

AUSTIN DEMOGRAPHICS

The “XYZ Factor”

	Raleigh	Austin	Dallas	Texas	United States
Greatest	1.1%	1.0%	1.2%	1.3%	1.8%
Silent/Mature	6.7%	6.0%	7.6%	9.3%	11.5%
Boomer	20.8%	21.1%	22.2%	24.0%	26.5%
Gen X	25.1%	24.7%	22.4%	20.8%	19.7%
Gen Y	26.2%	28.4%	23.8%	21.9%	20.9%
Gen Z	20.1%	18.8%	22.8%	22.7%	19.6%
Median Age	32.2	31.3	31.6	33.7	37.3
XYZ Gen Split	71.4%	71.9%	69.0%	65.4%	60.2%

Source: Methodology developed by Mitchell Silver based on 2011 American Community Survey

AUSTIN DEMOGRAPHICS

Race/Ethnicity (2010)

	Raleigh	Austin	Texas	United States
White	53.3%	48.7%	45.3%	63.7%
Black	29.3%	8.1%	11.8%	12.6%
Hispanic	11.4%	35.1%	37.6%	16.3%
Asian	4.3%	6.3%	3.8%	4.8%
Other Races	2.7%	1.8%	1.5%	2.6%

Source: SAS, North Carolina Trends Report and U.S. Census Bureau

How can City staff best prepare Austin for the NEW reality?

Austin is Changing...

- Population will double in 30 years
- Add 70,000 housing units every 10 years (more than ½ will be multi-family)
- Add 105,000 vehicles every 10 years
- Austin will get older, most diverse



Preparing Austin

How can City Departments best plan for the “New Reality”?

Planning & Urban Design / Capital Planning / Economic Dev't
Transportation / Public Works / Housing *and more*

Hard questions from Mitchell Silver for Austin:

- How can we give **the 71%** a voice? *Generations X, Y, Z*
- What shifts are underway that recognize that we're a “**majority minority**” city?
- How can “baby boomer” leaders **shift mindsets**, to better provide for next-gen?
- How can each department's **long-range planning** best reflect needs of Gen. X,Y,Z?
- The city's **capital investments**?
- What **unified outcomes** are needed for land use + transportation + economy?
- Does this challenge demand more “**silobusting**”?
- Under a **10-1** form of government, how can departments look out for the **whole**?