- 35th Anniversary / Impact
- Strategic Plan / Relevance
- New CEO

- Growth
- Image Austin Strategic Plan
- City Council Governance
Ryan Robinson, City of Austin Demographer

1979

244% Growth
“Austin’s greatest asset is its people: passionate about our city, committed to its improvement, and determined to see this vision become a reality.”
--- Imagine Austin, June 2012

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs
COMPACT & CONNECTED

Invest in a compact and connected Austin.

Revise Austin’s development regulations and processes to promote a compact, connected city.

NATURE & CITY

Sustainably manage our water resources.

Use green infrastructure to protect environmentally sensitive areas and integrate nature into the city.

IMAGINEAUSTIN

Vibrant, livable, connected communities across Austin.

Austin’s greatest asset is its people: passionate about our city, committed to its improvement, and determined to see this vision become a reality.

HEALTHY & AFFORDABLE

Increase household affordability throughout Austin.

Create programs for a healthier Austin.

CREATIVITY & ECONOMY

Grow Austin’s economy by investing in our workforce, education systems, entrepreneurs and local businesses.

Invest in Austin’s creative economy.
THANK YOU FOR TRUSTING AUSTIN

Thanks to your hard work and support, all of Austin has won a huge victory!

PROP 3
YES 145,910
NO 96,683

PROP 4
YES 121,336
NO 116,196

Overall Percentage in favor of Proposition 3 = 60.1%

Percent For
- < 10 Ballots Cast
- Less than 45%
- 45% to 50%
- 50% to 55%
- 55% to 60%
- 60% to 65%
- 65% Plus
Total Population by Council District, 2010

Ryan Robinson, City of Austin Demographer
Median Family Income by Council District

Parameter 1: $54,800

Parameter 2: $106,300

Ryan Robinson, City of Austin Demographer
“Austin’s greatest asset is its people: passionate about our city, committed to its improvement, and determined to see this vision become a reality.”

--- Imagine Austin, June 2012
4-County Sacramento Metro
27th Largest Region

5-County Austin Metro
31st Largest Region
Population overview

<table>
<thead>
<tr>
<th>Year</th>
<th>Austin</th>
<th>Sacramento</th>
<th>Austin Growth</th>
<th>Sacramento Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1950</td>
<td>41,627</td>
<td>151,668</td>
<td>18%</td>
<td>55%</td>
</tr>
<tr>
<td>1960</td>
<td>43,525</td>
<td>295,837</td>
<td>16%</td>
<td>32%</td>
</tr>
<tr>
<td>1970</td>
<td>99,832</td>
<td>208,964</td>
<td>32%</td>
<td>69%</td>
</tr>
<tr>
<td>1980</td>
<td>192,496</td>
<td>270,697</td>
<td>29%</td>
<td>47%</td>
</tr>
<tr>
<td>1990</td>
<td>266,050</td>
<td>401,952</td>
<td>29%</td>
<td>47%</td>
</tr>
<tr>
<td>2000</td>
<td>415,006</td>
<td>332,261</td>
<td>33%</td>
<td>48%</td>
</tr>
<tr>
<td>2010</td>
<td>475,129</td>
<td>380,013</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>Est 2016</td>
<td></td>
<td></td>
<td>20%</td>
<td>20%</td>
</tr>
</tbody>
</table>
Age Distribution

Population in Thousands

- 85+
- 80-84
- 75-79
- 70-74
- 65-69
- 60-64
- 55-59
- 50-54
- 45-49
- 40-44
- 35-39
- 30-34
- 25-29
- 20-24
- 15-19
- 10-14
- 5-9
- >5

Sacramento

Austin
Diversity
Sacramento Metro Area

Total Migrants 101k
International Migrants 14%
Out-of-State State Migrants 33%
In State Migrants 53%
Bay Area 21%
Housing
Rent Change – Past 12 Months

- **Sacramento**: 9.7%
- **Austin**: 1.5%
- **USA**: 2.8%
September 2017 Rental Trends

Median 2BR Rent

Y/Y Rent Growth

- Seattle: $1,700, 4.4%
- Austin: $1,400, 1.8%
- Portland: $1,360, 0.0%
- Denver: $1,340, 2.2%
- Sacramento: $1,190, 9.8%
- Las Vegas: $1,110, 5.2%
- Jacksonville: $1,050, 4.2%
- Phoenix: $1,030, 4.3%
- Houston: $990, -1.8%
- Tucson: $920, 3.9%
- Kansas City: $890, 0.6%
Shortfall of Affordable Housing Units

<table>
<thead>
<tr>
<th>Household Income</th>
<th>Sacramento</th>
<th>Austin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $20,000</td>
<td>103,456</td>
<td>78,421</td>
</tr>
<tr>
<td>$20,000 to $34,999</td>
<td>85,347</td>
<td>71,603</td>
</tr>
<tr>
<td>$35,000 to $49,999</td>
<td>54,787</td>
<td>42,612</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>51,404</td>
<td>29,997</td>
</tr>
<tr>
<td>$75,000 or more</td>
<td>39,628</td>
<td>16,378</td>
</tr>
</tbody>
</table>
Transportation
<table>
<thead>
<tr>
<th>Sacramento County</th>
<th>Travis County</th>
</tr>
</thead>
<tbody>
<tr>
<td>(inc. Sacramento)</td>
<td>(inc. Austin)</td>
</tr>
<tr>
<td>241,000 Commuted into County</td>
<td>326,000</td>
</tr>
<tr>
<td>38% Cross County Lines</td>
<td>45%</td>
</tr>
<tr>
<td>27% Increase in Commute Delay</td>
<td>44%</td>
</tr>
</tbody>
</table>
Homelessness
Arts & Culture
Arts & Culture Impact

Total Expenditures
- Sacramento: $112 M
- Austin: $236 M

Event Spending
- Sacramento: $30 M
- Austin: $99 M

Arts & Culture FTE Jobs
- Sacramento: 4,400
- Austin: 7,300