



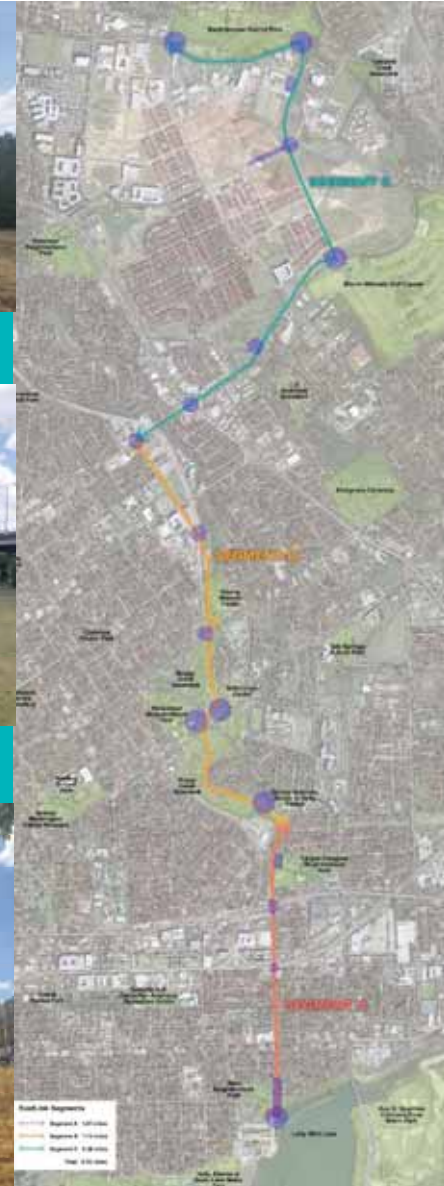
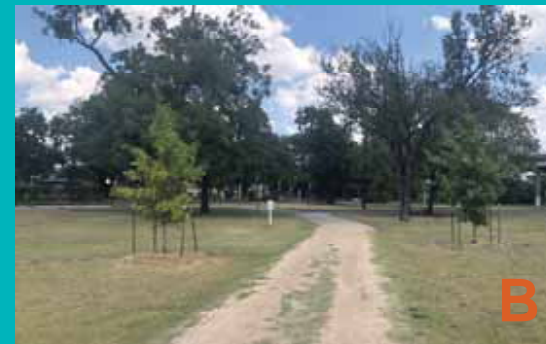
# TAG and PALS meetings #2 presentation September 11th and 25<sup>th</sup> 2019



EastLink is part of Austin's urban trails system in Austin that feeds into the 30-mile "Big Loop" pathway (LEFT), including the Walnut Creek Greenway trails, the Shoal Creek Trail and the Butler Trail. It is 5-mile trail that connects public parks and open spaces, from Edward Rendon, Sr Park at Festival Beach on Lady Bird Lake, northward to Bartholomew Park at East 51<sup>st</sup> Street (CENTER). RIGHT: Can you identify this location?

# today's agenda

- 1. INTRODUCTIONS & WELCOME**  
(Ladye Anne Wofford, Austin Parks Foundation and Kerry Tate, Mueller Foundation)
- 2. UPDATE ON THE INTERPRETIVE PLACEMAKING PLAN** (Jana McCann, McCann Adams Studio)
- 3. UPDATE ON COMMUNITY ENGAGEMENT**  
(Meredith Powell and Miriam Conner, Public City)
- 4. DEVELOPING A WAYFINDING PLAN**  
(Leslie Wolke, MapWell Studio)
- 5. EVOLVING THE INTERPRETIVE FRAMEWORK**  
(Erin McClelland, Erin McClelland Museum Services)
- 6. INTERACTIVE SESSIONS, Theme 1 & Theme 2**  
(Erin McClelland, EMMS)
- 7. SHARING SESSIONS, NEXT STEPS** (PALS, all)





## community engagement goals

- Reach a broad diversity of potential Trail users: age, race, ability, user-type, background and experience.
- Ensure that the engagement is existing community and asset-based.
- Stay rooted in history, which is foundational to both the community and the placemaking design.
- Maintain both an informed and curious approach.



ABOVE: Kid's Adopt-a-Garden" at the south edge of Metz Park, looking south toward Fidencio Duran's mural on the wall of the former Holly Power Plant. Much of the former power plant area is now being transformed into parkland, thanks to the efforts of East Austin community activists.

INTERNAL ENGAGEMENT      



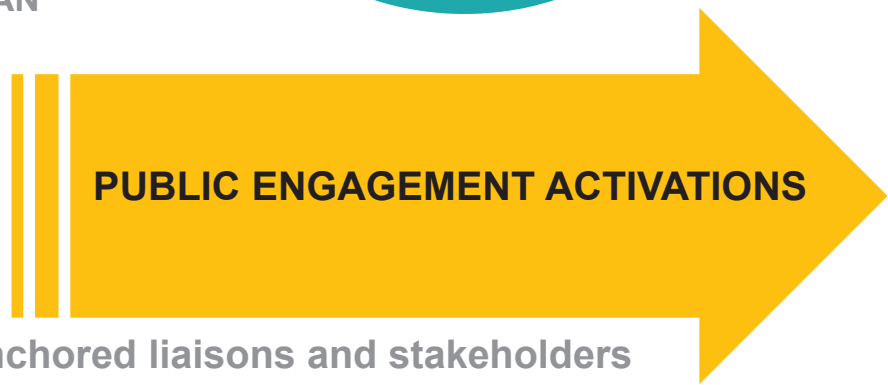
**DISCOVER**  
CLIENT, TAG, PALS,  
COMMUNITY ADVISORS



**DESIGN  
&  
TEST**  
TEAM STRATEGY PLAN



**EXECUTE  
&  
ITERATE**



**PUBLIC ENGAGEMENT ACTIVATIONS**

 TAG (technical advisory group)

 PALS (park-anchored liaisons and stakeholders)

## the PALS and the community engagement efforts so far...

**June 20:** 12p-1pm at Doris Miller Auditorium, Rosewood Park inside the Notes for Notes recording studio

**June 20:** 6-7pm at Doris Miller Auditorium, Rosewood Park inside the Notes for Notes recording studio

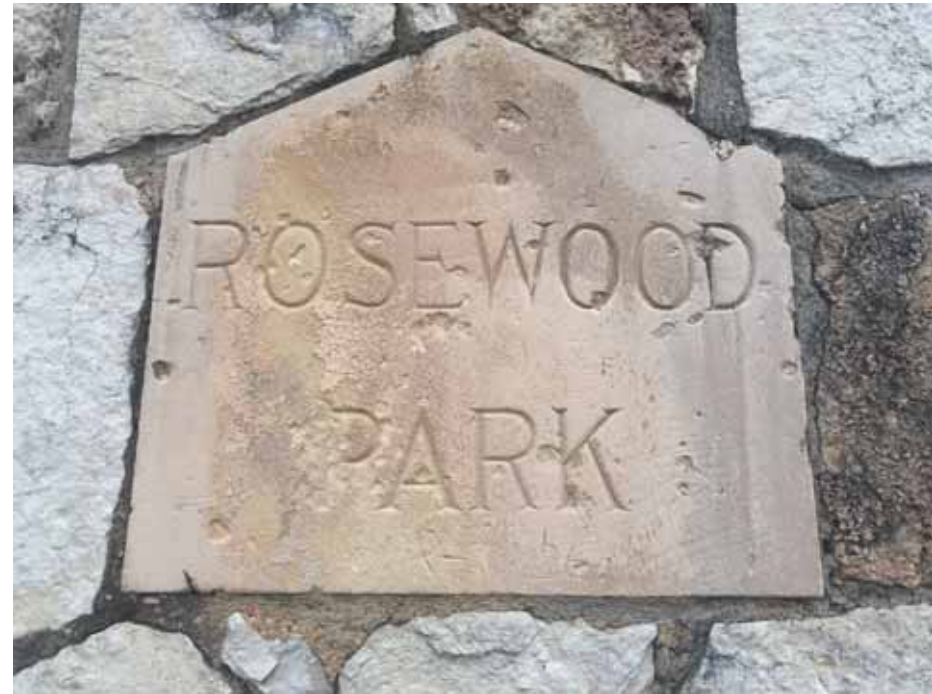
**June 30:** 3-4pm at Batch on Manor Rd

**July 10:** 6-8pm at Millennium Youth Complex to present/discuss Lower Boggy Creek Trail improvements (produced by City of Austin)

**July 12:** 12-1pm at Sustainable Food Center

**July 12:** 5-6pm at Sustainable Food Center

**July 12:** 6-8pm at “Upper Boggy Bash”, celebrating Trail improvements on Boggy Creek Trail (produced by City of Austin)



# the PALS: Park-Anchored Liaisons and Stakeholders

## Northern Segment “C”:

Shaleiah Fox, Windsor Park Neighborhood Association  
Mohan Roa, Community Leader  
Stephanie Lang, 5<sup>th</sup> Generation East Austinite  
Jeanette Swensen, Windsor Park Neighborhood Association  
Nadia Kahn, Windsor Park Neighborhood Association  
Rebecca Campbell, Austin Film Society

## Central Segment “B” PALS:

Neal Whetstone, District 1 Council Office  
Caleb Pritchard, District 1 Council Office  
Volma Overton III, E 12<sup>th</sup> St Merchants Assn  
Linda Guerrero, Community Leader  
Kelly Hasandras, City of Austin Totally Cool, Totally Art  
Margaret Levy, Conley-Guerrero Sr Activity Center  
Ray Price, Notes for Notes  
Jessica Wilson, Friends of Boggy Creek  
Jane and Gilbert Rivera, Community Leaders  
Sari Alborno, Sustainable Food Center  
Sarah Marshall, City of Austin PARD  
Raasin Macintosh, Raasin in the Sun  
Joe Deshotel, Community Leader

## Southern Segment “A” PALS

Beth Carroll, The Trail Foundation  
Jesus Mendoza, E César Chávez St Merchants Assn  
Jenn Massing, Parque Zaragoza  
Gavino Fernandez, Jr, Community Leader  
Jose Valazquez, Community Leader  
SolAna Renteria, Community Leader  
Ryan Eaker, Camacho Recreation Center  
Nine Francois, Long-time resident  
David Chincanchan, District 3 Council Office  
Felipe Garza, District 3 Arts Commissioner



## “At-Large” Resources:

Sue Lambe, City of Austin AIPP  
Frank Wick, City of Austin AIPP  
Carl Settles, E4 Youth  
Ashley Greenstein, City of Austin ATD Smart Trips  
Lonny Stern, Capital Metro Transit Adventures  
Cara Bertron, Zoning Historic Preservation  
Christopher Stanton, Ghisallo Cycling Initiative  
kYmberly Keeton, Austin History Center  
Halana Kaleel, City of Austin Public Health  
Allison Ross, State Representative Eddie Rodriguez  
Amanda Jasso, City of Austin Equity Office  
Kellee Coleman, City of Austin Equity Office  
Commission on Seniors: Committee on Transit, Housing and Public Space

## overarching findings, so far...

- + Go where the communities already are and work with trusted leaders and partners.
- + Engage across generations with the many senior and youth programs along the Trail.
- + Use “arts-based” engagement using these programs and other assets along the trail to recognize and bolster the rich cultural histories.
- + Actively explore the Trail (and its “spurs”) to understand its potential to help tell the many stories along it.
- + Collecting histories of the communities along the Trail is crucial yet there are a lot of different efforts underway.
- + Food production and the edible landscape is anchored in both the past and present.
- + “Safe space” means different things to different communities, and must be addressed.
- + There is “engagement fatigue”: multiple public projects are being planned and constructed.
- + No one size fits all: communities along the trail can be disparate, even within legacy families.
- + There are some negative connotations with the word “link”.





PublicCity

# community engagement team: Public City



**MEREDITH POWELL**  
PROJECT DIRECTOR



**MIRIAM CONNER**  
ENGAGEMENT LEAD



**SAMUEL FRANCO**  
ENGAGEMENT LEAD



**SHENINA DELFIN**  
UT AUSTIN URBAN STUDIES



# community engagement team

The creative team will continue to grow throughout the implementation of the plan as the activations evolve and artists and partners are finalized. These additional team members are critical to the success of the proposed Our History Our Trail activations and bring an unsurpassed level of historical and creative expertise to the team.



**STEPHANIE L LANG**  
RECLAIMED  
FOUNDER/CURATOR



**CARL SETTLES**  
E4 YOUTH  
EXECUTIVE DIRECTOR



**RACHEL E WINSTON**  
UNIVERSITY OF TEXAS AT  
AUSTIN  
BLACK DIASPORA ARCHIVIST



# community engagement team



**RAASIN MCINTOSH**  
RAASIN IN THE SUN  
FOUNDER/DIRECTOR



**RAY PRICE/ SYX SYNCE**  
NOTES FOR NOTES AUSTIN  
PROGRAM DIRECTOR



**TK TUNCHEZ**  
FRIDA FRIDAYS/LAS  
OFRENDAS  
FOUNDER



# the engagement plan: a mix of traditional and non-traditional

The engagement strategy consists of both **traditional and non-traditional methods, meetings, activations and events** to ensure we reach different community members with different perspectives in a way that works best for them to the extent possible.

With historic themes as the framework for our engagement work, we've designed multiple activations to **deeply root the community in the past while considering and shaping the trail's future.**

Given historic themes, our overarching findings and the established engagement goals, we're proposing a series of experiences that focus on **(1) shared and guided explorations of the trail and (2) history-based, forward looking community artist led demonstration project.**

Underlying all of our work will be a commitment to creating/understanding what it takes for the trail to provide a **sense of belonging/ownership for the communities along the trail** (past and present) and a **safe space for all.** We'll also address how **the future of the trail can honor and reflect the past** and what will it take for someone to **Take the Trail.**

# traditional methods: the TAG & the PALS

## Technical Advisory Group (TAG) Meetings:

The Technical Advisory Group consists of technical experts that serve to advise the Project Team on approach and efforts. The TAG shares invaluable insights and expertise ensuring the planning efforts are informed and implementable.

## Park Anchored Liaisons and Stakeholders (PALS Meetings):

Public City began communications with potential Park-Anchored Liaisons and Stakeholders (PALS) on 6/5/2019 to serve as engagement advisors throughout the project scope. The list was devised from the project team and continues to grow through the engagement process.



The City of Austin Equity Office recently hosted a 2-hour training for our Project Team and PALS advisors.



## non-traditional methods: trail activations

With cultural themes for our placemaking engagement work, we are planning two Trail activations – to root the community in its history while considering and shaping the Trail’s future.

These are:

**“Explore the Trail”**, a 2-part, shared and guided exploration of the trail, planned for **November 3** and **November 9th**; and

**“Our History, Our Trail”**, a history-based, forward-looking, community artist-led demonstration project, planned for **November 23 or 24** - to coincide with the annual EAST - East Austin Studio Tour. This project will spring from the oral histories that are currently being gathered.



## 2 trail-based activations: “explore the trail” and “the pillars project: our history, our trail”



We will design, curate and produce two interactive Community Rides/Walks to explore and experience the trail. The key historic themes addressed will be Activism and Culture. Both activations will include a shared meal provided free of charge.

The purpose of the activations are to build community knowledge/experience with the Trail, both from the historic perspective as well as from the current assets along it, and to gain insights on needs and desires to develop better spaces along it.

We need to understand from participants:  
How can the history translate to the future?  
What makes you feel safe?  
What makes you feel like you belong?  
What makes you want to take the Trail?

# “explore the trail” partners

## GHISALLO CYCLING INITIATIVE

Educating and developing both youth and senior riders into cycling experts who integrate cycling into their daily lives.



The Smart Trips Austin program is designed to help Austinites find transportation solutions that work for your everyday trips.

### Support Partners (in development):

- Camacho Youth Cycling Team, based at the Lorraine Z Grandman Camacho Activity Center;
- Golden Rollers, based at Conley-Guenero Senior Activity Center
- El Cesar Chavez, E 12<sup>th</sup> Stand Manor Rd Merchant Associations
- Sustainable Food Center (SFC)
- ASD
- East Austin Youth League
- Capital Metro



The Golden Rollers - sponsored by the Ghisallo Cycling Initiative - are a group of about 50 seniors who ride bikes and trikes regularly.



# trail-based activations: “explore the trail”- Sun Nov 3<sup>rd</sup> @ 1pm – 4pm



Denise Banton and her family enjoy the 2010 Juneteenth celebration in Rosewood Park. Pictured here are, from left to right, Denise, Jordan, Aubrey, Alliyah, and Angel Banton.



The city purchased the 17-acre Bertram-Huppertz farm sometime between 1875 and 1929. The parcel included what are now the Boggy Creek greenbelt and Rosewood Park. Lifelong resident Willie Simmons remembers raiding peach and plum trees along Nile Street and playing in Boggy Creek in his youth, when the area was still quite rural. The greenbelt remains a defining feature of Rosewood, paralleling Boggy Creek from northeast to southwest through the neighborhood. This is a portion of the trail in the greenbelt.

## Activism: The History of Environmental Justice, Health and the Edible Landscape

Below are some of the stops discussed in collaboration with EMMS/MAS and will be determined and developed further through Community Guides. (Will you be one?)

- Metz Neighborhood Park
- Cesar Chavez Street
- Parque Zaragoza
- Boggy Creek Greenbelt
- Austin Public (television recording studio)



## trail-based activations: “explore the trail”- Sat Nov 9th @ 10am – 2pm



### Culture: The History of Art, Recreation and Economic Empowerment

Below are some of the stops discussed in collaboration with EMMSMA and will be determined and developed further through Community Guides. (Will you be one?)

- Bartholomew Park and Pool
- Austin Film Society
- Manor Rd Merchants District
- Downs Ball Fields
- E. 12<sup>th</sup> St Business District
- Rosewood Park (Doris Miller Auditorium - Notes for Notes recording studio)

## “the pillars project: our history, our trail” activation



Collected oral histories from community members along the Trail will be the foundation for this engagement activation, paired with an arts-based demonstration project on the Trail's future. The demonstration project may develop through multiple media options such as film, music, sound, visual, writing or experiential. We hope to realize this community-driven art element in late November 2019.

The purpose of this activation is to inform the interpretive framework and placemaking design through community history, activating Trail assets and connecting the surrounding communities to existing programs along the Trail.

# our history partners

Lead Partners: E4 Youth in collaboration with City of Austin Parks and Recreation Department Historic Preservation and Heritage Tourism and Raasin in the Sun



Bridging the Gap Into the Creative Economy

We believe that creative youth, particularly those from underserved communities are a drastically underutilized resource. We work with partners to invest cultural capital into these communities and deliver collective impact.

E4 Youth uses the arts, sciences and technology to help youth find and pursue pathways to successful careers in the creative economy through hands-on training, active mentorship, and exposure to real world opportunities.



Serving community through beautification projects that unite residents and reduce neighborhood deterioration.

Support Partners (in development): Notes for Notes, Totally Cool, Totally Art, Raasin in the Sun, Austin Film Society, City of Austin Art in Public Places (artworks may require approvals), Community Artists





# activations – “our history, our trail”



REFLECTIONS ON A LEGACY:  
EAST 12TH STREET

Led by E4 Youth and our Oral History Experts, we will establish the EastLink Living Archive as the foundation of an ongoing effort to collect and the share stories of East Austin residents along the trail as well as trail users in the future. The archive will start with 15-20 oral history interviews (audio at minimum).

E4 Youth will build a team of 4-5 POC creative youth and their creative industry mentors to record and document the oral histories including video, audio and transcription. The youth team will schedule the interviews, coordinate site locations and technical equipment needs providing invaluable real world creative production experience.

Our Team of oral history experts will establish the interviewee selection criteria and the interview questions, and will lead the interviews themselves to demonstrate to the youth how to conduct oral history interviews and to ensure the utmost excellence for the interviewee experience.



# activations: “the pillars project: our history, our trail”



We will then commission community artists to reflect on the collected histories and create a demonstration project or experience that looks forward with the community while addressing the same four questions:

- How can the history translate to the future?
- What makes you feel safe?
- What makes you feel like you belong?
- What makes you want to take the trail?

Location for Potential Community Art Project:  
Pleasant Valley Bridge Pillars along the Boggy Creek Greenbelt

# EastLink Wayfinding

Wayfinding 101

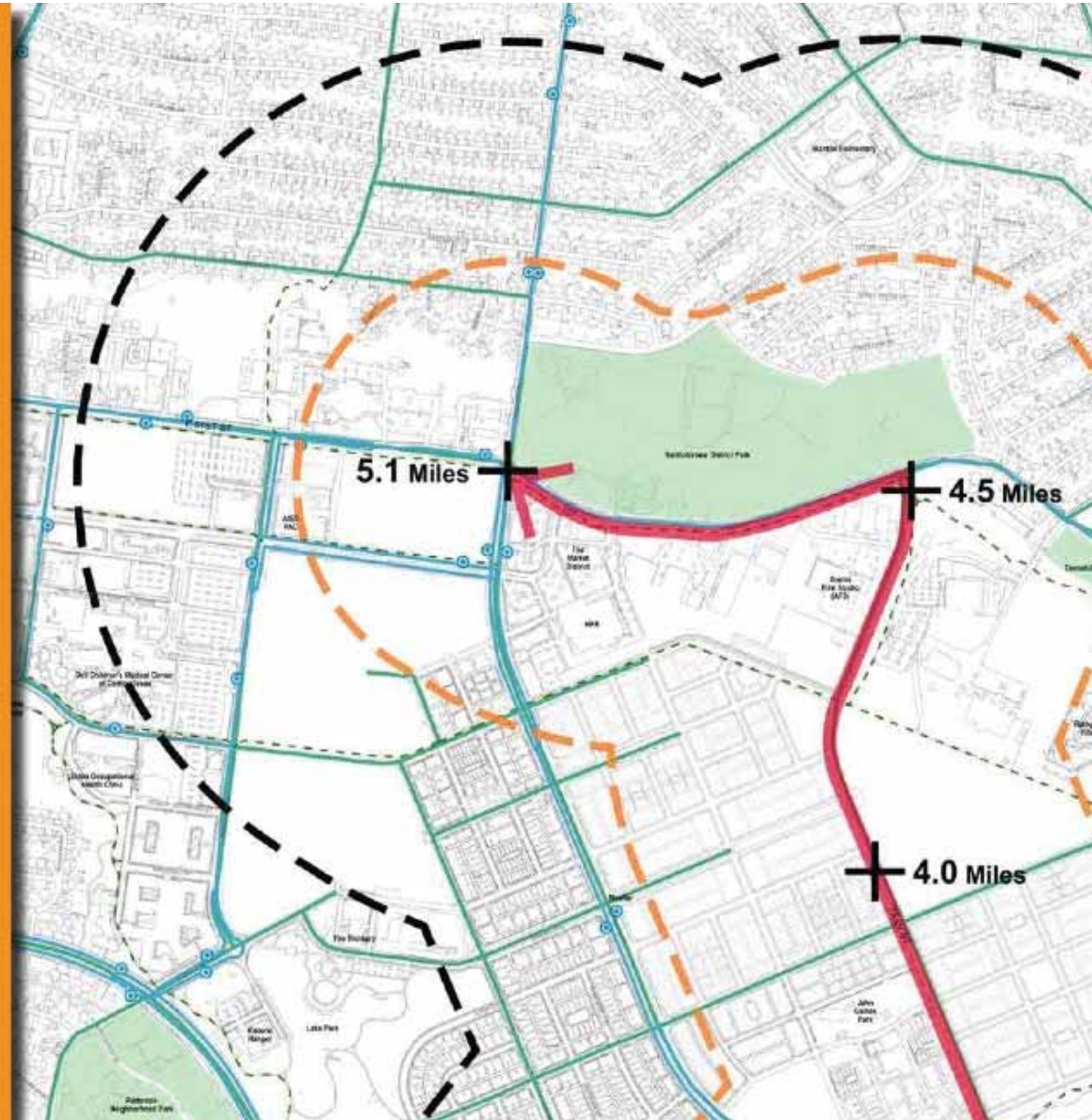
Proposed process

Journey types

System logic

Message hierarchy

Major wayfinding elements





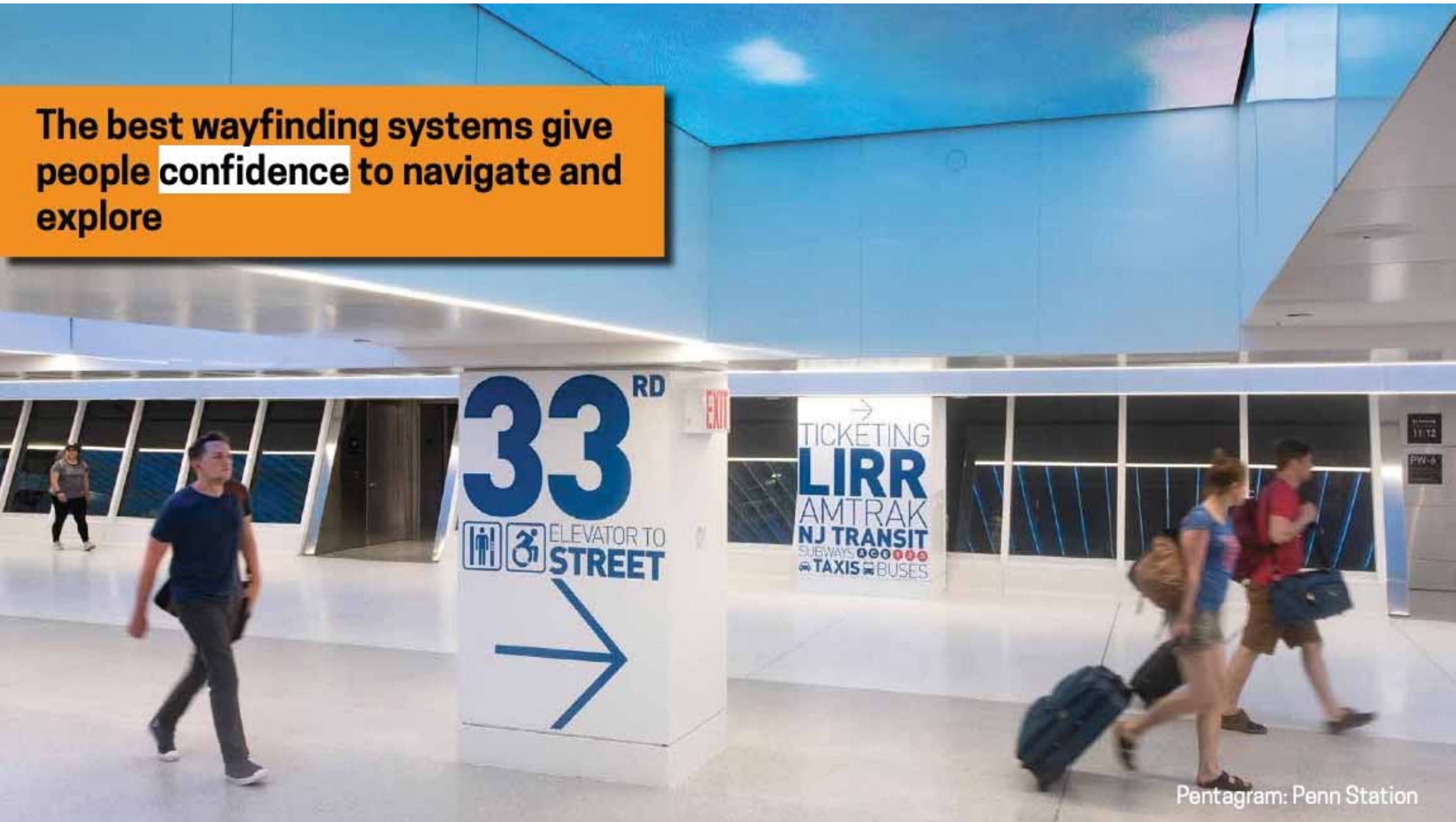
# Wayfinding 101

The art and science of helping people find their way, especially in unfamiliar environments



Pentagram: WalkNYC

The best wayfinding systems give people **confidence** to navigate and explore



Pentagram: Penn Station



We are confident when cues in the environment welcome us, guide us, and protect us



Pentagram: Penn Station



People look to **all cues** in their environment to find their way; signs are just part of the story



Spiral of the Galaxy  
by Marc Quinn



An aerial photograph of a park plaza. In the center is a circular paved area with a light brown, textured finish. A woman in a pink top and black pants is walking towards the left, pushing a stroller. A man in a grey shirt and red shorts is walking alongside her. The plaza is surrounded by greenery, including tall grasses and shrubs. A large, light blue light pole is visible in the foreground on the left. In the background, there are concrete retaining walls and a building with a metal railing.

**Cues include streetscape,  
landscape, pavement, lighting  
infrastructure, trail design & more**

Pfluger Bridge Circle  
Ten Eyck Landscape Architects



People need guidance for different types of journeys: directed journeys are from Point A to Point B

  <b>Recollida equipatges</b> Baggage claim <b>Recogida equipajes</b>	  <b>Portes</b> Gates <b>Puertas</b> A C D E
  <b>Sortida</b> Exit <b>Salida</b>	  <b>Portes</b> Gates <b>Puertas</b> B50 to B24
 <b>Sky Centre</b>	

Barcelona Airport T1  
Bofill Arquitectura / CCD



Some journeys are about discovery: hiking, exploring, learning, wandering, and playing

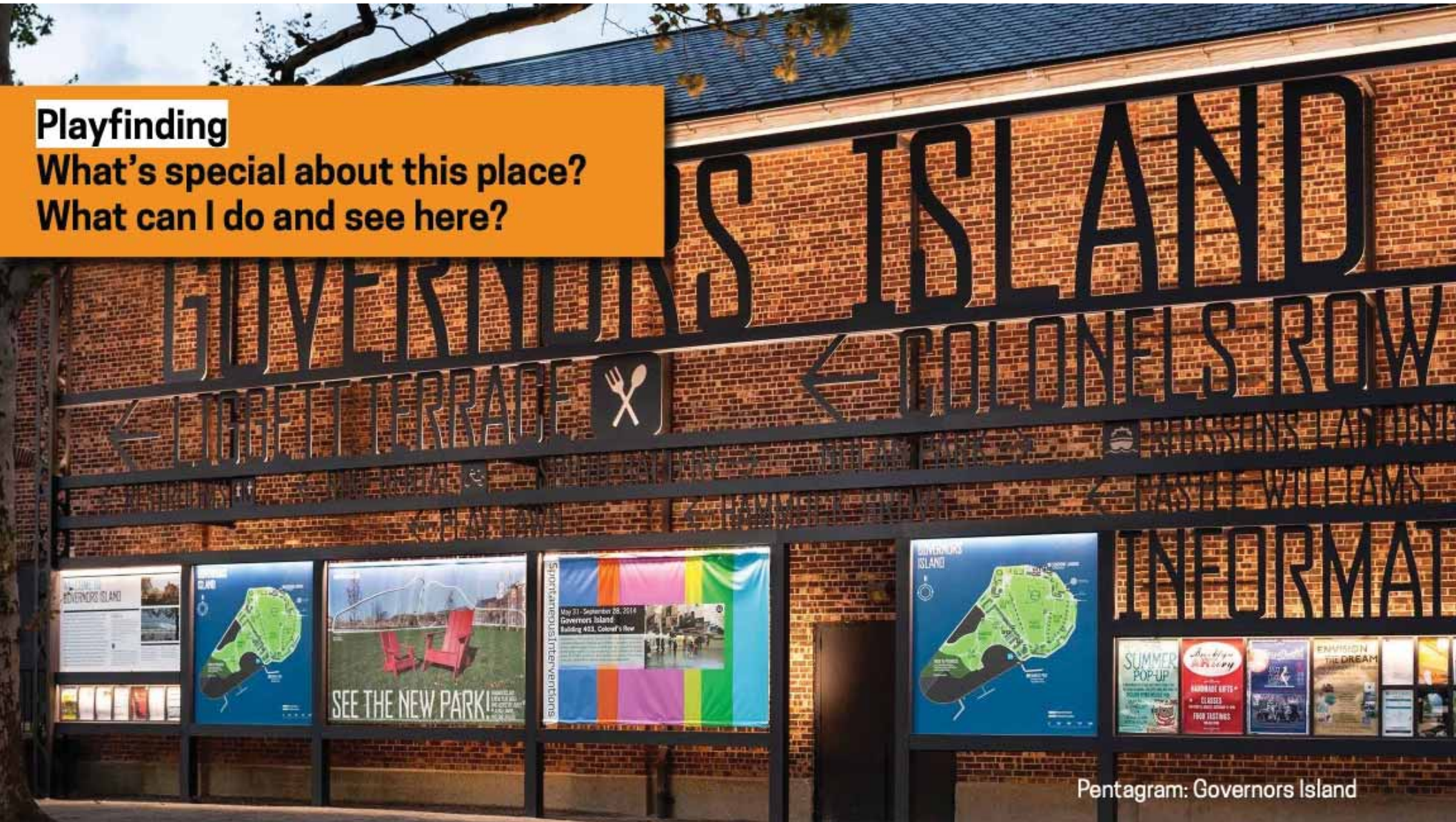


Pentagram: Cooper Hewitt Design Museum



## Playfinding

What's special about this place?  
What can I do and see here?



Pentagram: Governors Island



**Successful wayfinding strategies start with the people who traverse and experience that space**

**What kind of journeys do you typically take—commute, exercise, explore, learn?**



**Which destinations are most important to you and what do you call them?**



**What information do you need to navigate and explore with confidence?**



**Wayfinding for EastLink will knit directional guidance, placemaking, and interpretive content together**

**Identify the trail itself and welcome everyone to its paths & routes**



**Connect trail-travelers to the destinations they care about**



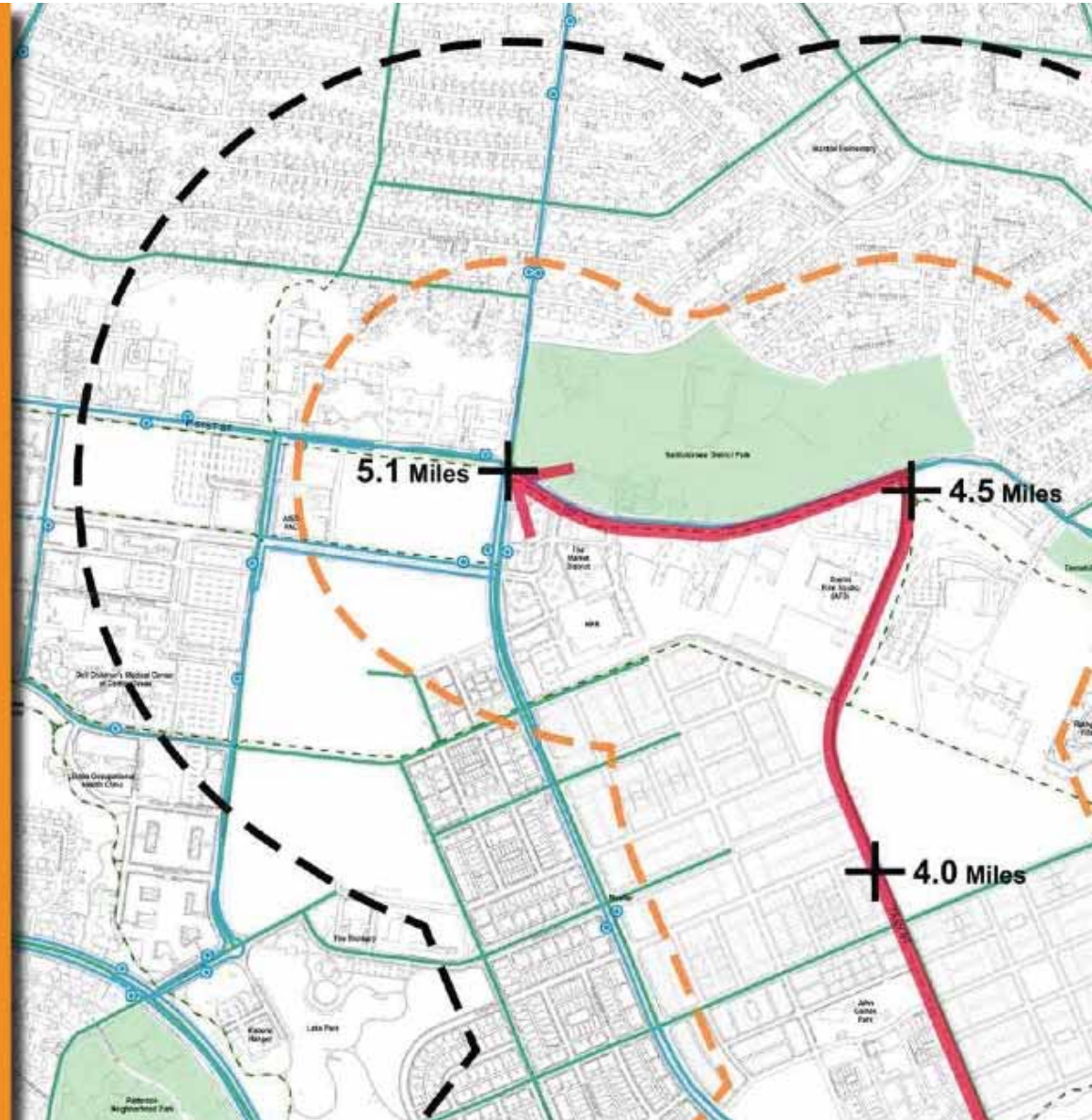
**Celebrate the history and future of the trail's neighborhoods**





## Proposed process for EastLink Wayfinding

1. Draft a preliminary plan including:
  - journey types
  - system logic
  - message hierarchy
  - major wayfinding elements
  - preliminary destinations
  - preliminary programming
2. Utilize public engagement sessions and activations to inform and detail plan
3. Produce implementation plan and design system



## **Journey Types for EastLink Wayfinding**

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**Health & fitness outings**

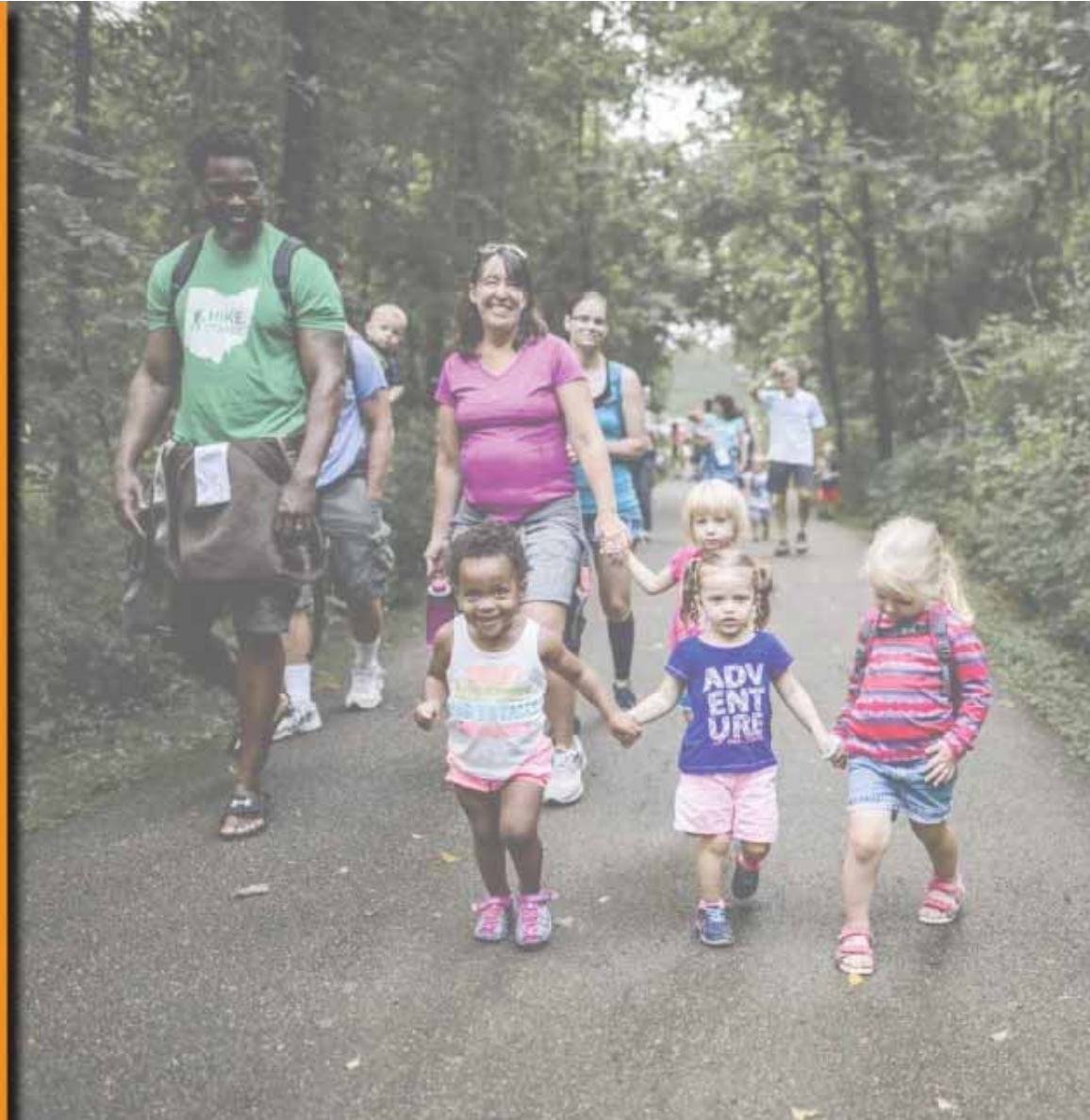
**Leisure activities**

**Walking/wheeling tours**

**Active transportation**

**Commuting and directed journeys  
(work, school, shopping, etc.)**

**Urban exploring**





## System Logic for EastLink Wayfinding

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### A Spine & Spurs system:

**Spine:** the main EastLink route

**Spurs:** offshoots that lead to destinations and interpretive journeys that are important to the communities





# System Logic for EastLink Wayfinding

## A Spine & Spurs system:

**Spine:** the main EastLink route

**Spurs:** offshoots that lead to destinations and interpretive journeys that are important to the communities



## Message Hierarchy for EastLink Wayfinding

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### Orientation:

**Where am I?**

**Boggy Creek Greenbelt**

**Which direction am I going?**

**Toward Lady Bird Lake**

### Navigation:

**What's the next "landmark"?**

**Parque Zaragoza**

### Context:

**What's around me?**

**Campbell Elementary School**





## Preliminary Elements for EastLink Wayfinding

A sign system based on the materials and installation methods of the Austin Urban Trails system

- for ease of fabrication, installation and updates
- adjusted for EastLink characteristics, brand, and messaging





## Preliminary Elements for EastLink Wayfinding

A system of branded paving/ground elements to help travelers follow the Spine with confidence

- ground-level wayfinding cues work well for walkers and wheelers
- paving reinforces safety and consistency as trail transforms to various conditions
- provides opportunities to weave placemaking and interpretive elements into one “fabric”

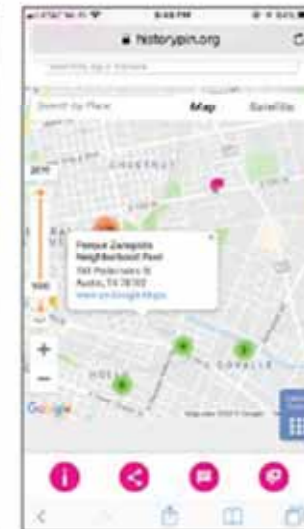




## Preliminary Elements for EastLink Wayfinding

### Web-based, mobile-optimized trip planning and navigation tool(s)

- Encourages usage of the trail by answering the question: can I get there via EastLink?
- Offers EastLink-based tours and playfinding activities
- Provides a deeper interpretive experience, on and off the trail
- “Lower-tech” strategy: no need for a stand-alone app; focus on seeding existing apps/sites with EastLink content





## Next Steps

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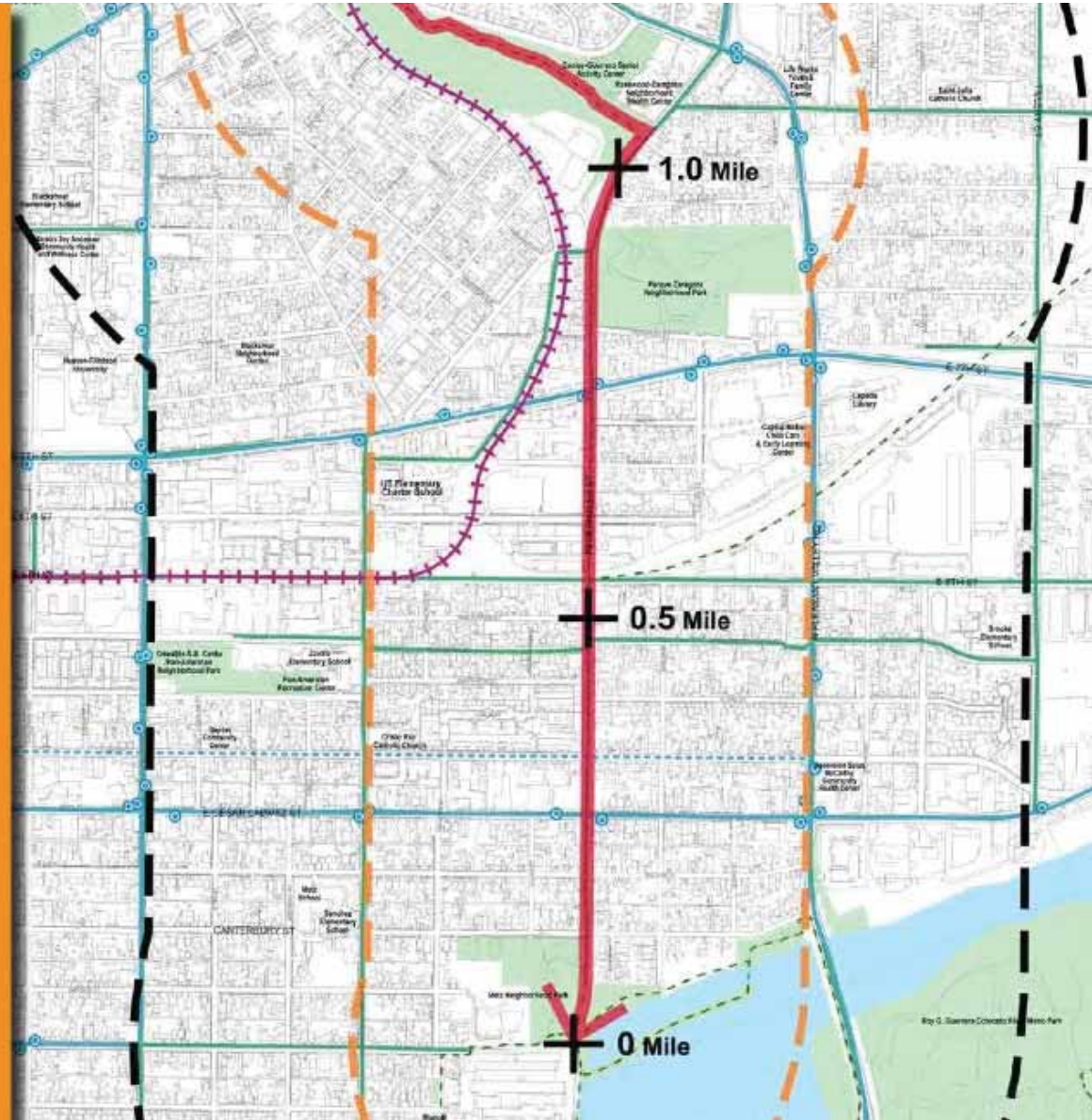
Collect and refine preliminary destinations (on Spine & Spurs)

Develop preliminary programming

Further the concepts of the family of wayfinding elements

Co-create with public engagement activities in the neighborhoods:

- Which places are important to you?
- What stories do you want to tell?
- How can the wayfinding and playfinding elements support and celebrate EastLink?





# interpretive theme development - the process

- Survey of available resources
- Look for common threads
- Look for what's unique
- Keep the human element at the forefront



## Interpretive Theme Development – DRAFT Theme #1 – Recreation and Culture

- **Outdoor recreation, socializing, and cultural events have been key to East Austin residents' community heritage and identity building.**

***Associated storylines:  
Development of Rosewood Park  
and Parque Zaragoza***



Photograph of members of the *Comite Patriotico Mexicano*, the group who planned Patriotic activities for Parque Zaragoza

Seated left to right are Macrino Ortiz, Ignacio Arriaga, Frank Morales and Ignacio Acosta. Standing left to right are Pedro Cortez, Severino Guerra and Frank Prado.

(Austin History Center, PICA 20328, c.1930)



## Interpretive Theme Development – DRAFT Theme #1 – Recreation and Culture

- **Outdoor recreation, socializing, and cultural events have been key to East Austin residents' community heritage and identity building.**

***Associated storyline: Organized sports (e.g., baseball at Parque Zaragoza; Downs Field; baseball at Rosewood)***



**Children playing baseball in Rosewood Park**  
(Austin Parks and Recreation Department, n.d.)

## Interpretive Theme Development – DRAFT Theme #1 – Recreation and Culture

- **Outdoor recreation, socializing, and cultural events have been key to East Austin residents' community heritage and identity building.**

***Associated storylines:  
Neighborhood pools and  
community gardens***



**Swimming Pool at Bartholomew Park**  
(Austin History Center, PICA 37843, n.d.)



## Interpretive Theme Development – DRAFT Theme #1 – Recreation and Culture

- **Outdoor recreation, socializing, and cultural events have been key to East Austin residents' community heritage and identity building.**

***Associated storylines: Continued connections to the outdoors***



**Mueller Southwest Greenway's trail with sculptures, *Pollen Grain* and *Wigwam*, by artist, Chris Levack (RVi, c. 2010)**

# Interactive Discussion

## Interpretive Theme Development – DRAFT Theme #2: Environmental Justice and Activism

- **East Austin communities of color used activism and grassroots organizing to challenge institutional racism and achieve meaningful change.**

***Associated storyline: Segregation and geographic isolation***



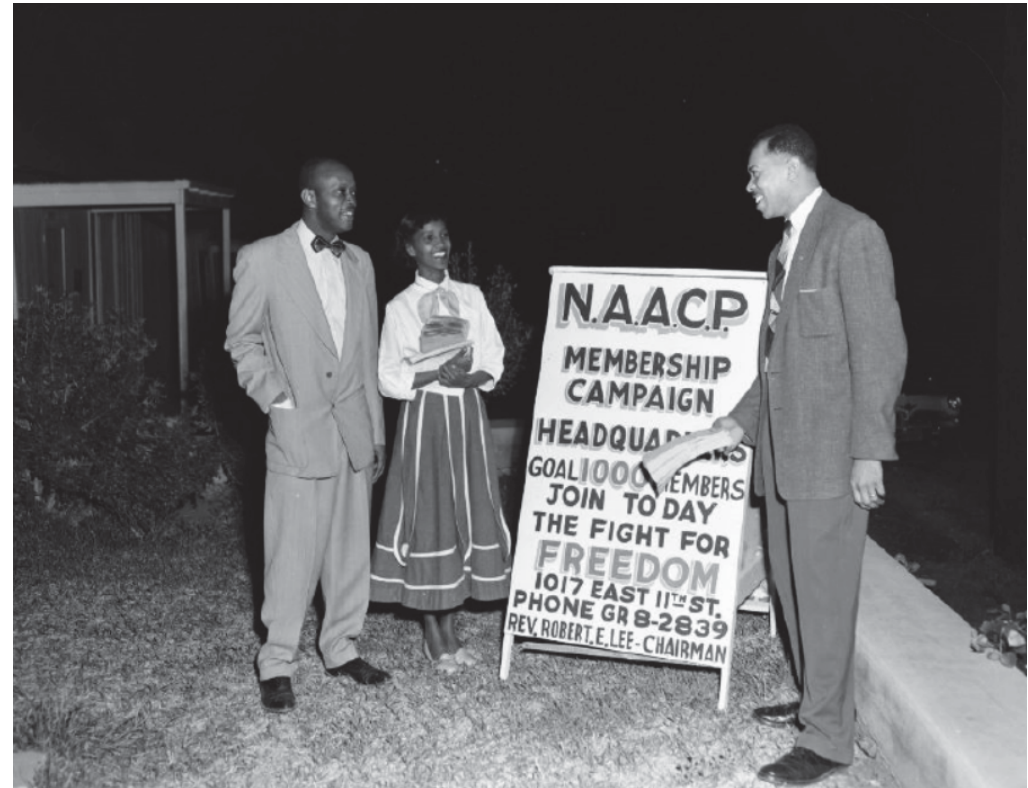
**East Avenue before the development of I-35  
(Texas Department of Transportation, c.1950)**



## Interpretive Theme Development – DRAFT Theme #2: Environmental Justice and Activism

- East Austin communities of color used activism and grassroots organizing to challenge institutional racism and achieve meaningful change.

*Associated storyline: Strong social bonds (e.g., business districts, mutual support and social welfare organizations)*



NAACP Membership Headquarters on East 11<sup>th</sup> Street  
(Austin History Center, ND-56-A022-02, 1956)

## Interpretive Theme Development – DRAFT Theme #2: Environmental Justice and Activism

- **East Austin communities of color used activism and grassroots organizing to challenge institutional racism and achieve meaningful change.**

***Associated storyline:  
Community activism  
challenged environmental  
racism (e.g., Jesse Segovia,  
Jorge Guerra, Edward Rendon,  
Susana Alamanza and PODER)***



**Holly Street Power Plant**  
(Austin History Center, PICA 14290, n.d.)

## Interpretive Theme Development – DRAFT Theme #2: Environmental Justice and Activism

- **East Austin communities of color used activism and grassroots organizing to challenge institutional racism and achieve meaningful change.**

***Associated storyline: Grassroots organizing to achieve equal access to facilities and amenities (e.g., 1<sup>st</sup> branch library, Parque Comal, Pan-Am Recreation Center)***

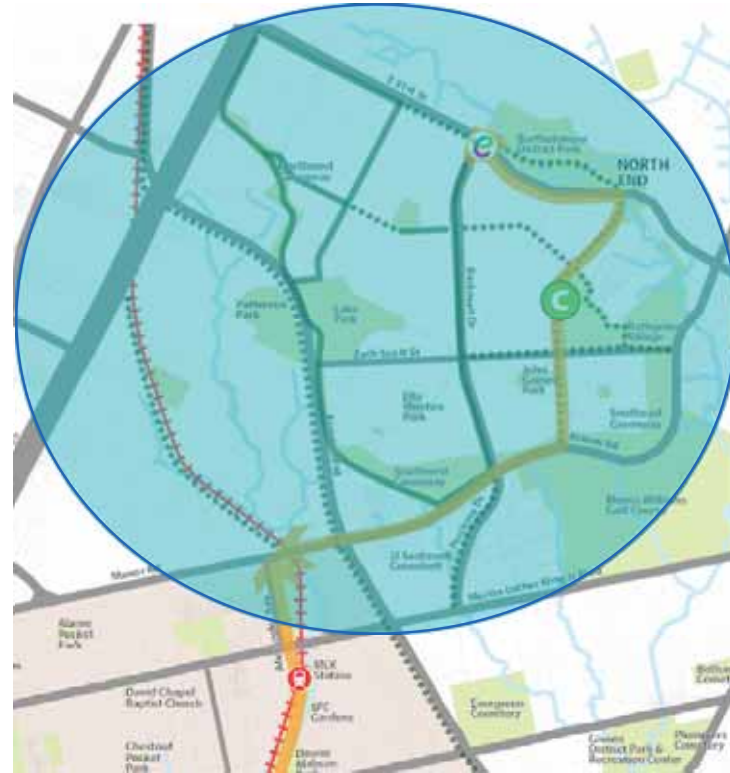


**Carver Branch Library**  
(Austin History Center, PICA 13997, post-1933)



## Interpretive Theme Development – Next Steps

- **Known gaps: Delwood, Mueller, Windsor Park, University Hills**
- **Revise and refine**
- **Test with community**
- **[erin@erinmcclelland.net](mailto:erin@erinmcclelland.net)**



**EastLink's northern segment – north of Manor Road to East 51<sup>st</sup> Street**  
(Excerpt from Trail Plan, MAS, 2014)

# Interactive Discussion



Thank You, Park Anchored Liaisons and Stakeholders (PALS)



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(512) 477-1566



[www.austinparks.org](http://www.austinparks.org)