



# COMMUNITY ENGAGEMENT SUMMARY

AUSTIN PARKS & RECREATION DEPARTMENT

# COMMUNITY ENGAGEMENT SUMMARY

OUR PARKS, OUR FUTURE.



OUR PARKS  
OUR FUTURE



AUSTIN PARKS & RECREATION  
LONG RANGE PLAN

2018 - 2028



AUSTIN  
PARKS  
FOUNDATION



[AUSTINTEXAS.GOV/AUSTINFUTUREPARKS](https://austintexas.gov/austinfutureparks)  
#AUSTINFUTUREPARKS

IN COLLABORATION WITH:

GO COLLABORATIVE, ADISA COMMUNICATIONS, PROS CONSULTING INC,  
STUDIO BALCONES, THE TRUST FOR PUBLIC LAND, ETC INSTITUTE



Runners in Austin. Source: PARD.

# CONTENTS

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1. INTRODUCTION
  2. ENGAGEMENT GOALS, METRICS & OUTCOMES
  3. OUTREACH EFFORTS
  4. PHASES & TYPES OF ENGAGEMENT
  5. SUMMARY OF ACTIVITIES TO DATE
- APPENDICES - SURVEY RESULTS

# I. INTRODUCTION

## PUBLIC ENGAGEMENT FOR OUR PARKS, OUR FUTURE

The City of Austin Parks and Recreation Department (PARD) is developing an update to the Long Range Plan for Land, Facilities, and Programs for the Austin park system, Our Parks, Our Future. The Long Range Plan is developed every 10 years and provides a blueprint to guide land acquisition, capital improvements, and the development of programs and new amenities. The City of Austin's leadership, staff, and partners are committed to involving the community in planning and decision making through a variety of means including in-person meetings, ongoing informal conversations, and the use of technology.

### PARD MISSION

PARD's mission is to inspire Austin to learn, play, protect and connect by creating diverse programs and experiences in sustainable natural spaces and public places.

*PARD provides community and recreation services, facility and park maintenance, and planning facility construction, and oversees more than 20,000 acres of land.*

### LRP PLANNING PROCESS GOALS



#### **CREATE A VISION FOR AUSTIN'S PARK SYSTEM IN 2028**

This effort will focus on engaging the community and city staff to define a new vision that is both inspirational and achievable.



#### **GUIDE FUTURE GROWTH AND DEVELOPMENT**

As Austin continues to grow and change, the Long Range Plan will provide a careful analysis and guidebook for how and where to invest to ensure a world-class park system.



#### **DEVELOP STRATEGIES, ACTIONS, AND PRIORITIES**

The Long Range Plan will provide citywide strategies and priorities to inform the Capital Improvement Program and development of Park Master Plans.



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# 2.

## ENGAGEMENT GOALS, METRICS & OUTCOMES

As the city's blueprint for new and improved parkland and recreation in Austin for the next ten years, it is critical that Austin PARD staff hear from as many people as possible while the plan is being developed. In addition, the planning horizon of 2028 presents an exciting opportunity for storytelling and celebrating Austin's park system, as it coincides with the 100-year anniversary of city's Parks and Recreation Department, which was created in February 1928.

### COMMUNITY ENGAGEMENT GOALS

**Within this context, the goals for community engagement include:**

1. Create a fun, culturally sensitive, inclusive and engaging process that celebrates Austin's parks and recreation facilities and educates the community about the value of Austin parks and recreation;
2. Design a public engagement process that captures the public perception of current and future needs for the city's park system and results in the development of the Parks and Recreation core values and Long Range Plan priorities;
3. Involve a wide range of ages, races, ethnicities and hard-to-reach residents in the plan by providing multiple ways for the public to engage, including variety in location and timing of events; and providing opportunities for engagement to happen within the context of a person's everyday activities.
4. Involve PARD employees from various divisions in community engagement to provide perspective on the various programs that PARD provides; help PARD staff understand resident needs and priorities; and assist in developing the core values and priorities for the Plan.

*As community engagement activities are planned, they will be tied back to the goals of the Public Engagement Plan.*

# METRICS TO EVALUATE OUTREACH & EQUITY

The primary methods PARD and the consultant team will use to evaluate success include: asking participants to provide their demographic information through surveys and assessing how well the planning process is reaching Austin's less engaged, hard-to-reach populations.

## **The following metrics will be used to evaluate the effective reach of promotion efforts:**

- Number of mentions in local and alternative news outlets
- Website hits and downloads of educational materials or reports
- Social media share of Our Parks, Our Future content
- Engagement on NextDoor and SpeakUp Austin
- A minimum of 1,000 survey responses from geographically diverse areas of the city
- Engagement and general awareness of PARD employees and partners

## **For all public meetings, events and surveys, the following metrics will be used to evaluate the equity of participation:**

- Number of people who attend meetings or events throughout the life of project
- The range of zip codes of participants
- The age range of participants (when available)
- The race and ethnicity range of participants (when available)
- Statistically Valid Survey Results (representative of Austin's demographics) with a minimum of 800 completed surveys
- A minimum of 1,000 completed online survey responses
- A minimum of 500 new interest list sign-ups
- Level of participation from those with limited English proficiency
- Results of survey / feedback on process (e.g., public meeting comment card)

# DESIRED COMMUNITY ENGAGEMENT OUTCOMES

## **Outcomes of a successful public engagement process include:**

1. Participation that is representative of Austin's demographics (e.g., homeowners/renters; race and ethnicity; age; geographic location) and numbers into the thousands;
2. Involvement at key stages with the City of Austin Equity Office staff and application of the equity analysis tool (specifically Box 4: Community Engagement) leading up to and following each planning summit, to ensure communities of color have been actively and effectively engaged in the LRP process;
3. At the end of the planning process, more residents have learned about and participated in their parks through enjoyable and engaging experiences that help them to develop a deeper understanding about the parks system and the role parks play in peoples' lives";
4. The LRP is an easy-to-use and meaningful document, which provides clear guidance and priorities for PARD staff and the public, and includes a clear picture of the input received from the community and the plan's vision, strategies, and priorities; and
5. Development of a public engagement process, including messaging and educational materials, that helps define the planning process as a model for the City of Austin and other cities across the country.

# 3. OUTREACH EFFORTS

A key part of the outreach effort is building a comprehensive stakeholder list. The contact database developed by Austin PARD, the Community Engagement Advisory Committee (CEAC), and consultant team-member Adisa Communications will be informed regularly of public meetings and project updates. This stakeholder list will be supplemented by and regularly updated to include survey participants, as well as those who sign up for updates online and as the public engagement process progresses.

## DIGITAL MEDIA

Digital outreach efforts were designed to promote all opportunities for public involvement on the project and to comply with the city's Digital Inclusion strategy. Reporting by Council District to potentially identify ways in which we can expand the social media reach (e.g., through libraries, neighborhood organizations, community connectivity sites).

### **Austin Future Parks Website**

The project website provides the public with a one-stop-shop for information on all project components, a schedule of the LRP activities and updates, as well as materials including draft documents, frequently asked questions, public notices, and links to related websites. The website includes presentations, surveys and other exercises from the various meetings for those individuals who are unable to attend in person. A direct email is also provided for residents to submit questions or comments and requests for additional information.

### **Eblasts**

Eblasts are sent out via email to the entire contact database to inform community members of the open houses, surveys, and other events as scheduled. These are distributed through email communications to be both efficient and broad reaching. PARD distributed e-blasts as needed (e.g. in advance of all planning summits and pop-up events) to promote event attendance and increase awareness of the planning process.

### **Social Media**

Social media provides an efficient and accessible method of reaching a large cross-section of residents. PARD regularly posts and maintains content and updates on social media sites, including Twitter, Facebook, and NextDoor. The project hashtag for use on Twitter and other tagging-enabled sites is: #AustinFutureParks. A social media project kit is shared with the CEAC and PARD partners to expand the reach beyond the PARD audience, and to personally engage with community members.

## Speak-Up Austin

PARD created an Our Parks, Our Future Long Range Plan SpeakUp Austin! page that links to the project website and includes discussions and posts on topics related to the LRP. The SpeakUp page was used to create a virtual meeting space tied to the first round of community open house meetings. It also served as the landing page for the online survey and will be used in upcoming rounds of community input.

# NEWS MEDIA & ADVERTISING

Local news stories are essential to informing and educating the public. The PARD media team provides ongoing media briefings and press releases with the project's background, process, goals and objectives, and information about how to get involved. Efforts to inform the media happen in advance of and during each of the planning summits and at project milestones. Minority media and alternative news sources, like El Mundo and the Villager, are included in the project's distribution of information and materials. To encourage participation in the Our Parks, Our Future online survey, PARD placed CapMetro bus ads, radio ads, and print ads, including a survey link through text number.

# PRINT MEDIA: FLYERS, POSTERS & POSTCARDS

Flyers, posters, and postcards are used to inform community members of the planning process, meetings, surveys, and other events. Not every resident has access to or uses social media and email regularly. Flyers and posters help to bridge the digital divide. Flyers were distributed before every community meeting in locations near the meeting site. Posters and signs were placed at meeting locations, in nearby locations, and in PARD facilities. All meeting flyers are produced in English and Spanish, and other languages are included based on population area. Project postcards are available at events throughout the planning process. Signage advertising the online survey was placed at all facilities and parks.



### THE FUTURE OF AUSTIN'S PARKS

The Austin Parks and Recreation Department (PARD) is embarking on a long-range planning effort to guide the development and growth of Austin's park system. PARD's Long Range Plan for Land, Facilities and Programs (LRP) is developed every 10 years and provides a blueprint to guide land acquisition, capital improvements and the development of programs and new amenities.

### TAKE PART IN OUR FUTURE

For more information and to get involved, visit [austintexas.gov/austinfutureparks](http://austintexas.gov/austinfutureparks).



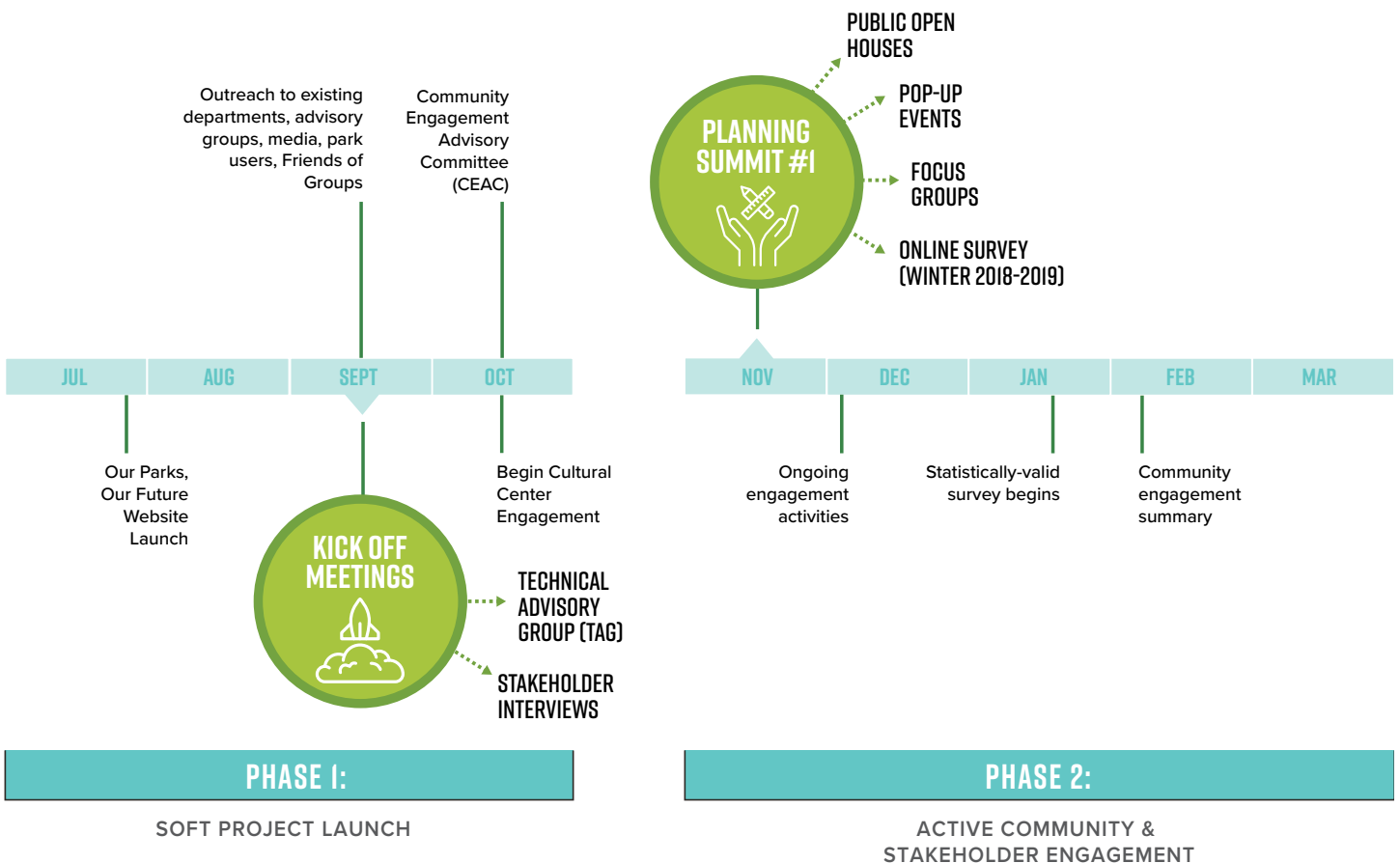
Promotional Banner, Sign, and Postcard.



# 4. PHASES & TYPES OF ENGAGEMENT

## SURVEYS

To ensure broad participation beyond those that can attend in-person meetings, several types of surveys are included: online citywide survey; a randomly selected statistically valid survey; and an audio survey of cultural center users. Information and results from all surveys will be shared with the community at large and used to inform the reporting of the Austin community needs and priorities for use in the plan development.



# MEETINGS

Planning Summits 1 and 2 each include five community meetings to ensure geographic and scheduling diversity and gather input and feedback. Planning Summit 3 will include one to two community meetings - draft plan conversations - to review the plan recommendations and actions. A minimum of 12 community meetings will be held throughout the process. The process also includes meetings with several key groups to help inform and guide the process throughout: Core Group (PARD), Technical Advisory Committee (TAG), and the Community Engagement Advisory Committee (CEAC), described in the following section.

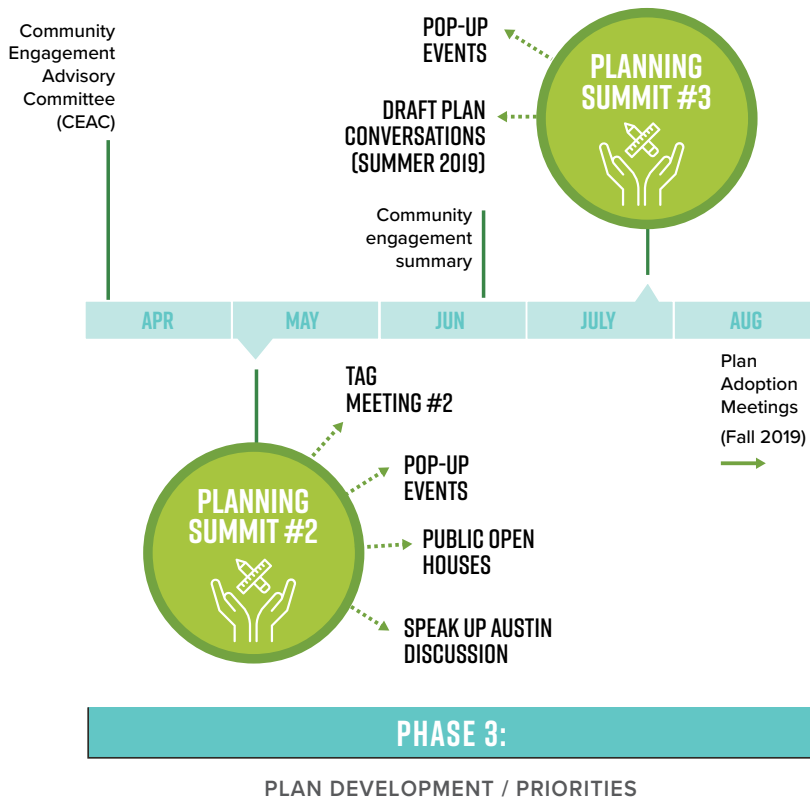
# POP-UP EVENTS

These quick engagement stations take advantage of existing events or highly trafficked locations (e.g., parks, grocery stores) to supplement the community meeting series and broaden the geographic and scheduling reach of public engagement. Pop-Ups are modeled after the community meetings and are intended to engage a broader audience and meet people where they already are.

# FOCUS GROUPS

As part of the outreach, the WRT team is conducting five focus groups to engage a demographically diverse group of people in guided discussions. The specific groups to be engaged will be based on input from PARD, the CEAC (at their first meeting in September), and other stakeholders as the process evolves.

In addition, the project team is conducting group interviews as part of each round of engagement. Groups include both city and non-city staff and have been organized around topic areas, e.g., maintenance and operations, community partnerships, recreation, programs, mobility and trails, and community health and wellness.



Engagement Phases Timeline.

# ADVISORY BODIES

## CORE TEAM

The LRP Core Team consists of PARD leadership and staff from across the department who are closely involved in the planning process and implementation of the LRP. The Core Team meets monthly to review materials and provide guidance and direction to the consultant team.

## COMMUNITY ENGAGEMENT ADVISORY COMMITTEE (CEAC)

The role of the Community Engagement Advisory Committee (CEAC) is to help guide the outreach, serve as ambassadors of Our Parks, Our Future planning process, identify strategies to engage hard to reach groups, and assist PARD in sharing information about the process and plan with the community. The CEAC met for the first time in October 2018 and assisted PARD with identifying outreach strategies, adding to the stakeholder database, and supporting the overall social media engagement. The CEAC will meet prior to Planning Summit 2 to review and provide feedback on meeting content, logistics, and engagement strategies..



Community Garden. Source: PARD.

# TECHNICAL ADVISORY GROUP (TAG)

The Technical Advisory Group (TAG) is a diverse group of representatives of various City departments including PARD divisions, Transportation, Public Works, Public Health, Watershed Protection, Real Estate Services, Planning and Zoning, Office of Sustainability, Office of Equity, among others. The TAG met for the first time as part of the project kickoff in September 2018 and will meet again as part of Planning Summit 2.



Technical advisory group (TAG) Kick-Off Discussions. Source: WRT.

# 5. SUMMARY OF ACTIVITIES TO DATE

The LRP Public Engagement Plan includes a more detailed description of all plan goals, anticipated outcomes, engagement and outreach activities. The following summary provides an overview of the events that have occurred to date, and will be updated as we move through the process.

1. KICK-OFF EVENTS & GETTING ORGANIZED
2. COMMUNITY MEETING SERIES #1
3. POP-UP SERIES #1
4. ONLINE COMMUNITY SURVEY
5. FOCUS GROUPS & INTERVIEWS
6. CULTURAL FACILITY AUDIO SURVEY
7. STATISTICALLY VALID SURVEY
8. COMMUNITY MEETING SERIES #2
9. POP-UP SERIES # 2
10. COMMUNITY MEETING SERIES #3
11. POP-UP SERIES #3

# KICK-OFF EVENTS & GETTING ORGANIZED

PHASE ONE

## PURPOSE & OVERVIEW

PARD and the consultant team, led by WRT, held a two-day series of meetings, interviews, and tours to officially kickoff the planning process, 9/20/18 and 9/21/18. The kickoff events included a group tour of park and recreation facilities, the first meeting of the Technical Advisory Group (TAG) with representatives from departments across the city, a public engagement strategy session, and a series of WRT-led interviews with PARD divisions and park partners. Stakeholders included PARD operations and maintenance staff, AISD and other schoolyard parks and partnerships, and partners including Austin Parks Foundation, Downtown Austin Alliance, GAVA, Stronger Austin, and Travis County.

## WHERE & WHEN

Park Tour and PARD Offices  
September 20-20, 2018



Kick-Off Park Tour. Source: WRT.



Park Tour Highlights. Source: WRT.

# COMMUNITY MEETING SERIES #1

PHASE ONE

189  
PARTICIPANTS

## PURPOSE & OVERVIEW

This series of five open houses focused on the question “what do our parks mean to you?” and consisted of stations manned by the consultant team and local stakeholders that described the existing parks and recreation resources in the city, explained the planning process and the LRP’s importance, and solicited feedback on:

- Current strengths, deficiencies, opportunities, and challenges
- Facility and program priorities
- Budget priorities and trade-offs (e.g., “money game”)
- Park and recreation future vision

## WHERE & WHEN

### **George Washington Carver Museum**

1165 Angelina Street  
November 8, 2018, 6pm-8pm

### **Northwest Recreation Center**

2913 Northland Drive  
November 10, 2018, 11am-1pm

### **Gustavo “Gus” L. Garcia Recreation Center**

1201 E Rundberg Lane  
November 10, 2018,, 3pm-5pm

### **Dittmar Recreation Center**

1009 W Dittmar Road  
November 13, 2018, 6pm-8pm

### **Fiesta Gardens Building**

2101 Jesse E. Segovia Street  
November 14, 2018, 6pm-8pm



Community Meeting at George Washington Carver Museum. Source: WRT.

# WHAT WE HEARD

Summary of top responses (for all participants, not individual meeting locations):

## Favorite Parks:

- Zilker Metropolitan Park
- Metz Neighborhood Park
- Roy Guerezo Colorado River Park
- Barton Creek Greenbelt
- Circle C Metropolitan Park
- Gustavo “Gus” L. Garcia Recreation Center

## What You Love About Austin Parks/

### What Austin Parks Do Well:

- Trails, variety in trails
- Nature
- Maintenance of facilities, parks and vegetation - always clean.
- Sports programming (Basketball, volleyball, swimming, Disc Golf)
- Spread throughout the city
- Disc golf and multi-use courts
- Programs/Activities offered, Accessible events

## Facility Types That Are Most Important to You:

- Nature Trails
- Pools & Water Features
- Natural Areas/Preserves
- Community Gardens
- Cultural/Historic Art Center

## Programs Most Important to You:

- Outdoor Recreation
- Aquatics
- Stewardship Services (Adopt-a-Park/Trail)
- Arts & Culture
- Health & Fitness
- Senior Programs & Services

## How Far You Are Willing to Travel to Parks (on average):

- Walk/Run: 15 minutes
- Biking: 20 minutes
- Personal Car: 30 minutes
- Transit: 30 minutes
- Taxi/Ride Share: 15 minutes

## What Would Encourage You to Walk or Bike to Parks:

- More connected trails/bike lanes off streets
- Local or within 1 mile
- Improved neighborhood sidewalks and crosswalks
- Disc Golf (Closer access to disc golf courses, Put 9-hole disc golf courses at small parks)

## How Austin Parks Can Improve:

### OVERALL

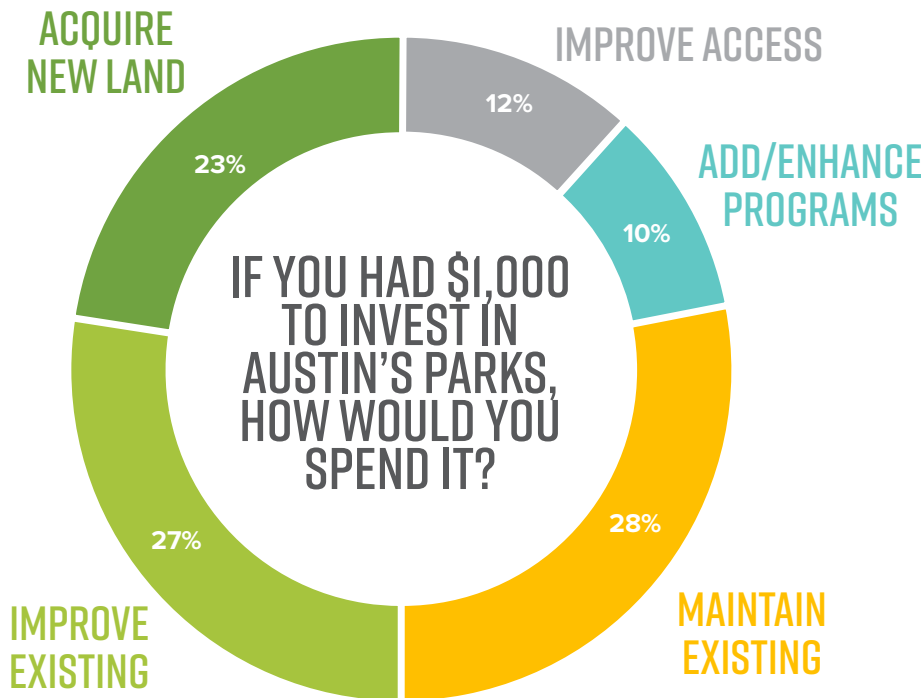
- Better, More Consistent Year-round Maintenance & Repair Programs for buildings, vegetation and infrastructure
- Disc Golf Improvements (More courses, Add safer crossings)
- Expanding Programming (More water stations/pads, dog parks, utilities for large events, educational classes)
- Promotion/Outreach/Education
- Trail/Path Improvements & Purpose/Mode Separations (ADA accessibility/paths, better access into parks)

### FACILITIES

- Disc Golf (More and improved courses, disc golf tournament)
- Trail Improvements (add separate bike/hike trails, repair throughout city, better signage)
- Maintenance (on invasive species, repair infrastructure, bathrooms)
- More Neighborhood Parks

### PROGRAMS

- Athletic/Sports Facilities (Multi-use/Bike polo courts, tennis courts)
- Programming for Special Populations (Youth Sports programs, fitness classes/section for women)
- Streamline the process for arranging events in Austin Parks



Community Meeting Series #1 Money Game Results.







# POP-UP SERIES #1

140+  
SURVEYS  
COMPLETED

12  
LOCAL EVENTS  
ATTENDED

PHASE ONE

## PURPOSE & OVERVIEW

PARD staff and consultant team member Adisa Communications, led pop-ups as a part of existing events or highly trafficked locations (e.g., libraries, farmers markets). These pop-ups took place in December of 2018 and January of 2019 and were designed to not only share information about the PARD Long Range Plan, but also to promote and extend the impact of the Community Series #1 by engaging residents and stakeholders outside of the meeting setting and encouraging more continuous, ongoing participation in the planning effort between meetings.

At the pop-ups, community members were greeted and provided with a fact sheet and one-page handout as well as PARD giveaways and additional Long Range Plan materials. Paper surveys and a tablet/computer were available to collect input for those interested. The money game board used as part of the first meeting series also proved an effective and concise way to gather input. Participants either completed the survey on site or were asked to complete the survey at a more convenient time.



LBJ Wildflower Center Pop-Up with Money Game. Source: WRT.

## WHERE & WHEN

### **Walter E. Long Master Plan Meeting #4**

Decker Middle School  
8104 Decker Lane  
December 4, 2018, 6pm – 8pm  
Est. Attendance: 70

### **Jingle Booze (The Thinkery)\***

1830 Simond Avenue  
December 6, 2018, 7pm – 10pm  
Est. Attendance: 600

### **Asian American Resource Center Master Plan Meeting #1**

8401 Cameron Road  
December 11, 2018, 6pm – 8pm  
Est. Attendance: 50

\* Indicates Adisa Communications attended; all others staffed by PARD

**Movies in the Park**  
 Zilker Park  
 December 13, 2018, 6pm – 8pm  
 Est. Attendance: 200

**SFC Farmers Market at Sunset Valley\***  
 3200 Jones Road  
 December 15, 2018, 9am – 1pm  
 Est. Attendance: 100

**MT Supermarket**  
 10901 N Lamar Boulevard G  
 January 5, 2019, 10am – 2pm  
 Est. Attendance: 100

**YMCA Mobile Market**  
 YMCA of East Austin Branch  
 5315 Ed Bluestein Boulevard  
 January 10, 2019, 4pm – 7pm  
 Est. Attendance: 100

**TownLake YMCA**  
 1100 W Cesar Chavez Street  
 January 19, 2019, 10am – 1pm  
 Est. Attendance: 150

**Howson Branch Library\***  
 2500 Exposition Boulevard  
 January 12, 2019, 11am – 1pm  
 Est. Attendance: 10

**Spicewood Springs Branch Library\***  
 8637 Spicewood Springs Road  
 January 12, 2019, 2pm – 4:45pm  
 Est. Attendance: 12

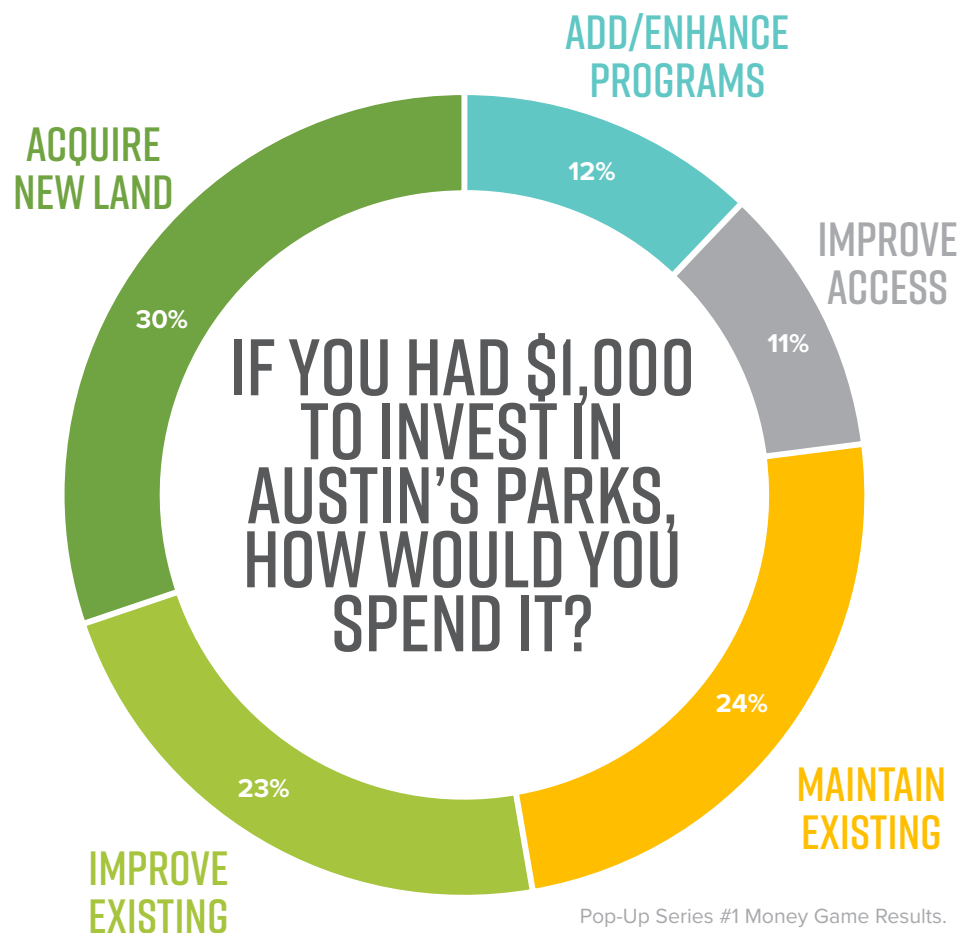
**MLK Community Festival**  
 MLK Statue at The University of Texas at Austin  
 Speedway & Inner Campus Drive  
 January 21, 2019, 9am – 2pm  
 Est. Attendance: 300

**Lady Bird Johnson Wildflower\* Center**  
 4801 La Crosse Avenue  
 DATE, Time  
 Est. Attendance: 68



Residents completing PARD Community Surveys at MLK Community Festival Pop-Up. Source: PARD.

## WHAT WE HEARD



# ONLINE COMMUNITY SURVEY

4,400+ PARTICIPANTS

9,000+ COMMENTS RECEIVED

PHASE ONE

This plan used two different types of surveys to achieve different but related goals. The first, the Online Community Survey, was designed as an explorative tool for more open-ended feedback that could shape the themes and focus of the plan, while the second, the Statistically Valid Survey, was designed as a more precise tool to prioritize investment and ensure results were representative of resident needs and desires at multiple geographic scales.

The online LRP survey opened following the first round of community meetings and provided an additional forum for participation. PARD advertised the survey through pop-up events, flyers, email blasts and social media, signage, and ads on Capital Metro buses and media/radio. The survey was designed to help the consultant team understand the current interests and needs of the community related to parks and recreational facilities, and included questions related to frequency of park use, how a person gets to or would like to get to their parks, and the types of programs and amenities they would like to see in future parks. The survey allowed for open ended comments, was provided in multiple languages, and received almost 9,000 comments.

## HOW WE GOT THE WORD OUT



**WEB**  
Social media, e-blasts, Texts



**PRINT**  
Flyers, lawn signs



**MEDIA**  
Cap metro & media/ radio ads

## WHO TOOK THE SURVEY



**FAMILY SIZE**  
42% live in a 2-person household



**AGE**  
46% are 35-54 years old

**TENURE**  
29% have lived in Austin for 30+ years

28% have lived in Austin for less than 10 years



# GENERAL PARK USE & VALUE

**49%**  
VISIT PARKS  
WEEKLY

**21%**  
VISIT PARKS  
MONTHLY

**16%**  
VISIT PARKS  
DAILY

## WHAT DO YOU VALUE?

- #1 (NATURAL) BEAUTY
- #2 PLACES TO CONNECT TO NATURE
- #3 CLEANLINESS
- #4 Easy to get to
- #5 Safety
- #6 Places to exercise or be active
- #7 Quiet places and places to relax

## WHAT KEEPS YOU FROM USING PARKS?

- #1 CRIME OR SAFETY CONCERNS
- #2 NO PARKS OR FACILITIES CLOSE TO HOME
- #3 PARKS APPEAR DEGRADED, IN POOR CONDITION
- #4 Inadequate parking
- #5 Presence of people experiencing homelessness
- #6 Lack of lighting
- #7 Parks & facilities do not appear clean
- #8 Lack of awareness of what programs are offered
- #9 Operating hours / length of season too short

## WHAT PROGRAMS WOULD KEEP YOU AT A PARK MORE?

**38%** ARTS & CULTURE

**12%** FITNESS & SPORTS

**24%** GROUP GATHERINGS

**12%** NATURE PROGRAMS

## WHAT PARKS DO YOU VISIT OUTSIDE OF AUSTIN?

**28%** VISIT TRAVIS COUNTY PARKS  
**17%** VISIT LCRA PARKS

## DESIRES FOR THE NEXT 10 YEARS...

### AMENITIES

1. Nature trails for hiking and walking
2. Natural areas & preserves
3. Multi-purpose trails (walking, running, hiking, mountain biking)

### FACILITIES

1. Nature centers
2. Multi-generational community recreation centers
3. Community centers for recreation, art & culture

### PROGRAMS

1. Aquatic
2. Gardening
3. Group Exercise

### YOUTH PROGRAMS

1. Summer camps (nature-based)
2. Youth environmental education
3. Summer camps (adventure)

## MOST FREQUENTLY VISITED PARKS

### NEIGHBORHOOD/SCHOOL/POCKET PARK 1,906 Respondents

A.B. DITTMAR PARK



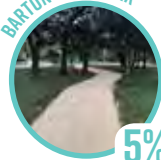
6%

BRENTWOOD PARK



5%

BARTON HILLS PARK



5%

### DISTRICT/METROPOLITAN PARK 2,098 Respondents

ZILKER PARK



21%

WALNUT CREEK PARK



10%

BUTLER HIKE/BIKE TRAIL @ LADY BIRD LAKE



10%

### GREENBELT / GREENWAY 1,762 Respondents

BARTON CREEK



45%

SHOAL CREEK



10%

BULL CREEK



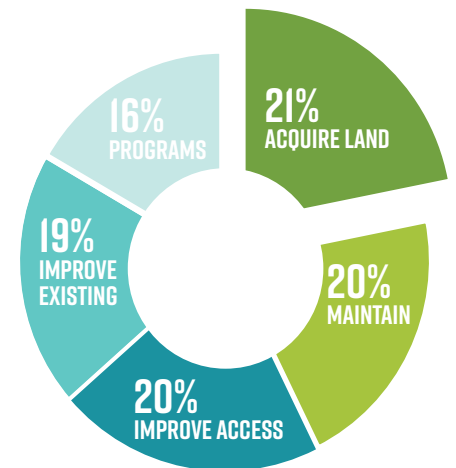
9%

WALNUT CREEK



9%

## INVESTMENT PRIORITIES



# FOCUS GROUPS & INTERVIEWS

PHASE ONE

## PURPOSE & OVERVIEW

As part of the insight gathering process, the GO collaborative team conducted a series of five focus groups and interviews in March through June 2019 to gather a deeper understanding about some key issues that the Parks and Recreation Department knows will be of community-wide interest in the future. The subjects for these engagements include: Parks Usage for Seniors, Dog Parks, Untapped Minority Youth Engagement, and Accessibility. Focus groups were held for each topic at different park facility locations. For the senior audiences additional interviews are being held with seniors who do not currently access the city's senior centers and other park amenities in order to more fully understand how the city can better serve that particular audience of users.

Specific individuals were initially recommended by PARD staff members and were contacted on an individual basis by email. When appropriate, supporting organizations or advocacy groups also helped with specific recommendations, and with delivering announcements about any upcoming focus groups through their social media channels.

Once individuals were confirmed, the groups (ranging from six-seven per group) gathered for a ninety-minute conversation where participants introduced themselves and worked through a series of questions that looked to identify the central opportunities and barriers around the central topic.

## WHERE & WHEN

**Dog Park Advocates**  
**Austin Recreation Center**  
March 6, 2019 / Attendees: 7

**Active Seniors**  
**Lamar Senior Center**  
March 7, 2019 / Attendees: 6

**Accessibility Advocates**  
**Austin Recreation Center**  
March 7, 2019 / Attendees: 7

**Untapped Youth Advocacy Organizations**  
**Montopolis Recreation Center**  
March 26, 2019

**Senior (Non-Park Users)**  
Multiple Dates

**School for the Blind & School for the Deaf**  
May 23, 2019 / Attendees: 8  
June 7, 2019 / Attendees: 4

# WHAT WE HEARD

Summary of top themes from the focus group discussions include:

## **Dog Park Advocates:**

- Appreciation of growth in understanding around dog parks in last decade
- Need to continue to upgrade and maintain facilities over time (e.g., safety of dogs and owners through: double entry gates, water features, cooling zones)
- Group interest in a dog sports center (amenity that could require user fees)
- Support for and focus on important role of signage / communication around dog safety (e.g., body language, when is it safe to approach a dog)
- Consider offering classes at the dog parks themselves (or other locations) to help with the many needed dimensions of community education – from “How to be a Good Dog Owner”, to “How to be with Dogs in Public” - similar to how community education offerings are at libraries and recreation centers.

## **Active Seniors:**

- Appreciation and recognition of the wealth of assets-- trails, parks, and programming
- Need to keep increasing accessibility to parks by public transit and keep parks accessible with wheelchair accessible trails
- Potential to add multi-generational spaces to increase interaction between different age groups and foster

connections

- Consider adding more enhanced facilities, such as more shaded rest spots, more restrooms, and segregated speeds on active trails

## **Non-active seniors**

- Similar needs to that of active seniors, but to a greater extent
- While enhanced facilities may not be a necessity for active seniors, those same enhanced facilities (shaded rest spots, restrooms, etc.) determines whether parks accessible for non-active seniors

## **Accessibility Advocates:**

- PARD should consider accessibility by first asking questions such as “What is the experience when people of disabilities get to parks,” “How will they need to plan ahead,” and “is wayfinding possible for people of all abilities”
- Group recognition that the “door-to-door” experience and universal design (design that considers use and experience of users of all abilities) is a critical aspect to make parks welcoming for all, anywhere from trail navigation to bathroom access to inclusive wayfinding
- Interest in using tech to solve some accessibility issues (e.g. audio systems for the blind)
- General enthusiasm for more sensory playscapes and pocket parks, which can increase spatial equity

## **Untapped Youth Advocacy**

### **Organizations:**

- Need to improve facilities to address core concern of accessibility in every dimension,

whether mobility infrastructure or cultural accessibility; this may include “in between” spaces, safe spaces, nursing rooms, and physically accessible spaces

- Focus on specific routes taken by youth to address park accessibility/connectivity and explore combining with safe-routes-to-school efforts
- Desire for better communication and administrative processes to increase sense of accessibility, such as bi-lingual signage, hiring staff from adjacent neighborhoods, more communication about what is available in all parks, improved process for groups trying to reserve PARD spaces

## **School for the Blind and School for the Deaf:**

- Essential to recognize universal design as a critical element for an equitable and inclusive parks system
- Primary need for both groups is to hire an accessibility-design specialist to create a series of design guidelines
- Specific recommendations for the blind & deaf communities include more accessible wayfinding, amenities, and general urban design (e.g. tactile map, auditory locators like windchimes, visual aids, captioning at park events, sensory playscapes, and designated spots for MetroAccess)



# CULTURAL FACILITY AUDIO SURVEY

88  
PARTICIPANTS

PHASE ONE

## PURPOSE & OVERVIEW

Consultant team-member, GO collaborative conducted an arts-based engagement activity intended to bring a deeper understanding of the role PARD Cultural facilities play in the lives of their users. The team interviewed Austin residents at eight city cultural facility sites, and results from the conversations will inform the development of the LRP. A local Austin-based sound is creating an “audio compendium” as a sampling of comments to be available to the larger project for education and promotional purposes.

The survey results and audio clips are being processed and this section will be updated as they are completed.

## WHERE

**Asian American Resource Center**  
October 6, 2018 / Interviews: 15

**Elisabet Ney Museum**  
October 28, 2018 / Interviews: 14

**George Washington Carver  
Museum and Cultural Center**  
November 3, 2018 / Interviews: 6

**Dougherty Arts Center**  
November 14, 2018 / Interviews: 7  
March 4, 2019 / Interviews: 11

**Old Bakery and Emporium**  
March 6, 2019 / Interviews: 6

**Brush Square Museums**  
March 31, 2019 / Interviews: 5

**Emma S. Barrientos - Mexican  
American Cultural Center**  
March 31, 2019 / Interviews: 14

**Zilker Hillside Theater**  
May 19, 2019 / Interviews: 10



George Washington Carver Museum and Cultural Center, Source: PARD.

# WHAT WE HEARD

Summary of top themes from the cultural facility survey include:

## **Asian American Resource Center (AARC)**

- Participants see the AARC as an important place to remember and celebrate heritage and to cultivate community among Asians and non-Asians
- Recognition that elders play an important role and need to provide these spaces for them to socialize, learn, and stay active
- Consider expanding the language program (ESL classes) and offering other language classes

## **Elisabet Ney Museum**

- Overall appreciation for the affordable and diverse (and sometimes niche) programming
- Amenities of Shipe Park and the museum's open space allows it to become a neighborhood gathering space
- Interviewees highlight the museum's importance as a beacon to Texas women, art, and history and the need to keep celebrating that
- While interviewees generally felt the museum did not need to change, small improvements could include distinguishing museum space versus park space, holding events/discussion around the confederate sculptures, and explore potential renovation

## **George Washington Carver Museum and Cultural Center**

- Like the AARC, the Carver is an important anchor and community gathering space for the active African American community and their events/programs
- Could add a community garden for health/education purposes as well as more advertising for the rich programming and events to draw more attendance

## **Dougherty Arts Center**

- Participants value the arts center, which provides community members with a variety of spaces to engage creatively with their own work as well as with each other
- Participants also praise the affordability and accessibility at the Dougherty
- Potential improvements include facility renovations, longer hours, and even exploring offshoots of the Dougherty throughout the city

## **Old Bakery and Emporium**

- The Old Bakery and its senior program serve as a community for creative seniors, while allowing them to engage with visitors
- No significant improvements were suggested, except for more resources

## **Brush Square Museums**

- Need to preserve and expand knowledge of Texas's history through the Brush Square Museums (similar to the Elisabet Ney Museum)
- Appreciation for the presence of these museums in the heart of downtown
- Potential for more youth engagement and education

## **Emma S. Barrientos- Mexican American Cultural Center (MACC)**

- MACC viewed by participants as one of the only spaces that recognizes, celebrates, and represents Mexican American, Latino, Spanish-speaking cultures. It is also seen as a welcoming place for families
- Participants recognize that many of the community members MACC is trying to serve are being pushed out and there is a need to continue building out the original master plan and keep supporting the Mexican American community
- Could increase more parking and public transit accessibility, as well as more programming (e.g. outdoor sculpture garden, weekday evening programming, more advertising, academic lectures)

## **Zilker Hillside Theater**

- Zilker Hillside Theater is a community anchor where people come regularly, especially during the summer to enjoy culture in a park
- Need to preserve it as it is to ensure future success

# STATISTICALLY VALID SURVEY

925 PARTICIPANTS

PHASE ONE & TWO

## PURPOSE & OVERVIEW

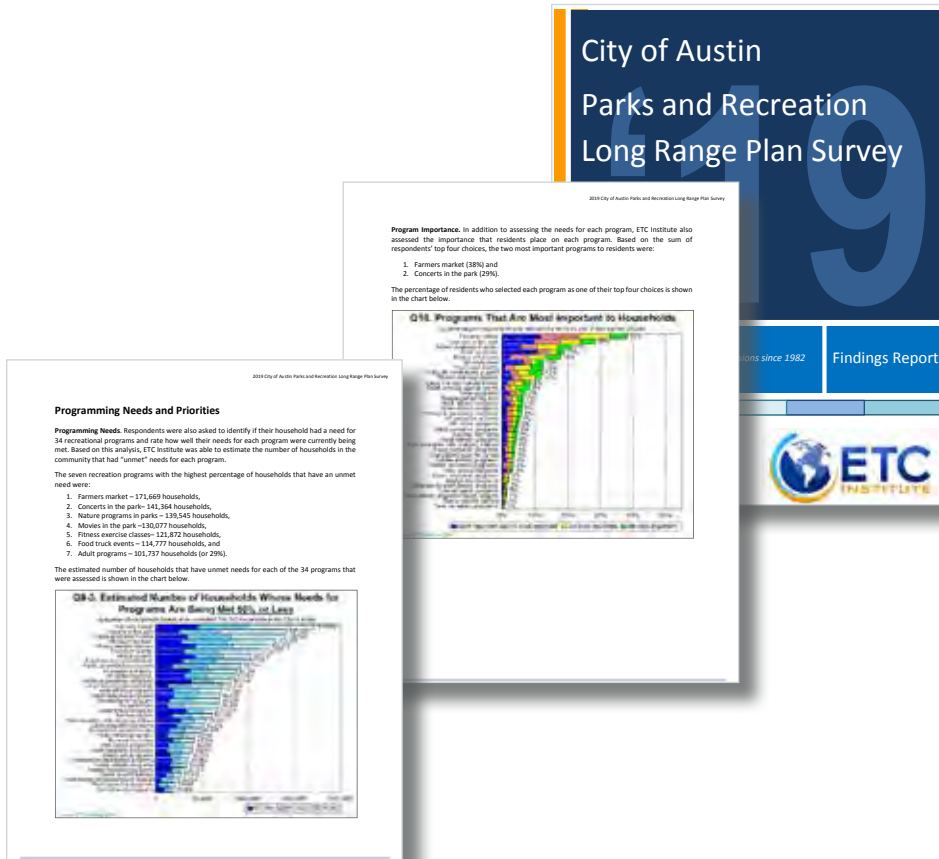
This survey was administered by ETC Institute via telephone, mail, and internet and was translated as needed in order to capture with a degree of certainty the needs and priorities of all residents in the city—not just those who choose to participate in other forms of engagement. This survey was designed to validate and complement other engagement through the use of more in-depth questions. The statistically valid survey continued until it had achieved a 95% confidence interval for all results at the citywide and combined planning area level. A total of 925 residents completed the survey. The overall results for the sample of 925 households have a precision of at least +/- 3.22 at the 95% level of confidence.

## WHEN

January 2019 - March 2019

## METHOD

ETC Institute mailed a survey packet to a random sample of households in the City of Austin. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at [www.AustinPARDSurvey.org](http://www.AustinPARDSurvey.org). Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the City of Austin from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.



# RESULTS

## Facility/Amenity Use, Ratings and Priorities

- 90% of households visited a PARD park or facility during the past year.
- 83% of households who visited a park or facility indicated that the condition of the parks/facilities they visited was either “excellent” or “good”

The four recreation amenities with the highest percentage of households that have an unmet need were:

1. Open spaces/nature parks preserve
2. Multi-purpose and nature trails
3. Community garden
4. Off-leash dog areas/parks

The two most important amenities to residents were multi-purpose and nature trails (57%) and open spaces/nature parks/preserves (42%).

## Program Use, Ratings and Priorities

- 17% of households participated in a program offered by PARD during the past year.
- 90% of respondents who participated rated the programs their household participated in as either “excellent” or “good”

The seven recreation programs with the highest percentage of households that have an unmet need were:

1. Farmers market
2. Concerts in the park
3. Nature programs in parks
4. Movies in the park
5. Fitness exercise classes
6. Food truck events
7. Adult programs

The two most important programs to residents were farmers markets (38%) and concerts in the park (29%).

## Information Sources

Seventy-three percent (73%) of respondents indicated that word of mouth is the way they learn about City of Austin programs, activities, and events. Only 29% of respondents indicated they used the City of Austin website and another 29% indicated they use newspapers. However, respondents indicated that Email (28%) or the PARD website (18%) are the most preferred information sources for programs, activities, and events.

## Barriers to Usage and Participation

The biggest barriers to usage and participation were:

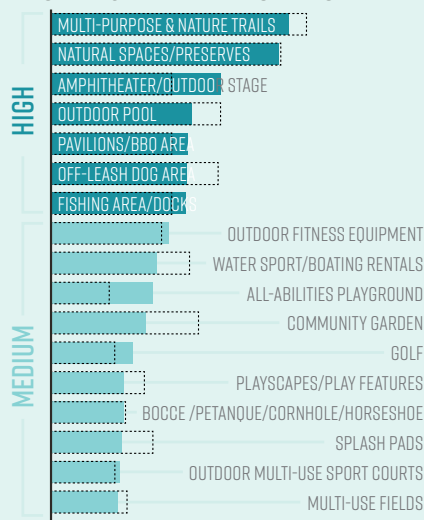
1. a lack of awareness of what programs are offered (69%)
2. inadequate parking at parks and facilities (61%)
3. the presence of people experiencing homelessness (54%)

# EXAMPLE: PRIORITY NEEDS FOR SOUTHEAST

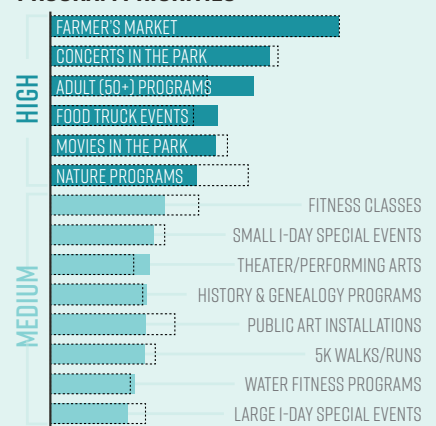
The **Priority Investment Rating (PIR) System** was developed by ETC Institute as an objective tool to evaluate the priority that should be placed on investments. The PIR equally weights the importance residents place on something and how many residents have unmet needs for that thing.

Using the PIR system for the statistically valid survey of residents of the Southeast Combined Planning Area, the following priorities emerged in this ranked order (compared against the citywide prioritization of the same elements, depicted in the black dashed outline).

## FACILITY & AMENITY PRIORITIES



## PROGRAM PRIORITIES



# COMMUNITY MEETING SERIES #2

PHASE TWO

136+  
PARTICIPANTS

## PURPOSE & OVERVIEW

This series of five open houses in five council districts included results of the first round of community engagement, in addition to groupings of stations or themes discussing: current stats about the park system and benchmarking comparisons; growth and development trends; facility and amenities within the city's park system; and a look at how trends and conditions are dispersed geographically.

The associated pop-ups took place in May and June of 2019 and were designed to expand the reach of the community meetings. Additionally, a virtual version of the meeting took place after the conclusion of the in-person meeting series. The virtual meeting allowed people to view the meeting boards and presentation, and provide comments through Speak up Austin through June 10.

## WHERE & WHEN

### South Austin Senior Activity Center

3911 Manchaca Road  
May 2, 2019, 6pm - 8pm

### Anderson Mill Limited District Community Center

11500 El Salido Parkway  
May 3, 2019, 6:30pm - 8:30pm

### Circle C Community Center

7817 La Crosse Avenue  
May 4, 2019, 10am - 12pm

### IBPS Buddhist Temple/FGS Xiang Yun Temple

6720 N Capital of Texas Highway  
May 4, 2019, 2pm - 4pm

### Austin Recreation Center

1301 Shoal Creek Boulevard  
May 4, 2019, 6pm - 8pm

NOTE : flash floods at night on Friday, May 3rd had a negative impact on attendance for this community meeting series.



Community Meeting Series #2 at Anderson Mill, Source: WRT

# WHAT WE HEARD

## THEMES FEEDBACK

Participants were able to provide feedback and vote on the ten major themes that emerged from previous community engagement events and completed surveys. Those ten themes are: natural experiences, unstructured spaces, green infrastructure, linear parks & trails, proximity & access, urban spaces, parks & arts/culture, educational opportunities, inclusivity, and cleanliness & safety. In general, there was consensus across all sub-areas on what people wanted to see in the future. The top five long-range themes that participants agreed on are:

### 1. Cleanliness & Safety

People are concerned that parks are not being adequately taken care of. This includes issues around lighting, shade, maintenance, recycling, bathrooms, off-leash dog areas and dog waste disposal. Related to this, people also expressed concern about the issue of homelessness on many dimensions – safety, park cleanliness, humanitarian - and saw an opportunity to work with homeless population to improve park cleanliness & safety.

### 2. Linear Parks & Trails

People are more interested in parks that allow them to move (walk/run/bike) as opposed to staying in one place. There is an interest in nature and multipurpose trails within PARD parks as well as connectivity between parks along urban trails.

### 3. Inclusivity

People express a desire for parks and programming to be more inclusive. This includes more publicity about activities, providing free parking, reducing fees that prevent low-income residents from participating, and increasing multi-generational programs and spaces.

### 4. Natural Experiences

People express a desire for parks that feel more natural. This includes undeveloped, wild natural spaces, rustic finishes instead of paved areas and more native plants.

### 5. Unstructured Spaces

In general, people care less about spaces for specific programming, opting for more multi-use spaces. This includes preserving green, “natural” and “open” spaces.



Community Meeting Series #2 at Fo Guang Shan Xiang Yun Temple, Source: WRT

# WHAT WE HEARD (CONTINUED...)

## WHAT IS MOST IMPORTANT TO YOU?

Participants were asked what was most important to them, and responses varied from more recycling to increased parking to additional resources for disc golf. There was a general interest in increasing summer camp opportunities and striking a balance between active recreation/programming and preserving parks as natural areas. However, participants raised concerns on equity and affordable housing as parkland and amenities increase. Some comments include:

- “More budgeting towards cleaning up trash on greenbelts”
- “Park programming for kids + adults with disabilities”
- “A functional multi-purpose court (fenced in, nice surface) for multiple sports to practice, hold tournaments, and engage in weekly pick-up games”
- “Natural play and learning environments are important for early childhood development. Seeing money go towards installation of natural play sites is good for all of us”



PARD Partner Tables at Community Meeting Series #2 at South Austin Senior Center, Source: WRT

# IDENTIFYING LOCAL NEEDS

Participants were also shown the six geographic sub-areas that divide Austin for the purposes of the LRP: North, East, Southeast, Southwest, West, and Central. These sub-areas are intended to approximate the way residents and visitors might make use of the local park system-- what facilities and amenities are accessible to them and how they relate to one another.

There were opportunities to give feedback on four different topics within each sub-area:

### 1. Improving Connections/Access

This asked where access and connections to existing parks could be improved.

### 2. Investing in Existing Parks

Participants were asked where investments in improvements/maintenance to existing parks should be made.

### 3. Creating New Parks

Where participants would like to see new parks located.

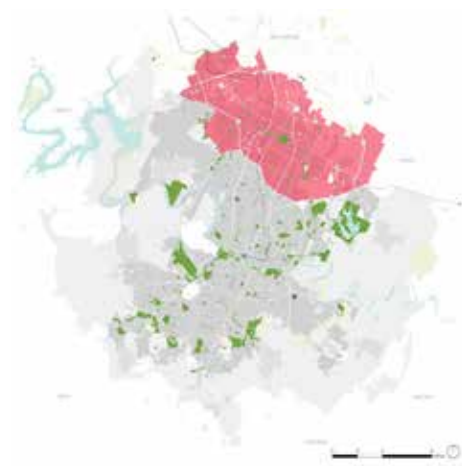
### 4. Facility Type High Priority Needs

This question was specific to each sub-area and reflective of previous feedback. Priority needs were identified, such as trails, natural spaces, and outdoor pools, and participants were then asked where these facilities should be located in their area.

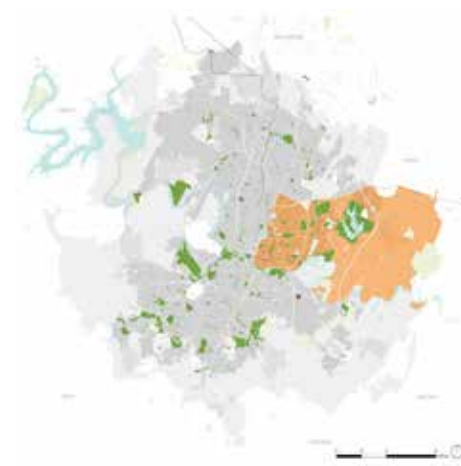
**CENTRAL**



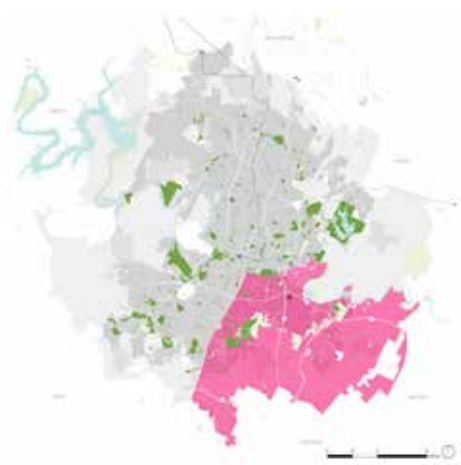
**NORTH**



**EAST**



**SOUTHEAST**



**SOUTHWEST**



**WEST**





# POP-UP SERIES #2

52  
COMMENTS  
SUBMITTED

157  
POP-UP VISITORS  
ENGAGED

PHASE TWO

## PURPOSE & OVERVIEW

PARD staff and consultant team member Adisa Communications, led pop-ups as a part of existing events or highly trafficked locations (e.g., libraries, farmers markets). These pop-ups took place in May and June of 2019 and were designed to not only share information about the PARD Long Range Plan, but also to promote and extend the impact of the Community Meeting Series #2 by engaging residents and stakeholders outside of the meeting setting and encouraging more continuous, ongoing participation in the planning effort between meetings.

At the pop-ups, community members were greeted and provided with a fact sheet and one-page handout as well as PARD giveaways and additional Long Range Plan materials. Several Community Meeting #2 boards were available for information and input gathering: a summary of the community survey results, the community engagement theme dot-voting board, and the combined planning area input board for the area in which the pop-up was taking place.



ACC Highland Pop-Up

## WHERE & WHEN

### ACC Highland\*

6101 ACC Highland Campus Drive  
May 9, 2019, 11am – 12pm  
Visitors Engaged: 22

### Southeast Branch Library\*

5803 Nuckols Crossing Road  
May 11, 2019, 2pm - 4pm  
Visitors Engaged: 7

### Ruiz Branch Library\*

1600 Grove Boulevard  
May 16, 2019, 5pm - 7pm  
Visitors Engaged: 7

### YMCA East Communities\*

5315 Ed Bluestein Boulevard  
May 18, 2019, 12pm - 3pm  
Visitors Engaged: 12

### Cap Metro Health & Wellness Fair

2910 E 5th Street  
June 5, 2019, 11am - 2pm  
Visitors Engaged: 30

### St. Elmo Brewing Company\*

440 E St Elmo Road G-2  
June 6, 2019, 7pm - 10pm  
Visitors Engaged: 13

### North Village Branch Library\*

2505 Steck Avenue  
June 7, 2019, 4pm - 6pm  
Visitors Engaged: 6

\* Indicates Adisa Communications attended; all others staffed by PARD



St. Elmo Brewing Company Pop-Up

**John Trevino Master Plan**

John Trevino Jr. Metro Park

June 8, 2019, 10am - 12pm

Visitors Engaged: 60

**District 7 Town Hall**

Northwest Rec Center

June 11, 2019, 6:30pm - 8pm

Visitors Engaged: to be added



Ruiz Branch Library Pop-Up



YMCA East Communities Pop-Up



St. Elmo Brewing Company Pop-Up

# COMMUNITY MEETING SERIES #3

PHASE THREE

## PURPOSE & OVERVIEW

This final set of two community meetings had a hybrid format: a brief introductory presentation providing an overview of the planning process and recommendations to get participants oriented, and then an informal open house where participants were encouraged to review boards describing citywide and planning area recommendations, ask questions and provide feedback on the recommendations.

These meetings were designed to:

- Share results of the needs assessments and community input to date
- Inform the public and project stakeholders of the Draft Plan recommendations in a setting that encouraged informal discussion and clarifying questions
- Get feedback on priorities for different areas of the city
- Kick off the public review process for the Draft Plan
- Share information on how to get involved and next steps

After the meetings were complete, the draft plan was made available online for public review through September 9, 2019. Pop-ups at locations across the city were also held to get direct feedback from the community during the comment period.

## WHERE & WHEN

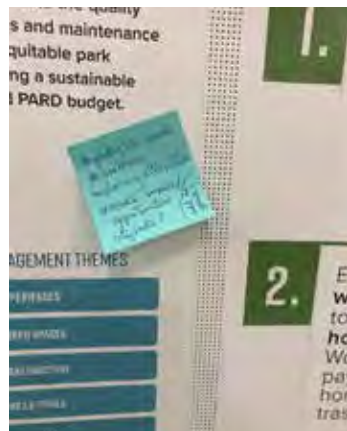
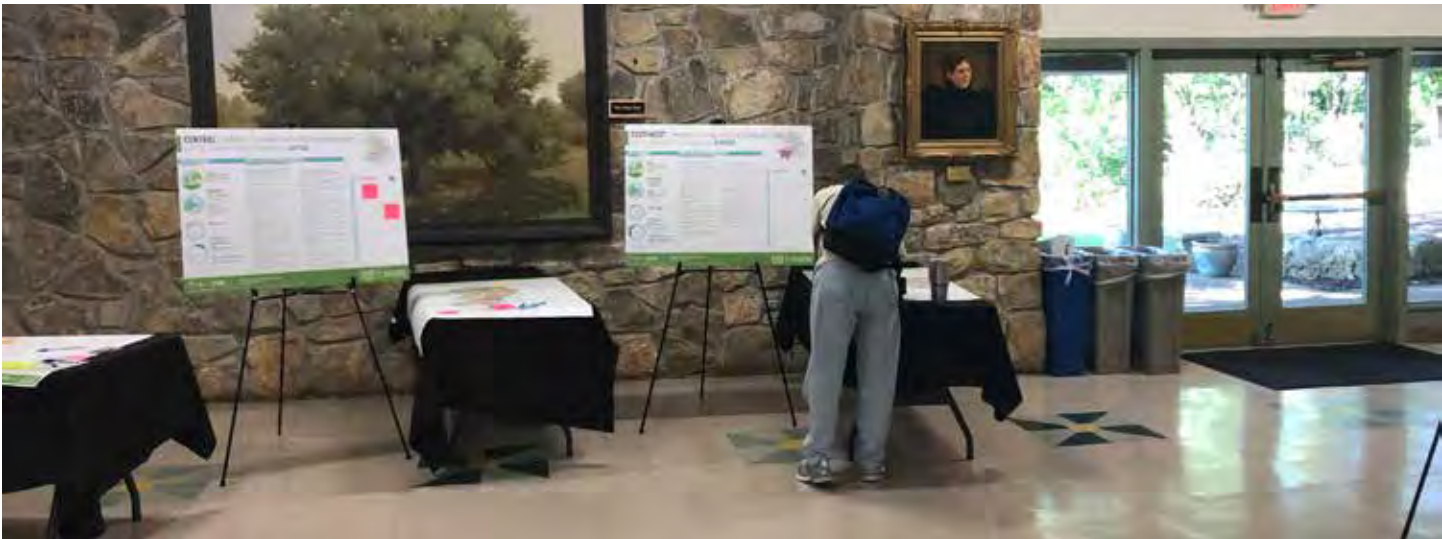
### **Millennium Youth Entertainment Complex**

1156 Hargrave St  
July 25, 2019, 4pm - 8pm

### **Zilker Botanical Garden**

2220 Barton Springs Rd  
July 27, 2019, 9am - 1pm





# POP-UP SERIES #3

11  
EVENTS  
ATTENDED

248

POP-UP VISITORS  
ENGAGED

PHASE THREE

## PURPOSE & OVERVIEW

PARD staff and consultant team member Adisa Communications led draft plan review pop-ups as a part of existing events or highly trafficked locations (e.g., libraries, farmers markets) throughout August and September of 2019. These pop-ups were designed to share the Draft Plan Recommendations, answer questions, stimulate conversation and promote the opportunity to give detailed feedback online before the comment period ended on September 9th of 2019. The Community Meeting #3 boards were available at the pop-ups for information and to collect feedback.

## WHERE & WHEN

**Back to School Bash @ Turner-Roberts Recreation Center**  
7201 Colony Loop Drive  
August 2, 2019, 5:30pm – 7:30pm  
Visitors Engaged: 50

**Austin ISD Back to School Bash @ Palmer Events Center\***  
900 Barton Springs Road  
August 3, 2019, 8am - 12pm  
Visitors Engaged: 32

**Jewish Community Center Splash Day Back to School Pool Party\***  
7300 Hart Lane  
August 4, 2019, 11am - 1pm  
Visitors Engaged: 5

**Burnet Middle School\***  
8401 Hathaway Drive  
August 7, 2019, 12:30pm - 2pm  
Visitors Engaged: 13

**Circle C Community Center**  
7817 La Crosse Avenue  
August 7, 2019, 6pm - 7:30pm  
Visitors Engaged: 25

**Dove Springs Advisory Board Backpack Giveaway @ Mendez Middle School\***  
5106 Village Square  
August 10, 2019, 9am - 11am  
Visitors Engaged: 15

**Austin Pride Festival\***  
2101 Jesse Segovia Street  
August 10, 2019, 11am - 7pm  
Visitors Engaged: 53

**Bartholomew Municipal Pool\***  
1800 E 51st Street  
August 14, 2019, 5pm - 8pm  
Visitors Engaged: 9

**Northwest Family YMCA\***  
5807 McNeil Drive  
August 27, 2019, 9:30am - 12pm  
Visitors Engaged: 25

**Southpark Meadows Common Area\***  
9500 S IH 35 Frontage Road  
August 30, 2019, 4pm - 7pm  
Visitors Engaged: 10

**Longview Neighborhood Park Pavilion Area\***  
7609 Longview Road  
September 7, 2019, 9am - 11am  
Visitors Engaged: 11

\* Indicates Adisa Communications attended; all others staffed by PARD



# APPENDIX A

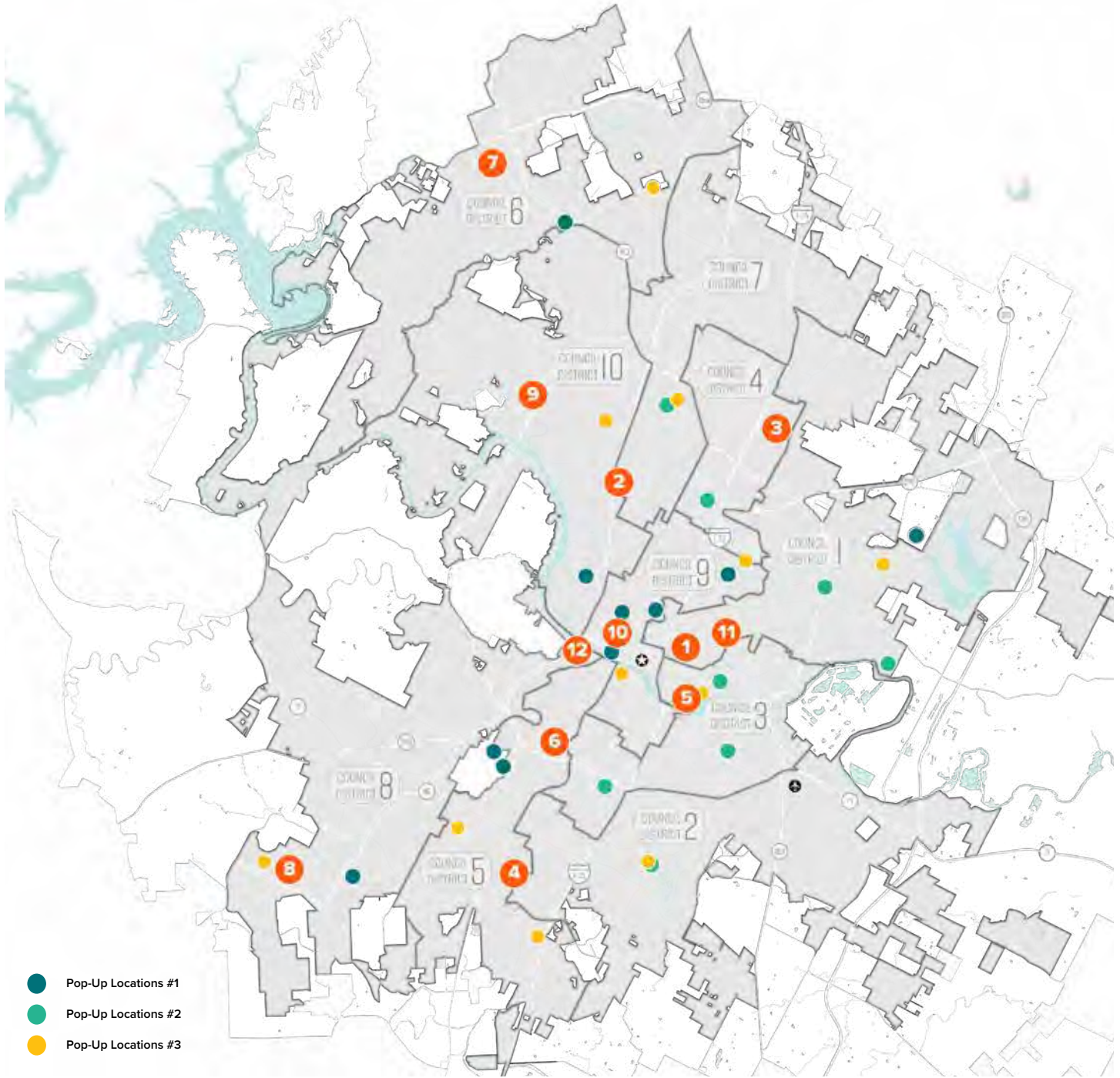
## ENGAGEMENT LOCATIONS ON THE MAP

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### COMMUNITY MEETINGS AND POP-UPS

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One of the goals of the engagement process was to hold community meetings and “pop-up” at events and locations throughout the city. PARD hosted open house style meetings and set up pop-ups in all ten council districts for each round of engagement.



- Pop-Up Locations #1
- Pop-Up Locations #2
- Pop-Up Locations #3

**OPEN HOUSE SERIES #1**

- 1** George Washington Carver Museum  
1165 Angelina Street  
November 8, 2018, 6pm - 8pm
- 2** Northwest Recreation Center  
2913 Northland Drive  
November 10, 2018, 11am - 1pm
- 3** Gustavo "Gus" L. Garcia Recreation Center  
1201 E Rundberg Lane  
November 10, 2018, 3pm - 5pm
- 4** Dittmar Recreation Center  
1009 W Dittmar Road  
November 13, 2018, 6pm - 9pm
- 5** Fiesta Gardens Building  
2101 Jesse E. Segovia Street  
November 14, 2018, 6pm - 8pm

**OPEN HOUSE SERIES #2**

- 6** South Austin Senior Activity Center  
3911 Manchaca Road  
May 2, 2019, 6pm - 8pm
- 7** Anderson Mill Limited District Community Center  
11500 El Salido Parkway  
May 3, 2019, 6:30pm - 8:30pm
- 8** Circle C Community Center  
7817 La Crosse Avenue  
May 4, 2019, 10am - 12pm
- 9** IBPS Buddhist Temple/FGS Xiang Yun Temple  
6720 N Capital of Texas Highway  
May 4, 2019, 2pm - 4pm
- 10** Austin Recreation Center  
1301 Shoal Creek Boulevard  
May 4, 2019, 6pm - 8pm

**OPEN HOUSE SERIES #3**

- 11** Millennium Youth Entertainment Complex  
1156 Hargrave Street  
July 25, 2019, 4pm - 8pm
- 12** Zilker Botanical Garden  
2220 Barton Springs Road  
July 27, 2019, 9am - 1pm



Community Engagement Activity Locations.



# APPENDIX B

## ONLINE COMMUNITY SURVEY COMPREHENSIVE RESULTS

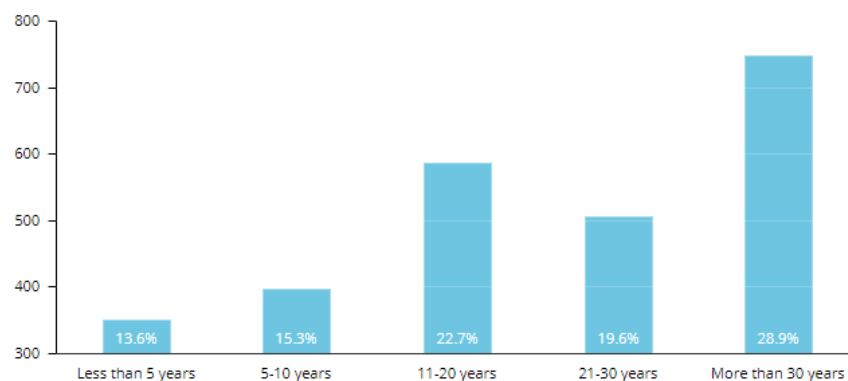
PHASE ONE

### DEMOGRAPHICS

The following graphs and charts represent the demographic profile of Austin residents that submitted responses to the Online Community Survey.

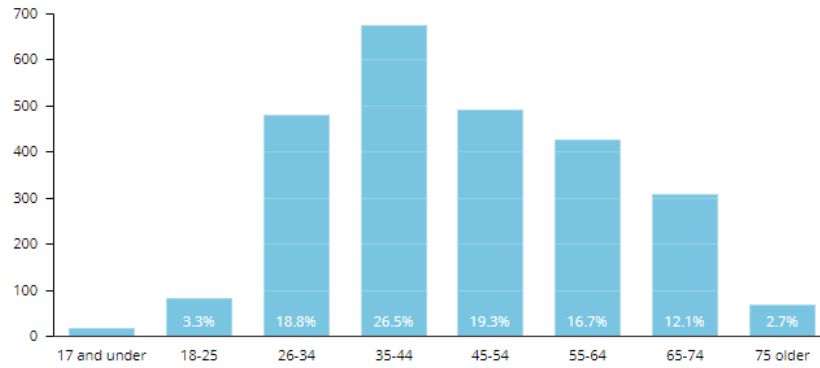
#### LENGTH OF AUSTIN RESIDENCE

2,571 RESPONDENTS



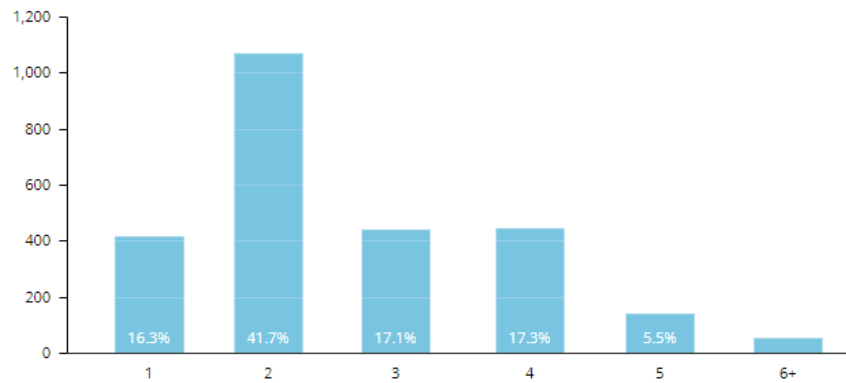
# AGE

2,551 RESPONDENTS



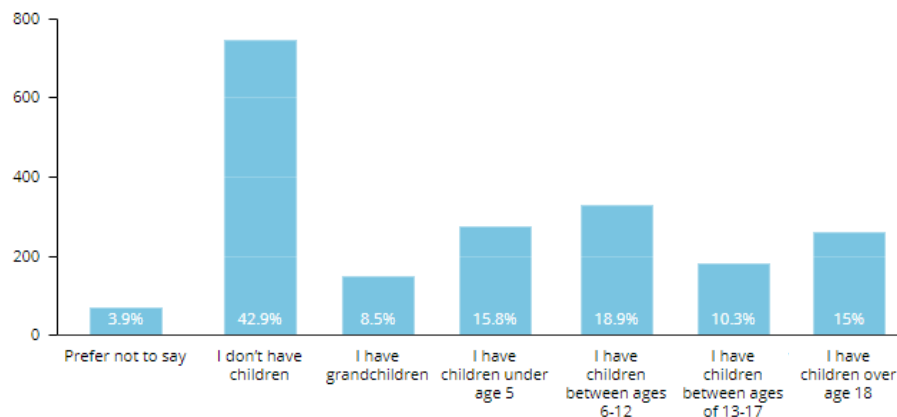
# HOUSEHOLD SIZE

2,566 RESPONDENTS



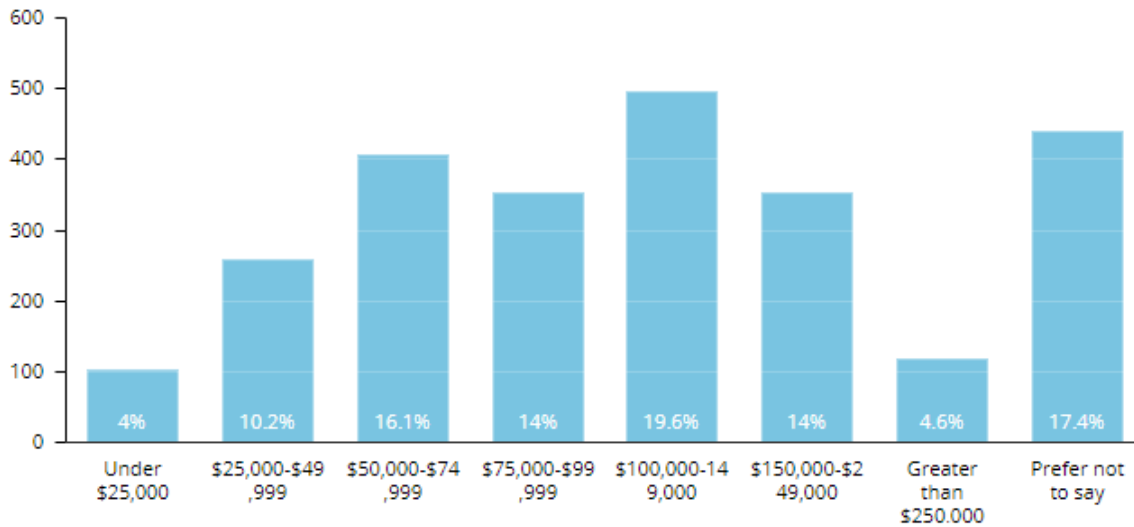
# PARENTING STATUS

1,738 RESPONDENTS



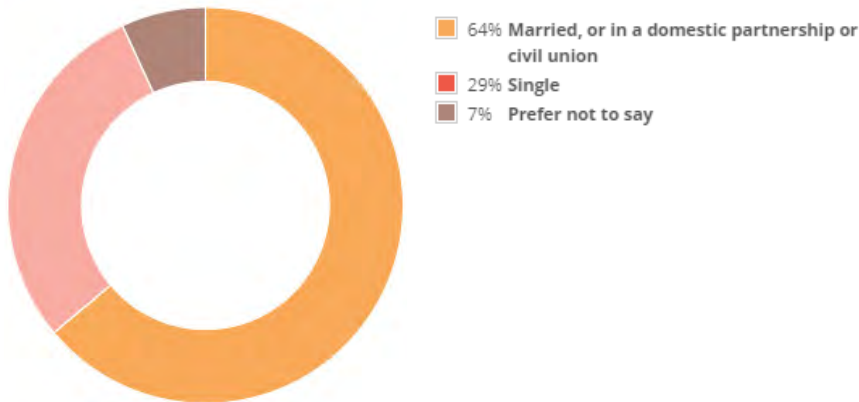
# HOUSEHOLD INCOME

2,521 RESPONDENTS



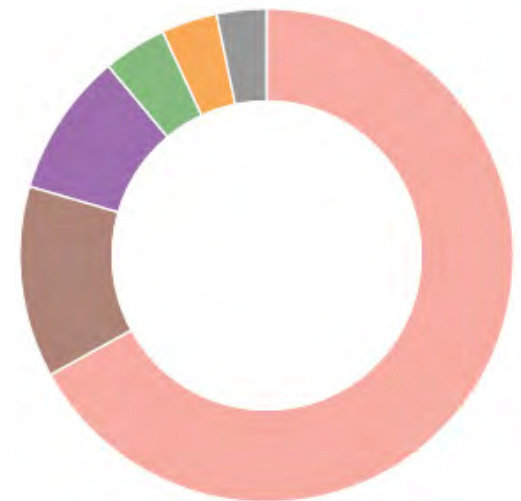
# MARITAL STATUS

2,492 RESPONDENTS



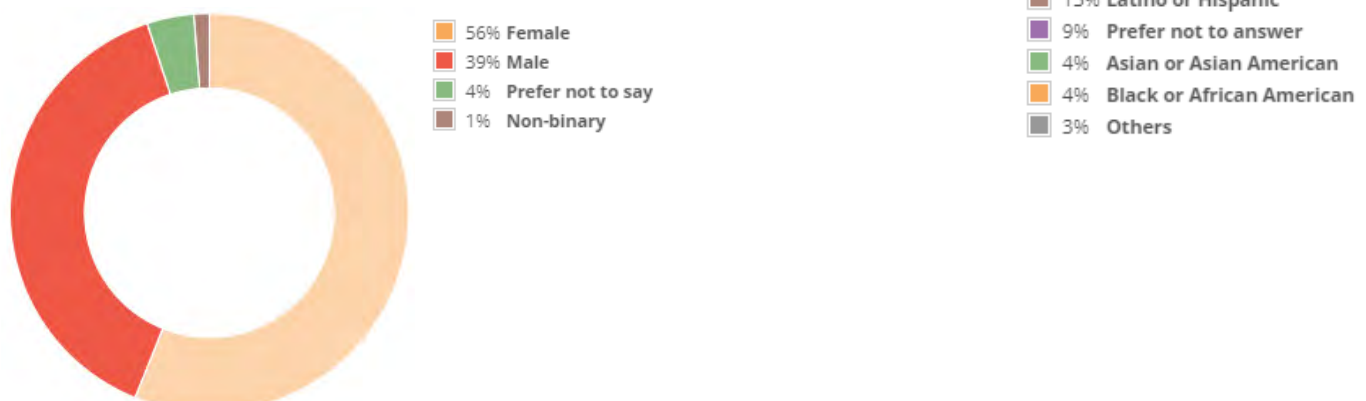
# RACE/ETHNICITY

1,693 RESPONDENTS



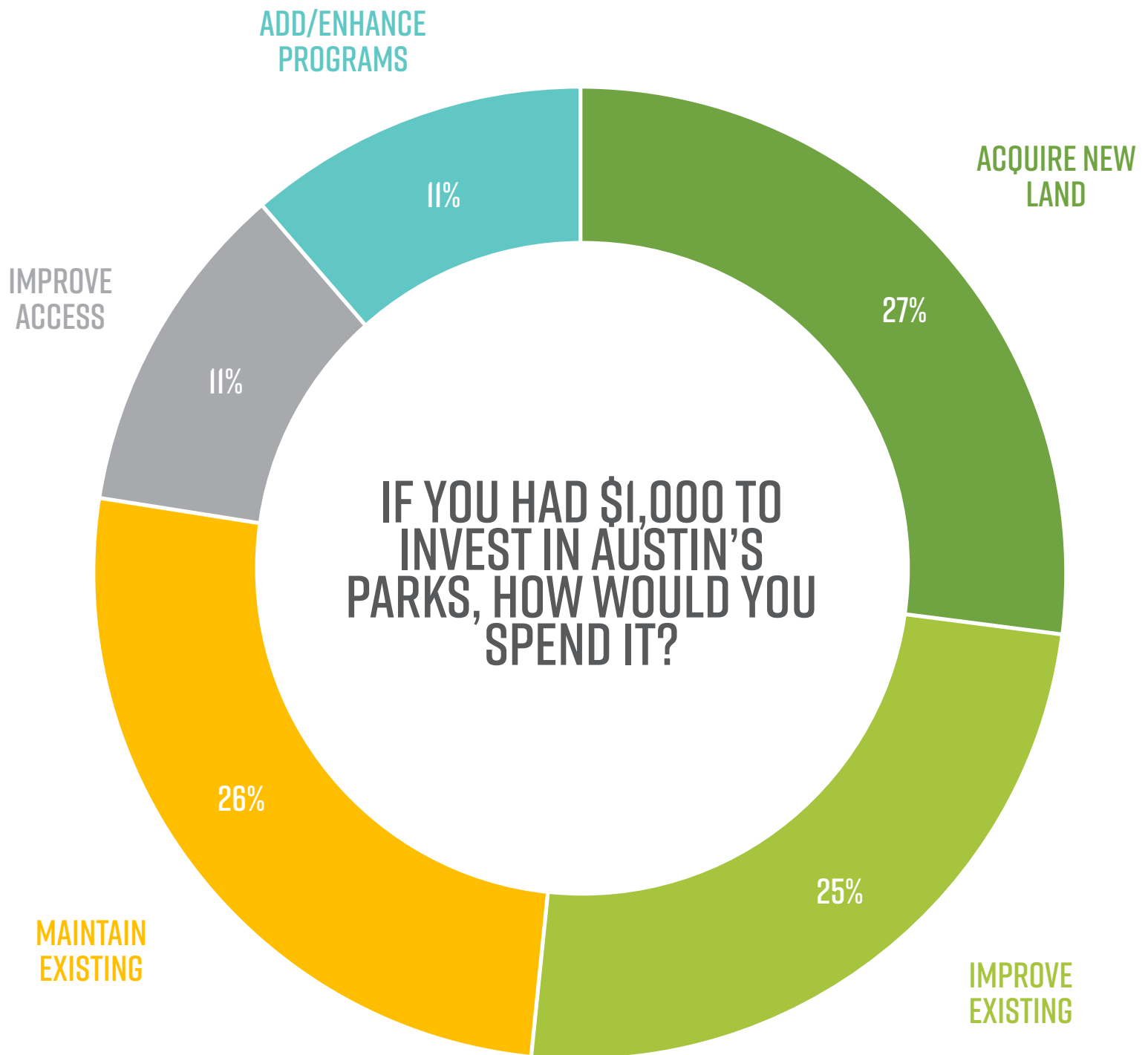
# GENDER

1,756 RESPONDENTS



# PARD SPENDING PRIORITIES

The following pie chart shows the composite outcome from both the pop-ups and the community meeting series (not the Online Community Survey).



# GENERAL PARK USE & VALUE

## WHAT MAKES A PARK VALUABLE

2,616 RESPONDENTS



- 15% **Beauty** (e.g., natural features, landscape, views)
- 13% **Places to connect with nature**
- 13% **Cleanliness**
- 12% **Easy to get to**
- 11% **Safety**
- 10% **Places to exercise or be active**
- 10% **Quiet places and places to relax**
- 5% **Opportunities to socialize, be with family or friends**
- 4% **Lots of diverse activities in the park**
- 6% **Others**

## HOW OFTEN YOU VISIT THE PARKS

4,351 RESPONDENTS



- 49% **Weekly**
- 21% **Monthly**
- 16% **Daily**
- 8% **4-6 Times a Year**
- 5% **1-3 Times a Year**
- 2% **Never**

## PARKS VISITED OUTSIDE OF AUSTIN

1,920 RESPONDENTS



- 28% **Travis County parks**
- 17% **LCRA parks**
- 14% **Private clubs, gyms, fields, pools**
- 13% **HOA/Municipal Utility Districts/Limited District parks**
- 13% **Neighboring cities**
- 11% **YMCA**
- 5% **Other (please list)**

# WHAT STOPS YOU FROM USING THE PARKS

2,236 RESPONDENTS



- 11% Crime or safety concerns
- 10% No parks or facilities close to home
- 10% Parks and facilities appear degraded and in poor condition
- 10% Inadequate parking
- 9% Presence of people experiencing homelessness
- 8% Lack of lighting
- 7% Parks and facilities do not appear clean
- 6% Lack of awareness of what programs are offered
- 5% Operating hours or length of season is too short
- 4% Entry fees at select sites, such as specialty pools
- 4% Other (please comment)
- 17% Others

# PRIORITIES FOR PARK INVESTMENT

1,623 RESPONDENTS



- 21% Acquire land for parks and facilities in areas that lack parkland
- 20% Maintain existing parks and facilities
- 20% Improve access to parks and facilities through trails, sidewalks, bike lanes, safer crossings
- 19% Improve existing parks and facilities through new buildings, paving, trees, playgrounds
- 16% Add or enhance programs at parks and facilities (e.g., group exercise, arts and culture, education concerts, markets,)
- 3% Other (please comment)

# BEST WAY TO FIND OUT ABOUT PARD EVENTS/PROGRAMS

2,500 RESPONDENTS

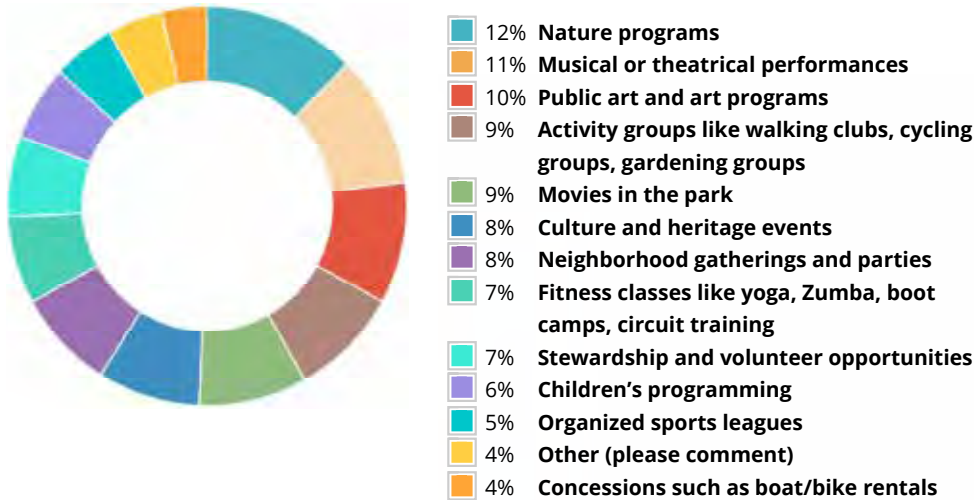


- 17% Email
- 15% PARD Social Media (Facebook, Twitter)
- 13% PARD Website
- 13% NextDoor
- 11% Word of Mouth / Other organizations
- 9% TV / Radio
- 9% City of Austin Website
- 6% Newspaper
- 5% Flyers / Posters
- 3% Others

# RECREATION & PROGRAM PREFERENCES

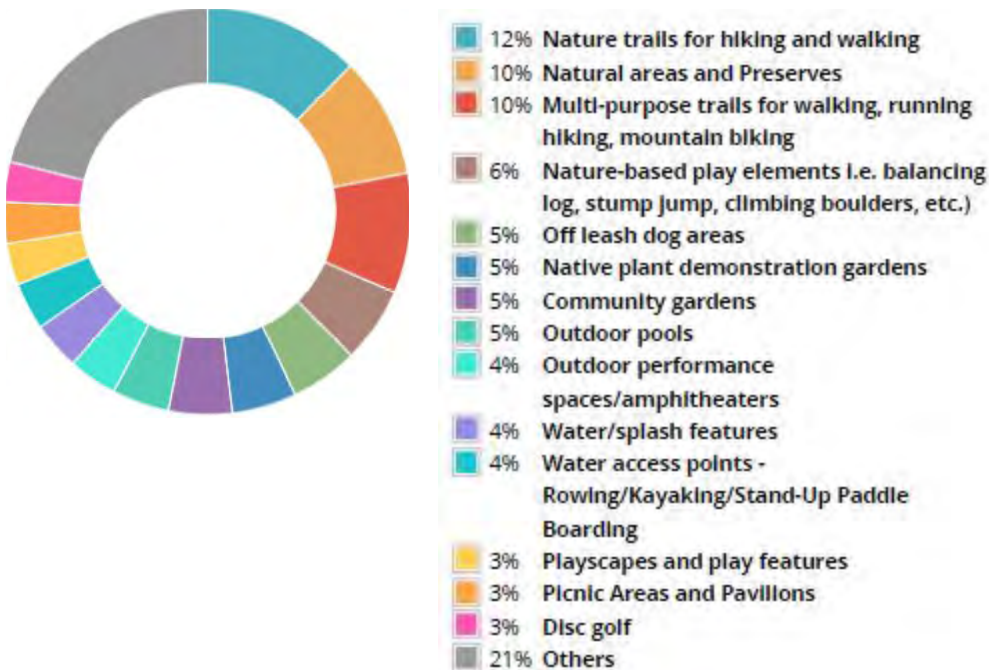
## PROGRAMS THAT WOULD KEEP YOU AT A PARK MORE

3,004 RESPONDENTS



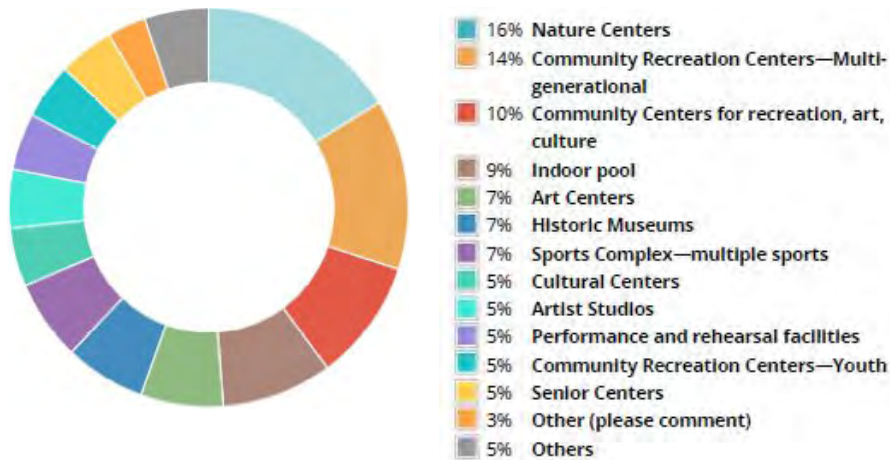
## PROGRAM OPTIONS YOU WANT IN THE NEXT 10 YEARS

2,981 RESPONDENTS



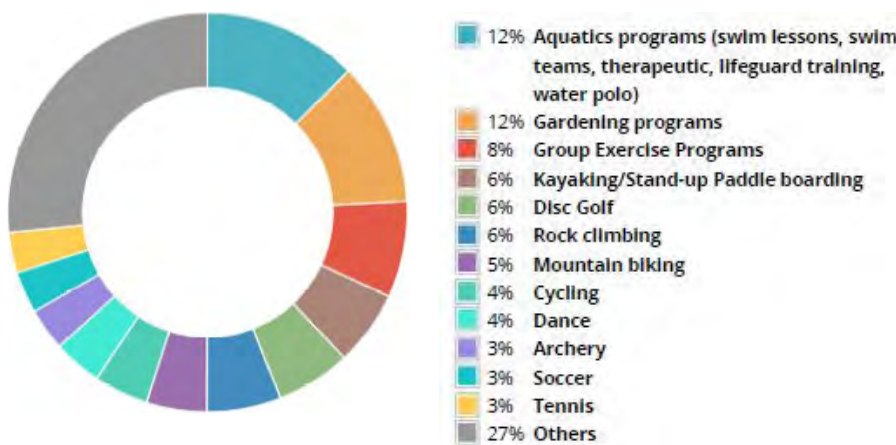
# FACILITIES YOU WANT IN THE NEXT 10 YEARS

2,567 RESPONDENTS



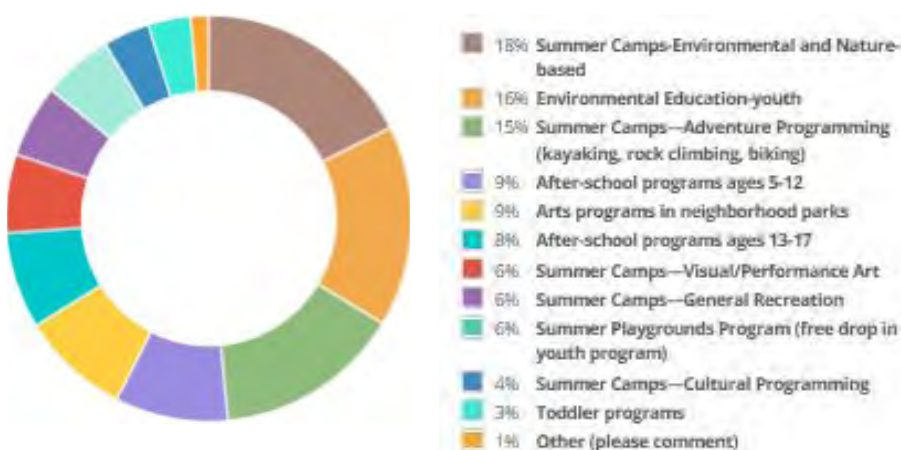
# SPORTS PROGRAMS YOU WANT IN THE NEXT 10 YEARS

2,682 RESPONDENTS



# YOUTH PROGRAMS YOU WANT IN THE NEXT 10 YEARS

2,357 RESPONDENTS

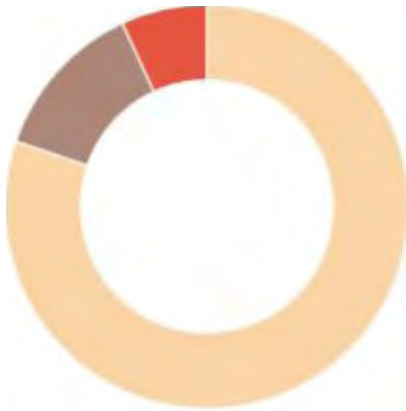




# FACILITY PREFERENCES

## DOWNTOWN & URBAN SPACES

793 RESPONDENTS



- 80% Republic Square
- 13% Wooldridge Square
- 7% Brush Square

## COMMUNITY RECREATION CENTERS

724 RESPONDENTS



- 13% Hancock Recreation Center
- 13% Northwest Recreation Center
- 12% South Austin Recreation Center
- 11% COA/YMCA North Austin Community Recreation Center
- 9% Austin Recreation Center
- 9% Dittmar Recreation Center
- 4% Dove Springs Recreation Center
- 4% Gustavo "Gus" L. Garcia Recreation Center
- 3% Dottle Jordan Recreation Center
- 20% Others

## TENNIS CENTERS

426 RESPONDENTS



- 34% South Austin Tennis Center
- 30% Austin High Tennis Center
- 21% Caswell Tennis Center
- 15% Burnett "Blondie" Pharr Tennis Center

## CULTURAL/HISTORIC FACILITIES

982 RESPONDENTS



- 16% Zilker Botanical Garden
- 12% Umlauf Sculpture Garden
- 12% Mayfield Park
- 11% Dougherty Arts Center
- 10% Austin Nature and Science Center
- 9% Emma S. Barrientos Mexican American Cultural Centers
- 8% George Washington Carver Museum and Cultural Center
- 8% Elisabet Ney Museum
- 6% Covert Park at Mt. Bonnell
- 5% Asian American Resource Center
- 4% Others

# CEMETERIES

291 RESPONDENTS



- 42% Austin Memorial Park Cemetery
- 25% Oakwood Cemetery
- 12% Oakwood Annex Cemetery
- 12% Evergreen Cemetery
- 8% Plummers Cemetery

# SPECIAL/ATHLETICS/RECREATION

551 RESPONDENTS



- 40% Red Bud Isle
- 19% Krieg Fields
- 10% Mabel Davis BMX Skate Park
- 9% Walsh Boat Landing
- 8% Heath Eiland and Morgan Moss BMX Skate Park
- 7% Montopolis Practice Field
- 7% Onion Creek Soccer Complex

# SENIOR CENTERS

443 RESPONDENTS



- 39% South Austin Senior Activity Center
- 37% Lamar Senior Activity Center
- 24% Conley-Guerrero Senior Activity Center

# GOLF COURSES

397 RESPONDENTS

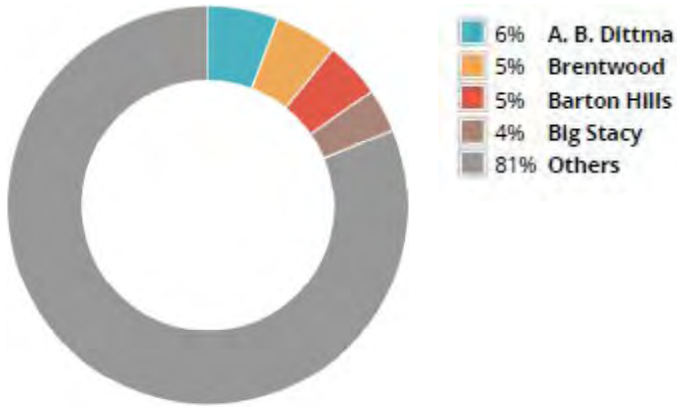


- 26% Hancock Golf Course
- 19% Lions Municipal Golf Course
- 15% Jimmy Clay Golf Course
- 15% Morris Williams Golf Course
- 13% Grey Rock Golf Course
- 12% Roy Kizer Golf Course

# NEIGHBORHOOD PARK PREFERENCES

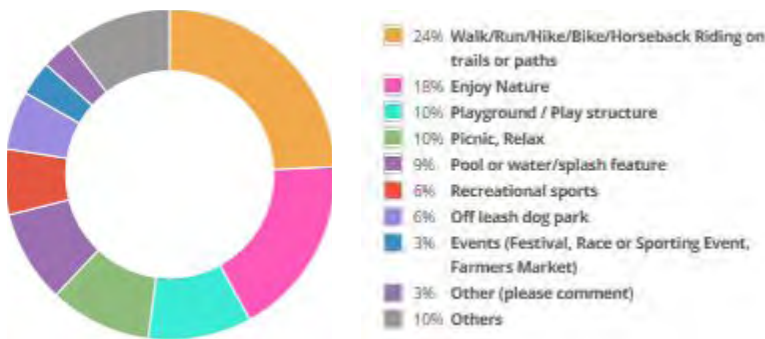
## NEIGHBORHOOD/SCHOOL/POCKET PARKS YOU FREQUENT THE MOST

1,906 RESPONDENTS



## FAVORITE THING TO DO AT THESE PARKS

1,830 RESPONDENTS



## WHAT YOU WANT MORE OF IN THESE PARKS

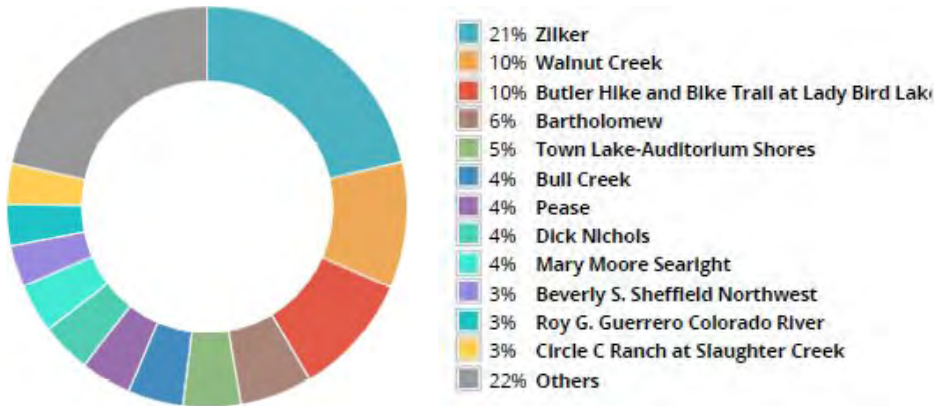
1,592 RESPONDENTS



# DISTRICT PARK PREFERENCES

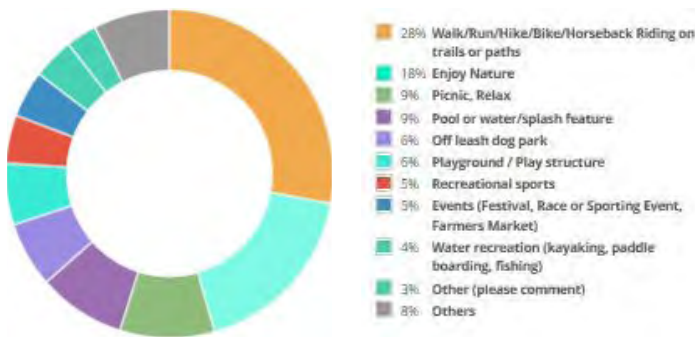
## DISTRICT/METROPOLITAN PARKS YOU FREQUENT THE MOST

2,098 RESPONDENTS



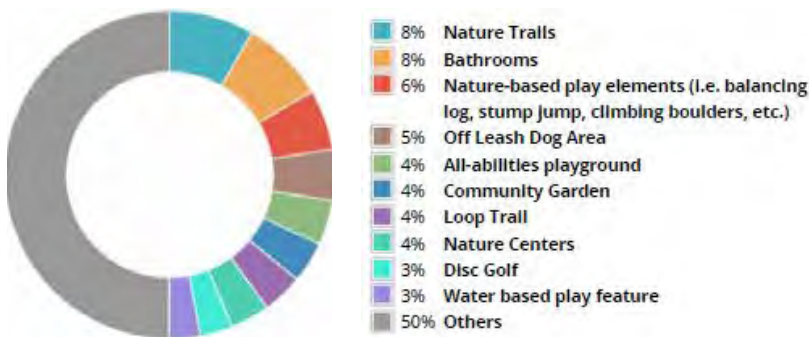
## FAVORITE THING TO DO AT THESE PARKS

1,881 RESPONDENTS



## WHAT YOU WANT MORE OF IN THESE PARKS

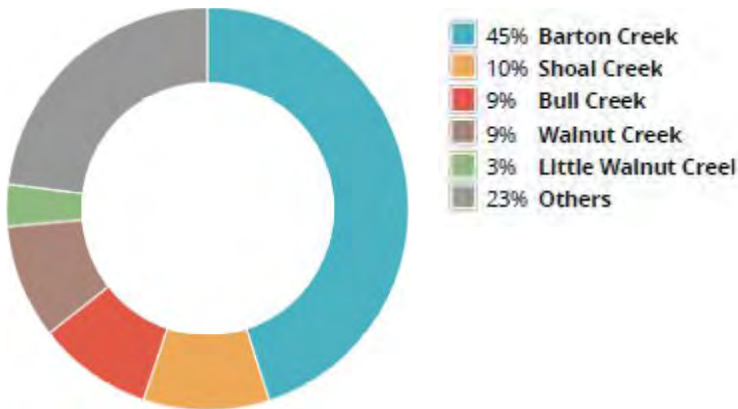
1,704 RESPONDENTS



# GREENBELT PARK PREFERENCES

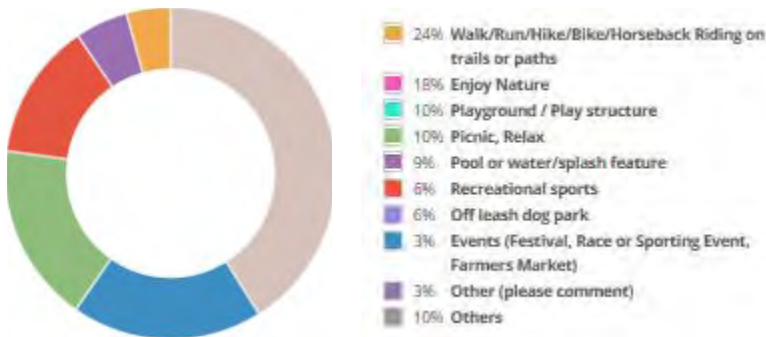
## GREENBELTS/GREENWAYS YOU FREQUENT THE MOST

1,762 RESPONDENTS



## WHAT YOU WANT MORE OF IN THESE PARKS

1,368 RESPONDENTS



# APPENDIX C

## COMMUNITY MEETING SERIES #1 DEMOGRAPHIC SURVEY

PHASE ONE

PARTICIPANTS

141

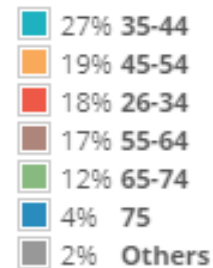
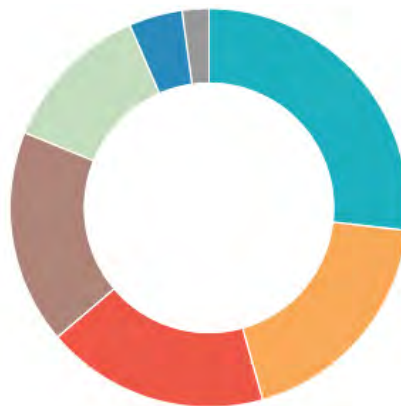
RESPONSES

1,299

COMMENTS

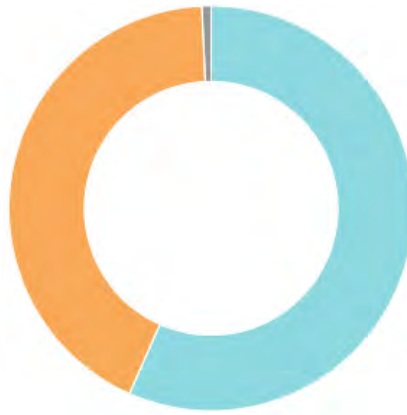
81

**AGE**  
138 RESPONSES



# GENDER

136 RESPONSES



- 57% Male
- 43% Female
- 1% Others

# TIME LIVING IN AUSTIN

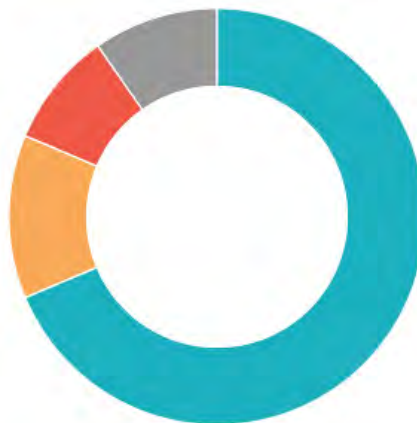
133 RESPONSES



- 36% 30 years
- 20% 20-30 years
- 19% 11-20 years
- 15% 5-10 years
- 10% Less than 5 years

# RACE/ETHNICITY

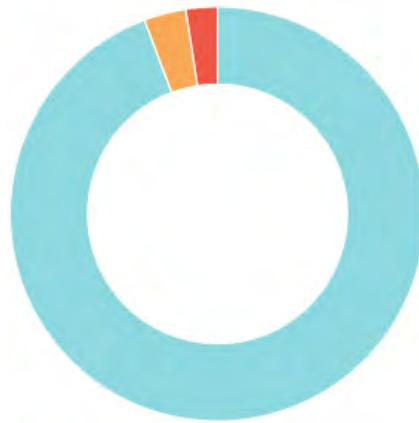
134 RESPONSES



- 69% White or Caucasian
- 13% Latino or Hispanic
- 9% Black or African American
- 10% Others

# DISABILITY

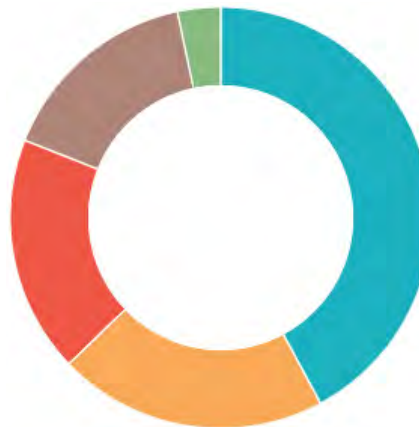
122 RESPONSES



- 94% No
- 3% Yes
- 2% Partially

# HOUSEHOLD SIZE

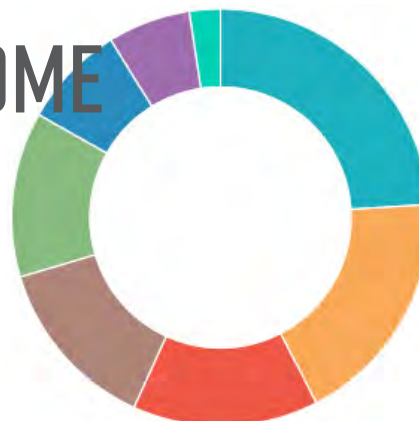
121 RESPONSES



- 42% 2
- 21% 3
- 18% 4
- 16% 1
- 3% 5
- 0% 6

# HOUSEHOLD INCOME

125 RESPONSES

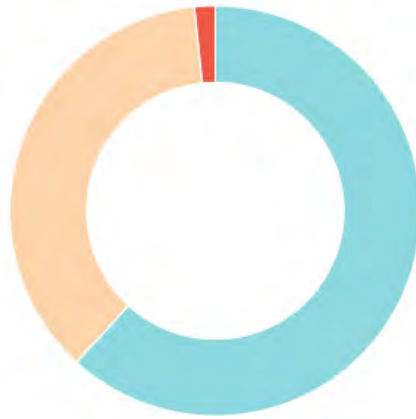


- 24% \$50,000-74,999
- 18% \$75,000-99,999
- 14% \$150,000-\$249,999
- 14% \$100,000-\$149,999
- 13% \$25,000-\$49,999
- 8% Prefer not to answer
- 6% <\$25,000
- 2% \$250,000



# MARITAL STATUS

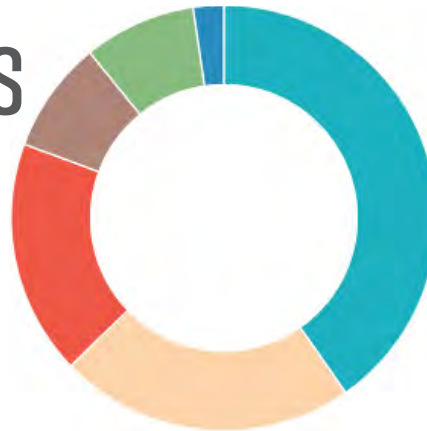
123 RESPONSES



- 37% **Single**
- 2% **Prefer not to say**
- 62% **Married, or in a domestic partnership or civil union**

# PARENTING STATUS

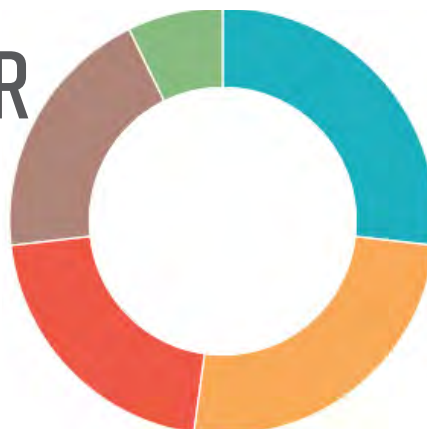
118 RESPONSES



- 40% **I don't have children**
- 22% **Children 17+**
- 18% **Children 6-12**
- 9% **Children under 5**
- 9% **Children 13-17**
- 2% **Prefer not to say**

# MEETING NUMBER

138 RESPONSES



- 27% **5**
- 25% **2**
- 21% **1**
- 20% **4**
- 7% **3**