To advance equitable outcomes, the City of Austin is leading with a lens of racial equity and healing. Race is the primary predictor of outcomes and it is time to recognize, understand, and address racism at its various levels: personal, institutional, structural, and systemic. Equity is the condition when every member of the community has a fair opportunity to live a long, healthy, and meaningful life. Equity embedded into Austin’s values system means changing hearts and minds, transforming local government from the inside out, eradicating disparities, and ensuring all Austin community members share in the benefits of community progress.

Austinites deserve to experience the necessities of life as affordable and accessible. Simply put, this means a household can afford rent or mortgage, transportation, child care expenses, utilities, and taxes. This strategic direction lays out strategies to increase economic opportunities and affordable choices across Austin, so that Austinites, families, businesses, City employees, and all generations can thrive.

In Austin, we define innovation as any project that is new to you with an uncertain outcome. Aimed at addressing pressing challenges that affect our community, human-centered innovation means a new approach to exercising authority and decision-making that starts with the needs, behaviors, and experiences of our community, and continues through a process of questioning assumptions, engaging with empathy, stewarding divergent thought, reflecting, and learning. Innovation is future-oriented around what outcomes could be created together, rather than an analysis of already formed alternatives.

Being a sustainable and resilient community requires proactive steps to protect Austin’s quality of life now, and for future generations. A sustainable city finds a balance among three goal areas: (1) prosperity and jobs, (2) conservation and the environment, and (3) community health, equity, and cultural vitality. Resiliency is the capacity of individuals, communities, institutions, businesses, and systems to survive, adapt, and grow from difficult times. In Austin, we bounce back stronger.

The City of Austin embraces the dual responsibility of being responsive to emerging challenges while also dialing up efforts to prevent problems on the front end. For example, this translates into addressing social determinants of health outcomes, rather than only treating the disease. This means investing in preventative maintenance of public assets like bridges, service vehicles, and community facilities. An intentional focus on prevention today leads to a brighter future.

Austin is a place where leadership comes from the people. We believe in honoring the spirit and soul of Austin and creating opportunities for civic engagement that are easy, meaningful, and inclusive, and that lay a foundation for lasting relationships. Trust must be earned and through strengthening partnerships with the community, we will make more progress together to advance these six outcomes.