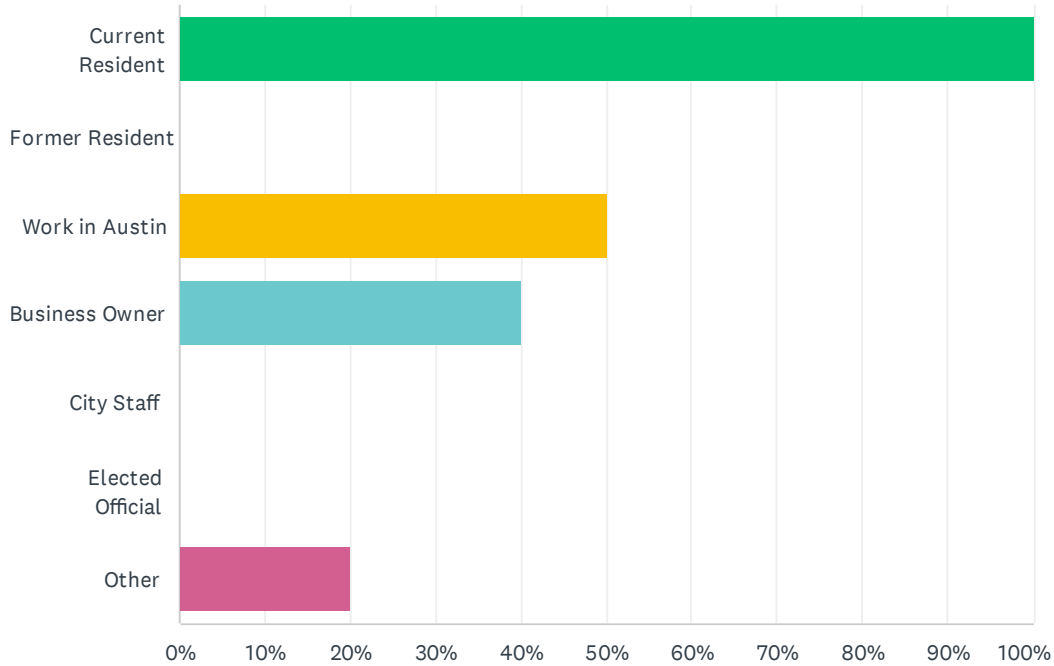


Q1 What is your association with the City of Austin? (Please select all that apply)

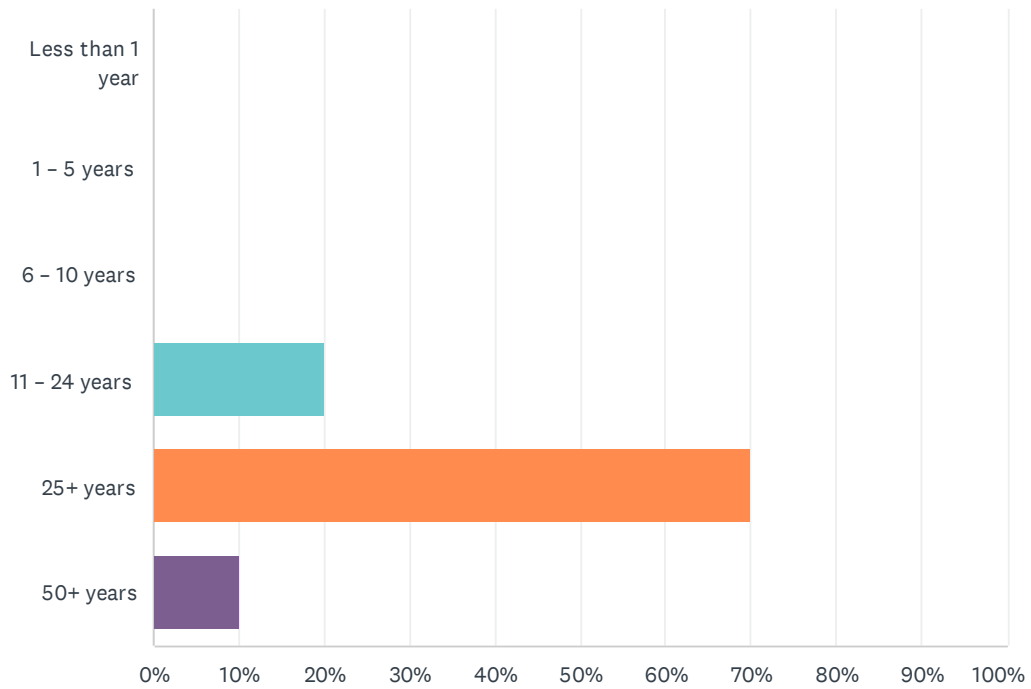
Answered: 10 Skipped: 0



| ANSWER CHOICES | RESPONSES |
|-----------------------|------------|
| Current Resident | 100.00% 10 |
| Former Resident | 0.00% 0 |
| Work in Austin | 50.00% 5 |
| Business Owner | 40.00% 4 |
| City Staff | 0.00% 0 |
| Elected Official | 0.00% 0 |
| Other | 20.00% 2 |
| Total Respondents: 10 | |

Q2 If you are (or were) a resident of Austin, for how long?

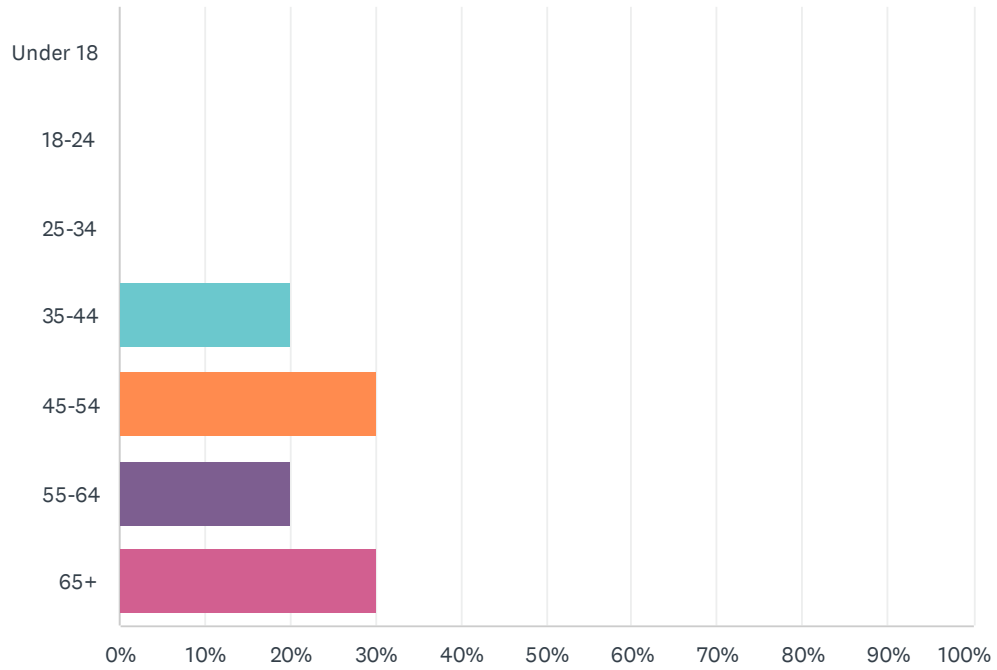
Answered: 10 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|------------------|-----------|-----------|
| Less than 1 year | 0.00% | 0 |
| 1 - 5 years | 0.00% | 0 |
| 6 - 10 years | 0.00% | 0 |
| 11 - 24 years | 20.00% | 2 |
| 25+ years | 70.00% | 7 |
| 50+ years | 10.00% | 1 |
| TOTAL | | 10 |

Q3 What is your age?

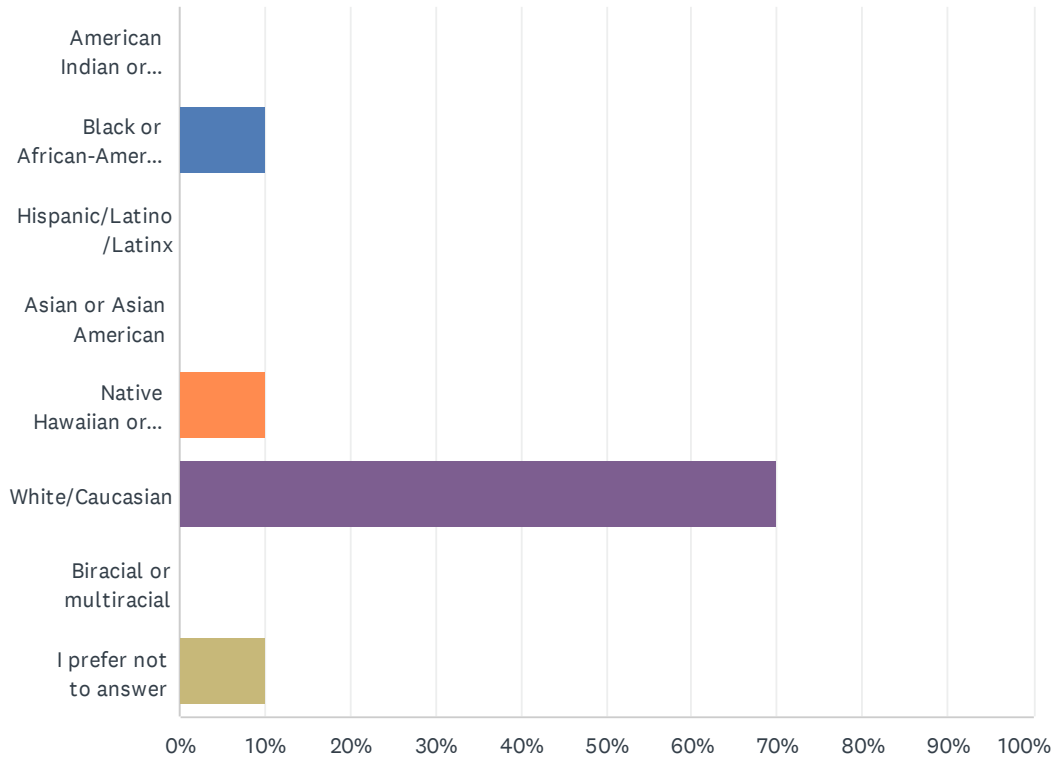
Answered: 10 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|----------------|-----------|-----------|
| Under 18 | 0.00% | 0 |
| 18-24 | 0.00% | 0 |
| 25-34 | 0.00% | 0 |
| 35-44 | 20.00% | 2 |
| 45-54 | 30.00% | 3 |
| 55-64 | 20.00% | 2 |
| 65+ | 30.00% | 3 |
| TOTAL | | 10 |

Q4 What is your race/ethnicity?

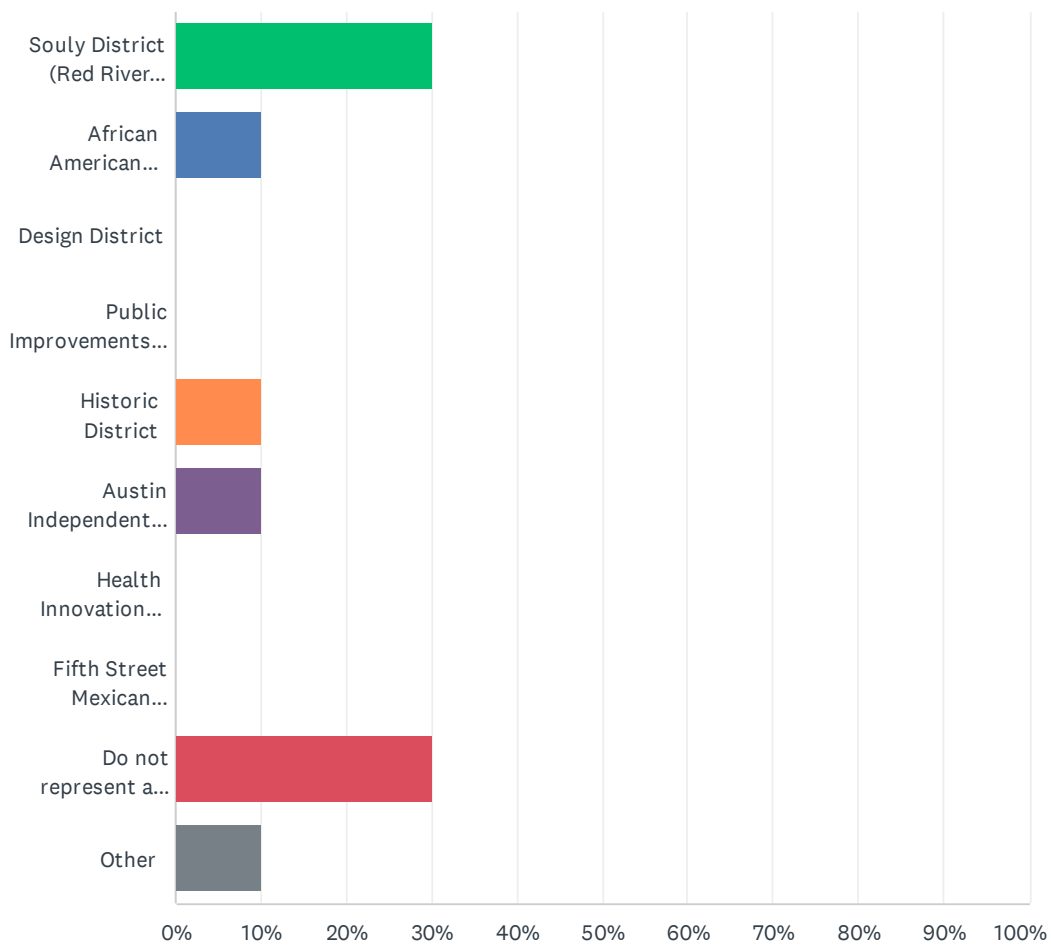
Answered: 10 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----------|
| American Indian or Alaska Native | 0.00% | 0 |
| Black or African-American | 10.00% | 1 |
| Hispanic/Latino/Latinx | 0.00% | 0 |
| Asian or Asian American | 0.00% | 0 |
| Native Hawaiian or other Pacific Islander | 10.00% | 1 |
| White/Caucasian | 70.00% | 7 |
| Biracial or multiracial | 0.00% | 0 |
| I prefer not to answer | 10.00% | 1 |
| TOTAL | | 10 |

Q5 Which district are you representing?

Answered: 10 Skipped: 0



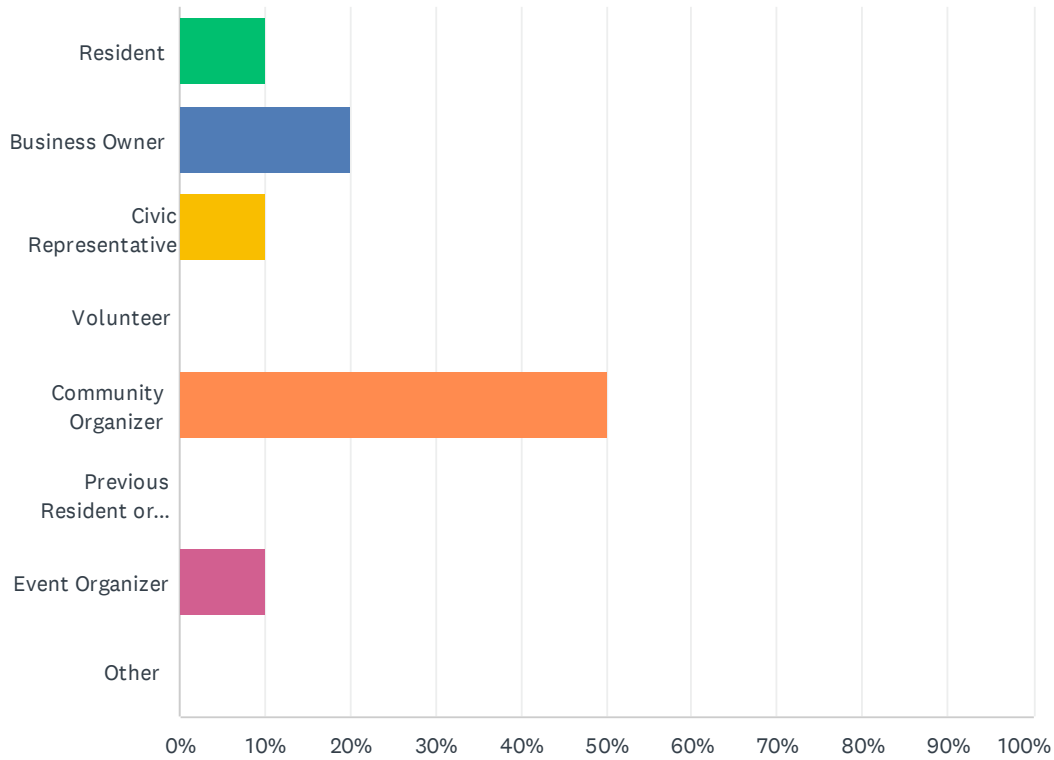
Austin Heritage Wayfinding

| ANSWER CHOICES | RESPONSES | |
|---|-----------|-----------|
| Souly District (Red River Cultural District, South Congress, E. Cesar Chavez, N. Lamar, E. 12th, Aldrich, S. 1st) | 30.00% | 3 |
| African American Cultural Heritage District | 10.00% | 1 |
| Design District | 0.00% | 0 |
| Public Improvements District (South Congress, E. 6th Street) | 0.00% | 0 |
| Historic District | 10.00% | 1 |
| Austin Independent Business Alliance | 10.00% | 1 |
| Health Innovation District | 0.00% | 0 |
| Fifth Street Mexican American Heritage Corridor (In-Progress) | 0.00% | 0 |
| Do not represent a district | 30.00% | 3 |
| Other | 10.00% | 1 |
| TOTAL | | 10 |

| # | OTHER | DATE |
|---|-------------------------------|-------------------|
| 1 | Tejano Healthy Walking Trails | 3/31/2022 5:30 PM |

Q6 I am responding to this survey primarily as:

Answered: 10 Skipped: 0



| ANSWER CHOICES | RESPONSES | |
|-------------------------------------|-----------|-----------|
| Resident | 10.00% | 1 |
| Business Owner | 20.00% | 2 |
| Civic Representative | 10.00% | 1 |
| Volunteer | 0.00% | 0 |
| Community Organizer | 50.00% | 5 |
| Previous Resident or Business Owner | 0.00% | 0 |
| Event Organizer | 10.00% | 1 |
| Other | 0.00% | 0 |
| TOTAL | | 10 |

**Q7 What opportunities may improve the visitor experience within a district?
Examples include: Sharing Austin's History, Support Small Business,
Preservation of Historic Structures, Promote Multi-Generational Activities,
Festivals & Events, etc.**

Answered: 8 Skipped: 2

| # | RESPONSES | DATE |
|---|---|--------------------|
| 1 | Preservation of historic structures. Integrate the districts by having similar designations across districts. | 4/13/2022 7:12 AM |
| 2 | support small businesses and share austins history | 4/12/2022 12:58 PM |
| 3 | More street trees, planters and green spaces to make the area cooler and more attractive; more public art that tells the story of the community while making it more attractive; supporting small, locally-owned businesses especially those unique to a district; easy-to-access info about history, culture of the area that can be "discovered" without downloading and app or knowing in advance to look for it | 4/11/2022 7:36 PM |
| 4 | Supporting locally owned businesses. Preservation of historic structures, festivals/annual events in districts | 4/11/2022 3:48 PM |
| 5 | Telling stories, educating people about a district's history, preserving the district's historic structures, putting on events that provide an opportunity for all of what I already mentioned. | 4/9/2022 10:20 AM |
| 6 | Support small businesses | 4/8/2022 8:21 AM |
| 7 | sharing history, identifying interesting art and cultural assets, preserving historic structures including landscapes like the Fish Hatchery on the RBJ tract. A city-wide portal for online wayfinding and public transit to visit art installations, iconic bars/restaurants, trails, landmarks, parks, institutions. | 3/31/2022 5:30 PM |
| 8 | Wayfinding (signage, banners+), street enhancements, trash cans, surfacing our history, events/festivals, supporting small businesses (facade & other street-facing improvements), physical maps systems (hand held) | 3/30/2022 7:05 PM |

Q8 What issues / obstacles currently impact wayfinding for tourists within a district? Examples: Lack of District Identity, Signs for Parking and Accessibility, Tourism Marketing Resources, Lighting, Connections Between Destinations, etc.

Answered: 8 Skipped: 2

| # | RESPONSES | DATE |
|---|--|--------------------|
| 1 | Good signage. Recognition that districts connect to one another (if they do). | 4/13/2022 7:12 AM |
| 2 | parking issues, lighting, lack of district identity | 4/12/2022 12:58 PM |
| 3 | Lack of district identity and clear boundaries, as the signage we have been allowed is not durable and expensive to maintain; lack of walkability and connection between destinations; lack of easy visible and compellingly interest signage or other attempts to engage people | 4/11/2022 7:36 PM |
| 4 | funding for any improvements or resources - it falls on small businesses that don't have extra. | 4/11/2022 3:48 PM |
| 5 | Not knowing about a district; not knowing how to get to it; not understanding the challenges they may face once they get to a district if they drive there -- little or no parking, for example. | 4/9/2022 10:20 AM |
| 6 | Connections | 4/8/2022 8:21 AM |
| 7 | Lack of signage that connects downtowners to interesting destinations, marketing resources and technical assistance that are not only digital media, more PSAs and City View stories and event announcements, perceived safety, cleanliness, access to restrooms without paying \$10 for a beer, construction fences, road closures, and its noise and dust. | 3/31/2022 5:30 PM |
| 8 | Tourism Marketing Resources, disjointed sidewalks, storytelling for the Music Mile - connecting UT athletics-to-live music-Convention Center-to Rainey | 3/30/2022 7:05 PM |

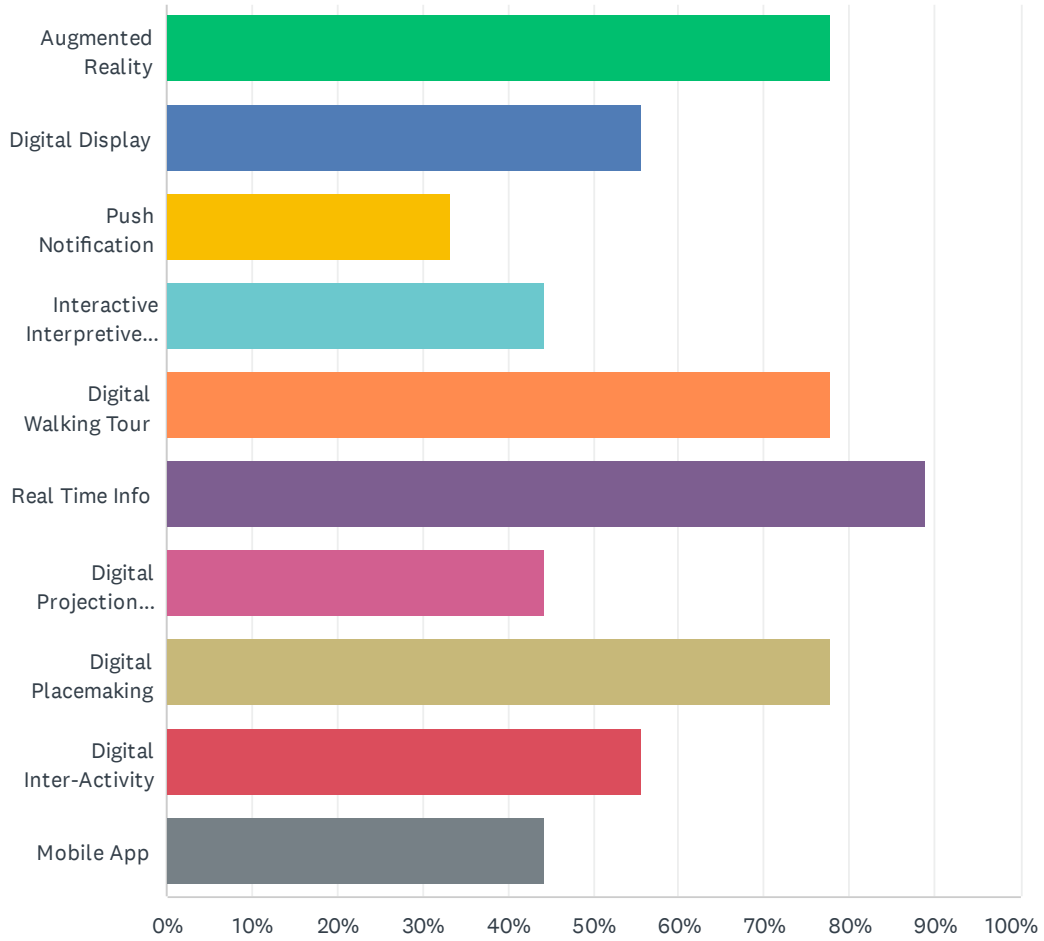
**Q9 What type of wayfinding tools should be considered for the districts?
 Examples: History-Informed Placemaking Projects • Interpretive Signs •
 Digital Tools • Walking Tours • Tourism Marketing Materials • Branding •
 Directional Signage, Banners • Bilingual Information • Local Art**

Answered: 8 Skipped: 2

| # | RESPONSES | DATE |
|---|--|--------------------|
| 1 | Interpretive signs. Digital tools (QR codes for sure). Walking tours. A city map that lays out the various districts. Art installations. | 4/13/2022 7:12 AM |
| 2 | signage, banners, local art, etc | 4/12/2022 12:58 PM |
| 3 | Lots of local art, interpretative signs, walking tours, directional signage, all of the above with an emphasis on things that are easily accessible in the moment. No apps required. | 4/11/2022 7:36 PM |
| 4 | Signs & signage, marketing materials, art | 4/11/2022 3:48 PM |
| 5 | All tools should be considered but the most appropriate tools should depend on the district. Among the criteria to be considered: The nature of the stories to be told, the physical limitations of a district, what residents and business owners want, budgetary limitations -- what is possible financially, who is most likely to be interested in a specific district and therefore, what tools would be best for them? | 4/9/2022 10:20 AM |
| 6 | Walking tours | 4/8/2022 8:21 AM |
| 7 | All of the above are useful but for underrepresented groups, these costs are pretty much un-affordable unless you can recruit professionals to volunteer or businesses to donate funding. | 3/31/2022 5:30 PM |
| 8 | Digital Tools, Tourism Marketing Materials, Banners, street signage, murals, placemaking signage for spaces/small businesses, better lighting | 3/30/2022 7:05 PM |

Q10 Digital Wayfinding Survey: Which of the following digital tools, do you believe would be engaging for heritage tourists in the districts:

Answered: 9 Skipped: 1



Austin Heritage Wayfinding

| ANSWER CHOICES | RESPONSES | |
|----------------------------------|-----------|---|
| Augmented Reality | 77.78% | 7 |
| Digital Display | 55.56% | 5 |
| Push Notification | 33.33% | 3 |
| Interactive Interpretive Display | 44.44% | 4 |
| Digital Walking Tour | 77.78% | 7 |
| Real Time Info | 88.89% | 8 |
| Digital Projection Exhibition | 44.44% | 4 |
| Digital Placemaking | 77.78% | 7 |
| Digital Inter-Activity | 55.56% | 5 |
| Mobile App | 44.44% | 4 |
| Total Respondents: 9 | | |

Q11 Are there walking tours or trails that you would like to see offered in the districts?

Answered: 6 Skipped: 4

| # | RESPONSES | DATE |
|---|---|--------------------|
| 1 | anything is better than nothing | 4/12/2022 12:58 PM |
| 2 | The hike and bike trail at Walnut Creek Park; tours of the different craft breweries in the area | 4/11/2022 7:36 PM |
| 3 | yes - whatever the founding story is of the district! | 4/11/2022 3:48 PM |
| 4 | For starters, I would like to see a walking tour in historic Clarksville (We already have a walking tour brochure) that takes visitors beyond Clarksville proper -- to the former plantation house where early Clarksville residents worked, for example. | 4/9/2022 10:20 AM |
| 5 | Yes, more walking and trolley tours within and adjacent to districts. It would be awesome if the city could help recruit and train more volunteers to conduct tours. Perhaps there is a way to pay volunteers a small stipend to conduct tours, maybe a formal internship-type program with young adults and retirees. Some groups charge fees to attend tours to cover their expenses but the fees are not very affordable and this limits the diversity among both the attendees and the tour guides. It would be pretty cool to convene a 'trade fair' or mixer for all the different groups and companies offering tours so we could learn from each other and create an inventory even if the tour only happens once per year. | 3/31/2022 5:30 PM |
| 6 | Can't wait for Waterloo Greenway to be completed! | 3/30/2022 7:05 PM |

Q12 What types of unknown stories (historic or cultural) need to be told within your district? Examples include but are not limited to: Histories of Black, Indigenous, Hispanic / Latino, Pacific Islander and People of Color • Architecture • Civil Rights • Cultural Influence • Eras • Historical Events • History of Music & Genres • Movements • Natural Resources

Answered: 6 Skipped: 4

| # | RESPONSES | DATE |
|---|--|--------------------|
| 1 | BIPOC on the eastside | 4/12/2022 12:58 PM |
| 2 | Indigenous people: An archeological dig in Walnut Creek greenbelt revealed native American artifacts; Histories of Black People: there is a historic Black cemetery; Natural history: there are some excellent fossils in Walnut Creek Park; History of music: there are some notable locations from the history of Auston's live music scene; Histories of People of Color: this area is very culturally and racially diverse, so the story of how that came to be is of interest; Natural resources: there is an interesting underground cave network in this part of town that is interesting from a geological and historic perspective; Austin's history: the area used to be a separate town; etc. | 4/11/2022 7:36 PM |
| 3 | History of indigenous peoples, founding of cultural districts and stabilizing businesses or community buildings, historical events | 4/11/2022 3:48 PM |
| 4 | I often think of the stories in the Clarksville as under-told stories because over the years, much has been written about Clarksville's origins and history. And yet, many people do not know about it. | 4/9/2022 10:20 AM |
| 5 | Impacts of Jim Crow across Austin; Tejano Music; minority enclaves around the original town squares: Republic Square = Mexican, Woolridge Square = African American, Palm Square ?? Indigenous tribes and how they used the land; dinosaurs and geology; Freedman towns; Civil War (I heard Palm School was a major Army base) | 3/31/2022 5:30 PM |
| 6 | History of original Black, Hispanic and German Residents/Small Businesses, History of Music in the RRCD, | 3/30/2022 7:05 PM |

Q13 What part of the Austin experience do you think history most often overlooks or excludes?

Answered: 7 Skipped: 3

| # | RESPONSES | DATE |
|---|--|--------------------|
| 1 | Hispanic history and remaining legacy businesses need attention/publicity | 4/12/2022 12:58 PM |
| 2 | Immigrants' experience | 4/11/2022 7:36 PM |
| 3 | The Indigenous history. | 4/11/2022 3:48 PM |
| 4 | The experiences of minorities; the experiences of everyday people who did interesting things, who made a difference in their neighborhood. Too often we celebrate the same people (and places) over and over and over. | 4/9/2022 10:20 AM |
| 5 | Impact of Vic Mathias from founding of Aquafest to Chamber of Commerce and bringing new businesses to Austin that fund our city. | 4/8/2022 8:21 AM |
| 6 | Because of Jim Crow, the history of people of color was either not collected or was destroyed. Another issue is that Mexican Americans born in Austin up until the 1950s had White listed on their birth certificates, this muddles up the issues of discrimination and created a big barrier in blacks and browns uniting around equity issues in public policy. These disputes are still heard today, an example is Tejanos complaining that the city hires blacks disproportionately to Tejanos being the largest minority population. Too sad. | 3/31/2022 5:30 PM |
| 7 | Oral histories and storytelling that connects today's landscape to the past (continuity) | 3/30/2022 7:05 PM |

Q14 Are there buildings, places or other sites from Austin history that no longer exist, which should be recognized within or near a district?

Answered: 6 Skipped: 4

| # | RESPONSES | DATE |
|---|---|--------------------|
| 1 | The story of Wheatville should be told more broadly. | 4/13/2022 7:12 AM |
| 2 | Ask Jesus from Mr. Natural - he has been in the neighborhood longer and will have good answers for this. | 4/12/2022 12:58 PM |
| 3 | Yes; there are locations in our district that no longer exist but have an interesting story to be told, like the Coxville Zoo, for example | 4/11/2022 7:36 PM |
| 4 | In Clarksville for starter: The Clarksville Colored School, the Indian trading post, the Confederate Soldier's Home (Just outside the boundaries of Clarksville but important for several reasons). | 4/9/2022 10:20 AM |
| 5 | Austin Federal Fish Hatchery which was started by Lyndon Johnson and finished by Jake Pickle. Masontown. Treaty Oak and the peace treaties signed there. Palm School as a major Army fort. Mexic-Arte's numerous files on Republic Square. Moontowers and how they related to the Slave Girl masacres. The historic hooker district by Shoal Creek, South Congress and E. 6th St. | 3/31/2022 5:30 PM |
| 6 | These sorts of tours would make a rad virtual tour, perhaps with a virtual & physical map component, more historic murals, statues/physical art in public places | 3/30/2022 7:05 PM |

Q15 Do you or your family, have a personal story that you would like to share related to the history of the District you are representing? (Max 150 words). Also, please provide your contact information below.

Answered: 5 Skipped: 5

| # | RESPONSES | DATE |
|---|--|--------------------|
| 1 | My husband and I have worked on the Eastside for over 15 years. | 4/12/2022 12:58 PM |
| 2 | I left blank most of this survey. For the life of me I cannot understand why this survey is even out there, at least not for our district. We know this information already. We don't have to collect it from the masses. Why not start this work within the districts that are already designated? It is entirely possible that immediate, dedicated work in the existing districts could help you model what would work in the rest of the city. Those of us who worked on the designations already know what we are looking for, what is needed in our districts. We don't need a study to 'discover' those things. And, my intent is not to be totally negative, but to offer useful critique. I don't think you are going about this in the most efficient, effective manner. | 4/12/2022 11:15 AM |
| 3 | I don't but I can find plenty of people in my neighborhood who do | 4/11/2022 7:36 PM |
| 4 | maybe later. | 3/31/2022 5:30 PM |
| 5 | I'm born and raised in Austin, Texas. Son of counter culture artists and activists parents who met at UT. I've been coming downtown and to the district since I was 14, when I first began playing music. I have worked top-to-bottom down here in RRCD live music venues for 25 years. | 3/30/2022 7:05 PM |

Q16 If you would like to receive updates on the project or have input to share, please let us know how to contact you. Include your first and last name, and email address.

Answered: 9 Skipped: 1

| ANSWER CHOICES | RESPONSES | |
|-----------------|-----------|---|
| Name | 100.00% | 9 |
| Company | 0.00% | 0 |
| Address | 0.00% | 0 |
| Address 2 | 0.00% | 0 |
| City/Town | 0.00% | 0 |
| State/Province | 0.00% | 0 |
| ZIP/Postal Code | 0.00% | 0 |
| Country | 0.00% | 0 |
| Email Address | 100.00% | 9 |
| Phone Number | 0.00% | 0 |

| # | NAME | DATE |
|---|--------------------|--------------------|
| 1 | Micky Kibbe | 4/12/2022 12:58 PM |
| 2 | harold mcmillan | 4/12/2022 11:15 AM |
| 3 | Sara Merrell | 4/11/2022 7:36 PM |
| 4 | April Ritzenthaler | 4/11/2022 3:48 PM |
| 5 | Mary Reed | 4/9/2022 10:20 AM |
| 6 | W Gaines Bagby | 4/8/2022 8:21 AM |
| 7 | steve genovesi | 4/6/2022 8:45 AM |
| 8 | Lori Renteria | 3/31/2022 5:30 PM |
| 9 | Cody Cowan | 3/30/2022 7:05 PM |

| # | COMPANY | DATE |
|---|-------------------------|------|
| | There are no responses. | |

| # | ADDRESS | DATE |
|---|-------------------------|------|
| | There are no responses. | |

| # | ADDRESS 2 | DATE |
|---|-------------------------|------|
| | There are no responses. | |

| # | CITY/TOWN | DATE |
|---|-------------------------|------|
| | There are no responses. | |

| # | STATE/PROVINCE | DATE |
|---|----------------|------|
|---|----------------|------|

Austin Heritage Wayfinding

There are no responses.

| # | ZIP/POSTAL CODE | DATE |
|---|-----------------|------|
|---|-----------------|------|

There are no responses.

| # | COUNTRY | DATE |
|---|---------|------|
|---|---------|------|

There are no responses.

| # | EMAIL ADDRESS | DATE |
|---|---------------|------|
|---|---------------|------|

| 1 | micky.kibbe@gmail.com | 4/12/2022 12:58 PM |
|-------------------------|-----------------------------------|--------------------|
| 2 | haroldmcmillan@gmail.com | 4/12/2022 11:15 AM |
| 3 | saramerrell@outlook.com | 4/11/2022 7:36 PM |
| 4 | april@ibuyaustin.com | 4/11/2022 3:48 PM |
| 5 | mrpraustin@gmail.com | 4/9/2022 10:20 AM |
| 6 | gaines.bagby@cbre.com | 4/8/2022 8:21 AM |
| 7 | sgenovesi@visitaustin.org | 4/6/2022 8:45 AM |
| 8 | loriaustin@live.com | 3/31/2022 5:30 PM |
| 9 | cody@redriverculturaldistrict.org | 3/30/2022 7:05 PM |
| # | PHONE NUMBER | DATE |
| There are no responses. | | |