

TEXAS ECONOMIC DEVELOPMENT COUNCIL (TEDC) ANNUAL CONFERENCE

The Next Generation of Economic Development

Lessons from the Austin Infrastructure Academy

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AUSTIN INFRASTRUCTURE ACADEMY

Austin Was Building Its Future

\$25+ Billion

In public infrastructure investments

Project Connect | Airport Expansion | IH-35 Reconstruction |
Samsung | Convention Center Redevelopment | Tesla

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A Different Question Emerged

How Do More Austinites Participate In The Opportunity We Are Creating?



The Mobility & Infrastructure Economy Was Bigger Than We Realized

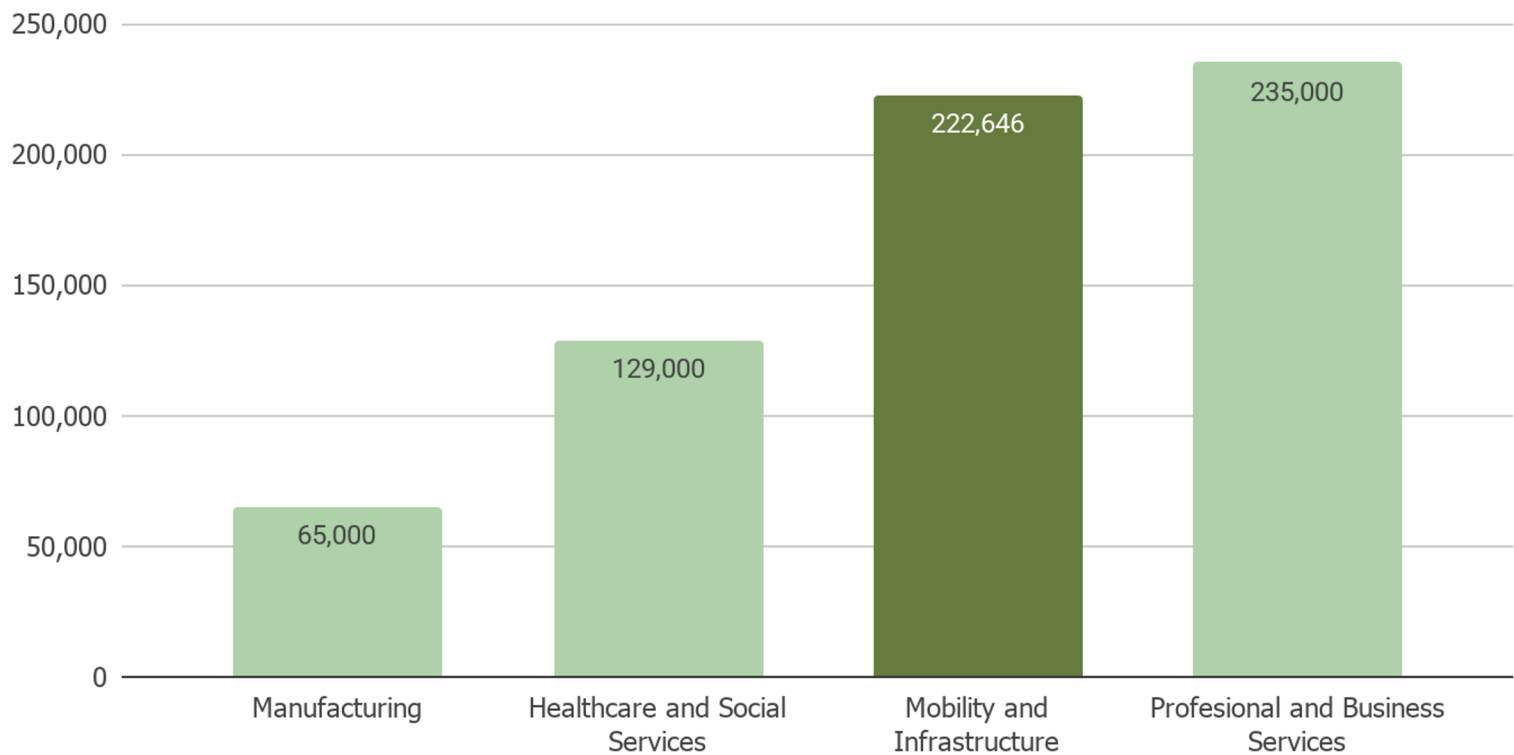
222,000 Workers

One of Austin's Largest
Economic Sectors

Larger Than Healthcare

Larger Than Manufacturing

Austin Labor Force by Sector, 2022



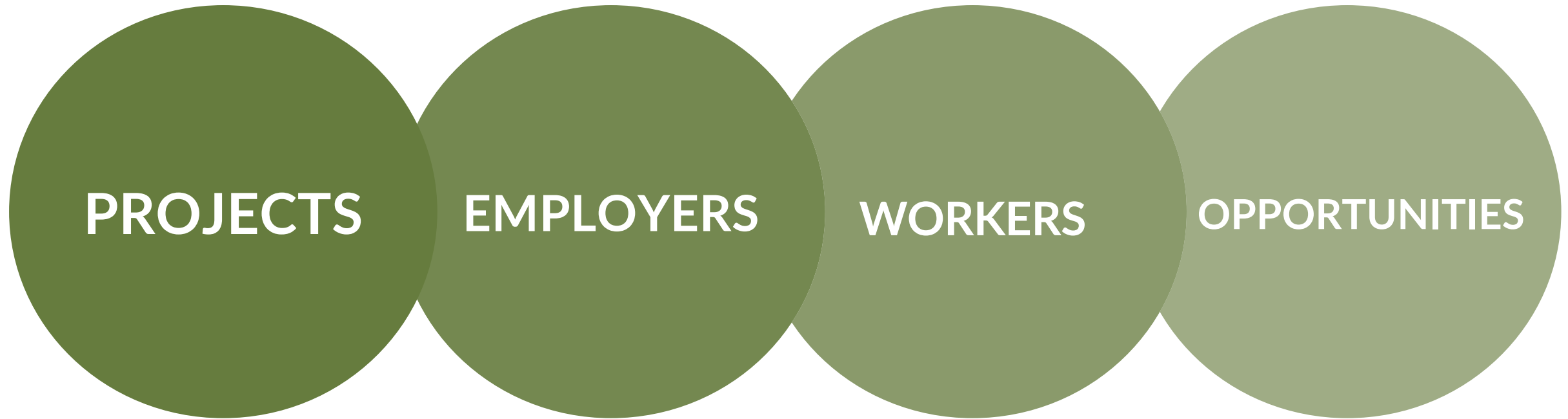
Then we saw the demand curve

404,000 Workers needed by 2040

81% Growth

10,000 Workers needed annually

Workforce Became An Economic Development Issue



Growth Is Only Part Of The Equation

Family-Supporting Jobs

Sustainable Career
Pathways

Greater Affordability

Infrastructure Investment → Resident Opportunity

Workforce Became An Economic Development Issue



RESEARCH

EMPLOYER INPUT

SECTOR PARTNERSHIP

STRATEGY



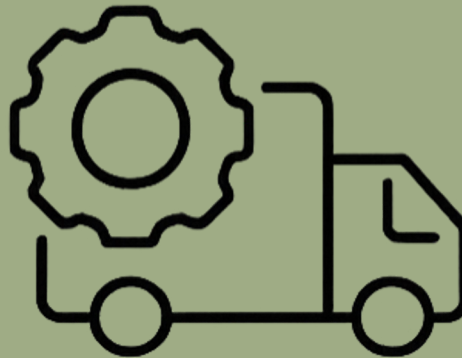
Demand Was Concentrated In Critical Occupations



Construction



Skilled Trades



Fleet Maintenance



Mobility
Operations



Management &
Supervision

Current Training Capacity

40% Annual Demand

DEMAND

100%



Category	Percentage
DEMAND	100%
SUPPLY	40%

SUPPLY

40%

Opportunity Wasn't Reaching Everyone

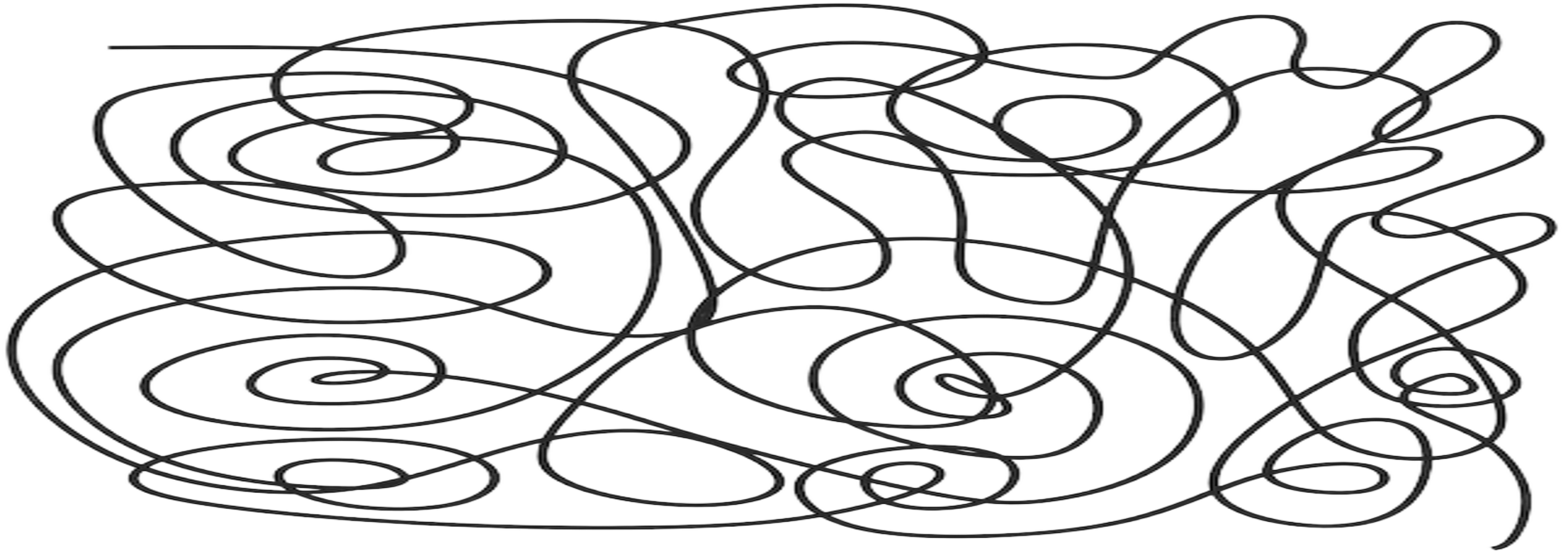


Women Justice-Involved Residents

*Young Adults
Communities*

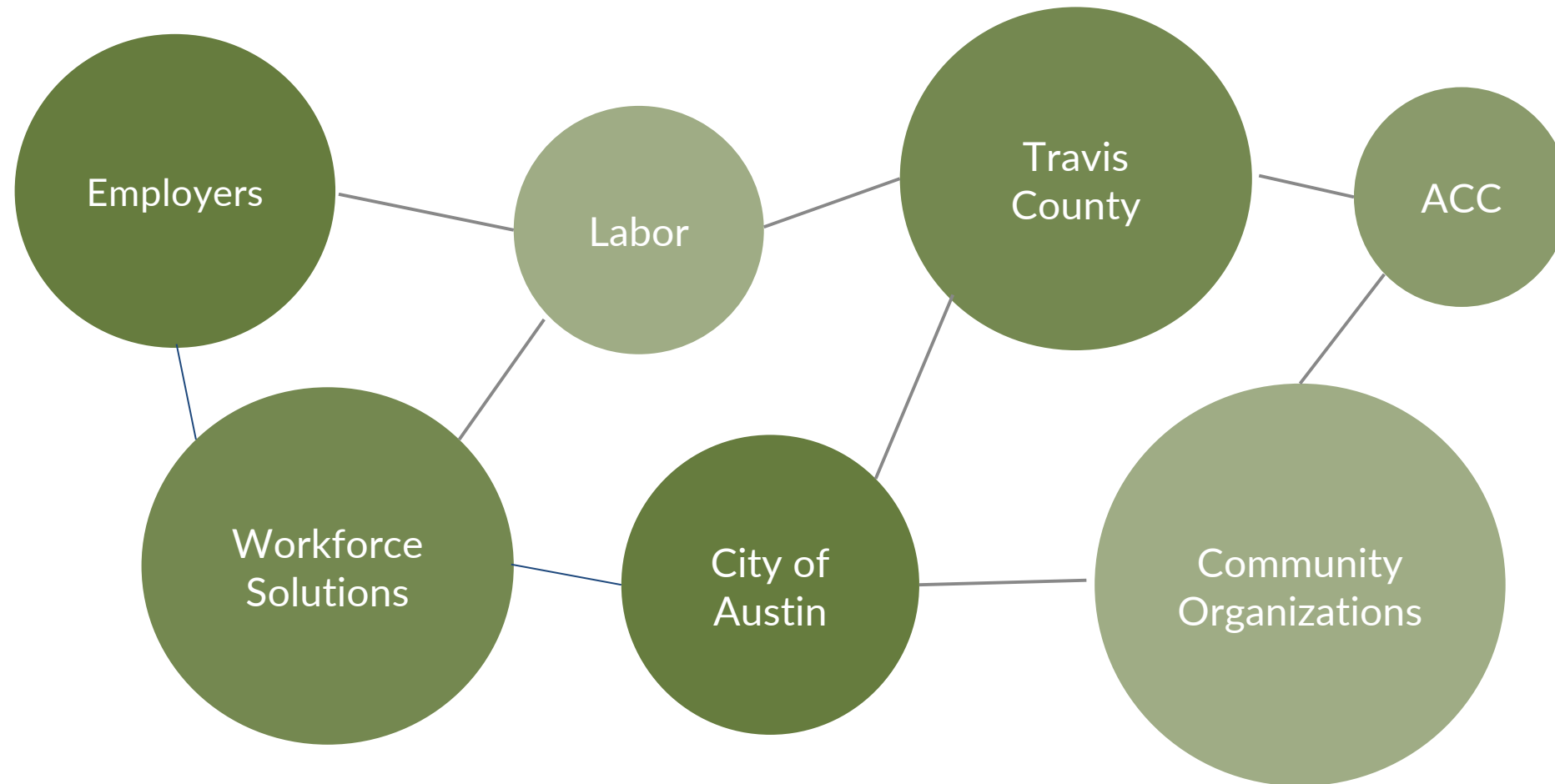
Historically Underrepresented

Talent Was Everywhere.

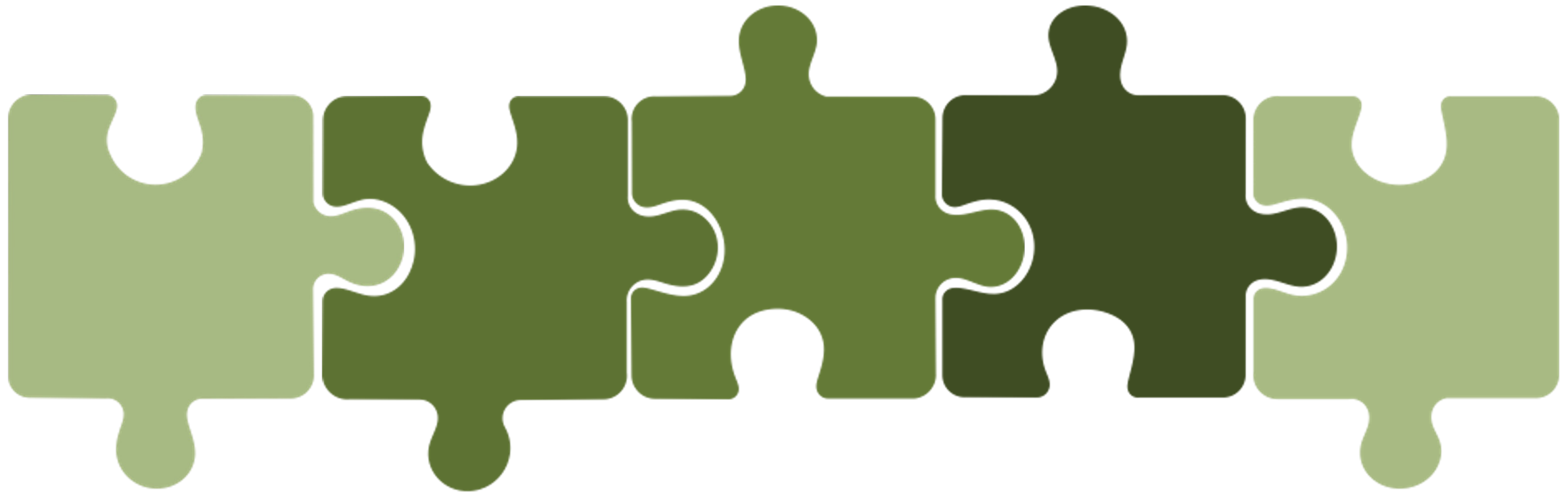


Pathways Were Not.

The Challenge Was Bigger Than Any Single Organization



The Answer Wasn't More Training Alone



Recruitment

Navigation

Training

Support Services

Employer Engagement

What If We Designed Around The Opportunity?



The Infrastructure Academy Recipe

1

Leadership

2

Demand Analysis

3

Industry Engagement

4

Sector Partnership

5

Customer Journey

6

Training Marketplace

7

Support Services

8

Measurement

Ingredient #1: Austin Leaders Asked A Different Question



Mayor Watson



Workforce
Solutions



Regional
Leadership
Group

Ingredient #2: Austin Start With Demand

Don't Start With Programs. *Start With Opportunity.*



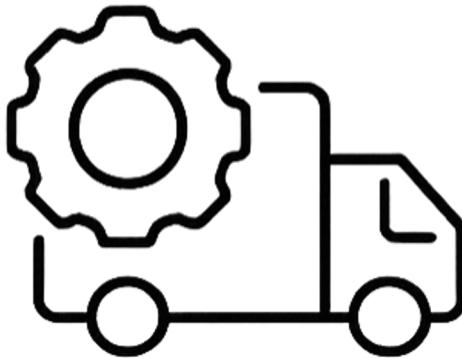
Construction

42,799
employed



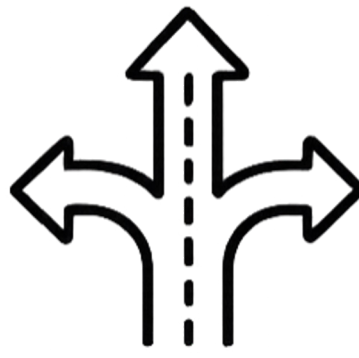
Skilled Trades

50,029
employed



Fleet Maintenance

35,314
employed



Mobility
Operations

30,306 employed



Management &
Supervision

64,197 employed

Ingredient #3: Put Industry At The Center

Employers Are Not Stakeholders.

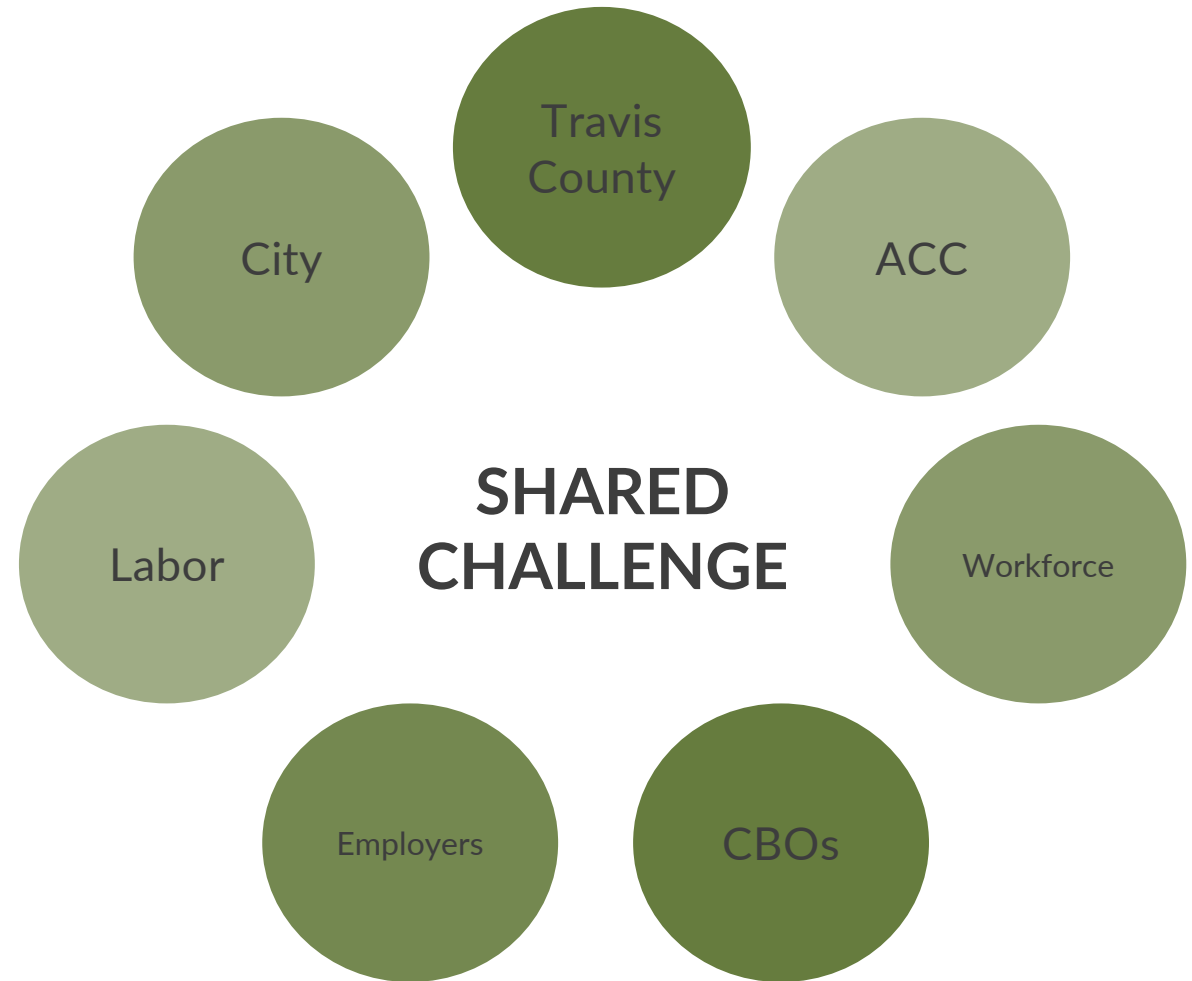
Employers Are Co-Designers.



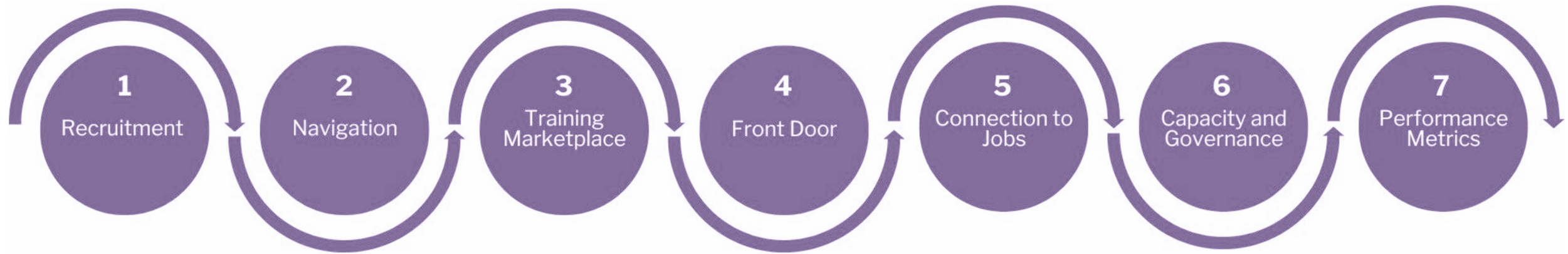
Ingredient #4: No Single Organization Could Solve this Alone

140+ Organizations

One Shared Workforce Challenge



Ingredient #5: Design Around The Customer

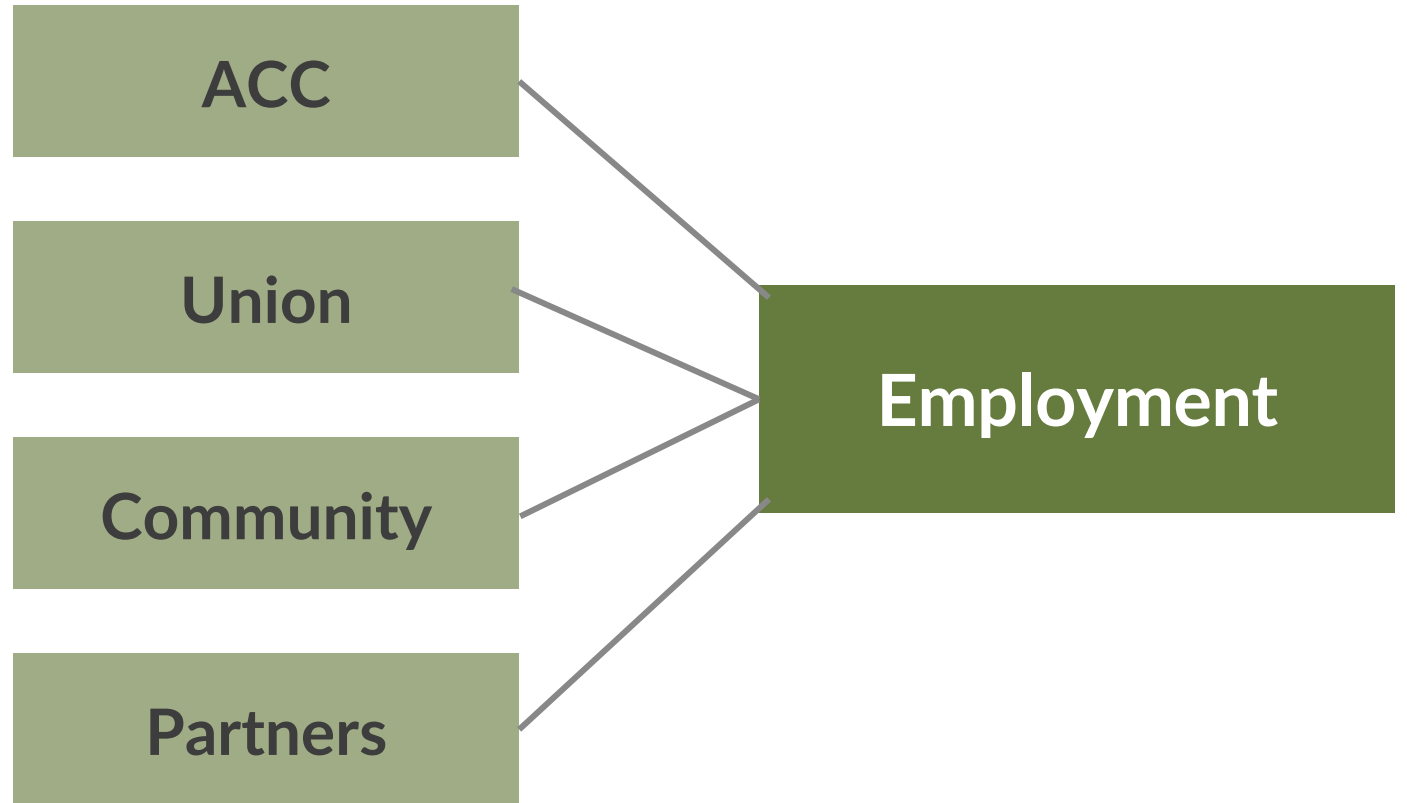


Recruit Navigate Train Support Place

Ingredient #6: Build A Training Marketplace

Many Providers

*Shared
Opportunity*



AUSTIN INFRASTRUCTURE ACADEMY

Ingredient #6: Build A Training Marketplace - Front Door

\$200 Million Investment

76 Acres

560,000 Square Feet

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Ingredient #7: Remove Barriers To Participation

Transportation

Childcare

Financial Assistance

Coaching



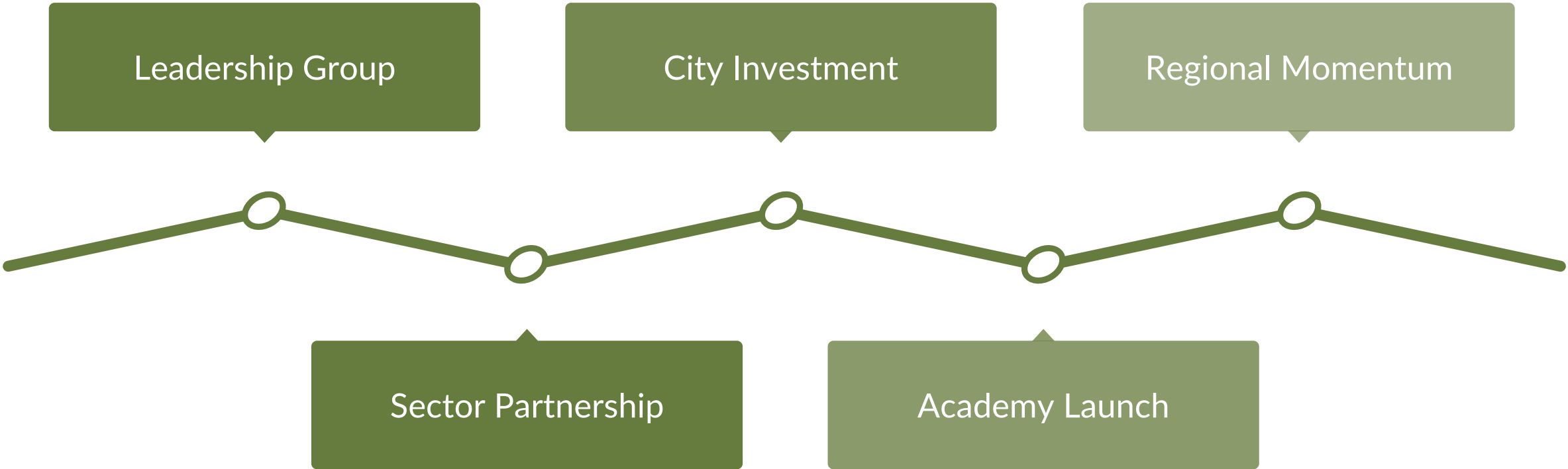
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Ingredient #8: Visibility Into What Matters the Most

- Performance Dashboard
- Milestone Celebrations
- Success Stories

From Concept To Action



Cap Metro | WFS | Austin Transit Partnerships | Google | Texas
CIVICSOL Mutual | Austin Airport | ACC

Early Results

Year 1 by the numbers

1,561 Residents Connected to Opportunities

1,078 Participants Enrolled in AIA

162 Training Scholarships

18,480 Average Increase in Annual Earnings*

*Median Current Salary \$41,600

Five Lessons For Economic Developers

1. Start With Demand
2. Put Employers At The Center
3. Design Around The Customer
4. Shared Ownership Creates Better Solutions
5. Economic Development Success Creates Opportunity

The Model Continues To Evolve

Infrastructure Academy → Healthcare Academy



The Next Generation Of Economic Development

GROWTH → OPPORTUNITY → PROSPERITY

Questions?