



Imagine Austin Update

Austin Planning | April 11, 2026

AGENDA

- What is Imagine Austin?
- Overview of the Past Eight Months
- Project Goals
- Project Scope
- Outreach and Engagement
- Why Updating Imagine Austin Matters
- Project Timeline

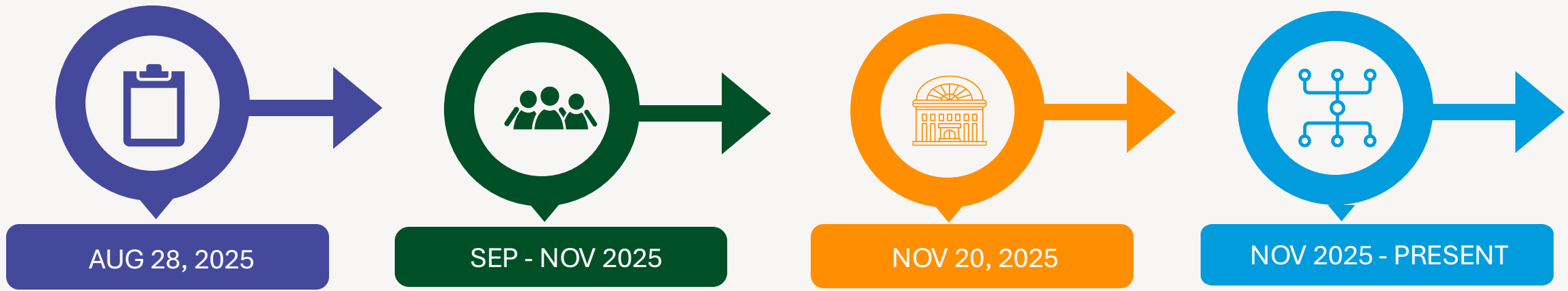
What is Imagine Austin?

The Imagine Austin Comprehensive Plan is Austin's 30-year plan for our future growth and development. Shaped by ideas and contributions from the community, Imagine Austin provides a roadmap that guides City decision-making when setting goals and policies.

Together, these elements allow Imagine Austin to support the goal of creating a city where people of all backgrounds and income levels can build a career, make a home, and find happiness near the people and places they love.



Overview of the Past Eight Months



Resolution Adopted

Consultant Selected and Onboarded

City Council Reallocated \$1.5M of IA's \$3M Budget

Project Rescoping Phase

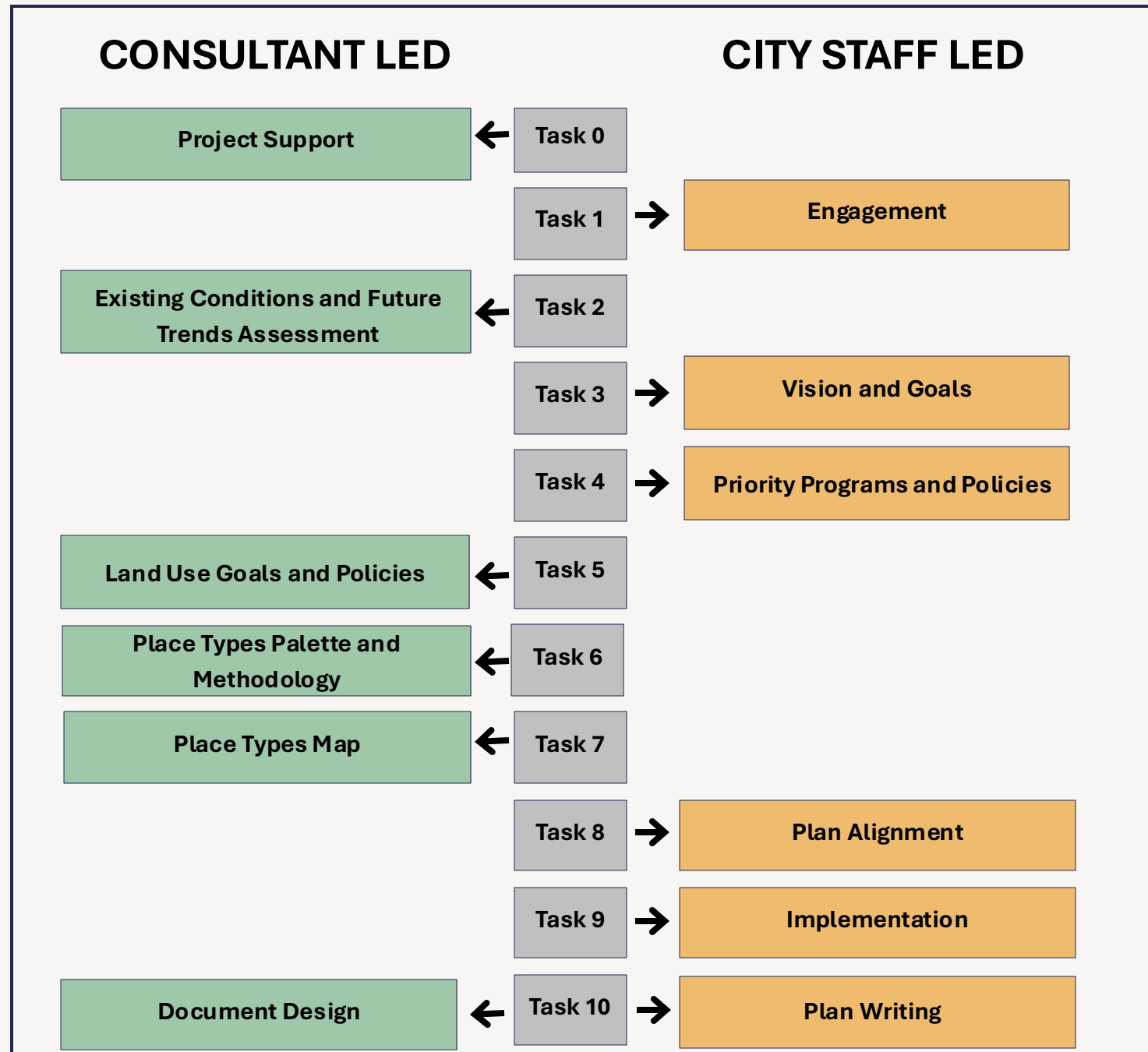
- Refined scope based on reduced project budget
- Identified staff tasks and internal responsibilities

Project Goals

- **Develop a Place Types map** to support consistent land use planning throughout Austin that helps achieve citywide goals while recognizing the needs of different communities.
- **Create regular engagement opportunities** with the community.
- **Update policies** to provide clear guidance for current and future planning and decision-making.
- **Refine** the plan document for clearer organization and to be more user-friendly.
- **Strengthen alignment** between Imagine Austin and other citywide strategic plans to provide clearer direction and consistency.

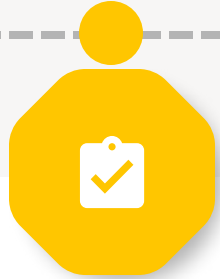


Project Scope



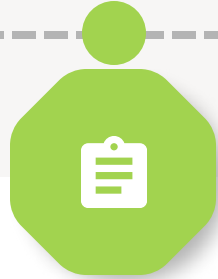
Outreach and Engagement

Winter 2026 - Spring 2028



Phase 1

- Survey #1 (Consult)
- Tabling (Inform)
- IA Community Working Group Meeting #1 (Collaborate)
- **Internal:** ITAG Policy Workshop, COA Dpt. Meetings



Phase 2

- Survey #2 (Consult)
- Tabling (Inform)
- IA Community Working Group Meeting #2 (Collaborate)
- 4 Place Type Palette Community Meetings
- **Internal:** ITAG, COA Dpt. Meetings



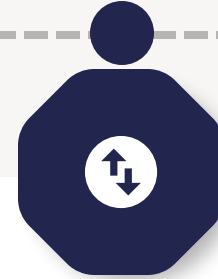
Phase 3

- IA Community Working Group Meeting #3 (Collaborate)
- 8 Place Type Map Community Meetings
- **Internal:** ITAG, COA Dpt. Meetings



Phase 4

- IA Community Working Group Meeting #4 (Collaborate)
- 8 Place Type Map Community Meetings
- **Internal:** ITAG, COA Dpt. Meetings



Phase 5

- Public Review of Plan Draft
- Boards + Commissions Presentations
- Proposed Adoption of Updated Plan
- **Internal:** ITAG, COA Dpt. Meetings

Other potential engagement events: IA Community Working Group #5, Focus Groups, Listening Sessions

Why Updating Imagine Austin Matters

- **Provides a guiding framework**
Turning community, Council, and department priorities into actionable programs
- **Cross-departmental alignment and collaboration**
Breaking down silos so departments can work together more easily and effectively
- **Provides a strong foundation for decision making**
Guides choices with up-to-date policies and alignment across citywide plans
- **Strengthens how the City operates**
Building a more proactive city



Project Timeline



	2026			2027			2028	
	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar	Apr - Jun	Jul - Sep	Oct - Dec	Jan - Mar
Internal Engagement								
Interagency Technical Advisory Group Meetings	■			■			■	
Policy Workshop		■						
External Engagement								
Vision and Priorities Surveys	■							
Imagine Austin Community Working Group Meetings	■			■				
Citywide Community Meetings		■		■			■	
Deliverables								
Existing Conditions Report	■							
Priority Programs and Policies		■			■			
Place Types Map Development			■	■				
Draft Plan						■		
Proposed Adoption								■

THANK YOU!

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