

Colony Park Aquatic Facility Virtual Public Meeting #1

Summary Public Engagement Report

OVERVIEW

The Public Engagement process for the Colony Park Aquatic Facility kicked-off in December 2020. The engagement team, led by Cortez Consulting, designed a communications plan to market and involve the community in the process. An announcement for the first Virtual Public Meeting was made during the Colony Park Core Team meeting on December 1, 2020, and key stakeholders were informed of the ways they could be involved with the first phase of this project.

The Communications Plan involved developing marketing content, in Spanish and English, for all notifications on behalf of the project. The first strategy was to create a digital flyer with active links to announce the Public Meeting and to design the graphics and language for the meeting. Upon consulting with PARD and the design team, we formulated **three** outcomes for the meeting which included to: (1) introduce the Project Team to the community; (2) provide a historical background of pool funding and timeline; and (3) gather community feedback on pool activities, pool amenities and building characteristics. Once the content and strategy were approved, the Public Engagement Team utilize various marketing channels to announce the meeting date and project. In order to reach a broad audience, particularly those individuals without means for accessing social media, information was shared through a City of Austin press release, neighborhood association leaders, the LBJ Vertical Team school contacts, notifications on Nextdoor and through YouTube which is accessible by cell phone. The social media accounts for PARD, the Colony Park Sustainable Community (CPSC) and Colony Park/Lakeside Neighborhood Association (CPNA) were used throughout this time. The public engagement team designed graphics, developed content, and translated information for all platforms. Information for the Colony Park Aquatic Facility project website was also updated for the launch of the project.

Overall, the Public Engagement Team successfully:

- Educated the community about the overall Colony Park Aquatic Facility project and process,
- Engaged a wide variety of stakeholders by developing new, innovative digital strategies,
- Maintained transparency throughout the public engagement process by consulting with key community members
 regarding the date, means for outreach and notifications.

Ultimately, a process was **designed** for the Colony Park Aquatic Facility Public Meeting #1 while navigating Stage 5 restrictions during the COVID-19 pandemic.

MARKETING & COMMUNICATION STRATEGIES

On Wednesday, January 27, 2021 the first Colony Park Aquatic Facility Virtual Public Meeting was held and streamed LIVE through the City of Austin's Parks & Recreation Department (PARD) YouTube Channel, the Colony Park Sustainable Community (CPSC) Facebook page and CPSC YouTube channel. The community provided feedback and included their personal preferences, ideas and input on the new facility. In order to provide the community with ample time to provide input, feedback was gathered during the meeting and a survey was designed to collect feedback over a two-week period after the meeting.

Various marketing strategies were used to promote the launch of the Colony Park Aquatics Facility Virtual Public Meeting #1 and the community survey. The marketing strategies were developed to reach as many community members as possible and provide various access points for community members to engage with the project. This report reflects the strategies, progress and overall results of the engagement process and input gathered for the Colony Park Aquatic Facility Virtual Meeting #1.

WEBSITES



The Colony Park Aquatic Facility and Colony Park Sustainable Community websites were used to record information for public reference. Information posted to these websites included information about the three public meetings, digital flyer for Public Meeting #1, and historical information regarding pool. After the meeting on January 27, the website was updated with a link to the recorded meeting as well as the Spanish and English survey located on the "SpeakUp Austin" site.

WEBSITES UPDATES	
Dates: January 20 & January 28	
Colony Park Aquatic Facility Project Website	2
Colony Park Sustainable Community Website	2
TOTAL UPDATES	4

DIGITAL FLYER



The digital flyer was 'live' with hyperlinks which connected to the PARD Facebook page, Colony Park Aquatic Facility website, CPSC Facebook event and CPSC YouTube Channel. The flyer was shared with key community partners and the Gus Garcia Young Men's Leadership Academy used their parent listserv to distribute.

DIGITAL FLYER	
Dates: January 14	
Digital Copies Shared by School	330
Digital Copies Shared to Partners	15
TOTAL COPIES SHARED	375





SOCIAL MEDIA PROMOTION

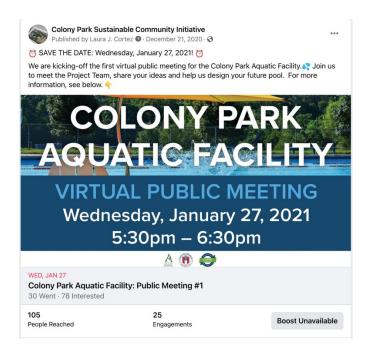


Social media was a key strategy to reach the general public. Throughout the months of December, January and February, a total of **23 social media** posted were created to engage the public. The social media campaign proved to be effective and garnered a high number of responses as shown later in the report. Below details the type of posts executed through the various platforms.

SOCIAL MEDIA PROMOTION		
Dates: December 21, 2020 – January 27, 2021		
Platform # of Posts		
Facebook Posts PARD (English)	2	
Facebook Posts CPSC (English)	10	
Facebook Posts CPNA (English)	5	

TOTAL	23
Facebook CCS Event (Spanish)	1
Facebook PARD/CPSC Event (English)	1
Facebook CCS Posts (Spanish)	4

SOCIAL MEDIA POSTS EXAMPLE:



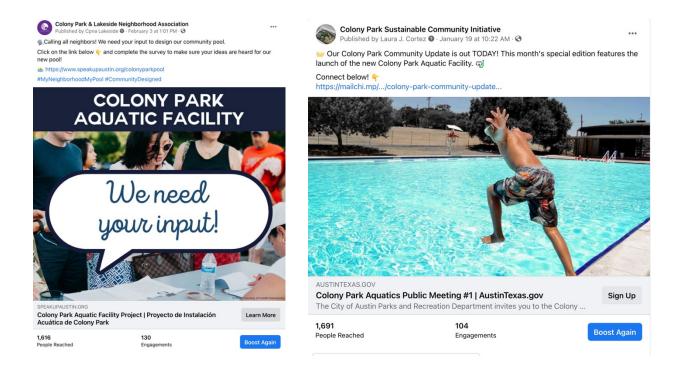
PAID ADVERTISEMENT



Utilizing the social media post created for the meeting, paid advertisement was scheduled in both English and Spanish to target residents living in the 78724 and 78725 zip codes. The paid advertisement allowed for publicity regarding the Public Meeting to be shared over a period of time and to a targeted audience. This strategy resulted in a success rate of **18,518 impressions** by various Facebook users.

SOCIAL MEDIA PROMOTION	
Dates: January 13 – January 27, 2021	
CPSC (English) Impressions	8,235
CCS (Spanish) Impressions	8,667
CPNA (English) Impressions	1,616
TOTAL Impressions	18,518

PAID ADVERTISEMENT EXAMPLES:



E-NEWSLETTERS



Another marketing strategy utilized for this project was to design content for key community listserv electronically. Community members registered for the Imagine Austin, Colony Park Sustainable Community and John Trevino Park & Walter E. Long e-mail listserv received an announcement for the Public Meeting #1 and a friendly reminder about the Community Survey deadline.

E-NEWSLETTERS	
Dates: January 14, January 19, February 1 & February 11, 2021	
Imagine Austin 1	
Colony Park Sustainable Community	1
John L. Trevino Metropolitan Park	2
Walter E. Long Metropolitan Park	2
TOTAL ANNOUNCEMENTS	6

CPSC E-NEWSLETTER EXAMPLE:





Virtual Public Meeting: Jan. 27 at 5:30pm

Let the journey begin!

The City of Austin Parks and Recreation Department invites you to the Colony Park Aquatic Facility Virtual Public Meeting. This will be the first of a series of three public meetings to help design the future Colony Park community pool.

During the meeting, community members will enjoy a virtual open house tour, meet the Project Team and provide input on the design. Spanish interpretation services will be provided.

About Aquatic Facility

The Colony Park Aquatic Facility will be a new addition to the 93-acre Colony Park District Park. Funding for the construction of the Aquatic Facility was made possible with the support of community leaders and the City of Austin 2018 general obligation bonds. The Colony Park District Park currently includes a baseball field, soccer/multi sports field, a large play area with elements of nature base play, fitness equipment, two pavilions, drinking fountains and a hike and bike trail. To learn more, please connect here.



To join the Virtual Public Meeting, please connect with us using **one** of the options below. You can tune-in through the Colony Park Sustainable Community (CPSC):

- Facebook LIVE
- YouTube Channel

For more information, please see our event flyer (English/Spanish).



We've launched a new e-newsletter to keep you up-to-date on "all things" pool related!

Sign-up here to receive the latest updates on the Colony Park Aquatic Facility.

NEXTDOOR



With the support of the Colony Park/Lakeside Neighborhood Association, announcements were published on Nextdoor to reach community members living in the project area.

NEXTDOOR	
Dates: January 5, January 14 & February 6, 2021	
TOTAL ANNOUNCEMENTS SHARED 3	

SCHOOL OUTREACH



In total, six (6) schools of Austin Independent School District (AISD) LBJ Vertical participated in promoting the public meeting via their social media outlets, parent announcements and robo-call features. The schools included: Barbara Jordan Elementary, Volma Overton Elementary, Gus Garcia Young Men's Leadership Academy, and Lyndon Baines Johnson (LBJ) High School.

SCHOOL OUTREACH		
Dates: January 14, 2021		
#	Schools	#of Times Contacted
2	Elementary Schools	4
1	Middle School	2
1	High School	2
TC	OTAL NUMBER	8

VIRTUAL PUBLIC MEETING #1: RESULTS

The results below reflect the data collected during the Colony Park Public Virtual Public Meeting #1. The meeting was successfully stream via Colony Park Sustainable Facebook Page, Colony Park Sustainable YouTube Channel and Austin Parks & Recreation Department YouTube Channel. To replicate an in-person Open House & Public Meeting, the public engagement team designed a 5-minute video that provided community members background information on the project and photos of elements for the pool for which they would be providing input. With the support of the design team, we created three categories to gather community input: pool activities, pool amenities and building characteristics.

Descriptions were provided in Spanish and English and referred to later when member had an opportunity to provide feedback. This video has proven a huge success and was used for presentations to the various schools in the area. Overall, the following details that total number of surveys collected.

TOTAL PARTICIPANT SUMMARY	
Dublic Mostings January 27, 2021	15
Public Meeting: January 27, 2021 Speakup Austin: January 28–February 15, 2021	45
Volma Overton Elementary: February 10, 2021	36
Barbara Jordan Elementary:	Rescheduled
Gus Garcia Young Men's Leadership Academy:	Rescheduled
LBJ High School: February 11, 2021	8
TOTAL SURVEYS	104

VIRTUAL PUBLIC MEETING VIEWERSHIP

COLONY PARK SUSTAINABLE COMMUNITY FACEBOOK



The Colony Park Aquatic Facility Public Meeting #1 was streamed LIVE to the Colony Park Sustainable Community Facebook page. The total number of participants during the show was 40, with 104 engagements (comments or responses) and over 200 presentation views.

CPSC FACEBOOK		
Date: January 27, 2021		
LIVE Participants	40	
Peak Live Views	15	
Engagements	104	

People Reached	396
TOTAL VIEWS	245

COLONY PARK SUSTAINABLE COMMUNITY YOUTUBE



The public meeting was also simultaneously streamed to the Colony Park Sustainable Community YouTube Channel reaching over 100 views. Data from the YouTube Channel reflected residents accessing the meeting with their cell phones or desktop computers.

CPSC YOUTUBE		
Date: January 27, 2021		
Peak Live Views	23	
Engagements	22	
People Reached	228	
TOTAL VIEWS	101	

AUSTIN PARKS & RECREATION DEPARTMENT YOUTUBE



The meeting was also streamed to PARD's YouTube Channel, but had lower viewership due to method in which the meeting was posted. Since the public engagement team did not have direct access to this resource, we were unable to control the marketing of this platform. During the public meeting, there was only 1 engagement and 2 views. After the meeting was posted, the meeting had over 60 views.

PARD YOUTUBE		
Date: January 27, 2021		
Live Peak Views	2	
Engagements	1	
TOTAL VIEWS	68	



Community Feedback Poll Results

Virtual Public Meeting #1 Poll Results

Public Meeting #1: POLL ACTIVITY OVERVIEW



During the meeting, the software "Polls Everywhere" was used to gather LIVE feedback from the community. The public could view results of their responses immediately and engaged with the meeting. During the meeting, it was stressed that this feedback would be collected and shared with the design team. LIVE responses to the polls were recorded and resulted in the following information. It is important to note that while there were a larger number of participants, not all community members engaged in the poll exercise. Reasons for this could be some of viewers were City or project staff, non-residents or individuals who did not feel comfortable providing their responses. A total of seven (7) questions designed by the Project Team were asked that included open ended responses and a selection of the top four (4) choices for pool activities, pool amenities and building characteristics. Overall, a total of 15 participants provided responses during the public meeting.

POLL ACTIVITY		
Date: January 27, 2021		
Total Poll Questions	7	
Average Responses	12	
TOTAL PARTICIPANTS	15	

COMMUNITY FEEDBACK: OPEN-ENDED QUESTIONS

A total of four (4) open-ended questions were asked of the public regarding their opinions about the words that describe the Colony Park community, the type of location they envision the pool to be and descriptors for the artist and Arts in Public Places process. These responses were collected in a "Word Cloud" and the most popular word/phrase was visibly the largest word. The fourth question allowed the public to provide a quote as to why the pool was important for the community. Below reflects the information that was collected during the meeting.

Question #1: When you think of Colony Park, what word or phrase best describes your community?



- Family Friendly
- Minorities, family
- Family
- Unity
- Community
- Home
- Historic to Austin
- Diverse
- Resilient
- Not my community
- Diversity, Minorities, families

Question #2: When you envision the Colony Park Aquatic, what kind of place would you like it to be?



- Place of destination, a place to enjoy family and friends, a place to get healthy
- Open and free for all. No discrimination
- Welcoming. With relevant programing and flexibility.
- Where people of all ages and culture are welcome. It should be catered toward working adults in addition to families.
- Inclusive
- Family Friendly, green space, interactive
- Beautiful
- Open, within nature, varied, family friendly, innovative
- FUN, Free, inexpensive, diverse staff
- Friendly, inviting
- Friendly

Question #3: What word(s) could you share with an artist to help design the artwork for this project?



- Vibrant
- Vibrant
- Resilient, Together, Family, Beauty
- Bright and colorful, representative of family and community.
- Unity
- Inspiring
- A continuation of the theme of peace
- Family, people of color
- Diversity, Family, Love, Friendship
- From the neighborhood
- East
- Diversity
- Shaded

Question #4: Why is the Colony Park Aquatic Facility important for your community?

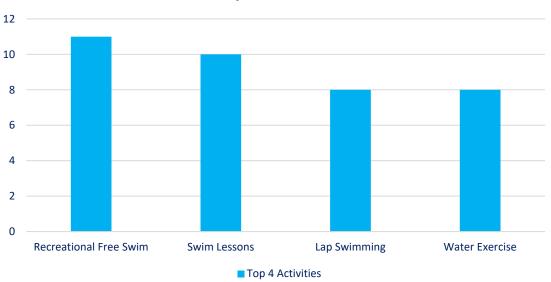
- 1. Health and Justice everyone needs access to city assets!
- 2. To provide a mix use environment for the neighborhood and interact with others.
- 3. This will be a gathering place for families. It will also be important because we have the highest rate of mortality and morbidity in Travis county this will allow us to become a healthy community.
- 4. Pools and learning to swim can be lifesaving.
- 5. Provides a family friendly, fun experience!
- 6. Public facilities are needed in the developing eastern crescent of the City.
- 7. Every neighborhood deserves the same amenities. For too long this part of Austin has been left out.
- 8. Our hood doesn't have any water facilities and people are always asking for it. It allows people of all incomes to escape the hot sun and can help people meet each other and friendships to form.
- 9. It can unite our community in one safe, enjoyable and beautiful place for the whole family.
- 10. It represents a place where everyone can be!
- 11. Access to PARD pool services in our neighborhood.

COMMUNITY FEEDBACK: RANKING QUESTIONS

<u>Question #5:</u> What are the top 4 activities you would like to see at the Colony Park Aquatic Facility?



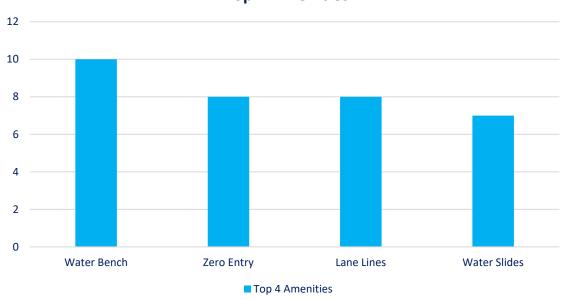
Top 4 Activities



Question #6: What are the top 4 amenities that you would like to see at the Colony Park Aquatic Facility?



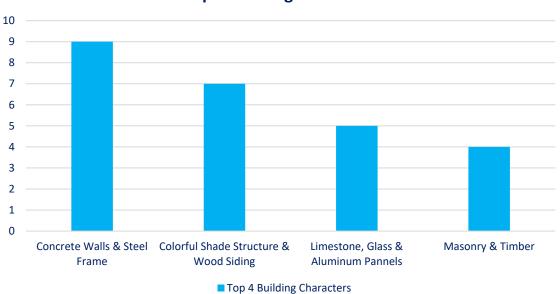
Top 4 Amenities



Question #7: What are the top 4 building characters that you would like to see at the Colony Park Aquatic Facility?



Top 4 Building Characters





Student Feedback Poll Results

Volma Overton Elementary

VOLMA OVERTON ELEMENTARY STUDENT FEEDBACK: POLL

In addition to marketing the Public Meeting, our team took the initiative to connect with neighborhood schools. We worked with Barbara Jordan Elementary, Volma Overton Elementary, Gus Garcia Young Men's Leadership Academy, and Lyndon Baines Johnson (LBJ) High School to gather students' feedback. Due to testing and weather emergencies, we were unable to collect data from Barbara Jordan Elementary or Gus Garcia Young Men's Leadership Academy prior to preparing this report. Data will still be gathered from these schools and provided to the design team.

VOLMA OVTERTON ELEMENTARY POLL ACTIVITY



With the support of the campus fifth grade teachers, we had an opportunity to meet with students and provide a short 15-minute demonstration of the video and polling exercise. Student were engaged and provided very helpful insights. The following outlines the information collected from students.

POLL ACTIVITY		
Date: February 10, 2021		
Total Poll Questions	7	
Average Responses	34	
TOTAL PARTICIPANTS	36	

STUDENT FEEDBACK: OPEN-ENDED QUESTIONS

Similar to the public meeting, a total of four (4) open-ended questions were asked of the students regarding their opinions about the words that describe the Colony Park community, the type of location they envision the pool to be and descriptors for the artist and Arts in Public Places process. These responses were collected in a "Word Cloud" and the most popular word/phrase was visibly the largest word. The fourth question allowed students to provide a quote as to why the pool was important for the community. Below reflects the information that was collected during the meeting.

Question #1: When you think of Colony Park, what word or phrase best describes your community?



- Cool (x5)
- Fun (x3)
- Good place, love, family chill, happy nice place
- Yo veo mi comunida divertid bonita
- I think of the recreation center.
- Lifeguard
- It's very fun and cool
- Colony means together
- Family
- Awesome family.
- Pool
- CHILL
- A team and hard workers
- Happy

- Family
- It's fun
- A great community
- It is a nice place.
- Bonita
- Family, busy
- Games
- It a fun place
- I think that its really cool and I love it!
- Family
- Joyful
- Community
- Calm
- Good place to be

Question #2: When you envision the Colony Park Aquatic, what kind of place would you like it to be?



- BIG SCHOOL, BIG POOL
- Rerecante una pecina grande
- Cool, colorful
- A big pool
- BIG pool
- Clean nice big
- Slide
- Relaxing
- A top so no rain getting it
- Fun welcome
- Like six flag
- Outside
- Cool
- Fun and Refreshing.

- Fun, I would like it to be Fun and that feels like if I was in a dream
- Fun and joyful
- Park
- Pool
- An area for smaller kids and bigger kids
- Behind the school
- Welcome
- Like a water park
- Fun
- Fun fun fun
- Next to our school park

- At my house
- Refreshing and very fun
- Fun for all
- Kind

- Fun
- Like YMCA
- Outside pool
- Go

Question #3: What word(s) could you share with an artist to help design the artwork for this project?



- Bulldogs (x5)
- Good job!!
- Poooool
- Pride
- Bulldogs with Overton clothes
- New and nice
- Good times.
- Overton
- Cool chill
- Waterpark
- Colores
- Smooth
- About the pool
- A picture of a bird

- Refreshing
- New York
- Beautiful
- Imagination
- Bulldogs or colony park
- Black live matter
- Kids
- Colors or Fun and refreshing
- Colorful
- People
- Unity
- Cool
- Chill
- Artistic

Question #4: Why is the Colony Park Aquatic Facility important for your community?

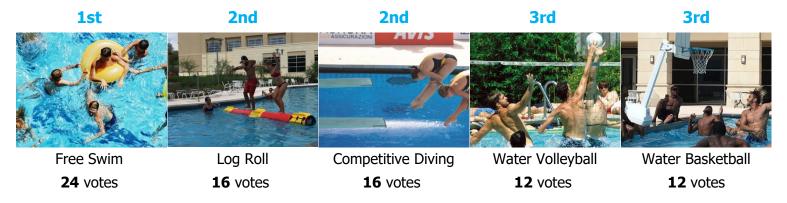
- 1. Have fun
- 2. So you can bring family and friends together chill fun and cool
- 3. It is important for the community so you can go to the pool when you are bored and we will have fun with family, friends,
- 4. Have fun
- 5. Es inportante porque personas aprenden a nadar para relajarte
- 6. So to have fun
- 7. So people can have some place to go to have a good time.
- 8. I feel like it is important because it will make our school better and play with our friends there

- 9. So you can spend time with your friends
- 10. To have fun
- 11. To bring everyone together as a community and spend time growing together.
- 12. Is very cool water precious to relax bulldogs
- 13. Because it's a dream to have a pool close to us and we can bring family
- 14. In the summer people have a cool place to chill
- 15. Its to make others happy and not sad or man
- 16. So everybody can have a nice day
- 17. It is important because if you feel down you can go there to relax.
- 18. Because sometimes it's hot and we just want to relax and chill the pool
- 19. So the community can have a pool were to go have fun
- 20. For the vibe to chill
- 21. To bring us together and to have fun and not be on the phone all the time
- 22. Family and friends can have a good time in the summer instead of staying in the house or a home doing nothing
- 23. So we can be a family, and care for each other
- 24. Because it's summer
- 25. Because its going to be design by kids in our community.
- 26. So kids can be refreshing and have fun.
- 27. Para relajarse
- 28. It could make it look nice or it could bring ppl together
- 29. For us to be smart and graduate
- 30. So you can spend more time with your family
- 31. It would help people with anger
- 32. So everybody be happy
- 33. So we enjoy summer!
- 34. Fun

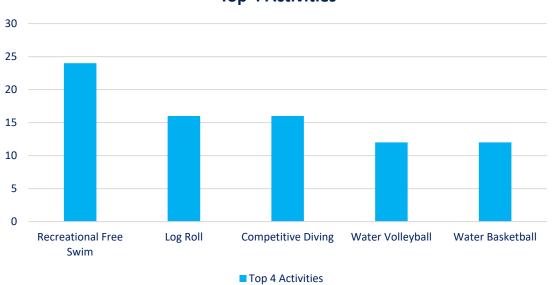
STUDENT FEEDBACK: RANKING QUESTIONS

In an effort to provide the design team with specific input regarding the type of pool activities, pool amenities and building characteristic envisioned for the Colony Park pool, students also ranked their top four (4) choices using a series of photos.

<u>Question #5:</u> What are the top 4 activities you would like to see at the Colony Park Aquatic Facility?



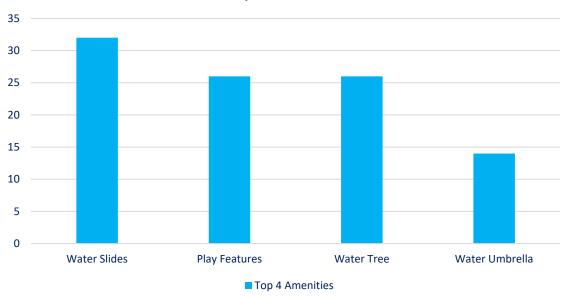
Top 4 Activities



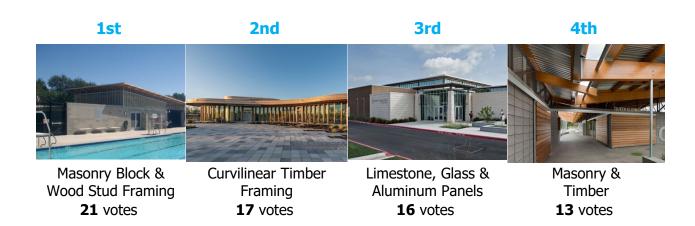
Question #6: What are the top 4 amenities that you would like to see at the Colony Park Aquatic Facility?



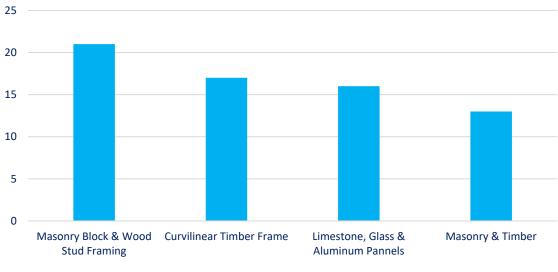




Question #7: What are the top 4 building characters that you would like to see at the Colony Park Aquatic Facility?



Top 4 Building Characters





Student Feedback Poll Results

LBJ High School

LBJ HIGH SCHOOL POLL ACTIVITY



With the support of the High School Community Engagement Manager, we were able to meet with Seniors at LBJ High School and gather feedback. The day we hosted this meeting, Senior pictures were being schedule and impacted the number of students in attendance.

POLL ACTIVITY		
Date: February 11, 2021		
Total Poll Questions	7	
Average Responses	6	
TOTAL PARTICIPANTS	8	

STUDENT FEEDBACK: OPEN-ENDED QUESTIONS

Question #1: When you think of Colony Park, what word or phrase best describes your community?



- Diverse (x3)
- A community of need and residents looking for change.
- Awareness
- Good

Question #2: When you envision the Colony Park Aquatic, what kind of place would you like it to be?



- Fun (x3)
- Clean, organized
- Relaxing
- A family friendly place where there is absolutely no violence.
- Calming
- Clean and inviting

<u>Question #3:</u> What word(s) could you share with an artist to help design the artwork for this project?



- Grand and Unique
- Colorful
- Unique, Special, Colorful, abstract
- Colorful & bright
- Inspiring

Question #4: Why is the Colony Park Aquatic Facility important for your community?

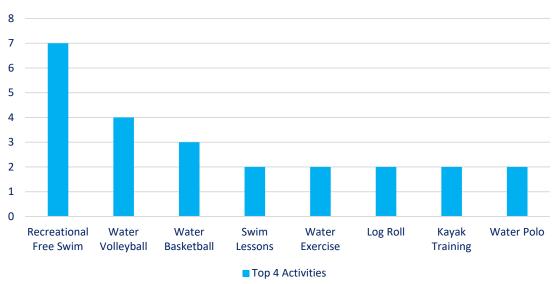
- 1. This could help gentrify a specific part of our neighborhood. Instead of children playing in the streets where traffic is, children can have a relaxing place to go to. They could have a privilege like other neighborhoods have. This could create special memories for all families and create long lasting bonds.
- 2. I think the colony park pool is important because it brings people together and for the kids to have more fun
- 3. It'll bring people together
- 4. Socializing?
- 5. Shows our community is deserving like other communities with a pool
- 6. Could bring people together.

STUDENT FEEDBACK: RANKING QUESTIONS

Question #5: What are the top 4 activities you would like to see at the Colony Park Aquatic Facility?



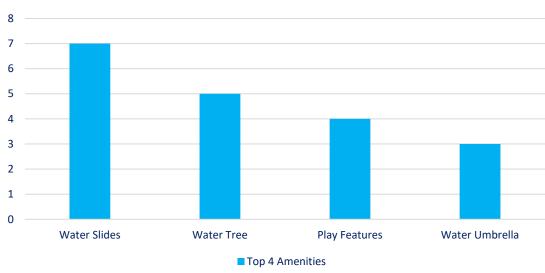




Question #6: What are the top 4 amenities that you would like to see at the Colony Park Aquatic Facility?



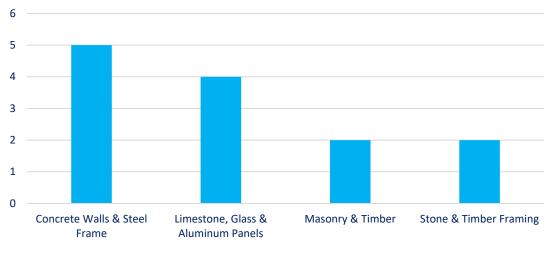




Question #7: What are the top 4 building characters that you would like to see at the Colony Park Aquatic Facility?



Top 4 Building Characters



■ Top 4 Building Characters



Survey Feedback Poll Results

SpeakUp Austin Survey Results

SURVEY FEEDBACK: POLL ACTIVITIES

A community survey was created through SpeakUp Austin, in Spanish and English, for community members who were unable to participate in the poll activity during the meeting on January 27, 2021. A two-week period was provided to collect feedback. With this survey, we were able to collect demographic data and also screen whether participants took part in the public meeting. Data reflected a high number of individuals did view the meeting and there were approximately 379 visitors to our site, but only 45 completed the survey. Information from the report also showed that visitors came to the Speakup Austin site through direct links provided via social media or email announcements. Below is a summary of the participant activity and a general analysis of the survey.

SPEAKUP AUSTIN PARTICIPANT OVERVIEW



PARTICIPANT ACTIVITY		
Date: January 28, 2021 – February 15, 2021		
Total Poll Questions	18	
Engaged Visitors	45	
Aware Visitors	303	
Informed Visitors	138	
TOTAL VISITS	379	
TOTAL SURVEY COMPLETED	45	

SPEAKUP AUSTIN ANALYSIS

In our analysis, there are some key take-aways to note with regard to demographics, age, income and overall representation of the participants who took the Colony Park online survey. First, the information collected is a positive reflection of what we currently know of the Colony Park/Lakeside Neighborhood—there are a high number of Black and Latinx families who are low-income, below the 80% Median Family Income (MFI) of \$95,900 as categorized by income limits used by U.S. Department of Housing and Urban Development. Data from this survey reflected that of the 45 respondents, 60% identified as Black/African American or Hispanic/Latinx and 66% have a household income below \$74,990. In addition, 66% were under the age of 45 and 64% have lived in the area for more than 10 years. While in some surveys can include residents from other areas of town, 64% of the individuals that participated in this survey lived in the (78724) zip code. This reflects that the information shared in the survey is representative of the residents who will most

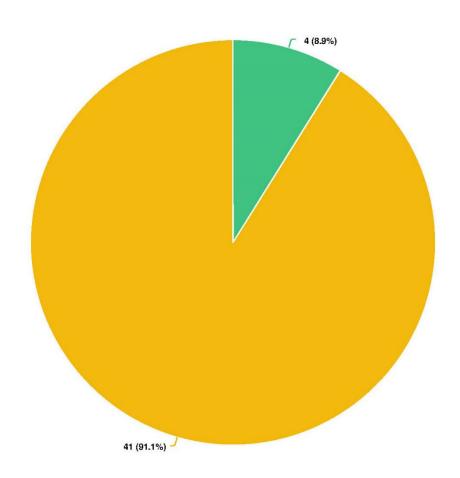
closely be impacted and benefit from the Colony Park Aquatic Facility. Another interesting factor to note is that while we provided a Spanish survey and had zero respondents, 20% of the participants from the English survey indicated that Spanish is a language spoken at home.

In regards the type of pool activities community members ranked the highest, free swim (40), swim lessons (38), water exercise (27) and lap swimming (24) were the top choices. The pool amenities that residents want to see built in the pool are play feature/structure (29), water slides (26), lane lines/water tree (21) and zero pool entry (20). As for the type of building they envision for the pool, the majority of residents voted for the concrete wall/steel frame (22), masonry block and translucent panels (20) or colorful shade structure and wood siding (21). The concrete wall and steel frame building feature was voted the highest in all the feedback collected, and it was brought to our attention that the landscape in front of the photo was most appealing. The design team will need to take into account this prominent feature and determine if landscaping can be a cornerstone of the facility appeal. Lastly, the residents shared that the artistic elements of new public art for the pool should be colorful, inclusive and want that is reflect of diverse backgrounds.

The following data provides a more in-depth look at the information received from the survey.

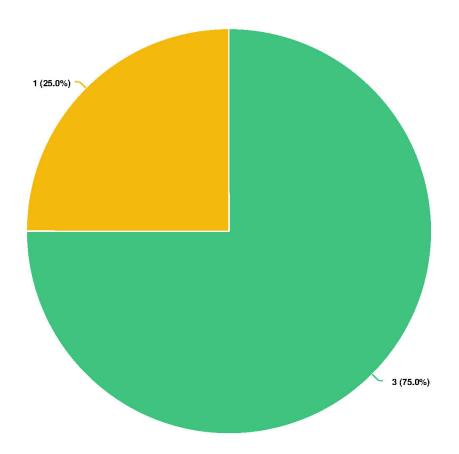
SPEAKUP AUSTIN SURVEY RESULTS

Q1 Did you participate in the Colony Park Aquatic Facility Virtual Public Meeting on Wednesday, January 27, 2021?





Q2 If you were able to participate in the meeting, did you also participate in the polling activity?





Optional question (4 response(s), 41 skipped)

Q3 When you think about Colony Park, what word or phrase best describes your community?

Lani Welcoming elisacruz3 family and community 1/27/2021 09:33 PM Anonymous Family 2/02/2021 04:25 PM Anonymous Gentrification Anonymous Master planned community Anonymous Family oriented Anonymous Young Anonymous Connectivity 2/04/2021 11:18 AM Anonymous Underserved 2/04/2021 11:34 AM Family-oriented Anonymous Anonymous New development and fun 2/05/2021 09:20 AM Fun Anonymous 2/05/2021 05:58 PM Anonymous Run down

Green

2/06/2021 08:46 AM

Anonymous

2/06/2021 03:50 PM

Family

Anonymous

2/07/2021 09:21 AM

Inclusive

Anonymous

2/07/2021 02:27 PM

Diversity

Anonymous

2/07/2021 02:56 PM

A community that's trying to build relationships within the community

Anonymous

2/08/2021 10:52 AM

Needs a boost, but also to not turn into Mueller, and be a place only comfortable for a homogeneous group of six figure income white families.

Anonymous

2/08/2021 07:49 PM

Neighborly

Anonymous

2/08/2021 10:33 PM

Messy

Anonymous

2/09/2021 01:39 AM

Fun for kids

Anonymous

2/09/2021 01:58 AM

East side

Anonymous

2/09/2021 07-52 AM

Huge AA community buying new homes

Anonymous

2/09/2021 10:08 AM

A loving family and community

Anonymous

2/09/2021 10:10 AM

Secluded

Anonymous

.....

To busy

Anonymous

/00/2021 0F-10 DM

Family

Anonymous

Disjointed

Invlusive and friendly

2/11/2021 10:54

Anonymous 2/11/2021 04:59 PM

Affordable for existing and new. Taxes are getting too high for use working

poor.

Anonymous

Diversity

2/11/2021 05:12 PM

Anonymous

Hidden gem

2/11/2021 U5.16 PW

Anonymous

Friendly and open

2/11/2021 05:33 PM

Anonymous

Advocates

2/11/2021 05:44 PM

Anonymous

What we want and need is always decided by the powers that be and not us.

2/11/2021 07:20 PM

Anonymous

Rough

2/11/2021 08:14 PM

Anonymous Neglected

2/12/2021 11:23 PM

Rebuilding

Anonymous

Anonymous Distany

2/14/2021 09:14 AM

Anonymous

Room for improvement

Mandatory Question (41 response(s))

Q4 When you envision the Colony Park Aquatic Facility, what kind of place would you like it to be?

Lani

A place for people of all ages and backgrounds can enjoy.

elisacruz3

1/97/9091 00-99 DM

family place and

LSKN

1/28/2021 11:41 AM

A place with room for everyone in the community and where it is safe to be. I would like to see separate areas for children's water play and for adult lap swim with enforcement of lap swimming only in the lap lanes. There are very few places where lap swimming for exercise is available in the Colony Park area or Austin in general.

petro

1/28/2021 01:18 PM

A place for the diverse residents of far east Austin to come together and forge community bonds through recreation, fitness, and social activities.

Anonymous

1/29/2021 02:00 PM

Like dick Nichols but nicer because this area has lacked a nice pool/park & has been underserved for a very long time as tax payers. I would like to see a nice play ground with many options for the kids like zilker park has for west Austin citizens. I envision it with water & splash pads like Metz. A basketball and tennis court. A pond area. A swimming pool. Volleyball area. Skate park.

Anonymous

2/02/2021 04:25 PM

Family Friendly with something for everyone

Anonymous

2/03/2021 09:44 AM

Minorities everywhere

Anonymous

2/03/2021 02:23 PM

Pools where swimsuits are required for adults and children and SWIM DIAPERS are REQUIRED for infants and toddlers. Dressing rooms for men and women and many dressing rooms for families (not just one) all separate, no children in adult dressing rooms. Plenty of seating near pool areas for parents to watch children. Picnic area in pool areas so kids can take a break and have lunch. Interesting water features that spray, spout and spill. An area for tube slides. An adults only swim area.

Anonymous

2/03/2021 07:03 PM

Family friendly, relaxing

Anonymous

2/04/2021 10-34 AM

Separate family and adult only areas. Plenty of shade available

Anonymous

2/04/2021 11:18 AM

A place that suits the interests and needs of kids from infant to toddler+ with accessibility for those with mobility issues. Eco-friendly materials and features that provide limited water waste.

Anonymous

2/04/2021 11:34 AM

Something like mueller has, more of an attraction than just a pool. I feel most projects implemented in the area, like the "trail" at the rec center just feel like someone slapping a stamp that they did it, but it's not actually something people want to use. Make it something people would LOVE to live close to.

2/04/2021 01:53 PM

Fun and accessible

Anonymous

0/05/0004 00 00 414

Fun, swimming classes, accessible

Anonymous

2/05/2021 05:58 PM

Family, friends, fun,

Anonymous

2/06/2021 08:46 AM

Open to everyone

Anonymous

2/06/2021 08:50 AM

A fun and clean facility that is in tune with nature

Anonymous

2/06/2021 03:59 PM

Safe

Anonymous

2/07/2021 09:21 AM

Inclusive

Anonymous

2/07/2021 02:27 PN

A fun safe space for kids

Anonymous

2/07/2021 02:56 PM

Fun and safe environment for families to enjoy

Anonymous

2/08/2021 10:52 AV

Welcoming to all people, no matter what they want to use it for, recreation or exercise. As long as this criteria is met, i think it will be a great thing for the

community.

Anonymous

2/08/2021 07:49 PM

Swim laps, hang with friends for drinks

Anonymous

2/08/2021 10:33 PM

Peaceful cleaning place for my kids

Anonymous

/09/2021 01:39 AM

Family time

Anonymous

2/09/2021 01:58 AM

All ages participants, seniors to be able to exercise early in the day/mornings and for the pool to have an area big enough to exercise and not too deep.

Anonymous

A place that is a off shoot from givens with basketball and a bus line from

2/09/2021 07:52 AM MLK. Safe crossing.... youth educational facility... youth employment

opportunities. All families cocme together for health and wellness

Anonymous A place with lots of seating and tables in an open area for families to have

privacy, but also be a part of the aquatic facility. My family would like it to be a an aquatic facility for young individuals and also experienced swimmers

and divers.

Anonymous Fun, safe, welcoming

2/09/2021 10:10 AM

Anonymous Safe/ family oriented

2/09/2021 03:05 PM

Anonymous A fun, safe place I can go with my husband or by myself.

2/09/2021 05:10 PM

Anonymous Safe, clean, easy to use

2/11/2021 08:18 AM

Anonymous Inclusive, clean, educational and fun

2/11/2021 10:54 AM

Anonymous Mixed. Inclusive. Well built.

2/11/2021 04:59 PM

Anonymous Adult aquatic, children, families and swimming lessons

2/11/2021 05:12 PM

Anonymous Something for every age like a hot tub?

2/11/2021 05:16 PM

Anonymous Place for people of all ages to have fun and stay cool. Hopefully well shaded.

2/11/2021 05:33 PM

Anonymous place for families

2/11/2021 05:44 PM

Anonymous A facility for people only inside and outside.

2/11/2021 07:20 PM

Anonymous I'd like to see this as an amenity to East Austin that would be desirable for all

Austinites wanting to utilize it. It needs to be modern, wide open, accessible to all abilities, connect to trails, have plenty of parking as well as access to

public transportation.

Anonymous Exciting modern family friendly

Family friendly. Parents taking control of their children. No cursing or Anonymous

obscenity. Maybe a place for the dogs too.

Anonymous

An interconnected area full of life bringing all the neighborhoods together.

Anonymous Pool would have slides, sprinklers, pool for kids and one for adults (needs to

separate in case a kid has an accident

Mandatory Question (44 response(s))

Why is the Colony Park Aquatic Facility important for your community?

Lani To ensure a healthy community

elisacruz3 for the kids to have something to do and community to come together

LSKN Very few recreation opportunities available

Far east Austin has long suffered from a lack of city investment into petro

infrastructure and amenities. This facility is a big step forward for the

community.

Anonymous Because are children do not have nice theaters or privately owned facilities

that are near to go to for them. Some do not have transportation or funds to

go to jumping places or skating & such.

Anonymous It provides us a place of refuge for my family

Anonymous Finally adding things in the hood

Anonymous My neighborhood - Agave - is just across Loyola from CP.

Anonymous It will be great for families to have a safe, close space to take their loved

ones to swim.

2/04/2021 10:34 AM

Bringing resources to the area

Anonymous

2/04/2021 11:18 AM

It gives our community a much-needed hub and infrastructure to connect.

Anonymous

2/04/2021 11:34 AM

I don't really know if it's particularly important, but if it's going to be built make it great so that it serves a true purpose of helping children feel they live

in a place that cares about them.

Anonymous

2/04/2021 01:53 PM

To offer different communities access to fun activities and exercise.

Anonymous

2/05/2021 09:20 AM

Exercise and fitness as well as family time

Anonymous

2/05/2021 05:58 PM

To take our kids

Anonymous

Vocabon nove AM

It gives us more of a reason to stay in our neighborhood

Anonymous

2/06/2021 08:50 AM

It provides a sense of community between neighborhoods and blurrs the

lines between different areas

Anonymous

2/06/2021 03:59 PM

It will be just great for the area

Anonymous

2/07/2021 09:21 AM

Attract Families

Anonymous

Instead of traveling outside of our community to enjoy recreational facilities

we would have our own

Anonymous

2/07/2021 02:56 PM

Because I won't have to leave my community in order to have a family

outing.

Anonymous

2/08/2021 10:52 AM

This community is currently in an extremely important and transformative phase. Now is the time to make the right choices here, and not replicate past

mistakes that have pushed this city towards an unsustainable bubble, like the

bay area.

Anonymous

2/08/2021 07:49 PM

Gathering place

Anonymous

A place where I can go with my family on the weekends

2/09/2021 01:39 AM

Something for family together

Anonymous

2/09/2021 01:58 AM

There's no activity pool area East if 183 for all the area that is growing fast. Plus there are no indoor warm water pool to exercise since the saint davids

rehab pool closed.

Anonymous

2/09/2021 07:52 AM

Because my grandchildren will use it

Anonymous

2/09/2021 10:08 AM

I grew up in the Colony Park neighborhood. I'm 32 years old and live in the same house with my children. This neighborhood is a bubble for all my childhood memories. I would love and enjoy watching my children create a life of memories in the same neighborhood as their mother and uncle.

Anonymous

2/09/2021 10:10 AM

For our kids to have a place to play and have fun

Anonymous

2/09/2021 03:05 PM

Location of other pools are too far

Anonymous

2/09/2021 05:10 PM

It allows people to gather and hangout safely outside. It's an area close to

home that we can hangout at.

Anonymous

2/11/2021 08:18 AM

Neighborhood pools are so great especially for kids.

Anonymous

2/11/2021 10:54 AM

We need to evolve and grow our community and not enough people has

access to a pool

Anonymous

2/11/2021 04:59 PM

It is a focal point for various groups of economic households.

Anonymous

2/11/2021 05:12 PM

The children in the Coliny Park/Lakeside neighborhood have no where to swim for the past forty years. If they go tonthe apartment complexes in the area and don't live on the premises they can get a citation. The nearest

swimming pool for them to swim at is Dottie Jordan.

Anonymous

2/11/2021 05:16 PM

Something to do

Anonymous

Anonymous

Two small kids that love to swim. Summer is crazy hot.

2/11/2021 00:00110

city services and development in the community that is farther out

2/11/2021 07:20 PM

We need it mostly cause there is no real gathering/entertainment in walking

distance for families or young people.

Anonymous 2/11/2021 08:14 PM

This will be an another amenity to the area that would attract more

developers, home owners and families as well as professionals to the area.

Anonymous

2/12/2021 11:23 PM

Lots of kids here with few facilities east of 183

Anonymous

Somewhere safe for families to go for fun and exercise.

2/13/2021 04:35 PM

Anonymous It would be the only pool this side of 183. My current concern is reaching the

Aquatic Center from the west side. I live next to Johnny Morris and currently the train tracks inpede me from walking quickly to Colony Park. Johnny Morris itself is very unsafe to walk on as the sidewalks between Gus Garcia and Barbara Jordan are almost non existent. Additionally, drivers more often than not, drive faster than the speed limit of 30 MPH. Furthermore, drivers consistently drive over the speed limit of 45 MPH on Loyola. All points considered. The walk from the west side is not the safest yet. Improvements

in sidewalks, lower speed limits, better crosswalks are necessary.

Anonymous

/14/2021 12:30 PM

It can help people exercise. It is a place for kids to gather safely.

Mandatory Question (44 response(s))

Q6 As part of this project, Art in Public Places will receive funding for public art. What word(s) could you share to help inspire goals for this artwork project?

Lani Local artists from neighborhood.

1/27/2021 09:19 PM

elisacruz3

inspire and colorful places for kids

1/2//2021 09:33 PM

LSKN Unity Peace Joy

1/28/2021 11:41 AM

Inclusion and diversity

1/28/2021 01:18 PM

petro

1/29/2021 02:00 PM

Mexican & Black Lives Matter!

Anonymous

2/02/2021 04:25 PM

Inclusive of what Colony Park means to the community and city as a whole.

Anonymous

2/03/2021 09:44 AV

Minority art

Anonymous

2/03/2021 02:23 PM

"The water is your friend. You don't have to fight with water, just share the same spirit as the water, and it will help you move."—Alexander Popov

Anonymous

2/03/2021 07:03 PM

Race

Anonymous

2/04/2021 10:34 AM

Vibes

Anonymous

2/04/2021 11:18 AM

Representation, equity, and inclusion of all people within our community. Acknowledgment and respect of the history in this particular part of Austin and what came before. Recognizing the constant evolution of our neighborhood driven by the promise of new industry, technology, opportunity all with an eye towards sustainability.

Anonymous

2/04/2021 11:34 AM

Nature/eco friendly education and diversity, our area has some lovely nature

that isn't utilized or fully appreciated.

Anonymous

2/04/2021 01:53 PM

Inclusion

Anonymous

2/05/2021 00-20 AM

Family, Diversity, commitment, community

Anonymous

2/05/2021 05:58 PM

Inclusive, bright,

Anonymous

/ne/2021 ne-ve AM

Connectedness

Anonymous

Sustainable art made of greenery

Anonymous

Yes

Anonymous

Local artists

Colony Park as a part of Austin for 50 years

2/07/2021 02:27 PM

Anonymous 2/07/2021 02:56 PM Family

Anonymous

Growth, sustainability, inclusiveness.

2/08/2021 10:52 AM

Anonymous

Just keep swimming

2/08/2021 07:49 PM

Comunidad, peace, family, Neighboors, community, amor, paz

Anonymous

Anonymous Art and color

Anonymous 2/09/2021 01:58 AM Multi cultural, northeast side, texano

Anonymous

Families having activites in the park from all walks of life even homeless in art. A community of change that stands still and speaks to the newbies.

Anonymous

Family driven while using reusable and sustainable materials.

I love that! I can't wait to see what they create.

2/09/2021 10:08 AM

Bold and bright Anonymous

Anonymous It Takes A Village to Raise Kids

2/09/2021 03:05 PM

Community Gather

Anonymous

Anonymous 2/11/2021 08:18 AM

Anonymous

Growth

Anonymous Encourage grace to each other

2/11/2021 05:12 PM

A Dream come true

Anonymous

2/11/2021 05:16 PM

Uplifting beauty

Anonymous

2/11/2021 05:33 PM

Peace

Anonymous

hard-working, committed people in this neighborhood

2/11/2021 05:44 PM

Anonymous

Express yourself

2/11/2021 07:20 PM

Anonymous

Diversity

2/11/2021 08:14 PM

Anonymous Vibrant, love, family, growth

2/12/2021 11:23 PM

/12/2021 11.23 FW

Anonymous

Togetherness of community for enjoyment and fun.

Anonymous

2/14/2021 09:14 AM

Together

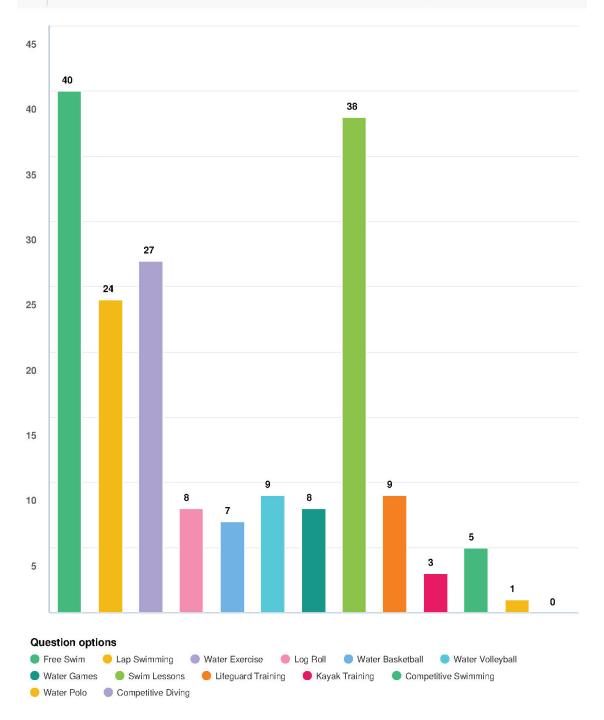
Anonymous

art should reflect the history of the community

2/14/2021 12:30 PM

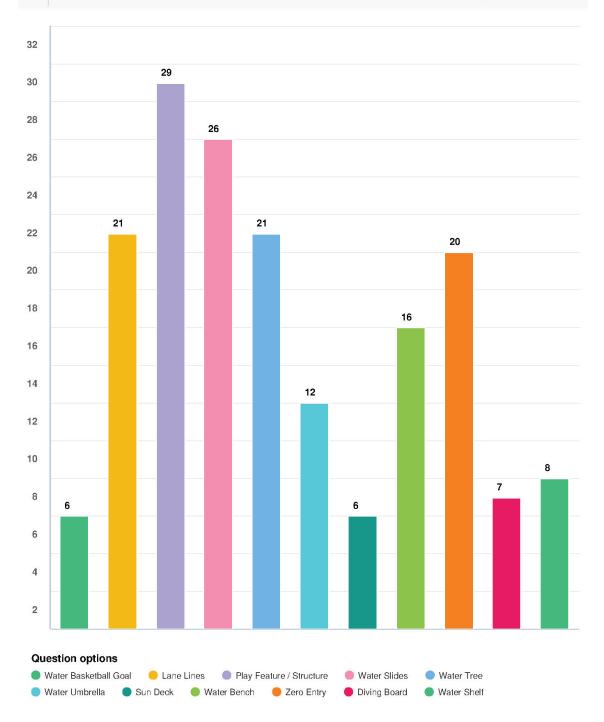
Mandatory Question (44 response(s))





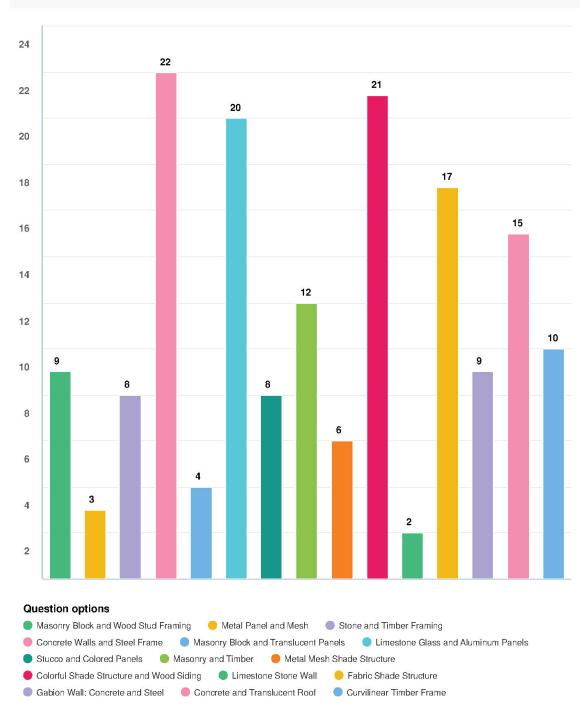
Mandatory Question (45 response(s))





Mandatory Question (45 response(s))

Q9 What are the top 4 building characteristics that you would like to see at the Colony Park Aquatic Facility?



Mandatory Question (45 response(s))

Q10 Do you have any questions or comments about the Colony Park Aquatic Facility for the project team?

I would love for the project to include a dog park available outside the pool Lani complex! LSKN Please consider how access and use for ALL community members can be a 1/28/2021 11:41 AM priority so that kids don't overrun the place and lessons don't occupy the swim lanes at hours when working adults need access to them for exercise. Make it where it's exclusive for for 78724 residents for an amount of time. Or Anonymous only for minorities Please make admission free for Colony Park families and affordable for the Anonymous rest of us! Anonymous Can't wait! Would love to see a swim team eventually, this side of town is so under represented on the competitive swimming spectrum. Anonymous Sustainability with materials and energy and incorporation of solar. Pro dark 2/04/2021 11:18 AM sky/limited light pollution. Natural light and air-flow. Anonymous When it will be open Anonymous No No Anonymous Anonymous Please try to get feedback from people who already live in this neighborhood, not just those hopeful to live in the new development. This is a more touchy area than people realize. The current residents will be easily separated from the new development is this isn't done the right way. Anonymous Will this aquatic facility provide senior citizens the ability to have water 2/09/2021 01:58 AM therapy/exercise too? Anonymous Yes, I'm with the jjseabrookneighborhood assn.... Storybuilt (George) is coming soon to EM Franklin 116 units. Do you think the Artist is interested in huge metal/Stones/ Tin.... Our NA is trying to salvage memorabilia and re purpose materials. Please give me a call to be included in the conversation.

Dianna Dean 512-674-5070 dianna.holman@sbcglobal.net

2/09/2021 03:05 PM

Please install cameras around the area

Anonymous 2/11/2021 08:18 AM

Please please please—lap swimming!!! I would love to see lap swimming

available all day.

Anonymous

How are you building this with minimal economic impact to property owner

taxes?

Anonymous

2/11/2021 05:12 PN

No

Anonymous

2/11/2021 05:16 PM

Area for seniors like hot tub and sauna.

Anonymous

Continue to respond to the feedback from neighbors and the community.

Thank you.

Anonymous

Please don't duplicate services that can be found at other organizations such

as swim lessons at the YMCA.

Anonymous

0/19/9091 04-95 DM

Need someone over facility to control the environment to keep it safe, clean

and fun.

Anonymous

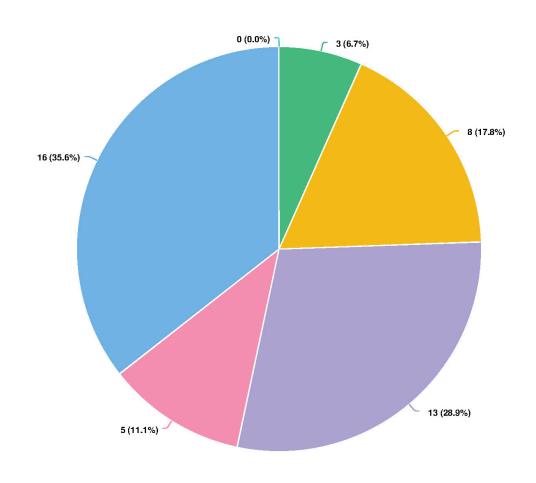
2/14/2021 09:14 AV

Make the necessary safety changes on Loyola Lane and the neighboring streets like Johnny Morris to ensure that residents feel safe and welcome to the Aquatic Facility. We need lower speed limits, speed bumps, efficient non

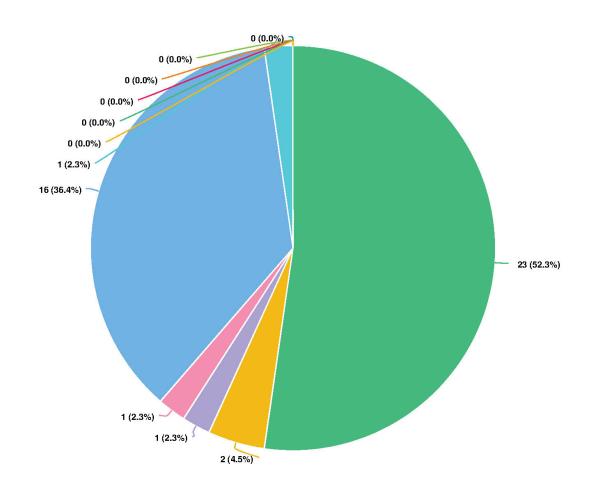
light pollution lighting, improved sidewalks and crosswalks.

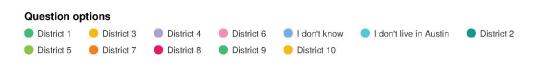
Optional question (21 response(s), 24 skipped)

Q11 How long have you lived in Austin? If you do not currently live in Austin, please mark how long you lived in Austin previously if at all.

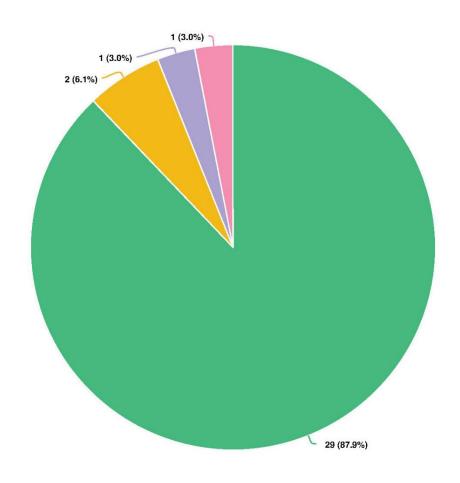






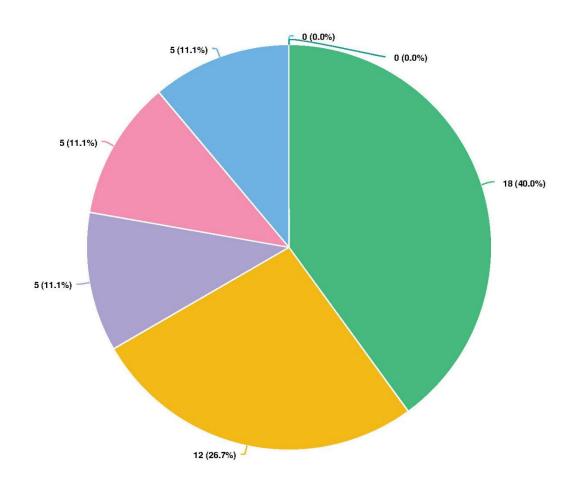


Optional question (44 response(s), 1 skipped)



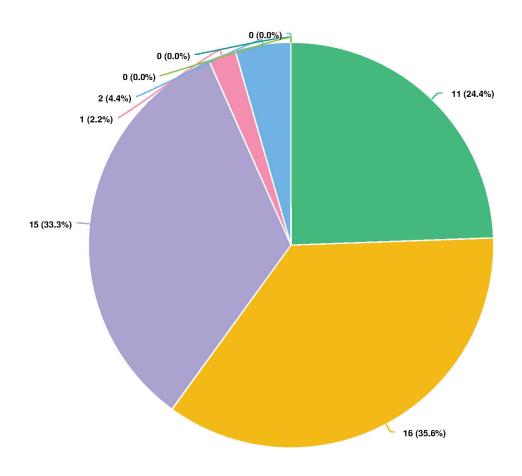


Optional question (33 response(s), 12 skipped)



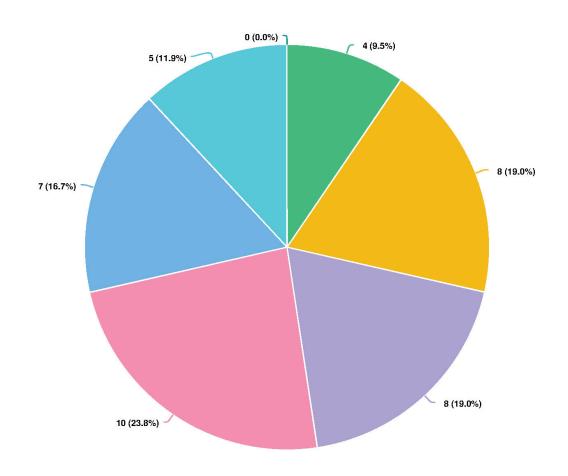


Optional question (45 response(s), 0 skipped)





Optional question (45 response(s), 0 skipped)





Optional question (42 response(s), 3 skipped)

Q17 What language is spoken at home?

English Lani 1/27/2021 09:19 PM elisacruz3 english 1/27/2021 09:33 PM Englsih LSKN 1/28/2021 11:41 AM English petro 1/28/2021 01:18 PM Anonymous English 1/29/2021 02:00 PM Anonymous English/Spanish 2/01/2021 08:06 AM Spanish Anonymous Russian Anonymous 2/03/2021 09:44 AM Englisg Anonymous 2/03/2021 02:23 PM English Anonymous 2/03/2021 07:03 PM English Anonymous 2/04/2021 10:34 AM English Anonymous 2/04/2021 11:18 AM English Anonymous 2/04/2021 11:34 AM English and Spanish Anonymous

2/05/2021 00-20 AM

Spanish

Anonymous

2/05/2021 05:58 PM

English and Spanish

Anonymous

2/06/2021 08:46 AM

English

Anonymous

2/06/2021 08:50 AM

English

Anonymous

2/06/2021 03:59 PM

English

Anonymous

2/07/2021 09:21 AM

English

Anonymous

2/07/2021 02:27 Pl

English

Anonymous

2/07/2021 02:56 PM

English

Anonymous

2/08/2021 10:52 AV

english

Anonymous

2/08/2021 07:49 PM

English

Anonymous

2/08/2021 10:33 PM

Spanish

Anonymous

2/09/2021 01:39 AM

English

Anonymous

/09/2021 01:58 AM

Bilingual

Anonymous

/09/2021 07:52 AM

English

Anonymous 2/09/2021 10:08 AM

English

63

Anonymous Spanish English Anonymous 2/09/2021 03:05 PM English Anonymous Anonymous English 2/11/2021 08:18 AM Anonymous English Anonymous English Anonymous English 2/11/2021 05:12 PM Anonymous English 2/11/2021 05:16 PM Anonymous English 2/11/2021 05:33 PM Anonymous English 2/11/2021 05:44 PM Anonymous English English Anonymous 2/11/2021 08:14 PM English and spanish Anonymous 2/12/2021 11:23 PM Anonymous English 2/13/2021 04:35 PM Anonymous English and Spanish Anonymous English 2/14/2021 12:30 PM

Optional question (45 response(s), 0 skipped)