old West Austin National Register Historic District • Preservation Austin • Real Estate Council of Austin: Working Group Input • Sustainable Neighborhoods: Achieving child-friendly infill development in Austin's early suburbs • Urban Land Institute-Austin: Technical Assistance Panel | <p>http://www.austintexas.gov/department/work-products</p> |

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|--|--|---|
| Phase 2: Code Diagnosis: Community Ambassadors | <ul style="list-style-type: none"> Recruited over 20 individuals to serve as Community Ambassadors and conducted three training sessions. Ambassadors volunteer to help the CodeNEXT team cultivate ongoing participation and leadership activities in traditionally underrepresented communities | http://www.austintexas.gov/department/get-involved-0 |
| Core Departments | Planning and Development Review, Austin Transportation, Public Works, Economic Development, Economic Development, Watershed Protection, Neighborhood Housing & Community Development, Health & Human Services, Capital Planning Office, Austin Energy, Austin Fire, Austin Resource Recovery, Austin Water, Aviation, Code Compliance, Communications and Technology Management, Law Department, Parks and Recreation, Office of Real Estate Services. | |
| Work Plan and Subteams | The City has initiated the process to revise the Land Development Code (LDC), to update it and encourage future (re)development projects and patterns that result in a compact and connected city. The revision process is expected to be completed in 2016. | |

CONSERVATION + SUSTAINABLE + QUALITY OF PLACE



Nature & City

Priority Programs 2 and 4 focus on improving the connection between people and the natural world. Priority Program 2 looks at ways to improve the supply and quality of our water, while Priority 4 emphasizes increasing the scope and vitality of our green infrastructure.

Priority Program 2: Sustainably manage our water resources

Core Departments

Austin Water, Watershed Protection

Priority Program 4: Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city

Core Departments

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

Priority Program 2: Sustainably manage our water resources

Major Initiatives and Key Accomplishments



Protecting Creeks, Lakes and Aquifers

The Watershed Protection Department, Austin Water and their partners have initiated a number of actions to protect our creeks, lakes, and aquifers including:

- Developing a plan to reduce fecal contamination in four Austin impaired creeks.
- In June, Council adopted revisions to the Land Development Code to implement some of the recommendations of the Lake Austin Task Force.
- Completing a Habitat Conservation Plan for the operation of Barton Springs Pool, written by salamander biologists, leading to the approval of a new permit by US Fish and Wildlife Service.
- Continuing to monitor 122 creeks in 50 watersheds for the Environmental Integrity Index.
- Austin Water strengthened environmental protections for on-site sewage facilities by amending applicable regulations.

Awards for Austin Water

Austin Water was honored many times this year for water quality and conservation achievements. For example, Austin Water received awards for water conservation from the Texas Water Development Board's Water Conservation Advisory Council and the Texas section of the American Water Works Association. Additionally, Austin Water was recognized by the American Water Works Association's Partnership for Safe Water for maintaining a particular award for water treatment at the Ullrich Water Treatment Plant for 15 years in a row and by the National Association of Clean Water Agencies for achieving 100% compliance with federal National Pollutant Discharge Elimination System (NPDES) water quality requirements at both major wastewater treatment plants for four years in a row. They also received an award from BAE Systems for the provision of reclaimed water to BAEs' Austin facility.

SPOTLIGHT: REDUCING WATER CONSUMPTION

The Central Texas region is in the seventh year of a historic drought and, if drought conditions persist, the current drought is on course to become worse than the Drought of Record. Austin Water Utility's drought response is in full effect and Stage 2 watering restrictions that limit watering to only one day per week have been in place almost continuously since Fall 2011. While Austinites responded resoundingly to the City's calls to decrease water use since even before the drought started, that response has strengthened as the drought has intensified. As a result of the public's commitment to saving water and strategic management by the City in the form of extensive public outreach, reclaimed water use, targeted water conservation programs and drought restrictions, overall water use continues to fall. In fiscal year 2013, Austin achieved one of the lowest average annual water use figures recorded in modern Austin Water history: 136 Gallons Per Capita Per Day (GPCD). Austin is well on track to meet the 140-GPCD goal set by the City Council for 2020. Without this reduction in water use, in late summer 2013 the amount of water in lakes Travis and Buchanan, which serve as Austin's water supply, likely would have reached the lowest levels in their history. Austin's community response to water conservation and reducing consumption in the drought continues to be significant. Austin is committed to continuing to implement effective water conservation programs and is prepared to implement additional Drought Contingency Plan (DCP) stages, as may be necessary as the drought continues.



SPOTLIGHT: WATERSHED PROTECTION ORDINANCE

Austin streams will stay cleaner thanks to a new Watershed Protection Ordinance (WPO), a comprehensive overhaul of Austin's environmental and drainage code adopted by City Council in October 2013. The City held an extensive series of stakeholder meetings with more than 200 participants to obtain public input. Central to the discussion were ways to incorporate the community's vision as expressed in Imagine Austin.

At the core of the WPO are three interrelated changes: better stream buffers, improved floodplain protections, and increased erosion hazard provisions. These changes are designed to foster the recovery and reforestation of degraded waterways to better protect streams, rivers, and lakes downstream—preserving our water quality. By improving the protection of creeks and floodplains citywide, the ordinance builds a solid foundation of protected and connected green infrastructure from which to begin integrating other city priorities such as trails, community gardens, and parks

A key theme of the ordinance is the imperative to halt development patterns that degrade the environment and result in unsustainable public repair expenses. The new regulations will allow the same overall density (building footprint) while better keeping development safely back from waterways, promoting more compact and connected sites.

For More Information on
Priority Program 2



<http://www.austintexas.gov/page/sustainablewater>

Priority Program #2 Sustainable Water

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|---|--|---|
| Update the current Watershed Master Plan to include other watersheds, and implement strategies to protect and enhance water quality and supply, reduce flood risk, and prevent erosion. | <ul style="list-style-type: none"> Continued to update and implement the Watershed Master Plan. | http://austintexas.gov/department/master-plan-0 |
| Participate in state and regional water resource planning | <ul style="list-style-type: none"> Hosted the Kent Butler Summit to continue work on the 2005 Barton Springs Regional Water Quality Protection Plan with a new focus on wastewater issues. | http://kentbutlersummit.com/ |
| Permanently preserve areas of the greatest environmental and agricultural value. | <ul style="list-style-type: none"> Purchased four tracts using the 2012 Open Space bond funds, permanently protecting over 1,700 acres over the recharge zone. | http://www.austintexas.gov/department/water-quality-protection-land |
| Reinvestment in existing infrastructure in the urban core including water lines, storm drains, and streets | <ul style="list-style-type: none"> Upgraded aging water lines and undersized storm drains. Improved roadways and repaired sidewalks. | |
| Encourage design and building practices that reduce the environmental impact; strengthen flood control, erosion, and water quality programs | <ul style="list-style-type: none"> Strengthened environmental protections for on-site sewage facilities (OSSFs) by amending OSSF regulations | http://www.austintexas.gov/ossf |
| Austin Water Utility Master Plan | <ul style="list-style-type: none"> Service at Water Treatment Plant 4 scheduled to begin 2014. | |
| Preserve Austin Water Utility financial stability and balance costs to Austin residents | <ul style="list-style-type: none"> Completed a water and wastewater impact fee update and modified the collected fee structure to generate revenue to fund or recoup the costs of capital improvements or facility expansions necessitated by and attributable to new development | http://www.austintexas.gov/department/water-and-wastewater-impact-fee-update-documents |
| Core Departments | Austin Water Utility, Watershed Protection | |
| Work Plan and Subteams | <ul style="list-style-type: none"> Identified key staff members unique to each element of the work plan. Prioritized work plan. | |



Priority Program 4: Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city

Major Initiatives and Key Accomplishments



Adoption of the Urban Forest Plan

Austin’s Urban Forest Plan was adopted by Austin City Council on March 6th, 2014. The plan establishes a broad, long-range vision for Austin’s public urban forest. It provides a framework for the City of Austin to use as a guide for management of the public urban forest over the next 20 years. The City is currently working on an implementation plan that will achieve the vision of the plan including tailored Departmental Operational Plans customized to address specific issues such as existing tree care, new plantings, and canopy coverage goals as well as an annual State of the Urban Forest Report.

Additionally, a team from several City departments completed a response to a Council resolution directing: 1) an evaluation of the ecosystem benefits and associated values of public trees; 2) and assessment of the current level of service and needs relating to the care, maintenance, and planting of public trees; and 3) an evaluation of opportunities to improve the tree-related service delivery. The results of the analysis indicate that the replacement value of public trees exceeds \$4 billion, that investments in public tree care and planting return \$10 in benefits for every dollar expended, and that an additional \$12.6 million per year is needed to close the gap between current levels of service and a recommended level of service for tree care and planting. The report to Council also documents measures that are currently underway to improve alignment among departments with tree care and planting responsibilities and recommends organizational consolidation of the code-mandated functions of the Urban Forester with the City Arborist Program.

Priority Program Sub-Teams

Green Infrastructure Acquisition Sub-Team

In order to bring a more strategic focus to the City’s acquisition of new green infrastructure “assets,” this team is collaborating to identify land acquisition priorities and is exploring ways to further promote the dedication of public open space through the land development process. In addition, they are working to identify and capitalize on opportunities for interdepartmental partnerships in funding land acquisition, as well as to evaluate potential acquisitions from the perspective of maximizing “ecosystem services” and achieving multiple objectives and benefits.

This team is in the process of strategic planning work sessions using available GIS data to identify where there are gaps in the City’s green infrastructure “network” and where there are opportunities to improve connectivity with the City’s “grey” infrastructure. The team is also working with the Capital Planning Office to obtain better information about future land requirements and needs in the next update of the CIP needs assessment.



Public Lands Management Sub-Team

This team accomplished major initiatives including assistance with the development of Austin's Urban Forest Plan and the Community Wildfire Protection Plan. Other initiatives in progress include the development of a classification system for lands owned and/or managed by the City, development of Austin-specific standards of care for trees and vegetation on public property, development of a common template for Integrated Pest Management Plans, continued implementation of the City's Invasive Species Management Plan.



Regulatory Sub-Team

The Regulatory Team has supported the CodeNEXT revision process by performing a diagnosis of existing City code as it relates to green infrastructure. The diagnosis is organized topically based on the key components of green infrastructure recognized in Imagine Austin: environmentally sensitive areas, the urban forest, landscape, waterways, stormwater, parks, agriculture, trails, and air quality. The team evaluated the effectiveness of the existing regulations in terms of both their strengths and weaknesses. The ultimate goal is to provide the CodeNext team with recommendations on how current code requirements might be improved.



**For More Information on
Priority Program 4**

[http://www.austintexas.gov/page/
GreenInfrastructure](http://www.austintexas.gov/page/GreenInfrastructure)

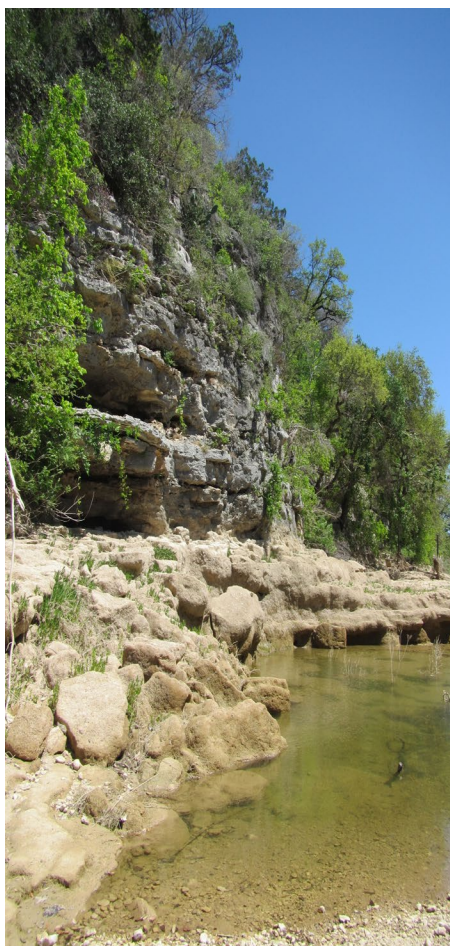


SPOTLIGHT: PROTECTION OF THE EDWARDS AQUIFER AND OUR CREEKS

Critical Environmental Features and their protective buffers are defined in the Land Development Code. These requirements were first codified in 1986 with the adoption of the City's Comprehensive Watershed Ordinance. To date, nearly 1,500 Critical Environmental Features (CEF) have been identified (i.e., caves, sinkholes, springs, wetlands, canyon rimrock and bluffs) and nearly 6,000 acres have been protected as buffers for these features. Although the buffers are established to protect individual CEFs, in the aggregate the area of land preserved in CEF buffers adds to other protections that are in place for our creeks and the Edwards Aquifer, while also preserving the natural beauty of the City.

SPOTLIGHT: 2012 OPEN SPACE AND WATERSHED PROTECTION BOND PROGRAM

The City and its partners actively purchase environmentally sensitive land that protects both the quantity and quality of water recharging the Barton Springs segment of the Edwards Aquifer and it is these lands that create Austin Water's Water Quality Protection Lands. Over the past year, the City has invested nearly all of the money from the 2012 bond approved by voters for open space acquisition. Twenty four and a half percent of the Barton Springs recharge zone is now protected as Water Quality Protection Land while an additional six percent is protected as Balcones Canyonlands Preserve or parkland. This land includes many important environmental features including hundreds of significant karst features and miles of creeks that recharge the aquifer. In addition, these lands preserve clean water and protect wide-open green space in Central Texas.



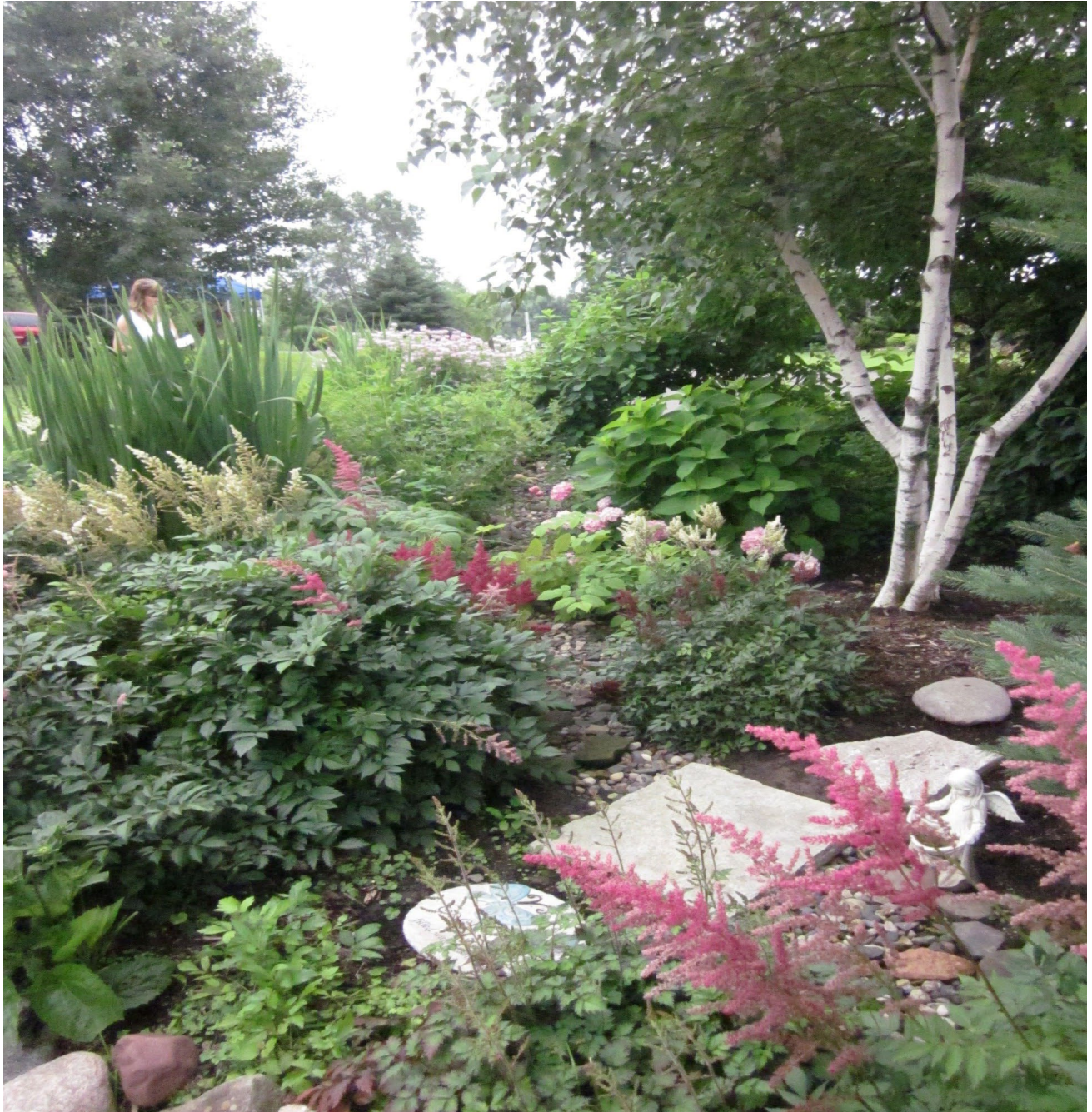
During 2014 the City purchased and permanently protected two large, undeveloped tracts located over the recharge zone: the Hudson Ranch (Jeremiah Ventures) and Searcy Ranch tracts. In partnership with the USDA Natural Resource Conservation Service and the Hill Country Conservancy, the City also concluded the acquisition of a conservation easement on the 747 acres of the Ruby Ranch tract. Earlier in 2013, the City purchased the North Avana tract. All of these properties are located on the highly sensitive lands of the recharge zone for Barton Springs. Combined, these acquisitions added almost 1,800 acres to the City's Water Quality Protection Lands bringing the total holdings to 28,380 acres, or 24.5 percent of the recharge zone. Collectively the Water Quality Protection Lands are now comparable in size to the area bound by Parmer Lane on the north, Ben White on the south, IH-35 on the east and MoPac on the west.

The purchase of the Hudson/Jeremiah Ventures property was especially critical because the acquisition eliminated 1,000 proposed homes and associated wastewater effluent irrigation—the first such proposal at this scale over the Recharge Zone—greatly benefitting the Edwards Aquifer and Barton Springs by removing potential sources of pollutants. The acquisition of the Searcy property was also critical because it protects a stretch of Onion Creek that is likely the single most important portion of creek relative to water quality and water quantity affecting Barton Springs. By closing a gap in the Water Quality Protection Lands of over four miles of Onion Creek, the City now protects at least one side of the creek bed and in most of this stretch, both sides of the creek. The Ruby Ranch conservation easement will protect a working ranch, preserve agricultural uses and significant natural areas, preserve open space, protect natural resources, and maintain and enhance water quality.



Priority Program #4 Green Infrastructure

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|---|--|---|
| Adoption of an Invasive Species Management Plan | <ul style="list-style-type: none"> • New environmental Program Coordinator position created • Development of a draft Data Collection Guide • Revisions to the specifications for seeding and to the City's Preferred Plant List to help prevent further establishment of invasive species • Shoal Creek Restoration pilot project includes invasive plant management following construction • Volunteers are restoring stream-side habitat on 80 acres of parkland | http://www.austintexas.gov/invasive |
| Purchase and Development of Parkland | <ul style="list-style-type: none"> • Austin Parks and Recreation Department acquired 219.8 acres of new parkland, with 68 acres along the Colorado River, and 55 acres along Old San Antonio Road • Austin Parks and Recreation Department also acquired land for three new pocket parks • Developed 5 new parks on undeveloped land in deficient/infill urban core areas park areas, including 4 new pocket parks. | |
| Core Departments | Watershed Protection, Planning and Development Review, Public Works, Parks and Recreation, Austin Energy, Austin Water, Office of Sustainability, Austin Fire, Office of Real Estate Services, Austin Resource Recovery, Neighborhood Housing and Community Development, Austin Transportation, Building Services, Aviation | |
| Work Plan and Sub-teams | <ul style="list-style-type: none"> • In developing its work plan, the team has compiled an inventory of existing City plans, regulatory policies, and programs related to green infrastructure; completed an inventory of available green infrastructure GIS data coverages; and conducted a preliminary gap analysis and needs assessment. One conclusion drawn from the analysis is that there is a need for greater inter-departmental collaboration to better “align” the City’s existing green infrastructure plans, policies, and programs. | |



EDUCATION + ARTS + ECONOMY



HOW MUCH PAINT ON A WALL WILL IT TAKE FOR US TO NOTICE ONE ANOTHER?



CREATIVITY & ECONOMY

Priority Programs 3 and 5 seek to promote economic vitality. Priority Program 3 focuses on workforce development, education, entrepreneurs, and local businesses, while Priority Program 5 addresses Austin’s creative economy.

Priority Program 3: Continue to grow Austin’s economy by investing in our workforce, education systems, entrepreneurs, and local businesses

Core Departments

Economic Development, Planning and Development Review, Parks and Recreation, Austin Public Library, Human Resources, Health and Human Services

Priority Program 5: Grow and invest in Austin’s creative economy

Core Departments

Economic Development, Planning and Development Review, Parks and Recreation, Austin Public Library

Priority Program 3: Continue to grow Austin’s economy by investing in our workforce, education systems, entrepreneurs, and local businesses

Major Initiatives and Key Accomplishments



Athena Health will move their headquarters to Austin.



Google Fiber will soon be widely available in Austin

Recruiting and retaining companies that create better paying jobs for lower skilled and blue collar jobs

- Adopted a new economic development incentives policy which rewards companies who employ economically disadvantaged workers or support workforce development programs.
- Attracted Athena Health and Websense to Austin creating over 1,200 living wage jobs and associated living or prevailing wage construction jobs and awarded three small business loans which will create over 30 jobs at local companies through the Family Business Loan Program.

Digital Inclusion Strategic Planning Process

As Austin will have three gigabyte providers in the near future, Council passed a resolution to develop the Digital Inclusion Strategic Plan to ensure that all Austinites have access to digital technology. Major events include:

- Google Fiber Community Connections was approved for all public library locations across the city.
- Launching the Library Tech Toy Time pilot during the 2013 Holiday Season illustrating pieces of tech equipment. Tech Toy Time is now offered 4 times a year at the Faulk Central Library.
- The Library completed the Edge Assessment to benchmark its technological capabilities for meeting community information and technology needs and developed the Edge Initiative Action Plan to begin to fill gaps noted in the assessment. The Edge Assessment is a tool used among libraries nationwide
- In spring 2014, City Council passed a resolution to identify opportunities to incorporate digital inclusion into Imagine Austin. Amendments to Imagine Austin to support the Digital Inclusion Strategic Plan are included as part of the amendments associated with the Annual Report.



The VICTORY program brings students and tutors together

Creating a Workforce Development Inventory

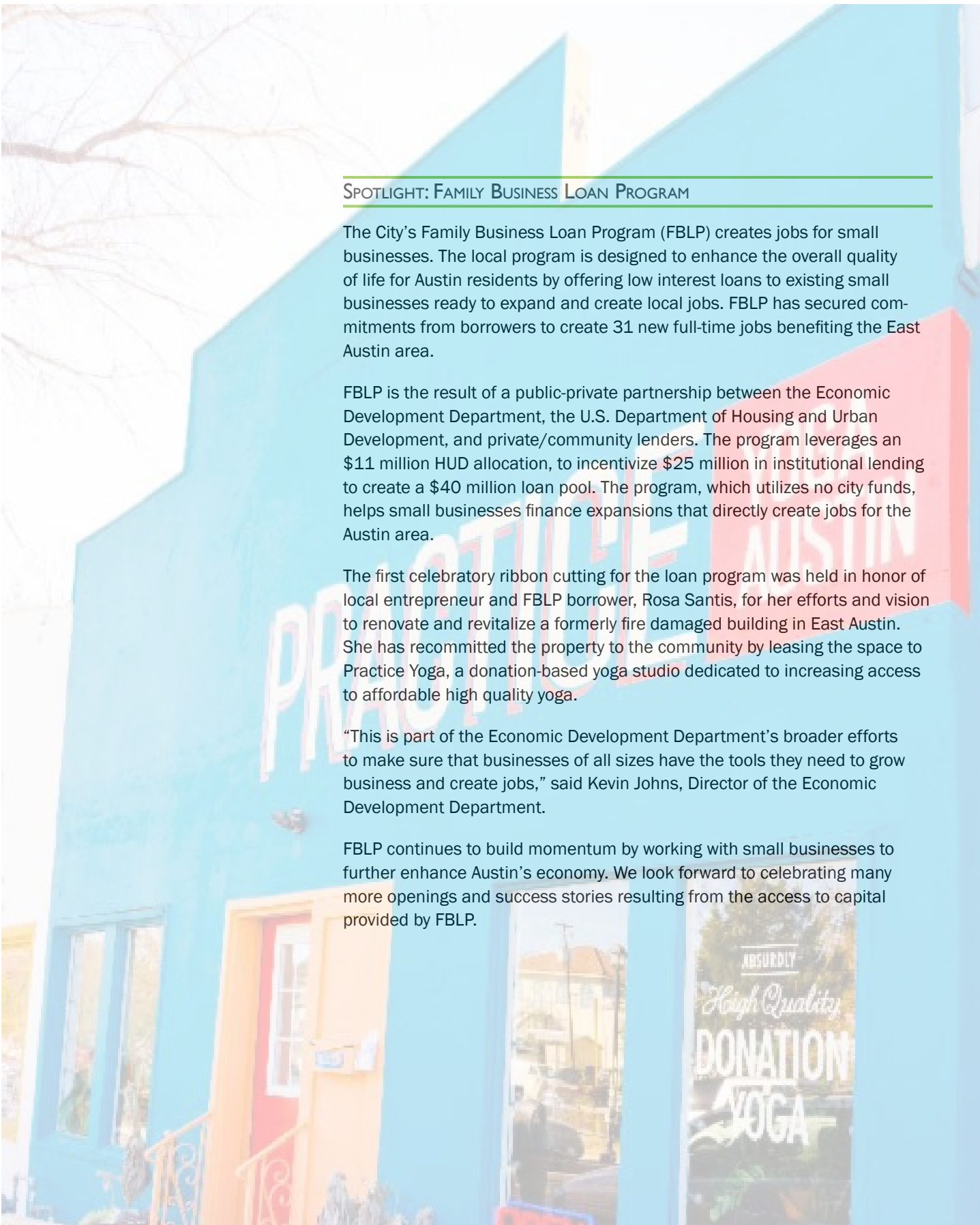
- A team, led by Economic Development, is developing a workforce development inventory to identify strengths and gaps which will lead to recommendations to improve workforce development in the City.

Provided opportunities for youth to build 21st Century skills needed for success in school, work, and life

The Austin Public Library makes available many opportunities for children to learn needed skills including:

- 600 students participated annually in the VICTORY program for grades 1-12 with over 80% moving to the next grade level.
- Teens and Pre-teens use Connected Youth Centers in 10 public libraries to build information, communication, and technology skills during after-school hours. Services include Youth Blog, Databases for Youth such as Teen & Health Wellness, Middle Search Plus, Primary Search, Access Science, Brainfuse, Brainfuse en Espanol, Kids Search, Learning Express Library MAS Ultra, Middle Search Plus, and Searchasaurus.
- Met with potential partners to expand awareness of the importance of early literacy and opportunities to promote the free Library Storytime Connection services for childcare providers and parents as well as early literacy guides available online at the Austin Public Library website.

- Conducts programs to encourage reading to avoid summer learning loss among the school-aged children as well as for adults populations over the summer months through the Library's Summer Reading Program.
- Participated in a grant program matching two AISD elementary school locations with two branch library locations to jointly encourage children and their families to use reading materials and to build plans to visit libraries over the summer months. In tandem, the schools and libraries coordinated targeted reading programs for the students.
- The Library provides free early learning and literacy opportunities through storytimes conducted year-round as well as programs for homeschooled children and youth of all ages across the city in 22 locations.
- The Library supports local business by offering a wide array of free business online databases such as AtoZ, Business Source Complete, and Small Business Reference Center and information guides on topics such as Starting a Local Business, Marketing Research and Funding for Texas Businesses. Local journals are available online such as the Austin Business Journal through the Library.
- The Library worked with Economic Development to arrange for Small Business Development Program BizAid Business Orientation classes to be held in Austin Public Library facilities.
- The Library offers free downloadable resources through the Austin Public Library Virtual Library including local music, magazines and the Library Catalog. The Library includes in its collections copies of Imagine Austin and books referenced during Imagine Austin Speaker Series events.
- The Library assisted individuals in gaining jobs through the Carver Library Job Search Center and is in its first year of transition to the Willie Mae Kirk Job Search and Information Commons model of customer service. Particular attention to the needs of senior citizens is provided through the Learning Web at the Little Walnut Creek Branch Library.



SPOTLIGHT: FAMILY BUSINESS LOAN PROGRAM

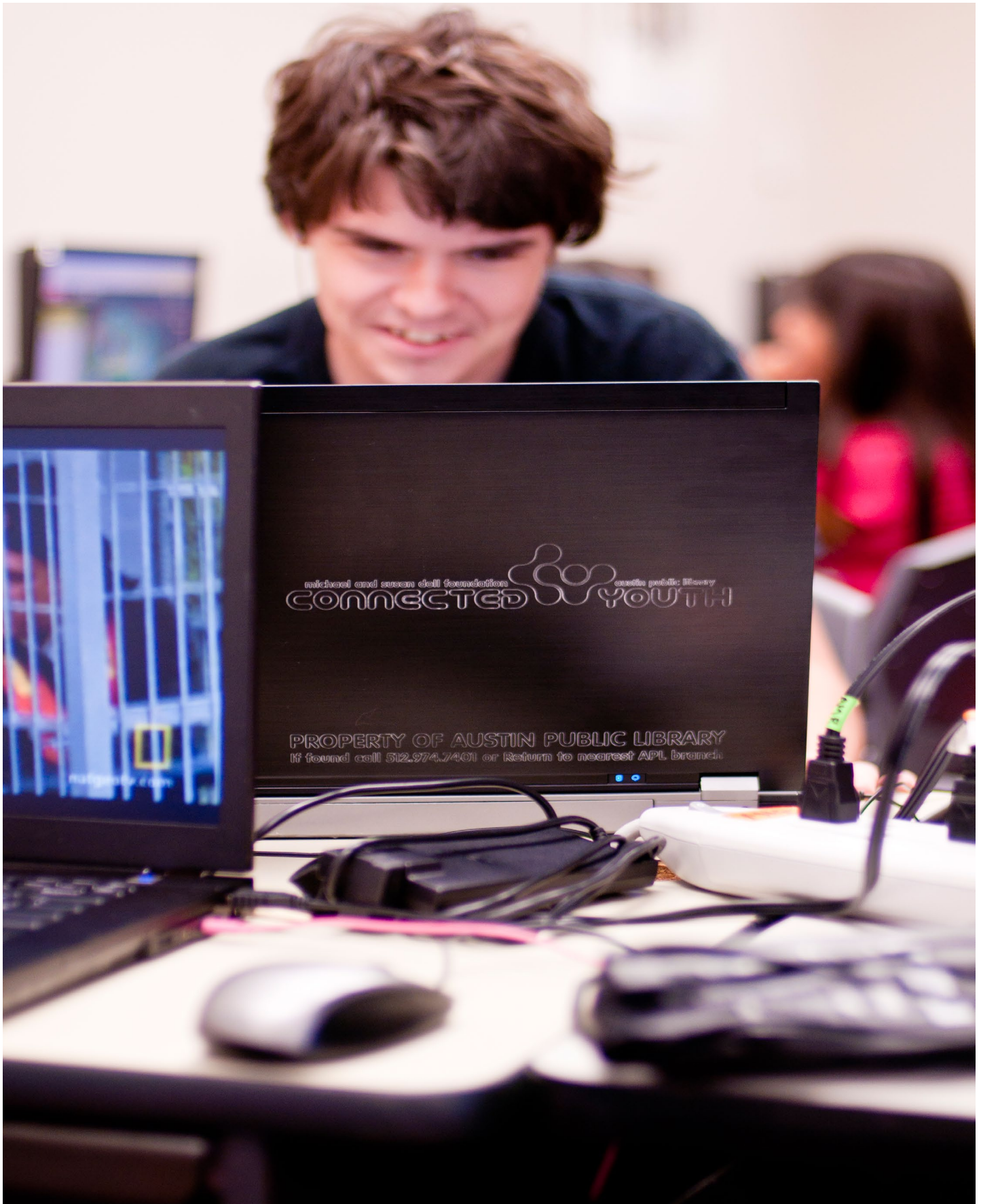
The City's Family Business Loan Program (FBLP) creates jobs for small businesses. The local program is designed to enhance the overall quality of life for Austin residents by offering low interest loans to existing small businesses ready to expand and create local jobs. FBLP has secured commitments from borrowers to create 31 new full-time jobs benefiting the East Austin area.

FBLP is the result of a public-private partnership between the Economic Development Department, the U.S. Department of Housing and Urban Development, and private/community lenders. The program leverages an \$11 million HUD allocation, to incentivize \$25 million in institutional lending to create a \$40 million loan pool. The program, which utilizes no city funds, helps small businesses finance expansions that directly create jobs for the Austin area.

The first celebratory ribbon cutting for the loan program was held in honor of local entrepreneur and FBLP borrower, Rosa Santis, for her efforts and vision to renovate and revitalize a formerly fire damaged building in East Austin. She has recommitted the property to the community by leasing the space to Practice Yoga, a donation-based yoga studio dedicated to increasing access to affordable high quality yoga.

"This is part of the Economic Development Department's broader efforts to make sure that businesses of all sizes have the tools they need to grow business and create jobs," said Kevin Johns, Director of the Economic Development Department.

FBLP continues to build momentum by working with small businesses to further enhance Austin's economy. We look forward to celebrating many more openings and success stories resulting from the access to capital provided by FBLP.



Priority Program #3 Education and Workforce

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|--|---|--|
| Actively recruit and retain businesses that create well-paying job opportunities for lower skilled and blue collar jobs. | <ul style="list-style-type: none"> Established the Creative Content Incentive Program to attract more film, television, and digital media productions | http://austintexas.gov/economic-development-compliance http://www.austintexas.gov/department/family-business-loan-program |
| Assist small businesses and entrepreneurs | <ul style="list-style-type: none"> Launched the Recycling Economic Development Program Joined the Austin Regional Manufacturer's Association as founding members Created partnership with Austin Technology Council Created the Economic Development Toolbox to streamline technical assistance, education, funding, and networking opportunities Updated Online Library Information Guides Offered free computer training and job search classes | http://www.austintexas.gov/department/austin-recycling-economic-development-program http://austintexas.gov/sites/default/files/files/Redevelopment/Economic_Development/EDD_Toolbox_List_of_Services_2013_12_27.pdf http://library.austintexas.gov/library-service-category/research http://library.austintexas.gov/events?term_node_tid_depth=116&=Apply |
| Provision of job search, business and entrepreneurship related guides and classes at the Austin Public Library | <ul style="list-style-type: none"> Provided free Specialized Assistance to over 100 computer users in at the Job Search and Information Commons at Willie Mae Kirk branch library and offered free classes at 4 other library locations. Offered free events featuring business-related topics in partnership with other organizations | |
| LocallyAustin.org | <ul style="list-style-type: none"> The LocallyAustin.org platform and app has grown it's listings to include over 1500 locally owned businesses giving Austinites and visitors a great tool to discover local business | |
| Business Education Classes | <ul style="list-style-type: none"> The City of Austin's Small Business Development Program (SBDP) provides low-cost, college-level business classes to small business owners and entrepreneurs through a contract with the University of Texas at Austin's Professional Development Center (UTPDC) | |
| Core Departments | Economic Development, Health and Human Services, Austin Public Library, Human Resources Department, Parks and Recreation Department, Planning and Development Review | |
| Work Plan and Subteams | <ul style="list-style-type: none"> The team is hosting two Imagine Austin Speakers Series events on workforce development and entrepreneurship. They are finalizing a workforce development inventory, coordinating small business input to CodeNEXT and gathering information and identifying partnership opportunities with area non-profits and other government agencies. | |



Priority Program 5: Grow and invest in Austin’s creative economy

Major Initiatives and Key Accomplishments



Latino Arts Residency Program at the Mexican American Cultural Center



The new Central Library

Capacity building and workforce development in the creative economy

- There are two significant assessments being conducted by Economic Development to assist the creative economy to achieve their core mission to expand the arts and the creative economy. One is the completion of Needs Assessment of the For Profit Creative Industries by the Small Business Development Program. In addition, there was the launch of the Needs Assessment for Nonprofit Organizations and Creative Individuals.
- There are education efforts to help support the creative economy by training artists to be teaching artists in the schools through the Emerging Teaching Artists program and facilitating the Getting Connected and Creative Expo – a tradeshow-like event where for profit small businesses, nonprofit arts and creative individuals can get connected with technical assistance providers and lending institutions.

Creative space development

The City and its partners continue to be assertive in developing new creative space including:

- Launching of the Cultural Asset Mapping Project.
- Continuing construction on the Central Library at the Seaholm Redevelopment which will include gallery and performance space.
- The Carver Museum & Cultural Center saw the opening of the Genealogy Center in June while the Juneteenth Monument will be sited this fall.
- Three Creative Placemaking partnerships won national, prestigious grant awards - Drawing Lines and thinkEAST Living Charrette (each won an ArtPlace America grant), Creative Action Chestnut Neighborhood Activation (won a NEA Our Town grant).



Robert Rodriguez's El Rey Network to locate headquarters in Austin

Supporting the creative economy

The Creative Content Incentive Program was recently created to keep Austin competitive for productions that employ our local film and digital media workforce. The program's intent is to support all forms of film, TV and digital media production in Austin that employ local workers. Each of these production types are eligible for the same level of incentive (0.5% of local wages, or 0.75% if it meets one of two bonus criteria) under this program. Attracting all types of production to Austin will create a stronger production environment and more consistent job opportunities for our local creative workforce.



Iconic guitars and live music welcome travels at Austin-Bergstrom International Airport

Developing a Cultural Tourism Plan

One aspect is to identify authentic Austin experiences and cultural assets through Residents' Surveys as well as identification of cultural assets and challenges, and suggestions for making connections between the creative sector and the tourism industry were solicited through Meetings-in-a-Box. A Steering Committee, made up of representatives from the arts, business and tourism sectors, meet monthly and are identifying the plan goals, objectives, strategies and actions to inform recommendations in the plan. Public City in partnership with Wyatt Brand have been hired as consultants to identify additional outreach strategies to reach more diverse audiences and to analyze the data to develop the final plan. The final Cultural Tourism Plan is to be completed by December 2014.

SPOTLIGHT: INTEGRATION OF ARTISTS' THINKING INTO THE SOUTH CENTRAL WATERFRONT VISION FRAMEWORK

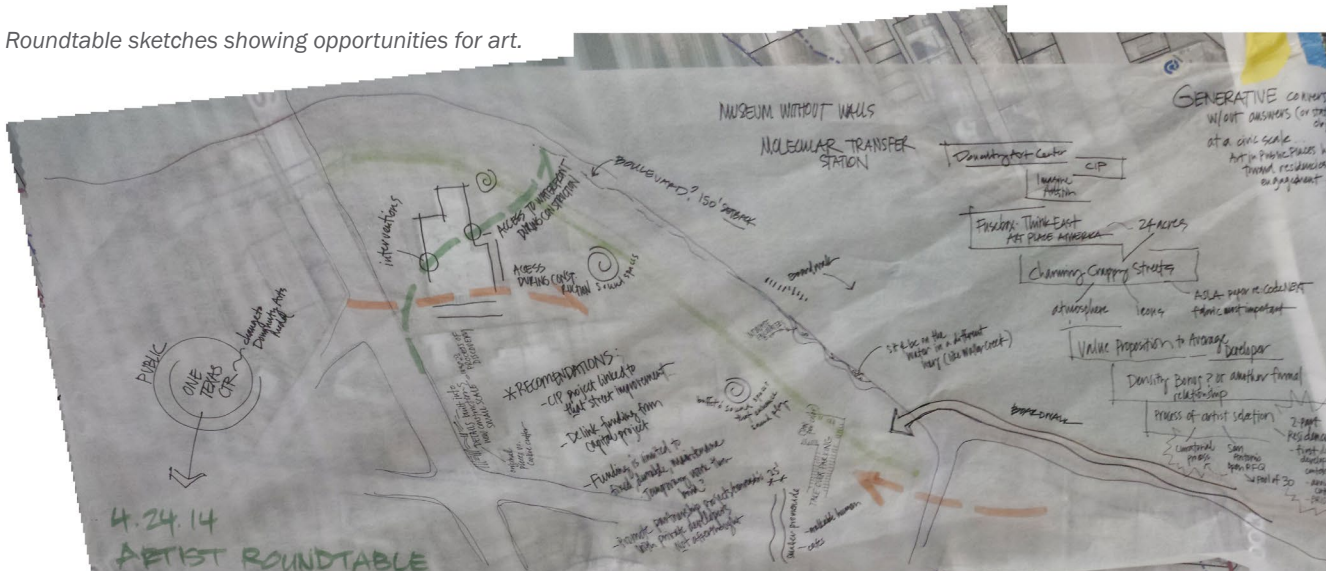


Artist Roundtable participants look at how art could be incorporated into the South Central Waterfront.

The Cultural Arts Division joined with the City of Austin's Urban Design Division and consultants El Dorado Inc., and assembled an Artist Roundtable of artists and creatives to contribute to the emerging vision for a sustainable district along the south shore of Lady Bird Lake as part of the South Central Waterfront initiative. The recommendations from the Artist Roundtable, incorporated into the South Central Waterfront Vision Framework, embed public art into sustainably realized infrastructure, including green infrastructure, transportation, streetscapes and artisan crafted site furniture, as well as advocate embedding artists into the planning process and adding artists to development teams. The sketch plans produced by the Roundtable outline how artists and artworks can be integrated into the district, illustrating how cultural installations enrich the district. The framework will inform development of a small area plan for this central Austin district which is at a crucial tipping point with key parcels coming up for sale and redevelopment in the coming decade.

The inclusion of artists in the Vision + Design Intensive may not have happened except for the relationships that have been built within the members of the Creative Economy Priority Program. This project demonstrates that the Imagine Austin Core Principle for Action "think creatively and work together" as a way to address civic problems creatively that open up possibilities.

Roundtable sketches showing opportunities for art.





Priority Program #5 Creative Economy

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|---|---|---------------------------------------|
| Capacity building and workforce development in the creative economy | <ul style="list-style-type: none"> • Pizza and Paperwork teaches artists to learn how to register with AISD and PARD to teach in the classroom. • The Art Classes Mapping is an effort of mindPOP to “map” locations where children can take art classes in their neighborhood. • Getting Connected & Creative Expo is a fall 2015 tradeshow-like event where for profit small businesses, nonprofit arts and creative individuals can get connected with technical assistance providers and lending institutions. • Twenty-five artists will take part in Mid-America Arts Alliance which is an intensive 8-week business training course to learn practical tools to that will enhance their business and entrepreneurial skills. | |
| Creative Space Development | <ul style="list-style-type: none"> • The Austin History Center continues its planned expansion into the John Henry Faulk Central Library Building • Willie Mae Kirk Branch Library is being repurposed into a Maker Space/Information Commons • Latino Arts Residency Program welcomes four local performance groups residency at the MACC. • The Genealogy Center was created at the Carver Museum and Cultural Center. | |
| Supporting Cultural Districts | <ul style="list-style-type: none"> • A contract was executed for the African American Cultural Heritage District to provide educational, heritage preservation and economic development services. • In October 2013 City Council designated three blocks of Red River as a Cultural District. | |
| Creativity For All | <ul style="list-style-type: none"> • The Senior /Intergenerational Arts and Culture Program was added at the Asian American Resource Center. • The Genealogy Center was added at the Carver Museum and Cultural Center. | |

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|---------------------------------|--|---------------------------------------|
| Supporting the Creative Economy | <ul style="list-style-type: none"> • Created a process for the creative sector to be involved in CodeNext including a CodeNext meeting specifically for creative economy stakeholders • Google Art & Technology Round Table - The City of Austin's Cultural Arts Division, Google, and local leaders in Austin's technology and arts communities have met to begin an ongoing discussion about how Austin can be improved by our local arts and technology communities working together. • Fantastic Market –Economic Development provided support (including funding) for a new film market at Fantastic Fest (Fantastic Market.) The new market brings together potential investors with films looking for investors. • Economic Development staff are working with the organizers of BONUS Creative week in Mexico, representatives of Mexico's regional and federal governments, to find ways to enhance creative sector business and cultural opportunities between Austin and Mexico. • Economic Development staff met with various international delegations to explore creative sector business and cultural opportunities between Austin and the regions represented by these international delegations. • Creative Ambassador Program - designed to promote Austin's reputation as a creative capital destination. | |
| Core Departments | Economic Development, Health and Human Services, Austin Public Library, Human Resources Department, Parks and Recreation Department, Planning and Development Review | |
| Work Plan and Subteams | <ul style="list-style-type: none"> • The team is making progress on conducting a creative needs assessment with primary focus on for profit creative industries for small businesses in order to identify and implement strategies to build their capacity; developing a cultural tourism plan focusing on inventorying cultural assets; and developing and implementing new strategies for creative space development of all kinds and in various places. Other work being conducted by the team includes workforce development, incorporating creative sector components in the CodeNEXT process such as live/work units and public art, creating a cultural district along Red River, developing cultural resource maps with associated community and economic development strategies, and providing life-long exposure to the arts. | |

HEALTHY FOOD + ACTIVE LIFESTYLE + HEALTH CARE+ HOUSING OPTIONS + SAVINGS





HEALTHY & AFFORDABLE

Priority Programs 6 and 7 promote ways of creating a more livable Austin, by focusing on regulations and investments that allow for a more affordable and healthier place to live.

Priority Program 6: Develop and maintain household affordability throughout Austin.

See page 201 of Imagine Austin for more information on Priority Program 6.

Core Departments

Neighborhood Housing and Community Development, Planning and Development Review, Economic Development, Health and Human Services, Code Compliance, Austin Transportation

Priority Program 7: Create a Healthy Austin program

See page 205 of Imagine Austin for more information on Priority Program 7.

Core Departments

Health and Human Services, Planning and Development Review, Parks and Recreation, Public Works, and Austin Transportation

Priority Program 6: Develop and maintain household affordability throughout Austin.

Major Initiatives and Key Accomplishments



A recent forum discussed options for housing to be located near Transit Oriented Developments

City-Wide Discussions on Affordability

Policy dialogue has underscored the importance of overall household affordability with multiple actions addressing issues such as transportation, housing options, and tax and utility costs. This has included council creating a Housing + Transit + Jobs Action Team to increase focus on policies, and initiatives, and collaborative programs that will result in legally binding affordable housing in transit-rich areas. City staff are currently evaluating publicly owned parcels of land to advance development where high levels of affordability are achievable through strategic alignment of housing, transit, and job creation. Council has also approved an increase in tax exemptions for seniors. Staff are working interdepartmentally to provide a spectrum of affordable housing by reducing regulatory barriers through CodeNEXT and enabling the construction of accessory dwelling units such as garage apartments. Code amendments are being proposed to allow the construction of micro unit housing along the City's Core Transit Corridors to provide yet another affordable housing option in transit-rich areas, thus empowering households to able to reduce their transportation costs, which is the second largest expense after housing.



Local groups have been working to preserve and create affordable housing in Austin

Austin Comprehensive Housing Market Study

The City contracted with BBC Research and Consulting to conduct a combined Comprehensive Housing Market Study Report and an Analysis of Impediments to Fair Housing Report (AI), as required by the U.S. Department of Housing and Urban Development (HUD). An analysis of the preservation of affordable housing was conducted in coordination with these efforts. These reports provide crucial, up-to-date qualitative and quantitative data on the evolving housing needs of area residents as our city rapidly grows, highlight trends, challenges, and future projected demand for housing. The report also identifies actions to take to increase housing choice, remove barriers to fair housing choice, and develop strategies for sustainable approaches to achieve the creation and preservation of affordable housing throughout the City of Austin, a goal identified in Imagine Austin.

The 2014 Austin Comprehensive Housing Market Study and Preservation Report can be found online at:

www.austintexas.gov/page/reports-publications



The City of Austin is committed to funding permanent supportive housing services to our community's most vulnerable.

Funding of Permanent Supportive Housing

In 2010 City Council set a goal to create 350 new units of Permanent Supportive Housing. As of July 2014, 383 units are in the pipeline, 254 of which are already complete. During FY2013-14, several new funding commitments by the City resulted in new permanent supportive housing units, including a coordinated effort between NHCD and the HHSD 1115 Medicaid Waiver program and a new Housing First Permanent Supportive Housing Request for Qualifications, which will be issued in the fall of 2014. Additionally, in 2013, Council approved an ordinance that created a vehicle for dedicated revenue for PSH low barrier housing through in-lieu fees generated by the Downtown Density Bonus Program.

For more information about the PSH initiative, visit

<http://www.austintexas.gov/department/permanent-supportive-housing-initiative>



SPOTLIGHT: AFFORDABILITY DOWNTOWN

For the first time in 45 years, on August 22, 2013, an affordable housing project broke ground within the Central Business District of Austin. The development is located directly across the street from the State Capitol in a very desirable, walkable, transit-friendly location in the heart of downtown Austin. Capital Studios, developed by Foundation Communities, was partially funded through City of Austin 2006 Affordable Housing General Obligation Bond funds. The 135-unit affordable community will house residents earning 30, 40 and 50% of the area median family income. Thirty-four of the units will be reserved as Permanent Supportive Housing.

Priority Program #6 Household Affordability

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|---|---|---|
| Downtown Density Program Dedicated Revenue | <ul style="list-style-type: none"> The Downtown Density Bonus Program was adopted in 2013. This program advances the Downtown Austin Plan's goal of creating a means for projects to obtain additional height or square footage entitlements in exchange for funding for affordable housing or onsite affordable units. All funds generated from the Downtown Density Bonus Program will be dedicated to Housing First Permanent Supportive Housing. | |
| 2013 General Obligation Bond for Affordable Housing | <ul style="list-style-type: none"> On November 2013, Austin voters approved a \$65 million bond package for affordable housing. The bond will allow the City to borrow \$65 million to partner with organizations to utilize these funds for affordable rental and ownership housing as well as for the preservation of existing affordable housing. | http://austintexas.gov/2013bond |
| Core Departments | Neighborhood Housing and Community Development, Planning and Development Review, Economic Development, Health and Human Services, Code Compliance, Austin Transportation | |
| Work Plan and Subteams | <ul style="list-style-type: none"> The priority program team has created a new format for the work plan in 2014. The work plan breaks out ten (10) goals and lists Actions for each goal that will be addressed in 2014. | |



Priority Program 7: Create a Healthy Austin program

Major Initiatives and Key Accomplishments



Colony Park Master Plan



City Staff conducted a Smoke Free Housing Survey

Promoting Active Transportation

- Resulting from an Imagine Austin Speaker Series event featuring Scott Bricker of America Walks, community members developed an action plan for walkability which included the creation of the Pedestrian Advisory Council and launched the formation of an external advocacy group WalkAustin. The Council has developed work products improving city policies, programs, and plans.
- Reviewed Colony Park's Draft Master Plan for connectivity on the following principles: block length, block perimeter, and external connectivity. Colony Park will be incorporating these principles into their initiative.

Tobacco Cessation

- A Manager's Guide to Smoke-Free Housing is recognized by U.S. Housing and Urban Development's Smoke-Free Toolkits Webpage. This guidebook has been instrumental to the six affordable housing properties and market-rate properties which are in the process of going smoke-free.
- Article published in the American Planning Association's Planning magazine on key initiatives that connect the fields of health and planning in Austin. Served on a national webinar hosted by APA and the American Public Health Association.
- Through the Mayor's Health and Fitness Council Certification Program and other community efforts new locations have implemented tobacco-free campuses. These include Communities in Schools, Meals on Wheels, Frost Insurance, Capital Area Food Bank, and City of Austin Departments including Austin Resource Recovery, Telecommunications and Regulatory Affairs, and Austin Water Utility.



The Bike Master Plan

Making Austin Bicycle Friendly

The City and its partners are working hard to make Austin a more bicycle-friendly city. Examples of this work include:

- Launching the B-Cycle bike share program, installing 40 stations in December 2013 and February 2014. Trips have reached over 50,000 since the less-than-six months of being open, already doubling annual expectations. Additional docking stations will be added.
- Completed construction of the Boardwalk on Lady Bird Lake
- Seeking to install bicycle fix-stations in all 18 recreation centers. Adding bicycle fix-stations will increase the use of alternative transportation and will increase physical activity. The Parks and Recreation Department will also start a bicycle lending program at all 18 Recreation Centers.
- Collaborating with Bike Austin and the Public Works Department to launch an educational campaign about the safe and proper use of cycle tracks.
- Collaborating with the St. David's Episcopal Church to set up a bicycle parking and shower facility that downtown bike commuters may use.
- Collaborating with the Ghisallo Foundation to establish additional bicycle parking along popular bicycle routes in the Rosewood Neighborhood.
- Completed or nearing completion of 12 miles of new concrete trails on parkland (Walnut Creek and Walter E Long) in north and east Austin.



SPOTLIGHT: COMPLETE STREETS COMING TO YOU

What is a complete street? It's one that accommodates all people and ways of transportation. With this resolution, Austin has joined hundreds of state, local, and regional complete street policies that have been adopted around the country.

The National Complete Streets Coalition has been a leader in educating and promoting complete streets policies at every level and helped the City of Austin and American Association of Retired Persons (AARP) develop a customized Complete Streets Policy Development and Implementation Workshop for City of Austin, Capital Area Metropolitan Planning Organization (CAMPO) and Texas Department of Transportation (TXDOT) staff on December 4, 2013. Organized and funded by AARP, the full-day workshop included expert facilitators to engage over forty staff on discussions of current practices, challenges and opportunities surrounding a possible complete streets policy. Workshop organizer Jessica Lemann, Associate State Director of Outreach for AARP Texas said, "AARP has long advocated for the availability of transportation options that are safe and convenient for people of all ages and abilities. For older Austinites, mobility is key to maintaining independence while also staying connected to their community. That's why AARP is working for complete street policies in Austin as well as at the state and national levels. The Complete Streets Policy Development and Implementation Workshop was a strong and necessary first step toward a formal policy in our city." The complete Streets Policy was adopted by City Council in June 2014.

SPOTLIGHT: COMMUNITY TRANSFORMATION GRANT

Austin/Travis County Health and Human Services Department was awarded a Community Transformation Grant to develop changes to combat health disparities and chronic disease burdens. This grant was awarded in 2011, and strove to make permanent changes at the City of Austin and in the community in its 3-years including healthy air environments, increased access to recreation, safe environments for active transportation, and access to healthy foods.

The Live Tobacco Free Austin initiative has helped worksites and homes advance clean air environments and share resources for tobacco cessation for those who are interested. Since tobacco kills more than AIDS, crack, heroin, cocaine, alcohol, fire, car accidents and homicide combined, and chronic diseases account for 7 out of 10 deaths nationwide, and 3 out of 4 deaths in Travis County, environmental change presents a large-scale impact to improving community health.

In the community, CTG partnerships helped to improve the availability of healthy food in neighborhood corner stores, community gardens, and provide education on nutrition and physical activity. Access to healthy food was expanded through collaboration with the Sustainable Food Center to increase Farm-to-School programs and school gardens, as well as expanding the Federal Supplemental Nutrition Assistance Program network to the HOPE Farmers Market and bilingual outreach about this project and the Double Dollar Incentive.

Physical inactivity is one factor which leads to obesity, an epidemic which affects more than 1/3 of the U.S.' population, and CTG Staff works to address opportunities to lead to a more physically active population. CTG led the revisions to Austin's Subdivision Regulations and Transportation Criteria Manual for more connected developments which enable walking and biking-projects which will be left in progress when the grant ends in September 2014. Recognizing that people who walk, bike, or take transit have lower body mass indexes add to the need for people-first places. The Pedestrian Advisory Council is an advisory body for community members to inform City plans, policies and programs related to walkable environments and was created with the help of CTG.

The funding for this grant was slated to continue into 2016, but, changes in the Federal FY2014 budget eliminated the grant. The Healthy Austin Priority Program Team recognizes that many of the achievements made will not continue at the rate which they were made, and hopes that additional support can be identified for City of Austin Staff to continue work on these important projects and interdepartmental and interagency partnerships.



Priority Program #7 Healthy Austin

| Key Related City Achievements | Additional 2013-2014 Achievements | Web link to Initiative or Achievement |
|----------------------------------|--|---|
| Promoting Active Transportation | <ul style="list-style-type: none"> Adopted the first phase of revisions to the Transportation Criteria Manual to include a Vision and Goals section in line with the Imagine Austin. A partnership between PARD and the Million Mile Month Organization was established in 2014 to promote and challenging all of Texas to accomplish one million miles of walking, running, swimming, riding, and skateboarding during the month of April. Austinites logged a total of 12,219 miles. | http://library.austintexas.gov/event/million-mile-month-54589 |
| Improving Access to Healthy Food | <ul style="list-style-type: none"> 6000 informational flyers on local farmers markets and stands that accept SNAP and how to use SNAP benefits at the markets were distributed. Obtained permitting for four community gardens on public land; started four community gardens on public land, and three were endorsed by the City on private lands. 3.63 acres of produce was grown in FY 2013. A new Food Policy Manager position was hired within the Office of Sustainability to coordinate cross departmental food related policy efforts. Working with small grocery and convenience stores to incorporate healthy food offerings and becoming St David's Hospital Healthy Dining Program certified. Through a contract with Sustainable Food Center, providing education and outreach to residents of 78702 for community/home/school gardens and healthy food preparation classes. Working with the Purchasing Department to provide technical assistance on a new Request for Proposals for City vending services to include higher standards for foods and beverages sold in vending machines on City property. | |
| Enhancement of Public Spaces | <ul style="list-style-type: none"> Completed \$5 million worth of agreements between PARD and private entities for improvements and ongoing maintenance to Downs Mabson Field and Norwood Park. PARD also negotiated construction and maintenance agreements with the Goodnight development for build-out and maintenance of Onion Creek Metro Park. PARD reconstructed Bartholomew Pool and the pool opened in June of 2014 with improvements including: a lap pool and diving area, an activity pool for energetic play, and a toddler pool with beach-style entry. From anecdotal information, the facility appears to be drawing residents from across the City. PARD adapted the National Recreation and Park Association's "I Love My Parks and Recreation" campaign for our city. More than 1,500 pinup cards with residents' expressions of love for the Austin parks system were displayed at various PARD facilities. | |
| Core Departments | Health and Human Services, Planning and Development Review, Parks and Recreation, Public Works, Austin Transportation | |
| Work Plan and Sub-teams | <ul style="list-style-type: none"> This team is helping in the creation of the Community Health Improvement Plan as well as a number of initiatives including addressing obesity through Built Environment and Active Transportation, Recreation Opportunities, Healthy Food, Tobacco Cessation and Health Services. | |



Initiatives that Forward Multiple Priority Programs

There are other collaborative efforts supporting Imagine Austin which cuts across multiple priority programs:

HOUSING + TRANSIT + JOBS ACTION TEAM

In March 2014, City Council created the interdepartmental and interagency Housing + Transit + Jobs Action Team. This team is tasked primarily with aligning City programs and policies with the Federal Transit Administration New Starts program guidelines in support of a Central Corridor high-capacity urban rail project.

The FTA New Starts program is a major federal funding resource for large-scale transit investments and is highly competitive. With an emphasis building and sustaining great cities, the new guidance requires that transit projects are developed in concert with land use plans and policies that are supportive of transit, meet the needs of the transit dependent, and directly address affordability, all while creating healthy, sustainable, and vibrant communities.

The team includes staff from City departments including Neighborhood Housing and Community Development, Planning and Development Review, Austin Transportation, Economic Development, Capital Planning, Sustainability, and Austin Resource Recovery, as well as from Capital Metro. The Team will identify programs and policies, identify gaps and/or deficiencies, and recommend strategies to improve the effectiveness of, and/or fill gaps in, those programs and policies so as to achieve the highest New Starts ratings.

As of June 2014, the Housing + Transit + Jobs Action Team has met several times to develop a work plan and evaluation process which was presented at the June 2nd meeting of the Comprehensive Planning and Transportation Committee of Council. The H+T+J Action Team report back to the Committee on August 4th, 2014. The Action Team has already begun the initial task of identifying current programs and policies that relate to FTA New Starts criteria.

TRACKING SUSTAINABILITY PERFORMANCE IN A COLLABORATIVE FASHION

Office of Sustainability

The Office of Sustainability works to advance local sustainability and climate action by providing leadership and coordination for initiatives across the City of Austin and the Austin community. The Office tracks progress, incubates innovative sustainability projects, educates citizens and staff, and communicates results. The following highlights from the past year represent cross-collaboration efforts, as well as community outreach and engagement activities to promote sustainability goals.

Sustainability Action Agenda:

The Action Agenda identified 10 focus areas, many of which overlap with Priority Programs, to help define how the City of Austin is taking action for sustainability. The Action Agenda was designed to:

- 1) provide a coordinated tracking and reporting framework that finds a balance between prosperity and jobs, protecting the environment, and community health, equity, and cultural vitality;
- 2) report measurable results that benefit Austin; and
- 3) highlight citywide collaboration and progress.

In January 2014, the Office released the first Sustainability Action Agenda Progress Report and worked closely with 24 departments to assemble the results for the more than 100 community-focused projects and programs reflected in the Progress Report.

STAR Community Rating:

The STAR Community Rating System (STAR) is the nation's first voluntary, self-reporting framework for evaluating, quantifying, and improving the sustainability of U.S. communities.

The effort, led by the Office of Sustainability and with more than 160 people from City departments and community partner organizations, resulted in a 4-Star rating for Austin (out of a possible 5 Stars). Austin is one of only eight cities in the U.S. thus far to have been rated using STAR.

Awarding of Grants

Grant Coordinators within the City of Austin are using Imagine Austin as a framework for grant scoring and decision making. Applications are required to show how their grant applications and programs will help further the community goals contained in Imagine Austin. Planning and Development review staff will continue to work with more coordinators to ensure that Imagine Austin remains part of the scoring, where appropriate.

Not only is the City of Austin considering Imagine Austin when awards grants, the City's Brownfields Program received a \$400,000 community assessment grant to assess blighted and infill properties to fuel redevelopment and revitalization of up to 20 properties with the help of Imagine Austin. A brownfield site is real property, the expansion, redevelopment, or reuse of which may be complicated by the presence or potential presence of a hazardous substance, pollutant, or contaminant. The alignment of these brownfield sites with the activity centers and corridors shown on the Growth Concept Map will be a consideration in the scoring process. This grant will be a catalyst to seed sustainable redevelopment and provide new business and job opportunities, affordable housing, parks, and urban gardens.

The funds will be considered for approval through the City of Austin's fiscal year 2015 budget process. Property assessments will begin in the fall of 2014, focusing on sites to be redeveloped as affordable housing, transit-oriented developments or urban parks and gardens. Two phases of assessment are involved: Phase I identifies environmental concerns that could be an issue for either the environment or the user of the site, and Phase II will investigate those identified concerns to determine if the property is impacted by contaminants. All assessments should be complete by 2017.

The **STAR rating system** delineates a community's sustainability into seven specific goal categories which happen to align with Imagine Austin:

- ★ Built environment
- ★ Climate and energy
- ★ Economy and jobs
- ★ Education, arts, & community
- ★ Equity & empowerment
- ★ Health and safety
- ★ Natural systems



3 REGULATIONS

In 2013-14, the City continued progress to align numerous land-use regulations with Imagine Austin. Imagine Austin envisions a shift in the development patterns of our city, towards a compact and connected city of complete communities. As the plan document states: “Imagine Austin calls for new development and redevelopment to be compact and connected, but many elements of the existing Land Development Code make this difficult to accomplish” (Imagine Austin, p. 207).

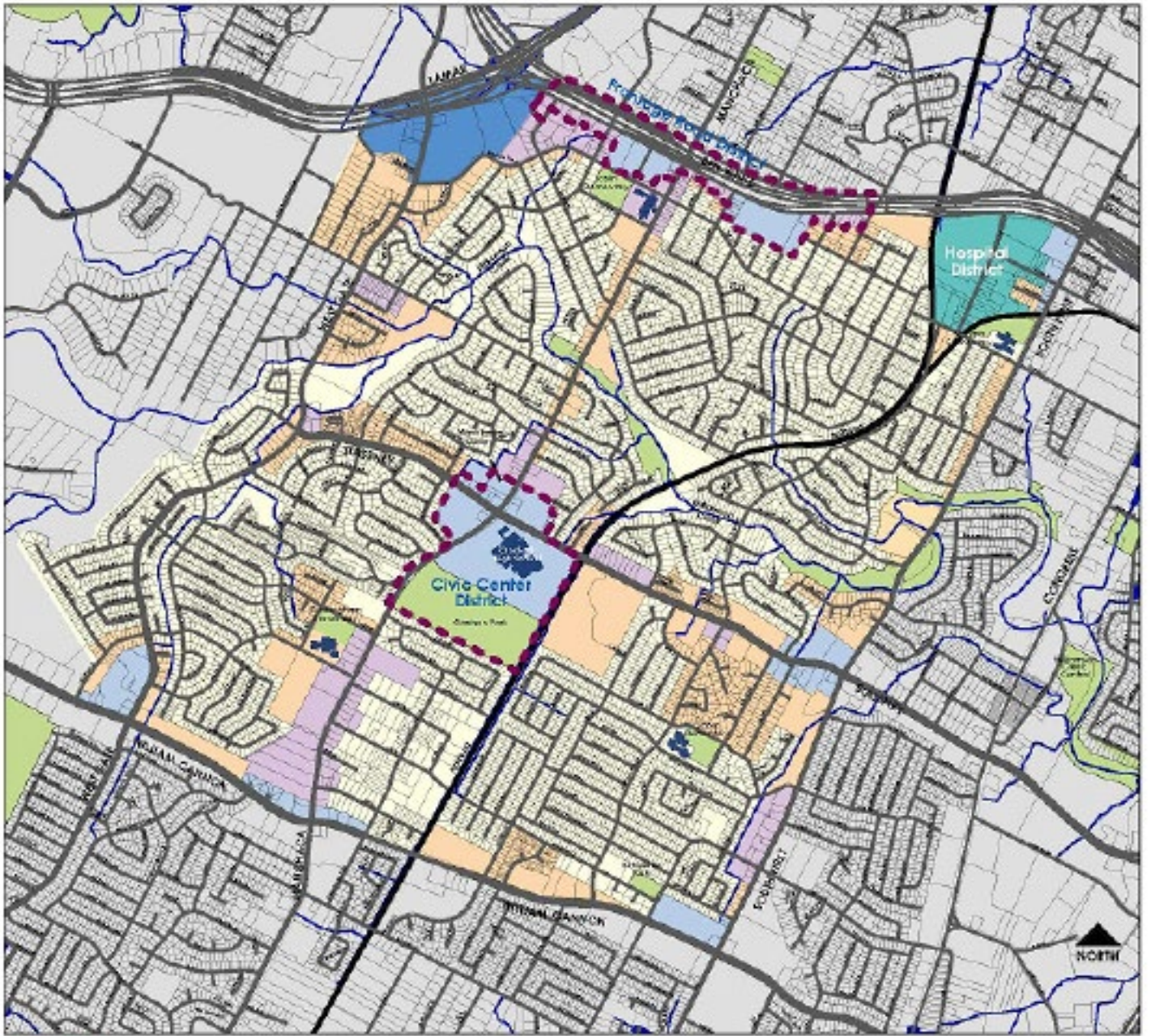
In addition to CodeNEXT, which was discussed in the previous section, other regulatory initiatives are either underway or complete.

Cases for Rezoning

The City continues to review requests for zoning changes for their consistency with the comprehensive plan. Staff reviewers consider whether each proposed zone change supports Imagine Austin’s policies, actions, and Growth Concept Map. Staff will also review the applicable neighborhood plan if a proposed zoning change falls within such an area.

Reviewing Plans for Alignment with Imagine Austin

Staff reviews various plans such as small area, strategic, and master plans for consistency with Imagine Austin. The review shows the relevant provisions of Imagine Austin including the Vision, policies, actions, and priority programs. The Urban Trails Master Plan, the 2014 Bike Master Plan and the South Austin Combined Neighborhood Plan were reviewed this year as part of the review process. Planning and Development Review staff will continue to expand this review to ensure that all applicable plans are reviewed for consistency with the comprehensive plan, particularly in coordination with the appropriate priority program team.



DRAFT Character District Map
 Rev. 1 (2/14)



South Austin Combined Neighborhood Plan



The Burnet Road Corridor is being considered as the next planning area



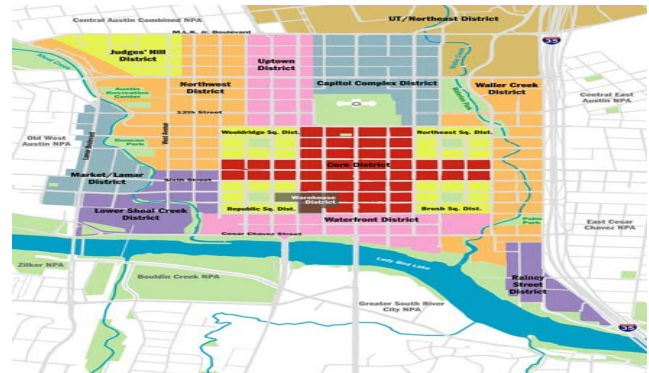
Airport Boulevard design example

Updating Existing Small Area Plans and Selecting New Small Area Planning Areas

Over the upcoming year, as part of the North Central Austin Study Area planning process, the Planning and Development Review Department’s Comprehensive Planning Division staff will provide the opportunity to the remaining neighborhoods who have not participated in the neighborhood planning process to do so. In addition, staff has identified a section of Burnet Road in north central Austin, which is undergoing transformation and is expected to continue to rapidly evolve, as a candidate for a corridor study. This corridor study would include Burnet Road generally from 45th Street to US 183 and Anderson Lane from Mopac, east, to the railroad tracks. Based on recommendations emerging from the corridor studies, staff will engage the neighborhoods east of Burnet Road (Crestview, Wooten, Brentwood, and Highland) to update their decade-old neighborhood plans. Staff will also continue to engage neighborhood plan contact teams to further refine the criteria associated with revising existing plans once those east of Burnet Road are revised.

Airport Boulevard Form-Based Code Initiative

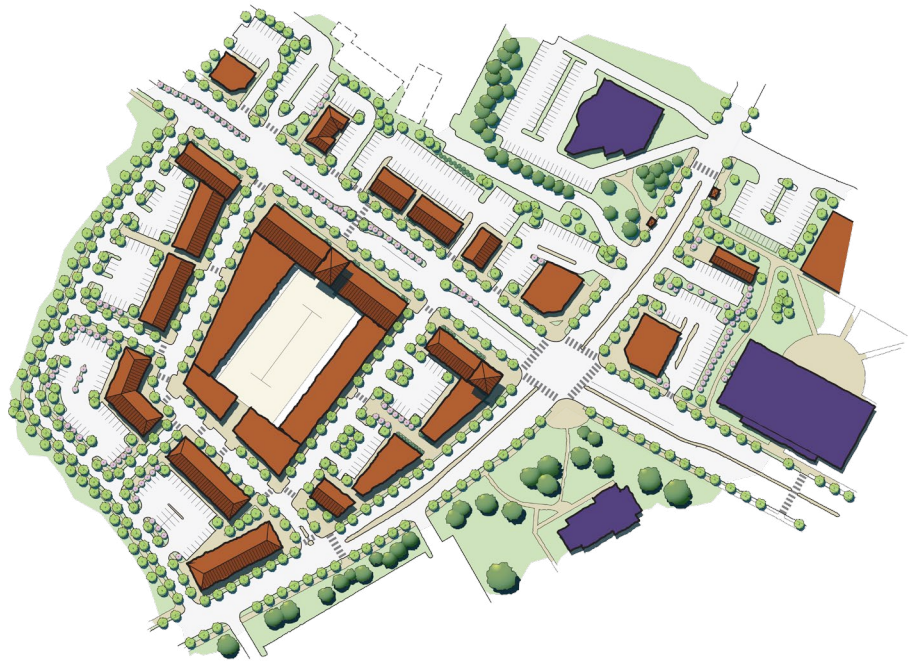
To create a more walkable, transit-friendly and vibrant Airport Boulevard corridor, the initiative will be coordinated with the CodeNEXT initiative. This will create a cohesive set of regulations that align with the overall code revision and implement the community’s Vision for Airport Boulevard.



X

Downtown Density Bonus Program

In February, City Council adopted the Downtown Density Bonus Program. A density bonus program is a method by which development projects can earn additional height and density by providing “community benefits” from a menu of defined options or by paying a fee in lieu of providing benefits on site. This program will allow additional development in downtown in exchange for projects providing community benefits including: Great Streets; Green Building; affordable housing benefits, cultural and live music uses, childcare and other public benefits.



Participants collaborated on illustrative visions for the Civic Center (above) and the area along the Ben White Blvd. frontage road.

SPOTLIGHT: SOUTH AUSTIN COMBINED NEIGHBORHOOD PLAN

Neighborhood plans help realize the big picture goals of Imagine Austin by tailoring the comprehensive plan’s citywide vision to the context of neighborhoods. The South Austin Combined Neighborhood Plan, which is anticipated to be adopted by City Council in fall 2014, is the first neighborhood plan initiated since the comprehensive plan was adopted. The South Austin Combined neighborhood planning process was reconceptualized to more effectively accomplish Imagine Austin goals. The community envisions South Austin as a complete community that is mobile and interconnected; compact, accessible, and affordable; natural and sustainable; healthy, safe, creative, and engaged.

Cross-departmental collaboration in the planning process helped identify and fund improvements even before the neighborhood plan was adopted. Early wins include a pedestrian hybrid beacon—a top plan priority—in Austin Transportation Department’s 2014 work plan as well as a TxDOT Green Ribbon grant for trees and landscaping along the Ben White frontage road. Improvements such as these speak to the effectiveness of better coordinated interdepartmental planning efforts through Imagine Austin and an improved neighborhood planning process.

Imagine Austin identifies a revised land development code as one of the community’s top priorities. The first neighborhood plan following the adoption of Imagine Austin, the South Austin Combined Neighborhood Plan is designed to provide guidance for land use decisions under the existing code but also anticipates likely changes to the code on the horizon. To bridge the existing Land Development Code (LDC), the citywide vision in Imagine Austin, and the CodeNEXT LDC revision, the neighborhood plan includes policies and actions that work with the current LDC as well as informs CodeNEXT. One of the challenges in South Austin—as across Austin—is maintaining neighborhood character and quality of life as Austin’s population grows rapidly. This neighborhood plan directs most changes to character districts outside the Residential Core and calls for harmonious transitions between the existing neighborhood and new development.

SPOTLIGHT: COLONY PARK SUSTAINABLE COMMUNITY INITIATIVE

This initiative is a 3-year Community Planning Process that will culminate in a Master Plan for 208-acres of City-owned land in Northeast Austin, in addition to 93 acres of parkland, on Loyola Lane between Johnny Morris Road and Decker Lane.

This is a cross-departmental and agency initiative that will incorporate best practice strategies for energy-efficient building design, water conservation and zero-waste technology and standards to create a model sustainable and livable mixed-use, mixed-income community. The project will include completion of a Master Plan, resulting in rezoning; subdivision and site planning for review and approval by the City of Austin; infrastructure construction plans and architectural design guidelines for new sustainable residential and commercial development that must be completed by the end of 2014. The project will further numerous Imagine Austin goals including more transportation choices; promote equitable, affordable housing; enhance economic competitiveness; support existing communities; coordinate policies and leverage investment; and value communities and neighborhoods.





SPOTLIGHT: SOUTH CENTRAL WATERFRONT

The South Central Waterfront, directly across from downtown and stretching along Lady Bird Lake, is undergoing change and facing increasing development pressures. Recent studies of land use scenarios indicate that well over a billion dollars of private reinvestment is likely to go into this area over the next 20 years as properties choose to redevelop. To address these rapidly unfolding changes to this area, in late 2013 the City launched the South Central Waterfront Area Plan Initiative to establish a vision and provide recommendations to guide public and private investments for this twenty-year time span and beyond.

Beginning in 2014 the City held a series of public engagements events including:

- ★ Two Waterfront Walkabouts, guided walking tours of the district, to explore and discover the challenges and opportunities in the South Central Waterfront first hand. Together, these two Waterfront Walkabouts drew a total of 229 participants.
- ★ Three Waterfronts Talkabout (public lectures and panel discussions), featuring local and national experts on best practices on waterfront development. 267 citizens participated in the Talkabouts.
- ★ A five day Vision + Design Intensive at the end of April involved residents, property owners, stakeholders, city staff and others to inform the work of a team of designers, planners, economists, engineers, public artists and other experts in exploring the area's potential. 170 community members, property owners and stakeholders participated during the five days.

Participants at the Vision + Design Intensive discuss a model of the Waterfront.





The results from the April Vision + Design Intensive were presented to the Comprehensive Plan and Transportation Committee in June in the form of a draft Vision Framework, which proposed the that City partner with private property owners to create a district-wide approach to the physical and economic redevelopment of the area. The Vision Framework is a key milestone in creating a small area plan to guide redevelopment so that as the South Central Waterfront changes, it will create a beautiful public realm that supports a lively, attractive pedestrian environment, creates great public spaces, includes affordable housing, and enhances connections to and along the waterfront.

City staff, University of Texas planning students, and members of the Citizens Advisory Committee help participants at the second Waterfront Walkabout imagine the future of the area.

4 CAPITAL INVESTMENT

City Departments continue to use the vision of Imagine Austin, along with technical assessments of infrastructure condition and public input, when planning, designing and constructing projects within their funded capital improvement programs. Many of these capital investments are highlighted in the priority program achievements listed in this report beginning on page X.

One of the most significant changes since the adoption of the plan has been the refinement of the City's capital investment practices to align with Imagine Austin. The Capital Planning Office produced the first Long-Range CIP Strategic Plan in 2014. The Long-Range CIP Strategic Plan supports collaboration within our capital program to provide infrastructure that forwards the Imagine Austin vision.

Capital investment is also considered as part of annual departmental business planning. City management required departments to assess their operations, priorities, and budgets and adapt them as needed to align with the plan. In 2012, as part of the annual departmental business planning process, each department was required to summarize how it currently supports the comprehensive plan and/or how it plans to modify goals, performance measures, and programs to better align with it. During the 2013 business planning process, connections to Imagine Austin were embedded into the discussions of departmental performance gaps and horizon issues. In addition, as City departments continue with budgeting and capital planning for the upcoming fiscal year and longer horizons, new requests for both operating and capital funding are being reviewed against the plan's vision, policies, actions and priority programs. Cross-departmental cooperation has been and will continue to be encouraged in these budgeting and planning efforts.

Capital Planning

The Capital Planning Office (CPO) was established in 2010 in part in anticipation of the City's new comprehensive plan. CPO provides high-level coordination between the City departments that are involved in capital planning and project delivery, coordinating, monitoring, and aiding in the development of the City's Capital Improvement Program (CIP) and leading development of the Long-Range CIP Strategic Plan.

In 2013-2014, the Capital Planning Office undertook several new initiatives to better coordinate investments across departments and to further integrate the vision of Imagine Austin into the way the City plans for and communicates about the City's capital program.

Long-Range CIP Strategic Plan

In 2014, the Capital Planning Office produced the first Long-Range CIP Strategic Plan, using the Imagine Austin Growth Concept Map and Priority Programs as guides. The draft Strategic Plan focuses on a 10-year planning horizon and provides the basis for identifying both the City's basic infrastructure needs and strategic opportunities for CIP investment over the long term. It is a bridge between the five-year CIP Plan, which maps out spending for funded capital improvement projects over the next five years, and the community's vision of Austin by the year 2039, the horizon year of Imagine Austin.

The Long-Range CIP Strategic Plan includes a series of "heat maps", organized around the Imagine Austin Priority Programs, that provide a new way to view the overlap and intersection of various CIP priorities, such as those identified by Imagine Austin. Through further study of these maps, the City and its partners can identify



opportunities for collaboration that meet multiple objectives for a greater impact on the community. Utilizing these maps, the Capital Planning Office worked with Priority Program teams to identify strategic opportunities for capital investment that go beyond the work of any one department. Over time, this work will result in a stronger alignment of capital investments with Imagine Austin.

By bringing the priority capital needs identified by multiple City departments together into one document and updating it annually, the Long-Range CIP Strategic Plan allows for coordinated CIP investments, future funding and leveraging opportunities, and improved transparency and public understanding of the City's long-term infrastructure plans as well as use of the CIP to support and advance City policies, including Imagine Austin.

Enhanced Communications and Reporting on CIP investments

In 2013-2014, the Capital Planning Office, in collaboration with several City departments, created several avenues for regular communication and reporting on the CIP. These new tools improve public transparency about the City's capital program, as envisioned in Imagine Austin, as well as provide more effective communication to city decision makers. These tools are all available online.

- CIVIC (Capital Improvements Visualization, Information and Communication) is an online portal for the CIP that features an interactive map where the public can get information about a variety of active projects including mobility, water systems or parks projects. Initially, only projects funded by the 2012 and 2010 bond programs are available in the interactive map. In later phases, the site will be expanded to include additional data and project locations.
- Staff provides a Bond Programs Report to the Bond Oversight Committee each quarter, which provides the public with project updates and spending details on the City's voter-approved bond programs.
- The Capital Improvement Program Annual Report provides a high-level status of the Capital Improvement Program including information on voter-approved bond programs, updates on key projects and programs, and overall progress on the City's capital program.

Capital Planning Office Receives technology award for mapping analysis

The City of Austin Capital Planning Office has received the Public Technology Institute's 2013-14 Technology Solutions Award for the Strategic Capital Investments GIS mapping analysis, which can be found in the Long-Range Capital Improvement Program Strategic Plan.

The Public Technology Institute's annual Solutions Awards Competition recognizes PTI member local governments that demonstrate how they use technology to solve specific problems, improve community services and internal operations,



CIP Program Management

- The Capital Planning Office often plays a role in bringing departments together to maximize value and outcomes for the City’s capital investments to implement Imagine Austin. They provide program management activities for implementation of the City’s voter-approved bond programs and for districts undergoing major capital investment in support of redevelopment of city-owned property, such as the Seaholm District in collaboration with the Economic Development Department.
- The City regularly provides open houses to the public on how to do business with the City. With a focus towards continued quality in CIP projects, in 2013 the City provided an open house for potential vendors and contractors focused on maximizing Imagine Austin goals through the implementation of upcoming bond-funded projects. By sharing information with potential vendors and contractors early, the private sector can better respond to the unique needs of the projects when they are put out to bid, resulting in improved quality and efficiency during project implementation. The Vendor Open House was made possible through a partnership between the Capital Planning Office, the Contract Management Department, the Small and Minority Business Resource Department, and the Purchasing Department, with input from multiple CIP sponsor departments.
- The Capital Planning Office is currently coordinating with City project managers and development partners responsible for the multiple City projects occurring in the redevelopment of the Seaholm District. With several significant projects in design and construction phases at the same time, coordination is necessary to ensure that the complete transformation of this section of downtown into a compact and connected center occurs as smoothly and with as little disruption to the public as possible.

The JJ Seabrook Stream Restoration Project is another example of a Capital Improvement Project



Small Area Plan Implementation

Neighborhood plans, master plans, and other adopted small area plans include more fine-grained investment recommendations in support of Imagine Austin. The Planning and Development Review Department coordinates an implementation program which works to integrate these recommendations into the DNA of broader citywide investment decisions.

As part of this implementation program, PDRD staff:

- Monitors progress toward implementing all recommendations;
- Work with Neighborhood Plan Contact Teams to prioritize recommendations;
- Coordinates with various City departments to ensure that recommendations are being accommodated into existing City budgets;
- Coordinates with the Capital Planning Office, priority program teams, and others to identify resources to implement recommendations that cannot be accommodated through existing budgets and to integrate Small Area Plan investment recommendations into Long Range CIP Strategic Plan; and
- Improves the linkage between Small Area Plan recommendations and project development process by mapping recommendations, and including recommendations as a reference layer in IMMPACT (internal web application that tracks and coordinates Capital Improvement Projects and Permits).

As of 2014, 40% of Neighborhood Plan recommendations with known statuses have been completed.

SPOTLIGHT: SUSTAINABLE PLACES PROJECT

Over the past three years the City of Austin has participated as a regional partner in the Sustainable Places Project, an initiative funded by a grant from the U.S. Department of Housing and Urban Development. A key component has been the development of Envision Tomorrow +, a computer-based analytic tool to assess and compare the economic, environmental and equity impacts of redevelopment scenarios for areas in our region.

Austin's demonstration was an economic analysis of the proposed urban rail program. All ten sub-corridors of the Project Connect Central Corridor High Capacity Transit Phase I screening process were evaluated for relative economic development potential along with other criteria used to determine the highest priority for investment.

The University of Texas Center for Sustainable Development is leading the economic analysis of the recommended Locally Preferred Alternative for Project Connect Central Corridor. The tool is also being used to analyze the current land development code for CodeNext, neighborhood planning, and the Colony Park project.



5 PARTNERSHIPS

Imagine Austin is a big plan with big ideas that extends beyond what the City of Austin can do as a single entity. Partnerships are critical to realizing Imagine Austin's community-wide vision. As can be seen in this report, the City of Austin has many existing partnerships but there is room to grow.

The comprehensive plan presents an opportunity for the City to take partnerships to the next level. In recognition of this, a partnership framework that is focused on helping the priority program teams and could be used by other City programs has been developed. The City hired a consultant, Civic Collaboration, who worked with the priority program teams, the Capital Planning Office, the Communication and Public Information Office, Planning and Development Review, and the Chief Innovation Officer to create a suitable framework.

The goal of this initiative is to expand resources including funding, expertise and community support by fostering partnerships between the City and private sector, governmental, non-profit and community based groups with the aim of achieving common aspirations that achieve the goals of Imagine Austin. The expansion of partnerships will raise the likelihood of success and boost the impact of both the City and partners initiatives.

The framework is a guide to help determine the right project, partners and type of partnership. It provides direction for:

- Assessing partnering readiness
- Identifying and selecting partners
- Designing and launching the partnership
- Maintaining and evaluating the partnership

The framework has been shared with the priority program teams who will use the tool to assess partnering opportunities.



APPENDIX I: ACTION MATRIX

Acronyms & Legend



| | |
|--------|---|
| AE | Austin Energy |
| AFD | Austin Fire Department |
| APD | Austin Police Department |
| APL | Austin Public Library |
| ARR | Austin Resource Recovery |
| ATD | Austin Transportation Department |
| AWU | Austin Water Utility |
| CAD | Cultural Arts Division of ED |
| CPO | Capital Planning Office |
| CTM | Communications and Technology Management |
| ED | Economic Development Department |
| EMS | Emergency Medical Services Department |
| GIPPIT | Green Infrastructure Priority Program Implementation Team |






| | |
|------|--|
| HHSD | Health and Human Services Department |
| HRD | Human Resources Department |
| NHCD | Neighborhood Housing and Community Development |
| OoS | Office of Sustainability |
| PARD | Parks and Recreation Department |
| PIO | Public Information Office |
| PDRD | Planning and Development Review Department |
| PWD | Public Works Department |
| RES | Office of Real Estate Services |
| SBDP | Small Business Development Program of ED |
| SMBR | Small and Minority Business Resources |
| TARA | Telecommunications and Regulatory Affairs |
| WPD | Watershed Protection Department |










PRIORITY ACTIONS



Priority actions are highlighted in the left most column




-  Not available
-  Not started
-  In progress










| | Action | Responsible Department(s) | Status | Next Steps |
|--|---|---------------------------|---|---|
| PRIORITY PROGRAM 1: INVEST IN A COMPACT AND CONNECTED AUSTIN. | | | | |
| LUT A1 | Give priority to City of Austin investments to support mixed use, transit, and the creation of compact walkable and bikeable places. | PDRD, PWD, ATD, CPO |  | Consider during annual Capital Improvement Program planning process. |
| LUT A5 | Create a regulatory environment to promote the redevelopment of brownfields and greyfields into compact, walkable places by: <ul style="list-style-type: none"> - Increasing development rights through changes in regulations, density bonuses, and other incentives; - Revising parking requirements that result in more permeable areas 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; - Utilizing Low Impact Development practices to mitigate impacts associated with increases in impervious cover or constrained stormwater infrastructure that may impede redevelopment. | PDRD, PWD, ATD, ED |  | <ul style="list-style-type: none"> • PDRD will identify specific organizational needs and hire staff. • ED will expand redevelopment services into additional <i>Imagine Austin</i> identified centers and corridors. |








| | Action | Responsible Department(s) | Status | Next Steps |
|--|---|--|---|--|
| PRIORITY PROGRAM 1: INVEST IN A COMPACT AND CONNECTED AUSTIN. | | | | |
| LUT A13 | Create a system of high-capacity transit, including elements such as urban rail and bus rapid transit corresponding to land-use mix and intensity. | ATD (+Capital Metro, TxDOT, CTRMA) |  | <ul style="list-style-type: none"> Identify funding and implement Project Connect Transit Vision. Implement Strategic Mobility Plan, Bicycle Master Plan, and Sidewalk Plan. Revise Land Development Code through CodeNEXT. Revise Subdivision Regulations. Analyze proposed Urban Rail corridors. |
| LUT A14 | <p>Increase public transit ridership.</p> <ul style="list-style-type: none"> Expand service to compact centers and activity corridors Increase the number of people who use transit by choice Create inviting public spaces at stops & transfer centers Provide real-time schedule information Add more covered bus shelters Make routes 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 Add more bicycle carrying capacity to buses and trains | ATD, PDRD, PWD, EGRSO, CPO, (+Capital Metro, TxDOT, CTRMA) |  | <ul style="list-style-type: none"> Identify funding and implement Project Connect Transit Vision. Implement operational improvements identified in Capital Metro Service Plan 2020. Implement Strategic Mobility Plan, Bicycle Master Plan, and Sidewalk Plan. Revise Land Development Code through CodeNEXT. Revise Subdivision Regulations. Finish development of the Sustainable Places Analytic Tool and use to analyze proposed Urban Rail corridors. |
| LUT A15 | Ensure that the construction, operation, and management of rail, bus rapid transit, local bus systems, and future public transportation are integrated and coordinated across City Departments and with our partners such as other local governments, agencies, and districts. | PWD, ATD |  | <ul style="list-style-type: none"> Continue to Coordinate with Capital Metro, CAMPO, and LSTAR through Project Connect. Continue to operate Rail Office jointly with Capital Metro. Continue to participate in regional transportation coordination as a member jurisdiction of CAMPO. |
| LUT A16 | Enhance crosstown transit options to better connect people to the places where they live, work, play, shop, and access services. | ATD, PWD |  | <ul style="list-style-type: none"> Identify funding and implement Project Connect Transit Vision. Implement operational improvements identified in Capital Metro Service Plan 2020. |
| LUT A17 | 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. | PDRD, PWD, ATD |  | <ul style="list-style-type: none"> Implementation of Airport Boulevard Corridor Plan in process. Develop ED prioritizations to expand to all identified Imagine Austin Centers and Corridors. Implement Sidewalk Master Plan |





| | Action | Responsible Department(s) | Status | Next Steps |
|--|---|---------------------------|---|---|
| PRIORITY PROGRAM 1: INVEST IN A COMPACT AND CONNECTED AUSTIN. | | | | |
| LUT A22 | Expand the Safe Routes to School programs. | ATD |  | Enhance ATD process for identifying funding and building partnerships. |
| LUT A23 | Develop standards to connect all new neighborhoods to adjacent neighborhoods and commercial areas by streets, sidewalks, and bicycle lanes and/or paths. | PDRD, PWD, ATD |  | Revise Subdivision Regulations. |
| LUT A24 | Encourage the relocation of the Union-Pacific Railroad freight line from its current alignment through the middle of Austin. | ATD, EDD (+LSTAR, TxDOT) |  | <ul style="list-style-type: none"> • Implement Project Connect Regional Transit Vision. • Support LSTAR efforts to coordinate with TxDOT and Union Pacific to Relocate through freight traffic in the region. |
| LUT A25 | 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 Down – town public and private sector stakeholders. | ATD, PDRD |  | <p>Deploy advanced transportation management system (ATMS) to improve traffic flow and traveler information.</p> <p>Implement wayfinding system in downtown which will make it easier to navigate by foot or by bike and will help people find public parking.</p> |
| LUT A27 | Promote increased bicycling and walking through traffic enforcement, program evaluation, and developing and integrating web-based tools, mobile applications and other educational materials. | PDRD, PWD, ATD |  | <ul style="list-style-type: none"> • Publish monthly newsletter regarding Imagine Austin and related issues. • Coordinate newsletters across departments. |
| LUT A31 | Improve streetscapes and infrastructure along activity corridors and at activity centers through the use of financing mechanisms such as Tax Increment Financing (TIF) districts and Public Improvement Districts (PID). | PDRD, PWD, ATD, CPO, ED |  | <ul style="list-style-type: none"> • Enhance PDRD process for identifying, funding and building partnerships. • Analyze proposed Urban Rail corridors. • Consider during annual Capital Improvement Program Planning Process. |
| HN A5 | Incentivize and subsidize the construction of infrastructure for projects providing affordable housing. | PDRD, PWD, ATD, CPO |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Coordinate with NHCD and other City Departments through Jobs Transit Affordable Housing Task Force and other venues. |
| E A5 | Improve Austin’s transportation and economic connections between other major cities in Texas by supporting the construction of a high speed rail network. | ATD |  | <ul style="list-style-type: none"> • Implement Project Connect Regional Transit Vision. • Support LSTAR efforts to develop higher speed rail in the region. • Continue to participate in regional transportation coordination as a member jurisdiction of CAMPO. |
| CFS A25 | Cluster and, where appropriate, co-locate public facilities and programs to reduce costs. | PWD, ATD, CPO |  | <ul style="list-style-type: none"> • Coordinate with Strategic Facilities Governance Team to implement innovative facility investments that support a compact and connected city. |








| | Action | Responsible Department(s) | Status | Next Steps |
|--|--|---------------------------|---|--|
| PRIORITY PROGRAM 1: INVEST IN A COMPACT AND CONNECTED AUSTIN. | | | | |
| CFS A34 | 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. | PDRD, PWD, ATD, CPO |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Subdivision Regulations. • Consider during annual Capital Improvement Program Planning Process. • Coordinate with departments. |
| C A14 | Develop programs and incentives to provide flexible, affordable work space and housing throughout Austin, with an emphasis placed on locations well-served by transit, downtown, and activity centers and corridors for entrepreneurs, small and local businesses, artists, and creative professionals. Programs and incentives should address live-work space, home-based businesses, and temporary lease agreements in multi-use venues such as schools, vacant buildings, and warehouses. | PDRD, PWD, CPO |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Subdivision Regulations. • Consider during annual Capital Improvement Program Planning Process. • Coordinate with departments. |






| | Action | Responsible Department(s) | Status | Next Steps |
|--|--|---------------------------|---|--|
| PRIORITY PROGRAM 2: SUSTAINABLY MANAGE OUR WATER RESOURCES. | | | | |
| LUT A7 | Implement a transfer of development rights program to transfer development rights from environmentally sensitive areas to areas identified on the Growth Concept Map for new development or redevelopment. | WPD & PDR |  | <ul style="list-style-type: none"> • Implement adopted Watershed Protection Ordinance (WPO) • Finalize BSZ Redevelopment Exception updates • Review existing policy with CodeNext. |
| LUT A10 | 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. | ED |  | <ul style="list-style-type: none"> • Review existing policy with Land Development Code revisions. • Coordinate with ED, AW |
| LUT A19 | Develop complete streets design guidelines for all new road construction and reconstruction. Pedestrian and bicycle facilities and amenities - Green street techniques - Green Street Techniques/Green Infrastructure Best Management Practices - Interconnected, navigable, grid-like streets and blocks - Flexibility in design and regulations - Create pedestrian-activated crosswalks at mid block intersections on arterials to improve pedestrian safety - Traffic calming measures - Transit accommodations - Use of native landscaping | PWD, ATD, PDRD |  | <ul style="list-style-type: none"> • Completed draft policy on Complete Streets. • Review existing policy with CodeNext. • Review existing policy in Drainage Criteria Manual, coordinate with Complete Streets policy. |








| | Action | Responsible Department(s) | Status | Next Steps |
|--|---|---------------------------|---|--|
| PRIORITY PROGRAM 2: SUSTAINABLY MANAGE OUR WATER RESOURCES. | | | | |
| LUT A37 | Develop a regulatory framework to incentivize the use of Low Impact Development (LID) features such as rainwater harvesting, increased permeable surfaces, rain gardens, green roofs, green streets, and naturalized water quality features such as bioswales to manage stormwater. | WPD, AWU |  | <ul style="list-style-type: none"> • Work with stakeholders to get input as part of WPO Phase 2 process. • Review existing policy with CodeNext. • Continue to coordinate with Green Infrastructure Priority Program and AW Conservation Division. |
| HN A15 | 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, graywater irrigation, solar power, and energy efficient utilities. | AWU, WPD, AE |  | <p>Work with stakeholders to get input as part of WPO Phase 2 process. Review existing policy with CodeNext. Coordinate with Green Infrastructure Priority Program. Adopt 2012 UPC with local amendments. Finalize auxiliary water study.</p> |
| CE A1 | Implement the City of Austin Climate Protection Plan. | All departments |  | Coordinate with OoS on prioritization of plan elements. |
| CE A2 | Create a system for identifying, defining, and mapping environmentally sensitive areas for their protection. | WPD, PDRD, PARD, AWU |  | <p>Coordinate with Green Infrastructure priority program land acquisition sub-team</p> <p>Working on a system to store and distribute CEF information between AW, WPD, and Travis County</p> |
| CE A3 | Preserve and protect environmentally sensitive areas using a variety of tools, including transferable development rights as well as policies and regulations that incentivize greyfield/redevelopment/infill. | WPD, PDRD |  | <ul style="list-style-type: none"> • Implement adopted WPO • Revise Environmental Criteria Manual for the Environmental Resource Inventory and CEF Buffers • Finalize BSZ Redevelopment Exception updates • Review existing policy with CodeNext. |
| CE A4 | Improve policies and incentives for restoration of damaged natural resources areas. | WPD, PDRD |  | <ul style="list-style-type: none"> • Implement adopted WPO • Continue riparian restoration on public properties • Review existing policy with CodeNext. |
| CE A5 | Collaborate regionally to align conservation and sustainable development regulations and policies to protect environmentally sensitive areas that cross political boundaries. | WPD, AWU, PDRD |  | <p>Implement joint City/County adopted WPO Evaluate status/implementation of BSZ Regional Water Quality Plan and proposed regional BSZ wastewater planning Negotiate interlocal agreement with BSEACD. May include discussion of ways to reduce groundwater pumping. Review existing policy with CodeNext.</p> |
| CE A6 | Encourage designs and building practices that reduce the environmental impact of development and that result in accessible green space. | PDRD, WPD |  | <p>Implement adopted WPO Review existing policy with CodeNext. Coordinate with Green Infrastructure Priority Program</p> |
| CE A7 | Establish a comprehensive, predictable, consistent, and efficient process to evaluate the environmental effects of new development. | PDRD, WPD |  | <p>Consider changes to zoning process to include environmental impact evaluation and feasibility as part of CodeNext</p> <p>Continue coordination between AW and WPD on evaluation of SERs in the Drinking Water Protection Zone</p> |






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|---------------|--|---|---|---|
| CE A8 | Develop an educational and awards program to showcase best practices in sustainable and low-impact development and achievements or innovations in waste reduction, recycling, and sustainable food practices. | Sustainability Office, AE, WPD, ARR, PARD |  | Expand green business award program. |
| CE A9 | 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. | PWD, ATD, PDRD, WPD, PARD |  | Continue watershed education program efforts PARD to develop curriculum for after-school and summer programs. |
| CE A15 | CE A15 Expand the City of Austin's acquisition of environmentally significant land, conservation easements, and/or development rights for the protection of sensitive areas, including: <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 - agricultural land | AWU, WPD, RES, PARD |  | Implement adopted WPO Continue acquisition of Water Quality Protection Lands as funding allows Coordinate with Green Infrastructure priority program land acquisition sub-team. |
| CE A16 | 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. | WPD, PARD, AWU |  | Coordinate with Green Infrastructure priority program public lands management sub-team. |
| CE A17 | Continue to develop and strengthen partnerships with universities and local schools to integrate educational programs with conservation and sustainability policies and projects. | AWU, WPD |  | Continue watershed education program efforts Continue work with Colorado River Foundation and in-house elementary education programs. Explore potential demonstration projects and test sites at educational campuses as well as research partnerships. Partner with universities on water quality-related research projects |
| CE A18 | Create a regional task force to address inter-jurisdictional environmental sustainability issues. | OoS, WPD, AW, ATD |  | Coordinate with WPD on implementation of BSZ Regional Water Quality Plan and proposed regional BSZ wastewater planning Coordinate with ATD on regional air quality planning |
| CE A23 | Strengthen regulations that protect creeks and flood – plains from development by increasing buffer zones and reducing the amount and type of development allowed in these areas. | WPD |  | Implement adopted WPO |






| | | | | |
|---------------|--|---------------------------|---|---|
| CE A24 | Reduce pollution hotspots and prohibit high-emission uses (e.g. scrap yards, automotive repair, etc.) in floodplains and critical water quality zones. | PDRD, WPD |  | <ul style="list-style-type: none"> • Evaluate how zoning regulations can help implement. Consider changes to zoning process to include environmental impact evaluation and feasibility as part of CodeNext. Use Oak Hill Neighborhood Plan recommendations as a model. • Continue Stormwater Discharge Permitting Program (SDPP) to reduce industrial pollution discharges • Review existing policy with CodeNext. |
| CFS A8 | Restore trees and vegetation along degraded waterways, especially in eastern watersheds. | WPD, PARD |  | <ul style="list-style-type: none"> • Implement WPD's RZR Program in select watersheds. • Implement adopted WPO • Review existing policy with CodeNext. • Continue WPD/PARD funding of the Grow Zone Project and planting of trees in riparian areas. |
| CFS A9 | 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; encourage developers to connect to or complete the trail system; and use protected land along creeks and floodplains in an environmentally sustainable way. | PWD, ATD, PDRD, WPD, PARD |  | <ul style="list-style-type: none"> • Urban Trails Master Plan underway. • Develop Trails Criteria Manual. • Coordinate with Critical Areas Map (green infrastructure land acquisition subteam) |
| CFS A11 | Develop multi-disciplinary, cross-jurisdictional planning teams for projects that involve major natural features, such as the Colorado River or Onion Creek Greenway. | WPD, PARD, AW |  | Coordinate with Travis County to implement Colorado River Corridor Plan. |










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| CFS A35 | 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, community gardens green streets, infiltration facilities, and the urban forest. | WPD, PDR, PARD, PWD, ATD, OoS, AW |  | Coordinate with Green Infrastructure, Compact and Connected, and Health Priority Programs |
| CFS A36 | 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. | WPD, AW |  | <ul style="list-style-type: none"> • Work with stakeholders to get input as part of WPO Phase 2 process. • Finalize auxiliary water study • Review existing policy with CodeNext. • Coordinate with Green Infrastructure Priority Program. |
| CFS A37 | Strengthen water conservation programs to lower water use using new tools, incentives, and regulations. | AW, WPD |  | <ul style="list-style-type: none"> • Continue to review program offerings for cost effectiveness. • Research new technologies. • Work with stakeholders to get input as part of WPO Phase 2 process. • Review existing policy with CodeNext. |
| CFS A38 | Develop incentives and coordinate regulations to promote innovative water and graywater re-use options for building and site design, landscape maintenance, and agricultural irrigation. | AWU, WPD |  | <ul style="list-style-type: none"> • Implement proposed UPC changes. • Work with stakeholders to get input as part of WPO Phase 2 process. • Review existing policy with CodeNext. • Complete auxiliary water study and recommend code changes. • Explore joint marketing of irrigation/auxiliary water solutions. |
| CFS A39 | Establish regulations, programs, and funding sources to allow offsite, including regional, 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. | WPD, PDRD |  | <ul style="list-style-type: none"> • Work with stakeholders to get input as part of WPO Phase 2 process. • Review existing policy with CodeNext. • Coordinate with Green Infrastructure Priority Program. |
| CFS A41 | Participate in national, state, and local efforts to identify, assess, and reduce emerging contaminants in water, such as pharmaceuticals and personal care products. | AWU, WPD |  | <ul style="list-style-type: none"> • Monitor pending TCEQ policy actions. • Continue evaluation. • Completed cooperative study with USGS in 2011. |
| CFS A42 | Strengthen flood control, erosion, and water quality programs, incentives, regulations, and enforcement to incorporate best practices and meet or exceed national standards. | WPD |  | <ul style="list-style-type: none"> • Implement adopted WPO • Continue implementation of the Watershed Protection Master Plan. • Evaluate during Land Development Code revision. |











| CFS A43 | Expand and strengthen water quality regulations to achieve non-degradation and 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. | WPD |  | Implement adopted WPO Work with stakeholders to get input as part of WPO Phase 2 process. Review existing policy with CodeNext. |
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| PP 3: CONTINUE TO GROW AUSTIN'S ECONOMY BY INVESTING IN OUR WORKFORCE, EDUCATION SYSTEMS, ENTREPRENEURS & LOCAL BUSINESSES. | | | | |
| E A1 | 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. | ED |  | Continue participation, conversations, and support. |
| E A2 | 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. | ED |  | Implement new incentive and loan programs such as the Creative Content Incentive Program and Family Business Loan Program. |
| E A3 | Create a regulatory framework to foster a business- friendly environment by: - Identifying regulatory impacts on investment, business development, and retention (zoning, permitting and licensing requirements, tax requirements, etc.) - Assigning city staff devoted to helping businesses navigate the system and troubleshoot; - Creating development incentives (including tax incentives), density and floor-to-area ratio (FAR) bonuses, reduced and alternative parking requirements, expedited review, etc. - Simplifying and clarifying the development review process, including one-stop shop review, enforced timelines, and set targets for responsiveness and accountability - Allowing more by-right development - Making development regulations more flexible, while defining the extent of flexibility and maintaining safety and code integrity - Creating a program to assist businesses that are affected by road construction or infrastructure improvements - Creating a rehabilitation building code to make adaptive reuse efficient and affordable | PDR, SBDP |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Subdivision Regulations. • Coordinate with other departments. • Communicate with and seek the feedback of the business community regarding the land development code. |
| E A4 | Establish and continually monitor a set of measures to gauge the effectiveness of economic development initiatives. | All ED divisions |  | Continue to monitor Economic Development Department performance measures. |








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| E A6 | Increase international air service to Austin-Bergstrom International Airport to improve business and tourism opportunities. | ED |  | Continue working with ABIA and Austin Chamber's Air Services Task Force to support new London and Mexico City flights and attract new international flights. |
| E A7 | Facilitate international trade that benefits diverse sectors of the Austin economy. | ED, ED |  | Coordinate with departments, continue to implement ED's international economic development strategy. |
| E A8 | Expand the online availability of business development resources, such as best practices, for small businesses. | SBDP, ED |  | <ul style="list-style-type: none"> • Help promote SBDP's programs and resources, create new programs. • Evaluate initial online offering and determine resource needs for expanded online education resources. |
| E A9 | E A9 –Establish and expand policies, programs, and partnerships to support the development of creative industries, including film, music, gaming, etc., in Austin. These could include: - Incubator programs - Business accelerators - Promotional programs - Live-work opportunities - Financial assistance - Implementation of the Create Austin Cultural Master Plan - Technical assistance and professional development opportunities - Workshops | CAD, ED, HRD |  | <ul style="list-style-type: none"> • Distribute ArtsSpace survey data to business community and the creative sector. • Continue community conversation about artists' space needs. • Track community efforts to create new art spaces, such as thinkEAST. • Continue ArtistInc program (entrepreneurial training for individual creatives) • Launch needs assessment of creative sector. • Promote Creative Content Incentive Program to attract film, tv, and gaming productions to Austin. |
| E A10 | 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. | ED, CAD, APL |  | <ul style="list-style-type: none"> • Continue to provide support as True Austin representative. • Austin Public Library will continue existing relationship. |
| E A11 | Partner with business, property, and arts organizations to enhance downtown Austin's position as a nationally – and internationally-renowned business, entertainment center, and regional destination. | ED – Coordinate |  | <ul style="list-style-type: none"> • Develop final Cultural Tourism Plan and identify outreach strategies related to cultural tourism. • Continue partnership with Austin Convention and Visitor's Bureau • Continue Great Streets Development Program |
| E A12 | Preserve and promote iconic and unique Austin facilities and events that attract tourists, convention business, corporate relocations, and the recruitment of skilled workers. | CAD, ED, HRD |  | <ul style="list-style-type: none"> • Develop final Cultural Tourism Plan and identify outreach strategies related to cultural tourism. |








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| E A13 | Work with local school districts, the University of Texas, Austin Community College, other area institutions of higher learning, major employers, and elected officials to identify gaps in educational programs; identify the skills needed for current, emerging, and targeted job sectors; and educate students at all levels about the skills needed to compete in a 21st Century economy. | Any Given Child (PARD/CAD/HRD), ED |  | <ul style="list-style-type: none"> • Continue partnership with educational non-profits and support for Opportunity Austin's talent and education efforts. • Identify new partnership opportunities. • Identify gaps in grades 9-12 for Creative Learning Initiative. |
| E A14 | Work with local colleges and universities to expand their medical education offerings and increase the availability of medical residency programs. | ED |  | Support implementation of Innovation Zone and Dell Medical Center where possible. |
| E A15 | Develop economic development programs and incentives to promote the employment of historically under – employed segments of the population. | ED |  | <ul style="list-style-type: none"> • Implement new economic development incentives policy and encourage use of bonus criteria which rewards employment of economically disadvantaged individuals. • Continue to recruit companies which employ this segment of the population and identify new tools to do so. |
| E A16 | E A16 – 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 Authority; major employers and representatives from major industries; and other regional partners to develop a strategic direction for the Austin region. | ED |  | Continue participation in Opportunity Austin |
| E A17 | 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." | ED |  | Continue participation in NASCO and other regional collaboration initiatives. |









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| E A18 | <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; - 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. | ED, SMBR |  | <ul style="list-style-type: none"> • Continue to promote LocallyAustin.org. • Review Small Business Needs Assessment Report and identify strategies for implementing recommendations. |
| E A19 | <p>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.</p> | ED |  | <ul style="list-style-type: none"> • Finalize plans for clean tech incubator at COTA. • Continue participation in Clean Energy Council. • Identify gaps. |
| E A21 | <p>Establish strategies, incentives, or investments in healthful outdoor activities and venues that generate economic benefits to local businesses while promoting wellness.</p> | HHSD |  | |
| CFS A27 | <p>Create a world-class library system by expanding collections and public computer access and by upgrading and expanding library facilities by completing the new Central Library, building four regional Resource Branches in the four quadrants of Austin, and retrofitting the Faulk Library as an expansion of the History Center.”</p> | APL – lead |  | <p>Expand AHC into Faulk after new Central Library opens. Ongoing renovation schedule for branch libraries.</p> |
| S A31 | <p>Expand mentoring and tutoring programs to help school – aged children improve their academic performance and develop essential life skills.</p> | AE, APL |  | <p>Continuing program with focus on recruiting additional mentors and tutors.</p> |











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| S A32 | Work with educational and business partners to 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. | Any Given Child (CAD/HRD/PARD) – lead |  | Austin Public Library training for childcare providers on reading readiness. |
| S A33 | Collaborate with school districts to allow public and private sector use of underutilized schools and other public facilities for child care, educational programs, healthy living programs, and neighborhood activities. | Any Given Child (PARD/HRD/CAD) – Lead, APL – Coordinate |  | Continue to collaborate with school districts. Continue Summer Reading Program partnership with school districts to avoid summer learning loss. |
| S A34 | Work with child care providers, school districts, local businesses, and non-profits to make affordable and accessible child care, early education, preschool, after-school, and summer programs widely available throughout Austin and its extraterritorial jurisdiction (ETJ). | HRD, APL |  | Austin Public Library will promote existing programs. |
| S A35 | Partner with businesses to offer incentives to childcare, early education and preschool programs that locate in under-served areas and near employment centers. | HHSD, HRD |  | Continue to partner with businesses. |
| S A36 | Explore funding opportunities to offer financial assistance or scholarships to low and moderate income families for early childhood education and childcare. | HHSD, HRD, APL |  | Continue Early Childhood program for low income families through Workforce Solutions and continue offering the City/County Subsidized Childcare Program. |
| S A37 | Create opportunities for public-private partnerships to increase direct involvement by City departments, such as Parks and Recreation, in childcare and after-school programming. | APL, PARD, HRD, HHSD |  | Continue after-school programs. Continue work with Creative Learning Initiative's Arts Classes Mapping project. |
| S A38 | Partner with local school districts, colleges, universities, and vocational schools to expand the availability of evening and weekend continuing education and higher education classes. | HRD |  | Define the City's role. |
| S A39 | Develop a youth student leadership program that involves students in community planning and implementation. | HRD, CPIO |  | <ul style="list-style-type: none"> • Continue to work with Youth Council. • Continue AustinCorps. |
| S A40 | Collaborate with educational and business partners in developing 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. | APL, PARD, HRD |  | Continue existing services. |









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| S A43 | Collaborate with educational and business partners in expanding 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. | HRD, PARD, ED |  | Continue funding of workforce development service providers. |
| S A44 | Partner with the colleges and universities when designing community-based education programs. | SBDP, ED, APL, PARD |  | Identify partnership opportunities. |
| S A45 | 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. | CMO |  | |
| S A46 | 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. | PARD, HRD, CMO |  | Continue initiatives and collaborations. |
| S A47 | 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. | PARD, HRD, APL |  | |
| S A48 | Support better integration of education from pre-kindergarten through higher education. | PARD, HRD |  | <ul style="list-style-type: none"> Continue partnership with E3 Alliance and identify opportunities for productive City involvement. |
| S A49 | Develop educational and public information programs focusing on promoting nutrition, healthy food, and local food sources. | APL, HHSD, PARD |  | Austin Public Library will continue storytimes, brochures, programs, materials and NCL have cooking demo area. |
| C A16 | Support programs to engage the business development community to assist creative economy start-ups and to develop business and management skills. | ED |  | Continue ArtistInc program (entrepreneurial training for individual creatives) |
| C A18 | 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. | CAD, Creative Learning Initiative |  | <p>Launch needs assessment of creative sector.</p> <p>Continue work with Creative Learning Initiative</p> |
| C A19 | Facilitate partnerships to connect artists with artist residency opportunities to provide workforce support for the creative community. | CAD, PARD |  | Launch needs assessment of creative sector. |






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| PRIORITY PROGRAM 4: USE GREEN INFRASTRUCTURE TO PROTECT ENVIRONMENTALLY SENSITIVE AREAS AND INTEGRATE NATURE INTO THE CITY. | | | | |
| LUT A7 | Implement a transfer of development rights program to transfer development rights from environmentally sensitive areas to areas identified on the Growth Concept Map for new development or redevelopment. | WPD |  | <ul style="list-style-type: none"> • Complete Watershed Protection Ordinance update. • Revise Land Development Code. |
| LUT A19 | Develop complete streets design guidelines for all new road construction and reconstruction: <ul style="list-style-type: none"> - Pedestrian and bicycle facilities and amenities - Green street techniques - Green Street Techniques/Green Infrastructure Best Management Practices - Interconnected, navigable, grid-like streets and blocks - Flexibility in design and regulations - Create pedestrian-activated crosswalks at mid block intersections on arterials to improve pedestrian safety - Traffic calming measures - Transit accommodations - Use of native landscaping | WPD, PARD, PW, PDRD |  | Revise Transportation Criteria Manual. |
| LUT A20 | Develop roadway and rights-of-way design standards that accommodate the needs of street trees and above and below ground utilities and infrastructure. | WPD, PARD, PW, PDRD, AE, AWU |  | Revise Transportation Criteria Manual. |
| LUT A32 | Develop standards for public spaces, such as parks, plazas and streets, to create integrated, tree-covered places. | Regulatory Policy Sub-Team |  | Revise Land Development Code. |
| LUT A36 | Incentivize appropriately-scaled and located green infrastructure and public spaces, such as parks, plazas, greenways, trails, urban agriculture and/or open space in new development and redevelopment projects. | Green Infrastructure Acquisition Sub-team |  | Green Infrastructure Acquisition Sub-team to make recommendations. |
| LUT A37 | Develop a regulatory framework to incentivize the use of Low Impact Development (LID) features such as rainwater harvesting, increased permeable surfaces, rain gardens, green roofs, green streets, and naturalized water quality features such as bioswales to manage stormwater. | WPD, PDRD |  | <ul style="list-style-type: none"> • Complete Watershed Protection Ordinance update. • Revise Land Development Code. |
| LUT A39 | 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. | PDRD, WPD |  | <ul style="list-style-type: none"> • Complete Watershed Protection Ordinance update. • Revise Land Development Code. |





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| PRIORITY PROGRAM 4: USE GREEN INFRASTRUCTURE TO PROTECT ENVIRONMENTALLY SENSITIVE AREAS AND INTEGRATE NATURE INTO THE CITY. | | | | |
| LUT A40 | Expand the number of parks and amount of open spaces of different sizes and purposes throughout the city. | Green Infrastructure Acquisition Sub-team |  | <ul style="list-style-type: none"> Green Infrastructure Acquisition Sub-team to make recommendations. Continue expending 1998, 2006, 2012 bonds and parkland dedication funds on new land and park improvements and land acquisition to create a diversity of public recreational opportunities for all ages, abilities and interests. Collaborating with PDRD staff as they relate to community gardens, parks and open space design. Continue parkland acquisition with special focus on park deficient areas in order to meet Council mandated goals. |
| LUT A41 | Promote Austin and the surrounding area's green infrastructure by utilizing web-based tools such as maps and other resources. | Green Infrastructure Priority Program Implementation Team (GIPPIT) |  | Continue developing web-based tools that promote the areas surrounding green infrastructure. |
| HN A15 | 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, graywater irrigation, solar power, and energy efficient utilities. | Regulatory Policy Sub-Team |  | <ul style="list-style-type: none"> Complete Watershed Protection Ordinance update. Revise Land Development Code. |
| CE A1 | Implement the City of Austin Climate Protection Plan. | OoS |  | Continue to implement the Climate Protection Plan. |
| CE A2 | Create a system for identifying, defining, and mapping environmentally sensitive areas for their protection. | Green Infrastructure Acquisition Sub-team |  | Green Infrastructure Acquisition Sub-team to make recommendations. |
| CE A3 | Preserve and protect environmentally sensitive areas using a variety of tools, including transferable development rights as well as policies and regulations that incentivize greyfield/redevelopment/infill. | WPD |  | <ul style="list-style-type: none"> Complete Watershed Protection Ordinance update. Revise Land Development Code. |
| CE A4 | Improve policies and incentives for restoration of damaged natural resources areas. | WPD, PARD |  | <ul style="list-style-type: none"> Complete Watershed Protection Ordinance update. PARD and WPD internal policies for determining appropriate mitigation for damage. Development of a PARD and WPD policy for replanting options for City projects on parkland. |





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| PRIORITY PROGRAM 4: USE GREEN INFRASTRUCTURE TO PROTECT ENVIRONMENTALLY SENSITIVE AREAS AND INTEGRATE NATURE INTO THE CITY. | | | | |
| CE A5 | Collaborate regionally to align conservation and sustainable development regulations and policies to protect environmentally sensitive areas that cross political boundaries. | WPD, PDRD, AFD, AWU |  | <ul style="list-style-type: none"> Continue as a partner of the Sustainable Places Project. Adopt the county-wide Community Wildfire Protection Plan (expected July 2013). Continued implementation of the Balcones Canyonlands Conservation Plan. |
| CE A6 | Encourage designs and building practices that reduce the environmental impact of development and that result in accessible green space. | Regulatory Policy Sub-Team |  | Regulatory Policy Sub-team to make recommendations. |
| CE A7 | Establish a comprehensive, predictable, consistent, and efficient process to evaluate the environmental effects of new development. | GIPPIT |  | Revise Land Development Code. |
| CE A8 | Develop an educational and awards program to showcase best practices in sustainable and low-impact development and achievements or innovations in waste reduction, recycling, and sustainable food practices. | WPD, ARR |  | Ongoing watershed, environmental, and zero waste education programs. |
| CE A9 | 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. | WPD |  | GIPPIT to make recommendations. |
| CE A10 | Identify existing areas with limited access to parks, open space, and trails and create mechanisms to address these gaps. | GIPPIT Green Infrastructure Acquisition Sub-team |  | Land Acquisition Sub-Team to make recommendations. |
| CE A11 | Develop regulations and incentives to protect prime farmland such as transferable development rights, farmland trusts, farmland mitigation, and conservation easements. | GIPPIT Regulatory Policy Sub-Team |  | Revise Land Development Code. |
| CE A15 | Expand the City of Austin's acquisition of environmentally significant land, conservation easements, and/or development rights for the protection of sensitive areas, including: <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 - agricultural land | GIPPIT Green Infrastructure Acquisition Sub-team |  | Land Acquisition Sub-Team to make recommendations. |





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| PRIORITY PROGRAM 4: USE GREEN INFRASTRUCTURE TO PROTECT ENVIRONMENTALLY SENSITIVE AREAS AND INTEGRATE NATURE INTO THE CITY. | | | | |
| CE A16 | 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. | GIPPIT Public Lands Management Sub-Team |  | Public Lands Management Sub-team to make recommendations. |
| CE A17 | Continue to develop and strengthen partnerships with universities and local schools to integrate educational programs with conservation and sustainability policies and projects. | GIPPIT |  | WPD to continue the program that builds rain gardens at public schools. |
| CE A18 | Create a regional task force to address inter-jurisdictional environmental sustainability issues. | WPD |  | GIPPIT will make additional recommendations. |
| CE A19 | 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. | WPD |  | |
| CE A20 | Create a heritage tree inventory and monitoring system to create stronger mechanisms for protecting heritage trees. | PDRD |  | A downtown tree inventory, including heritage trees, was completed. |
| CE A21 | Strengthen tree protection regulations. | GIPPIT Regulatory Policy Sub-Team |  | |
| CE A22 | Create an urban forest plan that identifies tree canopy goals, establishes a budget, and presents implementation measures. | PARD Urban Forestry Program, GIPPIT Public Lands Management Sub-Team |  | Completed Urban Forest Plan. Adopted by Austin City Council in March 2014. |
| CE A23 | 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. | WPD |  | Complete Watershed Protection Ordinance update. |
| CE A24 | Reduce pollution hotspots and prohibit high-emission uses (e.g. scrap yards, automotive repair, etc.) in floodplains and critical water quality zones. | WPD, PDRD |  | <ul style="list-style-type: none"> • Complete Watershed Protection Ordinance update. • Revise Land Development Code. |
| CFS A1 | Limit, buffer, or prohibit public access to certain environmentally sensitive areas to maintain their value (i.e. wildlife protection and erosion control). | WPD, AWU Wild-lands |  | Continue to limit, buffer, or prohibit public access to environmentally sensitive areas. |






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| PRIORITY PROGRAM 4: USE GREEN INFRASTRUCTURE TO PROTECT ENVIRONMENTALLY SENSITIVE AREAS AND INTEGRATE NATURE INTO THE CITY. | | | | |
| CFS A2 | Expand equitable access for adults, children, 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. | PARD |  | <ul style="list-style-type: none"> PARD to continue development of Critical Areas Map with Green Infrastructure Acquisition Sub-team, which to set priorities for new parks. Work with AISD and others on joint agreements for public access to facilities throughout Austin. |
| CFS A3 | Establish pocket parks, smaller undeveloped preserves, and passive recreational spaces in areas with little open space. | WPD, PARD |  | <ul style="list-style-type: none"> PARD to continue to use bond and PLD funds to expand park system. PARD to review PLD policies. PDR to ensure opportunities for pocket parks in code revision and area plans/form-based codes. |
| CFS A4 | Explore additional funding sources primarily for the maintenance of parks as well as for the design and construction. | PARD |  | Continue to investigate additional funding sources. |
| CFS A5 | Ensure adequate funding for the maintenance of parks and trees on City of Austin property through Best Maintenance Practices. | PARD |  | <ul style="list-style-type: none"> PARD to continue implementation of the Asset Management Plan and Invasive Species Management Plan, completed with best management practices in 2012. PARD and WPD to work on a policy for replanting options for City projects on parkland. |
| CFS A6 | Expand partnerships between local organizations and the City of Austin to maintain and improve local parks and open spaces. | PARD, AWU Wildlands, WPD |  | <ul style="list-style-type: none"> Parks and Recreation has partnered with Austin Parks Foundation, TreeFolks, Keep Austin Beautiful, and other local non-profit organizations to maintain and improve local parks and open spaces. |
| CFS A7 | Revise tree planting and tree care standards to be more sustainable and reduce tree mortality. | PARD Urban Forestry Program, GIPPIT Public Lands Management Sub-Team |  | <ul style="list-style-type: none"> Develop local adaption of ANSI standards, which have been adopted by the Urban Forestry Board as the City's required Standard of Care for Trees and Vegetation on Public Lands. Develop departmental plans (expected in 2015). |
| CFS A8 | Restore trees and vegetation along degraded waterways, especially in eastern watersheds. | WPD, PARD |  | PARD and WPD to continue funding of the Grow Zone Project and planting of trees in riparian areas. |
| CFS A9 | 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; encourage developers to connect to or complete the trail system; and use protected land along creeks and floodplains in an environmentally sustainable way. | PW |  | Start Urban Trails Master Planning process in Spring 2013, with completion is expected in Spring 2015. |





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| PRIORITY PROGRAM 4: USE GREEN INFRASTRUCTURE TO PROTECT ENVIRONMENTALLY SENSITIVE AREAS AND INTEGRATE NATURE INTO THE CITY. | | | | |
| CFS A10 | Develop, through a process engaging the general public and professionals, context-sensitive trail, park, and greenway standards to ensure high-quality, environmentally sustainable design. | PW, WPD, PARD |  | Start Urban Trails Master Planning process in Spring 2013, with completion is expected in Spring 2015. |
| CFS A11 | Develop multi-disciplinary, cross-jurisdictional planning teams for projects that involve major natural features, such as the Colorado River or Onion Creek Greenway. | WPD, PDRD |  | <ul style="list-style-type: none"> • Adopt of the county-wide Community Wildfire Protection Plan (expected in July 2013). • Continue implementation of the Balcones Canyonlands Conservation Plan. |
| CFS A12 | 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. | WPD, PARD, EGRSO |  | Continue to incorporate interpretive and educational signage into green spaces. |
| CFS A23 | <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 bicycle facilities and accommodations - safe, connected walkways - public spaces inside and outside of buildings - anchoring neighborhood niches - child-friendly play spaces - family-friendliness | GIPPIT Regulatory Policy Sub-Team |  | Revise Land Development Code. |
| CFS A34 | 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. | WPD, PARD |  | <ul style="list-style-type: none"> • Complete Watershed Protection Ordinance update. • Green Infrastructure Acquisition Sub-team to develop ways to prioritize land acquisition across departments. |


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| PRIORITY PROGRAM 4: USE GREEN INFRASTRUCTURE TO PROTECT ENVIRONMENTALLY SENSITIVE AREAS AND INTEGRATE NATURE INTO THE CITY. | | | | |
| CFS A35 | 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, community gardens, green streets, infiltration facilities, and the urban forest. | GIPPIT |  | Complete the green infrastructure plan. |
| CFS A36 | 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. | WPD, GIPPIT Regulatory Policy Sub-Team |  | <ul style="list-style-type: none"> • Complete Watershed Protection Ordinance update. • Revise Land Development Code. |
| CFS A39 | Establish regulations, programs, and funding sources to allow offsite, including regional, 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. | WPD, GIPPIT Regulatory Policy Sub-Team |  | Revise Land Development Code. |
| CFS A43 | Expand and strengthen water quality regulations to achieve non-degradation and protect recharge zones, floodplains, creeks and their headwaters, and other environmentally sensitive areas. | WPD, GIPPIT Regulatory Policy Sub-Team |  | <ul style="list-style-type: none"> • Complete Watershed Protection Ordinance update. • Revise Land Development Code. |








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| PRIORITY PROGRAM 5: GROW AND INVEST IN AUSTIN'S CREATIVE ECONOMY. | | | | |
| LUT A29 | Engage the local creative community to create more robust public art for Austin's public gathering places such as plazas, parks, trails, roadways, transit stops, and sidewalks. | ED |  | ED CAD AIPP to implement new temporary public art program in City Parks – TEMPO. |
| HN A1 | Establish regulations and programs to promote the development of a variety of market rate and affordable housing types within compact, activity centers and corridors served by transit. | ED, PDRD |  | <ul style="list-style-type: none"> Identify existing regulations and incentives for space development. Revise the Land Development Code. Revise Subdivision Regulations. Assess Artspace Market Survey results, make public and promote results, use data to develop and implement strategies. |
| HN A3 | <p>Produce regulations and enhance programs to promote affordable housing throughout Austin by:</p> <ul style="list-style-type: none"> Utilizing publicly-owned land for the development of affordable housing Preserving existing affordable housing Allowing for diverse housing types throughout Austin Balancing homeownership and rental opportunities Providing assistance in securing funding for affordable housing Examine regulations and policies that adversely affect affordable housing and consider approaches to minimize cost impacts for units attainable for families at significantly less than market values Land banking Encouraging the expansion of community development corporations | ED, PDRD |  | <ul style="list-style-type: none"> Identify existing regulations and incentives for space development. Revise the Land Development Code. Revise Subdivision Regulations. Assess Artspace Market Survey results, make public and promote results, use data to develop and implement strategies. Build a team across City Departments to address these recommendations. Define various parts of this activity, identify leader, how to be facilitated, create list of existing relationships, build relationships, conduct best practices analysis. |
| HN A24 | Establish a regulatory environment that creates communities across Austin that support walking, bicycling, and transit; encourage live/work spaces; are in proximity to daily needs; include a variety of employment opportunities; provide a range of housing (duplexes, townhouses, row houses, small-scale apartments, etc.) integrating market-rate and affordable housing for people of all ages, abilities, and means; utilize sustainable building practices; are stable with low crime and safe buildings; and provides a range of facilities and services such as schools, parks, community gardens, and other public gathering spaces. | ED, PDRD |  | <ul style="list-style-type: none"> Revise the Land Development Code. Identify Land Development Code Revision schedule and create working group for LDC Revision (including community members) to be read for LDC listening sessions in summer 2013. Revise Subdivision Regulations. Assess Artspace Market Survey results, make public and promote results, use data to develop and implement strategies. Identify creative sector staff to participate on team leading these activities. |







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| PRIORITY PROGRAM 5: GROW AND INVEST IN AUSTIN'S CREATIVE ECONOMY. | | | | |
| E A1 | 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. | ED |  | ED to maintain ongoing activities. |
| E A2 | 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. | ED, PARD, PDRD |  | <ul style="list-style-type: none"> • Continue work in corridors and small area plans, including work at ACC/Highland. • Assess Artspace Market Survey results, make public and promote results, use data to develop and implement strategies. • Revise the Land Development Code. • Revise Subdivision Regulations. |
| E A3 | <p>-Create a regulatory framework to foster a business- friendly environment by:</p> <ul style="list-style-type: none"> -Identifying regulatory impacts on investment, business development, and retention (zoning, permitting and licensing requirements, tax requirements, etc.) -Assigning city staff devoted to helping businesses navigate the system and troubleshoot; -Creating development incentives (including tax incentives), density and floor-to-area ratio (FAR) bonuses, reduced and alternative parking requirements, expedited review, etc. -Simplifying and clarifying the development review process, including one-stop shop review, enforced timelines, and set targets for responsiveness and accountability - Allowing more by-right development - Making development regulations more flexible, while defining the extent of flexibility and maintaining safety and code integrity - Creating a program to assist businesses that are affected by road construction or infrastructure improvements - Creating a rehabilitation building code to make adaptive reuse efficient and affordable | ED, PDRD |  | <ul style="list-style-type: none"> • Identify existing regulations and incentives for space development. • Revise the Land Development Code. • Revise Subdivision Regulations. • Identify subject matter resources for creative sector regulatory, financing, and incentives. • Identify Land Development Code Revision schedule and create specific working group for Land Development Code Revision (include community members) to be ready for LDC “listening sessions” in summer 2013. • Convene committee to determine approach. • Assess development tools (PDRD & NHCD & CAD) and identify ways to remove impediments. • Assess existing education and assistance programs (SBDP & CAD) for accessing development process. • Inventory and analyze City-owned and privately owned creative facilities – location in City, creative space deficiencies, etc. |
| E A4 | Establish and continually monitor a set of measures to gauge the effectiveness of economic development initiatives. | ED |  | <ul style="list-style-type: none"> • ED divisions to work in partnership to identify measurements. • Define the various parts of this activity, identify leader, how to be facilitated, create list of existing relationships, build relationships, conduct best practices analysis. |





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| PRIORITY PROGRAM 5: GROW AND INVEST IN AUSTIN'S CREATIVE ECONOMY. | | | | |
| E A6 | Increase international air service to Austin-Bergstrom International Airport to improve business and tourism opportunities. | ED, PARD, AVIATION DEPT |  | Define the various parts of this activity, identify leader, how to be facilitated, create list of existing relationships, build relationships, conduct best practices analysis. |
| E A8 | Expand the online availability of business development resources, such as best practices, for small businesses. | ED, APL |  | <ul style="list-style-type: none"> • Define parts related to creative businesses. • Complete SBDP 2013 Needs Assessment with some data on the creative sector. • Complete environmental scan of nonprofit service providers. • Hold Austin Creative Expo – resource fair for creatives. • Plan Creative Sector Needs Assessment, to be administered in 2014. • Continue development of “”tool kit”” for corridor and other small area plans. • Continue development of LOCAL Austin Maps and IBIZ Districts. |
| E A9 | Establish and expand policies, programs, and partnerships to support the development of creative industries, including film, music, gaming, etc., in Austin. These could include: <ul style="list-style-type: none"> - Incubator programs - Business accelerators - Promotional programs - Live-work opportunities - Financial assistance - Implementation of the Create Austin Cultural Master Plan - Technical assistance and professional development opportunities - Workshops | ED, PDRD |  | <ul style="list-style-type: none"> • Complete SBDP 2013 Needs Assessment with data on the creative sector. • Complete environmental scan of nonprofit service providers. • Hold Austin Creative Expo – resource fair for creatives. • Plan Creative Sector Needs Assessment, to be administered in 2014. • Partner with Troublemaker Studios on film incubator and work with Austin Film Society on their Creative Media Hub at Austin Studios. • Revise the Land Development Code. • Revise Subdivision Regulations. |
| E A12 | Preserve and promote iconic and unique Austin facilities and events that attract tourists, convention business, corporate relocations, and the recruitment of skilled workers. | ED, PDRD |  | Plan and prepare for the Creative Facilities Inventory and Analysis Project. Currently planned for FY15, but look for opportunity to do it before so it best aligns with Artspace Market Survey data. |
| E A13 | Work with local school districts, the University of Texas, Austin Community College, other area institutions of higher learning, major employers, and elected officials to: <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. | ED |  | <ul style="list-style-type: none"> • Continue implementing the Any Given Child Initiative for grades K-8th. In future years expand the initiative to include other grades. • Continue working with UT and ACC on specific creative discipline education and arts management courses/programs. • Develop partnerships with other area institutions of higher learning. |







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| PRIORITY PROGRAM 5: GROW AND INVEST IN AUSTIN'S CREATIVE ECONOMY. | | | | |
| E A15 | Develop economic development programs and incentives to promote the employment of historically under-employed segments of the population. | ED |  | Continue ED's ongoing activities. |
| E A18 | <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; - 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. | ED |  | Define the various parts of this activity, identify things already happening and things that need to begin, identify leader, how to be facilitated, create list of existing relationships, build relationships, and conduct best practices analysis. |
| S A46 | 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. | ED, PARD |  | Continue implementing the Any Given Child Initiative for grades K-8th. In future years expand the initiative to include other grades. |
| S A47 | 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. | ED, PARD |  | <ul style="list-style-type: none"> • Define the various parts of this activity, identify leader, how to be facilitated, create list of existing relationships, build relationships, and conduct best practices analysis. • Continue developing community benefits COA/ACC partnership at ACC/Highland Mall. |



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| PRIORITY PROGRAM 5: GROW AND INVEST IN AUSTIN'S CREATIVE ECONOMY. | | | | |
| C A1 | <p>Create a City of Austin function to oversee all arts, creative, 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 creativity - 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 creativity in Austin - developing a mapping and wayfinding system for arts, creative, cultural, and historic resources - developing an arts exchange program to market local artists regionally, nationally, and internationally - developing impromptu and non-traditional venues for art exhibits and installations and performances - facilitating the inclusion of public art. <p>creative, 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 creativity - 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 creativity in Austin - developing a mapping and wayfinding system for arts, creative, cultural, and historic resources - developing an arts exchange program to market local artists regionally, nationally, and internationally - developing impromptu and non-traditional venues for art exhibits and installations and performances - facilitating the inclusion of public art. | ED, PDRD, PARD, APL |  | <ul style="list-style-type: none"> • Evaluate how the original Creative Enterprises Team (as directed by Council for CreateAustin) is defined, has been working, and products delivered. • Develop new definition and deliverables with new Imagine Austin staff organization. • Continue to implement specific CreateAustin strategies. • Define the various parts of this activity, identify those things already being done and those things needing to be done, identify leader, and how to be facilitated. |








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| PRIORITY PROGRAM 5: GROW AND INVEST IN AUSTIN'S CREATIVE ECONOMY. | | | | |
| C A2 | Incorporate the arts and cultural preservation themes and elements into small area plans, such as neighborhood and corridor plans. | ED, PDRD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Subdivision Regulations. • Look for ways to partner, integrate and work together. |
| C A3 | Create incentives and programs to promote the inclusion of public art into new development. | ED, PDRD |  | <ul style="list-style-type: none"> • Create broad overview and then specificity; develop plan with partners. • When requested, work with developers on Master Agreements. |
| C A4 | Cultivate cultural and heritage tourism by marketing and promoting Austin's museum's, libraries, historic sites and venues and providing education and training to frontline tourism workers. | PARD, ED |  | <ul style="list-style-type: none"> • Coordinate with other partners. • Identify other cultural tourism strategies currently being implemented. |
| C A5 | 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. | ED, PARD, APL |  | <ul style="list-style-type: none"> • Identify existing regulations and incentives for space development and opportunities. • Revise Land Development Code. • Revise Subdivision Regulations. • Work with partners and the community to identify more opportunities to activate public space like the "Alley Activation Project. |
| C A6 | Collaborate with sponsoring organizations, sponsors, and transportation companies to develop special event transportation plans to mitigate traffic congestion associated with these events. | ED, PARD, ATD |  | <ul style="list-style-type: none"> • Define the various parts of this activity, identify leader, how to be facilitated, create list of existing relationships, build relationships, and conduct best practices analysis. • Continue developing community benefits COA/ACC partnership at ACC/Highland. |
| C A7 | Promote the development and expansion of arts space, facilities and programming, including libraries, museums, parks, performing art venues and community centers by identifying existing facilities and conducting a needs assessment. | ED, PDRD, PARD, APL |  | <ul style="list-style-type: none"> • Plan and prepare for the Creative Facilities Inventory and Analysis Project. Currently planned for FY15, but look for opportunity to do it before so it best aligns with Artspace Market Survey data. • Assess Artspace Market Survey results, make public and promote results. • Begin environmental scan of new creative space developments. • Inventory City-owned cultural facilities and libraries. • Identify existing regulations and incentives for space development. • Revise Land Development Code. • Revise Subdivision Regulations. |
| C A9 | Develop and invest in intergenerational art education partnerships and programming between schools, artists, and arts organizations, libraries, neighborhood associations, and senior programs to provide life-long exposure to the arts. | ED, PARD |  | <ul style="list-style-type: none"> • Define the various parts of this activity, identify leader, how to be facilitated, create list of existing relationships, build relationships, and conduct best practices analysis. |






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| PRIORITY PROGRAM 5: GROW AND INVEST IN AUSTIN'S CREATIVE ECONOMY. | | | | |
| C A10 | 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. | ED |  | <ul style="list-style-type: none"> • Council to approve 2nd phase of Venue Assistance Program. • Coordinating with partners. |
| C A11 | Create incentives and programs to preserve iconic and established music venues and performance spaces throughout Austin and its extraterritorial jurisdiction (ETJ). | ED, APL |  | <ul style="list-style-type: none"> • Council to approve 2nd phase of Venue Assistance Program. • Identify existing regulations and incentives for space development. |
| C A12 | 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. | ED, PARD, PDRD |  | Identify additional funding streams. |
| C A13 | Establish incentives and regulations to promote the creation of artists' live/work space in residential areas that allow for limited gallery space. | ED, PDRD |  | <ul style="list-style-type: none"> • Identify existing regulations and incentives for space development. • Revise LDC; Revise Subdivision Regulations. • Assess Artspace Market Survey results; make public and promote; use data to develop and implement strategies. |
| C A14 | Develop programs and incentives to provide flexible, affordable work space and housing throughout Austin, with an emphasis placed on locations well-served by transit, downtown, and activity centers and corridors for entrepreneurs, small and local businesses, artists, and creative professionals. Programs and incentives should address live-work space, home-based businesses, and temporary lease agreements in multi-use venues such as schools, vacant buildings, and warehouses. | ED, PDRD |  | <ul style="list-style-type: none"> • Identification of existing Regulations and Incentives for space development. • Revise LDC; Revise Subdivision Regulations. • Assess Artspace Market Survey results; make public and promote; use data to develop and implement strategies. • Continue to develop things like the Airport Blvd “Tool Box” to offer tools for developers and community for such work; build relationships across boundaries. |
| C A15 | Create programs and incentives and develop partnerships between the City of Austin, artists and members of the creative community, businesses, developers, and arts education 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. | ERGSO, PARD, APL, PDRD |  | <ul style="list-style-type: none"> • Inventory City-owned cultural facilities and libraries. • Plan and prepare for the Creative Facilities Inventory and Analysis Project. Currently planned for FY15, but look for opportunity to do it before so it best aligns with Artspace Market Survey data. • Assess Artspace Market Survey results, make public and promote results. • Begin environmental scan of new creative space developments. • Continue urban prototyping activities such as the “Alley Activation – 20 Ft Wide” and development of alley activation policies. |







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| PRIORITY PROGRAM 5: GROW AND INVEST IN AUSTIN'S CREATIVE ECONOMY. | | | | |
| C A16 | Support programs to engage the business development community to assist creative economy start-ups and to develop business and management skills. | ED, PDRD |  | <ul style="list-style-type: none"> • Completion of SBDP 2013 Needs Assessment with some data on the creative sector; on the horizon – planning for Creative Needs Assessment to be administered in 2014. • Ongoing work per recommendations of Economic Impact of the Creative Sector in Austin – 2012 Update. • Ongoing work in corridors and small area plans including work at ACC/Highland and others. • Revise Land Development Code. • Revise Subdivision Regulations. |
| C A17 | 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. | HHSD, ED (CAD) |  | CAD and HHSD to get the word out to the creative sector in order to increase public awareness and improved access. |
| C A18 | 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. | ED |  | <ul style="list-style-type: none"> • Cultural Arts Division staff to continue to work with University of Texas, Austin Community College, Skillpoint Alliance, and others to develop and expand educational curricula to support the development of nonprofit arts and culture organizations, creative industry readiness training and other efforts. • Continue to work with the Austin Independent School District on the delivery of arts education in grades k-8th grade, as part of the Any Given Child Initiative. • Utilize the Needs Assessment results to identify additional implementation strategies. |
| C A19 | Facilitate partnerships to connect artists with artist residency opportunities to provide workforce support for the creative community. | ED |  | Identify existing opportunities through existing partnerships. |



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| PRIORITY PROGRAM 6: DEVELOP AND MAINTAIN HOUSEHOLD AFFORDABILITY THROUGHOUT AUSTIN. | | | | |
| LUT A2 | 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. | PDRD |  | <ul style="list-style-type: none"> CodeNext Land Development Code Revision. Draft Code Diagnostic completed, Approach Alternatives being reviewed. Potential code revisions to allow garage apartments and micro housing units are underway. Revise Subdivision Regulations |
| LUT A3 | Establish land use and street design regulations to create sustainable neighborhoods that are child-friendly, support walking and bicycling, are in proximity to daily needs, and provide a range of housing type options such as duplexes, townhouses, row houses, small-scale apartments, and houses on smaller lots to meet the needs of people of different means and at different stages of their lives. | PDRD |  | <ul style="list-style-type: none"> CodeNext Land Development Code Revision. Draft Code Diagnostic completed, Approach Alternatives being reviewed. Potential code revisions to allow garage apartments and micro housing units are underway. Revise Subdivision Regulations |
| LUT A5 | Create a regulatory environment to promote the redevelopment of brownfields and greyfields into compact, walkable places. | PDRD |  | <ul style="list-style-type: none"> CodeNext Land Development Code Revision. Draft Code Diagnostic completed, Approach Alternatives being reviewed. Potential code revisions to allow garage apartments and micro housing units are underway. Revise Subdivision Regulations |
| LUT A6 | 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. | PDRD |  | <p>Continue regular meetings to promote interorganizational and intergovernmental collaboration</p> <p>Housing Jobs Balance Study Underway</p> |
| HN A1 | Establish regulations and programs to promote the development of a variety of market rate and affordable housing types within compact, activity centers and corridors served by transit. | PDRD |  | <ul style="list-style-type: none"> Revise Land Development Code. Revise Subdivision Regulations. Housing/ Jobs/Transit Action Team created, and meets regularly and will report to Council in August 2014 about strategies to better connect affordable housing, transit and jobs. |
| HN A2 | 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. | PDRD |  | <ul style="list-style-type: none"> CodeNext Land Development Code Revision. Draft Code Diagnostic completed, Approach Alternatives being reviewed. Potential code revisions to allow garage apartments and micro housing units are underway. Revise Subdivision Regulations |






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| PRIORITY PROGRAM 6: DEVELOP AND MAINTAIN HOUSEHOLD AFFORDABILITY THROUGHOUT AUSTIN. | | | | |
| HN A3 | <p>Produce regulations and enhance programs to promote affordable housing throughout Austin by:</p> <ul style="list-style-type: none"> - Utilizing publicly-owned land for the development of affordable housing - Preserving existing affordable housing - Allowing for diverse housing types throughout Austin - Balancing homeownership and rental opportunities - Providing assistance in securing funding for affordable housing - Examine regulations and policies that adversely affect affordable housing and consider approaches to minimize cost impacts for units attainable for families at significantly less than market values - Land banking - Encouraging the expansion of community development corporations | NHCD, PDRD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Resolution 20140417-049 will examine city owned land for affordable housing • Preservation Study Underway to establish a baseline of aging multi-family housing stock, set goals to support preservation and identify opportunities to further preservation initiatives • Research around Homestead Preservation District development underway • Community Land Trust (CLT) program is being developed to preserve public investment in affordability in perpetuity • The City's consultants completed a Housing Market Study to identify the City's affordable housing needs. The information will be utilized by policy makers to determine how best to meet the City's affordable housing needs. Housing/Jobs/Transit Action Team created; it will provide recommendations for potential changes to these recommendations. |
| HN A4 | <p>Provide incentives, educational materials, and develop new funding sources for the rehabilitation and repair of affordable housing.</p> | NHCD, PDRD |  | <ul style="list-style-type: none"> • NHCD will continue researching various dedicated revenue and other local funding sources to explore ways to more sustainably fund all of these programs. • A \$65 million G.O. Bond for affordable housing was approved by voters in 2013. • Fee-in-lieu from the Downtown Density Bonus Program will be used for Permanent Supportive Housing (PSH) for the chronically homeless. • 2014 Housing Market Study and Housing Choice Survey provide data on household affordability in Austin and inform programmatic and policy decisions moving forward. |





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| PRIORITY PROGRAM 6: DEVELOP AND MAINTAIN HOUSEHOLD AFFORDABILITY THROUGHOUT AUSTIN. | | | | |
| HN A5 | Incentivize and subsidize the construction of infrastructure for projects providing affordable housing. | NHCD, PDRD, AE, AWU |  | <p>Research the infrastructural regulatory barriers and costs to determine appropriate incentives.</p> <p>Coordinate with Capital Planning Office on Long Range Capital Improvement Plan (CIP) to ensure coordinated investment, and to maximize opportunities</p> |
| HN A6 | Provide greater consideration for the awarding of incentives to businesses, organizations, and developments that provide housing and employment opportunities for economically disadvantaged individuals. | NHCD, ED, PDRD |  | Strengthen S.M.A.R.T.™ housing program incentives and other development incentives to achieve greater levels of affordable housing. Stakeholder interviews and analysis of the S.M.A.R.T.™ housing program is currently underway. |
| HN A7 | Advocate changes to State of Texas legislation to support the development of affordable housing (i.e., repeal of the ban on inclusionary zoning). | NHCD |  | |
| HN A8 | Expand home-buyer assistance programs so that lower income households can purchase houses to increase homeownership levels in Austin. | NHCD |  | <ul style="list-style-type: none"> • Continue home-buyer assistance programs available for income-qualified citizens (as funding allows). • Community Land Trust (CLT) program is being developed to preserve public investment in affordability in perpetuity • Continue offering Individual Development Accounts (IDAs). |
| HN A9 | 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. | NHCD |  | <ul style="list-style-type: none"> • NHCD will continue to refine and enhance several City-administered home repair and architectural barrier removal programs that assist low-income, elderly and disabled residents to remain in their homes. These programs also work to preserve critical affordable housing stock. • NHCD will continue partnering with local non-profit organizations whose missions support local residents in preserving their housing in their current neighborhoods. |
| HN A10 | Create incentives and form partnerships with large employers to develop workforce housing. | NHCD, ED, PDRD |  | <ul style="list-style-type: none"> • Revise Land Development Code.(delete - don't know that it fits here) • Revise Subdivision Regulations |
| HN A11 | Establish a regulatory framework to promote and assist housing development that involves adaptive re-use of existing buildings. | PDRD |  | <ul style="list-style-type: none"> • CodeNext Land Development Code Revision. Draft Code Diagnostic completed, Approach Alternatives being reviewed. Potential code revisions to allow garage apartments and micro housing units are underway. • Revise Subdivision Regulations |






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| HN A16 | 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). | PDRD |  | <ul style="list-style-type: none"> CodeNext Land Development Code Revision. Draft Code Diagnostic completed, Approach Alternatives being reviewed. Potential code revisions to allow garage apartments and micro housing units are underway. |
| HN A18 | Work with employers to locate their place of business along activity centers and corridors in proximity to residential areas that could provide housing for their employees. | NHCD, ED, PDRD |  | <ul style="list-style-type: none"> Revise Land Development Code. Housing/Jobs/Transit Action Team created; it will provide recommendations to Council in August 2014 about strategies to better connect affordable housing, transit and jobs. Housing Jobs Balance Study Underway Revise Subdivision Regulations. |
| HN A23 | 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. | NHCD, PDRD |  | Continue coordination with public and private sector organizations. |
| HN A24 | Establish a regulatory environment that creates communities across Austin that support walking, bicycling, and transit; encourage live/work spaces; are in proximity to daily needs; include a variety of employment opportunities; provide a range of housing (duplexes, townhouses, row houses, small-scale apartments, etc.) integrating market-rate and affordable housing for people of all ages, abilities, and means; utilize sustainable building practices; are stable with low crime and safe buildings; and provides a range of facilities and services such as schools, parks, community gardens, and other public gathering spaces. | PDRD |  | <ul style="list-style-type: none"> CodeNext Land Development Code Revision. Draft Code Diagnostic completed, Approach Alternatives being reviewed. Potential code revisions to allow garage apartments and micro housing units are underway. Revise Subdivision Regulations |
| S A24 | 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 to the development of housing for the homeless | NHCD |  | <ul style="list-style-type: none"> Explore what regulatory and programmatic barriers to affordable housing exist as well as for low-barrier, housing-first permanent supportive housing. Downtown Density Bonus fees-in-lieu will all be designated for low-barrier, housing-first permanent supportive housing for the next 3 years. NHCD is coordinating with other agencies to braid community resources and issue an RFQ for Permanent Supportive Housing. |




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| S A25 | Coordinate between all the organizations providing services to the homeless community to maximize the efficacy of limited resources. | NHCD |  | Permenant Supportive Housing (PSH) Leadership Finance Committee and ECHO serve as partners. NHCD is coordinating with other agencies to braid community resources and issue an RFQ for Permanent Supportive Housing. ECHO has reorganized the current continuum of care in Austin/Travis County to create a coordinated intake system of the homeless population, streamlining the process for individuals and families to get into services and housing. |
| S A26 | Promote the development of housing opportunities that support persons transitioning from homelessness and other barriers to housing stability. | NHCD, PDRD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Subdivision Regulations. • NHCD is coordinating with other agencies to braid community resources and issue an RFQ for Permanent Supportive Housing. |
| S A27 | Support social services that provide financial support to families who are losing their homes and encourage public/private partnerships that create and implement solutions to this issue. | NHCD, HHSD |  | <ul style="list-style-type: none"> • NHCD/HHSD will continue to target federal funds for Tenant Based Rental Assistance programs, dependent on funding. • HHSD will continue to fund “Rapid-Rehousing” strategies though social services contracts, to immediately help stabilize families upon their loss of housing. |
| S A28 | 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. | NHCD, PDRD |  | <ul style="list-style-type: none"> • CodeNext Land Development Code Revision. Draft Code Diagnostic completed, Approach Alternatives being reviewed. Potential code revisions to allow garage apartments and micro housing units are underway. • Revise Subdivision Regulations |
| S A29 | Investigate the feasibility of creating a program of City-owned housing, including but not limited to, cooperative, affordable and permanent supportive housing. | NHCD, Real Estate, AE, PDRD, ED, HHSD, APL |  | Develop plan on how such practices could be implemented in Austin. Recommend improved options for shared housing communities through CodeNext Land Development Code Revision |
| S A30 | Regulate the geographic distribution and operation of group homes for the disabled, homeless, and other individuals needing supportive housing. | PDRD |  | <ul style="list-style-type: none"> • CodeNext Land Development Code Revision. Draft Code Diagnostic completed, Approach Alternatives being reviewed. Potential code revisions to allow garage apartments and micro housing units are underway. |





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| C A13 | Establish incentives and regulations to promote the creation of artists' live/work space in residential areas that allow for limited gallery space. | PDRD |  | <ul style="list-style-type: none"> • CodeNext Land Development Code Revision. Draft Code Diagnostic completed, Approach Alternatives being reviewed. Potential code revisions to allow garage apartments and micro housing units are underway. • ArtPlace Grant Awarded to ThinkEast a future 24 acre mixed use district for Austin's creative community. It will offer affordable working, living and flexible studio spaces. • Revise Subdivision Regulations. |
| C A14 | Develop programs and incentives to provide flexible, affordable work space and housing throughout Austin, with an emphasis placed on locations well-served by transit, downtown, and activity centers and corridors for entrepreneurs, small and local businesses, artists, and creative professionals. Programs and incentives should address live-work space, home-based businesses, and temporary lease agreements in multi-use venues such as schools, vacant buildings, and warehouses. | PDRD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Subdivision Regulations. • The Housing/Transit/Jobs Action team will make recommendations to Council in August 2014 about strategies to better connect affordable housing, transit and jobs. |




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| LUT A1 | Give priority to City of Austin investments to support mixed use, transit, and the creation of compact walkable and bikeable places. | PDRD, PWD, ATD, CPO |  | <ul style="list-style-type: none"> • Defer to Priority Program 1. |
| LUT A3 | Establish land use and street design regulations to create sustainable neighborhoods that are child-friendly, support walking and bicycling, are in proximity to daily needs, and provide a range of housing type options such as duplexes, townhouses, row houses, small-scale apartments, and houses on smaller lots to meet the needs of people of different means and at different stages of their lives. | PDRD, PWD |  | <ul style="list-style-type: none"> • Revise Land Development Code. Coordinate with Pedestrian Advisory Council and Bicycle Advisory Council to recommend changes for design and building types. • Annual Active Transportation Summit held May 2014. |
| LUT A5 | Create a regulatory environment to promote the redevelopment of brownfields and greyfields into compact, walkable places. | PDRD, PWD |  | <ul style="list-style-type: none"> • Revise Land Development Code. Held the “Best Practices in Development Review: Faster! Smoother! Smarter!” Imagine Austin Speaker Series in September 2013 to address opportunities to improve process. • Working to incorporate Low Impact Development practices within the Conservation Subdivision category. |
| LUT A8 | 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. | PDRD, PWD |  | <ul style="list-style-type: none"> • Revise Land Development Code. |
| LUT A11 | Develop land use and transportation policies and regulations that promote the development of projects that promote more active and healthy lifestyles, such as community gardens, tree-shaded sidewalks and trails, bicycle parking, showers within office buildings, and having daily needs within proximity to home and work. | PDRD, PARD, HHSD, PWD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Subdivision Regulations. Coordinate with the Farmland Preservation and Access Working Group to incorporate agricultural preservation within the Conservation Subdivision category of the Subdivision Regulations. • Complete Streets Ordinance is in-development and may be passed at the June 12, 2014 City Council Session. • Community Transformation Grant provided a stipend for the installation of bicycle storage facilities, and staff time to launch downtown shower facilities at St. David’s Episcopal. • Finalize and implement the Community Health Improvement Plan beginning in July 2013. PAR D has Established permitting for 4 community gardens on public land; started 4 community gardens on public land, 3 endorsed by City on private lands. 3.63 Acres of produce grown in FY2013 • Annual Active Transportation Summit held May 2014. |









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| LUT A12 | Create an integrated transportation plan that encompasses driving, transit, bicycling, walking, and roadway and rail freight. | PWD |  | Defer to Priority Program 1. |
| LUT A14 | <p>Increase public transit ridership.</p> <ul style="list-style-type: none"> - Expand service to compact centers and activity 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 - Add more bicycle carrying capacity to buses and trains | ATD, PDRD, PWD, ED, CPO |  | Defer to Priority Program 1. |
| LUT A17 | 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. | PDRD, PWD, ATD, ED |  | Defer to Priority Program 1. |
| LUT A18 | Develop a program and funding source to retrofit existing, incomplete roadways into complete streets. | PDRD, PWD, ATD, CPO |  | Defer to Priority Program 1. |



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| LUT A19 | <p>Develop complete streets design guidelines for all new road construction and reconstruction:</p> <ul style="list-style-type: none"> - Pedestrian and bicycle facilities and amenities - Green street techniques - Green Street Techniques/Green Infrastructure Best Management Practices - Interconnected, navigable, grid-like streets and blocks - Flexibility in design and regulations - Create pedestrian-activated crosswalks at mid block intersections on arterials to improve pedestrian safety - Traffic calming measures - Transit accommodations - Use of native landscaping | PDRD, PWD |  | <ul style="list-style-type: none"> • Propose Complete Streets Policy and Guidelines. (Policy to Council June 2014, Phase II Implementation in Fall 2014). • Revise Land Development Code. • Revise Subdivision Regulations. • Revise Transportation Criteria Manual. Adopt the Colony Park/Five Hills Master Plan which includes green infrastructure and grid-like streets, transit, pedestrian and bicycle facilities. • CHIP Partners outreach to Travis County to share active transportation information. |
| LUT A21 | Create a network of on – and off-street physically separated bicycle and walking routes or trails linking all parts of Austin and the region. | PDRD, PWD |  | <ul style="list-style-type: none"> • Adopt proposed Urban Trails Master Plan and Bicycle Plan Update. • Develop prioritization guidelines. |
| LUT A23 | Develop standards to connect all new neighborhoods to adjacent neighborhoods and commercial areas by streets, sidewalks, and bicycle lanes and/or paths. | PDRD, PWD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Subdivision Regulations. Continue collaboration with Travis County to update Access Street regulations of Title 30 requiring increased access streets dependent on number of lots served. Incorporate pedestrian easement citing regulations for the Subdivision Regulations. • Revise Transportation Criteria Manual |
| LUT A27 | Promote increased bicycling and walking through traffic enforcement, program evaluation, and developing and integrating web-based tools, mobile applications and other educational materials. | PDRD, PWD, ATD |  | HHSD is collaborating with PDRD, PARD, PWD, and ATD to support the work of the Pedestrian Advisory Committee, bicycle promotion efforts i.e., BikeShare, installing Bicycle Fix Stations at PARD recreation centers with education/training for community cyclists on bike repair. |
| LUT A32 | Develop standards for public spaces, such as parks, plazas and streets, to create integrated, tree-covered places. | PDRD, PARD, PWD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Identify incorporable elements in Small Area Plans. |



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| LUT A36 | Incentivize appropriately-scaled and located green infrastructure and public spaces, such as parks, plazas, greenways, trails, urban agriculture and/or open space in new development and redevelopment projects. | PDRD, PARD, PWD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Subdivision Regulations. Include opportunities for lots to front on open space within the Subdivision Regulations. Leverage open space and parkland dedication requirements within Conservation Subdivisions. • Identify incorporable elements in Small Area Plans. • Coordinate with other PARD efforts to encourage urban agriculture in open space, such as community gardens. |
| LUT A40 | Expand the number of parks and amount of open spaces of different sizes and purposes throughout the city. | PARD, HHSD, PWD, PDRD |  | <ul style="list-style-type: none"> • Enhance PDRD process for identifying funding and building partnerships. • Coordinate with other PARD efforts to encourage urban agriculture in open space. • Identify incorporable recreation elements in Small Area Plans. • Revise Subdivision Regulations. The Austin Parks and Recreation Department acquired 219.8 acres of new parkland in FY 2013. This new parkland includes: <ul style="list-style-type: none"> • 68 Acres: Colorado River at Bolm Road in central east Austin • Potential uses: ball fields, pavilion area along the Colorado River • 55 Acres: Old San Antonio Road south of FM 1626 in South Austin • Potential uses: family recreation and picnic area, trails and observation areas along the banks of Onion Creek |
| HN A23 | 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. | HHSD |  | <p>HHSD currently participates in numerous social services planning initiatives with community stakeholders focused on creating opportunities for vulnerable individuals/families in our community to become self sufficient. Efforts include continue to meet with City/County/AISD Joint Committee and the Community Advancement Network to address cross cutting issues.</p> <p>CHIP Partners convene to create Year 2 implementation objectives.</p> |



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| HN A24 | Establish a regulatory environment that creates communities across Austin that support walking, bicycling, and transit; encourage live/work spaces; are in proximity to daily needs; include a variety of employment opportunities; provide a range of housing (duplexes, townhouses, row houses, small-scale apartments, etc.) integrating market-rate and affordable housing for people of all ages, abilities, and means; utilize sustainable building practices; are stable with low crime and safe buildings; and provides a range of facilities and services such as schools, parks, community gardens, and other public gathering spaces. | PDRD, PARD, PWD |  | <ul style="list-style-type: none"> • Revise Land Development Code. Comment on the draft outline regarding areas beneficial or detrimental for walking, bicycling and proximity. • Revise Subdivision Regulations. Include provisions for Bungalow Courts within the Subdivision Regulations. Identify development scale which triggers need for school district. • Work to adopt Complete Streets policy. |
| CE A10 | Identify existing areas with limited access to parks, open space, and trails and create mechanisms to address these gaps. | PARD |  | PARD, in cooperation with other departments that purchase land, to develop a revenue stream for construction of parks in deficient areas. |
| CE A12 | Support local farmers by creating incentives and removing regulatory barriers, offering tailored small business support, and creating public information campaigns to promote local food. | HHSD, PARD, ED |  | <p>Support Sustainable Food Policy Board and Economic Impact Analysis of Austin’s Food Sector recommendations.</p> <p>Collaborating with the new Food Policy Program Manager in the Office of Sustainability, PARD, and EDD to inventory current resources, identify gaps, and create an online portal for relevant information to local food producers.</p> |
| CE A13 | Expand existing and facilitate the establishment of new distribution avenues for local farm products. | HHSD, PARD, ED |  | <p>Support Sustainable Food Policy Board and Economic Impact Analysis of Austin’s Food Sector recommendations.</p> <p>Collaborating with the new Food Policy Program Manager in the Office of Sustainability, PARD, and EDD to inventory current resources, identify gaps, and create an online portal for relevant information to local food producers.</p> |



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| CE A14 | Identify and map food deserts and provide incentives for full service grocery stores and farmers markets to locate in these underserved areas. | PDRD, HHSD |  | <ul style="list-style-type: none"> Finalize and implement the Community Health Improvement Plan beginning in July 2013. Ongoing work group to review and implement Sustainable Food Policy Board recommendations. The Access to Healthy Food subcommittee of the HAPP Obesity Task Force is exploring how best to deliver fresh foods to neediest residents. Case studies are inconclusive on whether subsidizing retail food markets in disadvantaged neighborhoods improves residents' health and/or increases healthy eating habits. CHIP partners identified where healthy food is available for purchase and growing; Community Transformation Grant is providing training and technical assistance to Go Austin/Vamos Austin (Dove Springs & 78745 initiative) members on how to work with store owners/operators to incentivize healthy foods. |
| CFS A2 | Expand equitable access for adults, children, 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. | PARD, PWD |  | <ul style="list-style-type: none"> Expend 1998, 2006, 2012 bonds and parkland dedication funds on new land and park improvements and land acquisition to create a diversity of public recreational opportunities for all ages, abilities and interests. Collaborate with PDRD on community gardens, parks and open space design. Continue parkland acquisition with special focus on park deficient areas in order to meet Council mandated goals. Continue work on Urban Trails Master Plan with a revised Bicycle Master Plan (approval expected in Spring 2014). |
| CFS A3 | Establish pocket parks, smaller undeveloped preserves, and passive recreational spaces in areas with little open space. | PARD, PWD |  | <ul style="list-style-type: none"> Expend 1998, 2006, 2012 bonds and parkland dedication funds on new land and park improvements and land acquisition to create a diversity of public recreational opportunities for all ages, abilities and interests. Collaborate with PDRD staff on community gardens, parks and open space design. Continue parkland acquisition with special focus on park deficient areas in order to meet Council mandated goals. Continue work on Urban Trails Master Plan with a revised Bicycle Master Plan (approval expected in Spring 2014). |




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| CFS A4 | Explore additional funding sources primarily for the maintenance of parks as well as for the design and construction, including: <ul style="list-style-type: none"> - user fees - rental fees - additional grant opportunities - additional levy - reinvestment of revenue generated in parks - through partnerships | PWD |  | <ul style="list-style-type: none"> • Adopt the Urban Trails Master Plan (approval expected in Summer 2014). • Assess opportunities for new funding streams through parkland dedication mechanisms, grants, and fees. |
| CFS A5 | Ensure adequate funding for the maintenance of parks and trees on City of Austin property through Best Maintenance Practices. | PAR, PDRD, PWD |  | <ul style="list-style-type: none"> • Continue to use Invasive Species Management Plan, Pest Management Plan and Maintenance Matrix developed in 2012 as best management practices to base funding decisions for maintenance of parks. • Implement Urban Forestry Plan once completed in 2013. |
| CFS A6 | Expand partnerships between local organizations and the City of Austin to maintain and improve local parks and open spaces. | HHSD, PAR |  | Enhance process for identifying funding and building partnerships. |
| CFS A7 | Revise tree planting and tree care standards to be more sustainable and reduce tree mortality. | PAR, PDRD, PWD |  | Develop department specific plans for Urban Forestry best management practices in 2014 and base funding decisions for tree maintenance on implementation needs. |
| CFS A8 | Restore trees and vegetation along degraded waterways, especially in eastern watersheds. | PAR, PDRD, PWD |  | Develop department specific plans for Urban Forestry best management practices in 2014. |
| CFS A9 | 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; encourage developers to connect to or complete the trail system; and use protected land along creeks and floodplains in an environmentally sustainable way. | PWD |  | Continue work on Urban Trails Master Plan |
| CFS A10 | Develop, through a process engaging the general public and professionals, context-sensitive trail, park, and greenway standards to ensure high-quality, environmentally sustainable design. | PWD, PAR |  | Continue work on Urban Trails Master Plan (completion expected in Spring 2014). |
| CFS A13 | Coordinate among City of Austin departments and other agencies to market recreational programs and health related awareness campaigns. | HHSD, PAR |  | Continue strategic, consistent messaging using multiple media venues, including social media, websites, identified spokesperson, outreach education, etc. |



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| S A1 | Support wellness and prevention education in schools and the general public to reduce the burden on primary care. | HHSD |  | <ul style="list-style-type: none"> • Implement the Community Health Improvement Plan beginning in July 2013. • Staff will continue to develop strategies to address housing shortage, mental health services, prevention programs for youth, and affordable care. • Continue Delivery System Reform Improvement Payment implementation through 2016, to improve Texas' health care delivery system. • Implement 1115 Waiver projects, Diabetes Education, Tobacco Prevention/Education, and Assertive Community Treatment team to Homeless individuals, and improve postnatal outcomes for African Americans. • Work with Central Health to implement the Centers for Medicare & Medicaid Services approved Regional Healthcare Partnership Plan. • Continue to work in Dove Springs to create healthy living programs. |
| S A3 | Collaborate with counties, the hospital district, and school districts to dedicate funding to mental health & substance abuse programming. | HHSD |  | <p>Continue to look for additional funding opportunities to partner with community and to provide more prevention programs for youth.</p> <p>5/28: Working with TC, ATCIC, DACC and other stakeholders to obtain funding for substance abuse treatment and recovery supports for women w/ children and homeless individuals.</p> <p>CHIP Partners aim to establish outpatient program in south-south-east Austin for behavioral health.</p> <p>CHIP Partners add behavioral health prescribers in four outpatient clinic settings.</p> |




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| S A4 | 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. | HHSD |  | Continue development and implementation of the Community Health Improvement Plan and include access to primary and behavioral health care as a priority area. |
| S A5 | <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 | HHSD |  | <ul style="list-style-type: none"> • HHSD staff to continue attending meetings in the community to work on these areas and others as identified. • Bring recommendations to the various board and/or commissions for consideration. Upon board or commission approval these recommendations will be submitted to City Council for action and policy changes. |





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| S A6 | <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"> - offering incentives to increase the number of providers - building more clinics - offering a path to practice for licensed professionals from other countries - developing educational programs - affordable health coverage programs for small business | HHSD |  | <ul style="list-style-type: none"> • Work with Central Health to implement Centers for Medicare & Medicaid Services approved Regional Healthcare Partnership Plan for demonstration projects for Texas Healthcare Transformation and Quality Improvement. • HHSD began to implement demonstration projects, Diabetes Education, Tobacco Prevention and Education for 18-24 year olds and Assertive Community Treatment team to Homeless individuals with tri-morbid conditions, and use community health workers to improve postnatal outcomes from birth to 12 months among African Americans. • Additionally, Central Health is working with all the demonstration project implementing agencies to develop a learning collaborative to share best practices and coordinate efforts. • CHIP Partners aim to establish outpatient program in south-southeast Austin for behavioral health. • Bring facilities up-to-code to deliver START model for dual-diagnoses. • CHIP Partners add behavioral health prescribers in four outpatient clinic settings. |
| S A7 | <p>Address the high incidence of teenage pregnancy by creating and expanding partnerships with area school districts, nonprofit organizations, and healthcare providers to develop a comprehensive education and outreach program to reduce the number of teenage mothers, to expand access to social and health care services for teenage mothers and their children, and to increase educational and vocational opportunities for the mothers.</p> | HHSD |  | <p>HHSD to continue implementing the Austin Healthy Adolescent program, which focuses on working with community partners to develop comprehensive education and outreach programs to reduce teen pregnancy and provide health services to young mothers and their children.</p> |












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| S A8 | Make healthy and local foods accessible, particularly in underserved areas, by removing barriers and providing incentives for the establishment of sustainable community gardens, urban farms, neighborhood grocery stores, farmers markets, and farm stands and mobile vegetable sales carts. | HHSD, PARD |  | <ul style="list-style-type: none"> Finalize and implement the Community Health Improvement Plan beginning in July 2013. SUACG will host a food and farm summit in September of 2013 to help link and educate all sectors of food system. 5/29 Work with the new Food Policy Program Manager in OS to identify resources and gaps in the community. A new farmers market permitting process (HHSD) allows permits to transfer from one location to another on different days and offers a fee waiver for cooking/nutrition education demos at farmers markets. CHIP Partners to coordinate with City of Austin's new Food Policy Manager. Leverage training provided by the City of Austin and Food Trust to build resident leadership for access to healthy foods in areas considered food deserts or unhealthy food swamps. |
| S A9 | Facilitate a strong and sustainable local food system by linking farmers, distributors, and markets, and create programs and partnerships to ensure profitable local food enterprises throughout all five food sectors — production, processing, distribution, consumption, and waste recovery. | HHSD, PARD, ED |  | <ul style="list-style-type: none"> SUACG will host a food and farm summit in September of 2013 to help link and educate all sectors of food system. Work with SFC and other private sector partners to expand opportunities for farm-direct programs. Continue collaboration with the Farmland Access and Preservation Work Group of the SFPB. Collaborating with the new Food Policy Program Manager in the Office of Sustainability, PARD, and EDD to inventory current resources, identify gaps, and create an online portal for relevant information to local food producers. CHIP Partners to coordinate with City of Austin's new Food Policy Manager. |













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| PRIORITY PROGRAM 7: CREATE A HEALTHY AUSTIN PROGRAM. | | | |
| S A10 | Develop partnerships with public and private stakeholders to promote awareness and educate residents about healthy food choices, sources, and preparation, including keeping up-to-date and accessible data on community garden plot availability, cooking classes, and City and County property for neighborhood gardens and family farms, and the sale of sustainably produced and culturally appropriate food at farmers markets, farm stands, mobile vegetable carts, and neighborhood grocery stores. | PAR, HHSD |  <ul style="list-style-type: none"> • Implement the Community Health Improvement Plan beginning in July 2013. Includes priority focus on access to healthy food. • Continue collaboration with Chronic Disease Coalition, CTG Leadership team and Mayors Health and Fitness Council to promote healthy food choices. • SUACG program to continue coordinating with WPD on making land available for urban agriculture through a request for proposals process. • HHSD is supporting Sustainable Food Center in their provision of healthy cooking classes, farmers market info, and gardening education to residents in the 78702 zip code. Receiving guidance from The Food Trust on how to increase healthy food options in small retail convenience stores in underserved areas. PAR is updating their requirements for community gardens on public land to include at least one ADA accessible garden bed. ATCHSD Neighborhood Centers continue to partner with the Capital Area Food Bank to offer Fresh Food for Families and Mobile Food Pantry at all 6 City Neighborhood Centers and 3 outreach locations. |
| S A11 | Reduce obesity and other diet-related diseases by establishing local fresh food initiatives in institutions such as schools, colleges, universities, hospitals, nursing homes, City and County departments and facilities, and by implementing and encouraging purchasing policies that support local and sustainable foods. | HHSD, PAR |  <ul style="list-style-type: none"> • SUACG program to continue coordinating with WPD on making land available for urban agriculture through a request for proposals process. • Continue other ongoing efforts. • 5/29 HHSD is providing guidance to UT and ACC on implementing healthy vending and healthy food procurement practices. Collaborated with City Purchasing on the RFP bid and selection process for City vending services that increase access to healthier snacks and beverages on City property. |
| S A12 | Remove regulatory barriers and provide incentives to improve and rebuild local food production, processing and distribution systems appropriate to the local context. | HHSD, PAR, ED |  <p>Support Sustainable Food Policy Board and Economic Impact Analysis of Austin's Food Sector recommendations.</p> <p>5/29 Collaborating with the new Food Policy Program Manager in the Office of Sustainability, PAR, and EDD to inventory current resources, identify gaps, and create an online portal for relevant information to local food producers.</p> |







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| S A18 | Support the development of a community-wide electronic health information system. | HHSD |  | <p>Implemented the Community Health Improvement Plan beginning in July 2013. Year 2 CHIP will begin in July 2014.</p> <p>Implement Travis County Community Care Collaborative's plan for medical homes at participating clinics.</p> <p>Implement Travis County Community Care Collaborative's plan for medical homes at participating clinics.</p> |
| S A33 | Collaborate with school districts to allow public and private sector use of underutilized schools and other public facilities for child care, educational programs, healthy living programs, and neighborhood activities. | HHSD, PARD |  | Work on developing more joint use agreements and programming for the purpose of using more public facilities for healthy living programs. |






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| S A49 | Develop educational and public information programs focusing on promoting nutrition, healthy food, and local food sources. | PARD, HHSD |  | <ul style="list-style-type: none"> • Implement the HHSD department Strategic Plan ,which identifies marketing of services to the public as a key priority. • Implement the Community Health Improvement Plan beginning in July 2013. The plan integrates public education and marketing of healthy lifestyles and community health resources into each of the priority areas. • HHSD Community Transformation Grant to continue working with MSDF-GAVA and local coalition groups to promote healthier lifestyles related to obesity. • SUACG to continue assisting communities establish community gardens on public land. • 5/29 HHSD is supporting Sustainable Food Center in their provision of healthy cooking classes, farmers market info, and gardening education to residents in the 78702 zip code. Receiving guidance from The Food Trust on how to increase healthy food options in small retail convenience stores in underserved areas. PARD is updating their requirements for community gardens on public land to include at least one ADA accessible garden bed. ATCHHSD Public Health Nurses at Neighborhood Centers continue to offer classes and programs on nutrition in the community. • Identify zip codes with areas of highest need by CHIP Partner Texas Hunger Initiative. • CHIP Partner CAN and THI work to ease access to food assistant programs and connect eligible individuals. |
| S A50 | 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. | HHSD, PARD |  | <ul style="list-style-type: none"> • SUACG will host a food and farm summit in September 2013 to help link and educate all sectors of food system. • Work with SFC and other private sector partners to expand opportunities for farm-direct programs. |
| S A51 | 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. | HHSD, PDRD |  | HHSD Tobacco Prevention and Control Program to continue providing technical assistance and materials for schools and the local community. |




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| S A52 | Promote tobacco free multifamily housing which share common walls, such as apartments, duplexes, townhouses, rowhouses, and condominiums. | HHSD, PDRD |  | <p>Continue the Austin Tobacco Prevention and Control Coalition multi-unit housing workgroup.</p> <p>Working with numerous multi-unit housing facilities that have now implemented new smoke-free policies including affordable and market -rate housing properties such as: Foundation Communities (six affordable housing properties); RBJ Geriatric Center – Affordable housing property for elderly and disabled tenants; Bent Tree – Housing Authority of Austin-contracted property; Eleven – Large new high rise luxury apartments. In addition we are working with the Housing Authority of the City of Austin, Austin Green Builders, and Neighborhood Housing, to further expand tobacco-free multi-unit housing.</p> |
| S A53 | Promote tobacco-free environments and tobacco-free living. | HHSD, PDRD |  | <ul style="list-style-type: none"> • Continue operating LTFA website. • Continue Austin Tobacco Prevention and Control Coalition, Mayors Health and Fitness Council integration of tobacco free campus requirements into Partner Certification Program for local businesses. • Included bonus evaluation points in the 2014 HHSD Social Service RFA for organizations that have implemented or will implement a tobacco-free worksite policy by Oct. 2015. |
| S A54 | Create more opportunities for outdoor play, recreational activities, healthy eating, and other activities and programs that address obesity. | PARD |  | <ul style="list-style-type: none"> • Create additional policies around healthy eating and other activities that address obesity. • Continue to acquire parkland and develop undeveloped parkland to increase locations for outdoor play and recreational activities, particularly in park deficient parts of the City. • 5/29 PARD is working with PDRD to identify gaps in resident access within .5 mile from a City park and developing plans to close those gaps and provide relevant programming. • Public Health Nurses at Neighborhood Centers continue to offer classes and educational programs on obesity and partner with other programs to offer recreational activities. |
| C A17 | 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. | HHSD |  | Improve access to services and increased public awareness about services. |

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| PRIORITY PROGRAM 8: REVISE AUSTIN'S DEVELOPMENT REGULATIONS AND PROCESSES TO PROMOTE A COMPACT AND CONNECTED CITY. | | | | |
| LUT A2 | 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. | PDRD |  | Revise Land Development Code. |
| LUT A3 | Establish land use and street design regulations to create sustainable neighborhoods that are child-friendly, support walking and bicycling, are in proximity to daily needs, and provide a range of housing type options such as duplexes, townhouses, row houses, small-scale apartments, and houses on smaller lots to meet the needs of people of different means and at different stages of their lives. | PDRD |  | Revise Land Development Code. |
| LUT A4 | Use incentives and regulations to direct growth to areas consistent with the Growth Concept Map that have existing infrastructure capacity including roads, water, wastewater, drainage and schools. | PDRD |  | Revise Land Development Code. |
| LUT A5 | Create a regulatory environment to promote the redevelopment of brownfields and greyfields into compact, walkable places. | PDRD |  | Revise Land Development Code. |
| LUT A6 | 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. | Mayor or Council |  | Continue meetings to create a regional planning initiative. |
| LUT A7 | Implement a transfer of development rights program to transfer development rights from environmentally sensitive areas to areas identified on the Growth Concept Map for new development or redevelopment. | PDRD, WPD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Watershed Protection Ordinance. |
| LUT A8 | 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. | PDRD |  | Revise Land Development Code. |
| LUT A10 | 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. | PDRD |  | Revise Land Development Code. |
| LUT A11 | Develop land use and transportation policies and regulations that promote the development of projects that promote more active and healthy lifestyles, such as community gardens, tree-shaded sidewalks and trails, bicycle parking, showers within office buildings, and having daily needs within proximity to home and work. | PDRD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Transportation Criteria Manual. • Revise Subdivision Regulations. |
| LUT A19 | Develop complete streets design guidelines for all new road construction and reconstruction. | PDRD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Transportation Criteria Manual. • Revise Subdivision Regulations. |
| LUT A26 | Set targets for vehicle miles traveled per capita and incorporate those targets into traffic impact studies for new development. | CAMPO or ATD |  | Continue to use VMT per capita target as part of Transportation Impact Analysis. |

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| LUT A28 | Create design standards for public spaces such as parks, plazas, sidewalks and trails that respond to the unique setting in which they are located. | PDRD |  | Revise Transportation Criteria Manual. |
| LUT A30 | 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. | PDRD |  | Revise Land Development Code. |
| LUT A34 | Incentivize new and redevelopment to be sensitive to the Central Texas climate, culture, building traditions, and construction materials. | PDRD |  | Revise Land Development Code and Subdivision Regulations. |
| LUT A35 | Develop standards and expand incentives for green building and increased energy efficiency for new construction and remodels of older houses. | PDRD |  | Revise Land Development Code. |
| LUT A38 | Review and change building and zoning codes and incorporate best practices to promote green building and sustainable development. | PDRD |  | Revise Land Development Code. |
| HN A1 | Establish regulations and programs to promote the development of a variety of market rate and affordable housing types within compact, activity centers and corridors served by transit. | PDRD |  | Revise Land Development Code. |
| HN A2 | 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. | PDRD |  | Revise Land Development Code. |
| HN A3 | Produce regulations and enhance programs to promote affordable housing throughout Austin. | PDRD |  | Revise Land Development Code. |
| HN A4 | Provide incentives, educational materials, and develop new funding sources for the rehabilitation and repair of affordable housing. | PDRD |  | Revise Land Development Code. |
| HN A11 | Establish a regulatory framework to promote and assist housing development that involves adaptive re-use of existing buildings. | PDRD |  | Revise Land Development Code. |
| HN A15 | 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, graywater irrigation, solar power, and energy efficient utilities. | PDRD |  | Revise Land Development Code. |
| HN A17 | Develop regulations and standards that promote innovative and diverse residential architecture that is sensitive to the surrounding neighborhood. | PDRD |  | Revise Land Development Code. |

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| HN A19 | Ensure harmonious and compatible transitions between neighborhoods and adjacent commercial, mixed-use, and denser housing by regulating setbacks, building mass and height, and other design elements and uses. | PDRD |  | Revise Land Development Code. |
| HN A20 | Develop and implement strategies that address spillover parking from commercial districts into adjacent residential areas that include increased public transportation, better pedestrian and bicycling amenities, improved signs, and parking management. | PDRD |  | Revise Land Development Code. |
| HN A24 | Establish a regulatory environment that creates communities across Austin that support walking, bicycling, and transit; encourage live/work spaces; are in proximity to daily needs; include a variety of employment opportunities; provide a range of housing (duplexes, townhouses, row houses, small-scale apartments, etc.) integrating market-rate and affordable housing for people of all ages, abilities, and means; utilize sustainable building practices; are stable with low crime and safe buildings; and provides a range of facilities and services such as schools, parks, community gardens, and other public gathering spaces. | PDRD |  | Revise Land Development Code. |
| E A3 | <p>Create a regulatory framework to foster a business- friendly environment by:</p> <ul style="list-style-type: none"> - Identifying regulatory impacts on investment, business development, and retention (zoning, permitting and licensing requirements, tax requirements, etc.) - Assigning city staff devoted to helping businesses navigate the system and troubleshoot; - Creating development incentives (including tax incentives), density and floor-to-area ratio (FAR) bonuses, reduced and alternative parking requirements, expedited review, etc. - Simplifying and clarifying the development review process, including one-stop shop review, enforced timelines, and set targets for responsiveness and accountability - Allowing more by-right development - Making development regulations more flexible, while defining the extent of flexibility and maintaining safety and code integrity - Creating a program to assist businesses that are affected by road construction or infrastructure improvements - Creating a rehabilitation building code to make adaptive reuse efficient and affordable | PDRD |  | Revise Land Development Code. |
| CE A3 | Preserve and protect environmentally sensitive areas using a variety of tools, including transferable development rights as well as policies and regulations that incentivize greyfield/redevelopment/infill. | PDRD |  | Revise Land Development Code. |
| CE A21 | Strengthen tree protection regulations. | PDRD |  | Revise Land Development Code. |

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| CE A23 | 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. | WPD |  | Implement Watershed Protection Ordinance. |
| CFS A18 | Ensure that land development policies, regulations, and design standards take public safety issues like roadway connectivity, ingress/egress, and street design into consideration. | PDRD |  | <p>Revise Land Development Code.</p> <p>Revise Transportation Criteria Manual.</p> <p>Revise Subdivision Regulations</p> |
| CFS A23 | <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 bicycle facilities and accommodations - safe, connected walkways - public spaces inside and outside of buildings - anchoring neighborhood niches - child-friendly play spaces - family-friendliness | Strategic Facilities Governance Team |  | |
| CFS A25 | Cluster and, where appropriate, co-locate public facilities and programs to reduce costs. | PDRD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Transportation Criteria Manual. • Revise Subdivision Regulations. |
| CFS A34 | 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. | PDRD |  | <ul style="list-style-type: none"> • LDC Revision, TCM Revision, Subdivision Regulations revision |

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| CFS A36 | 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. | PDRD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Watershed Protection Ordinance. • Revise Subdivision Regulations. |
| C A3 | Create incentives and programs to promote the inclusion of public art into new development. | PDRD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • Revise Transportation Criteria Manual. |
| C A14 | Develop programs and incentives to provide flexible, affordable work space and housing throughout Austin, with an emphasis placed on locations well-served by transit, downtown, and activity centers and corridors for entrepreneurs, small and local businesses, artists, and creative professionals. Programs and incentives should address live-work space, home-based businesses, and temporary lease agreements in multi-use venues such as schools, vacant buildings, and warehouses. | PDRD |  | <ul style="list-style-type: none"> • Revise Land Development Code. • sion Regulations. |