

Late Backup

Item #37



MEMORANDUM

TO: Mayor and City Council

FROM: Sara L. Hensley, CPRP, Director
Austin Parks and Recreation Department

DATE: January 30, 2014

SUBJECT: Holly Shores/Edward Rendon Sr. Park Master Plan

The purpose of this memorandum is to provide Council with an overview of the extensive Holly Shores/Edward Rendon Sr. Park Master Plan community input process, and to apprise Council of the East Town Lake Citizens Association (ETLCA) request for postponement of Council action on this plan.

At the December 12, 2013 City Council meeting, Michael Van Valkenburgh Associates, Inc. Landscape Architects, consulting firm, presented the "Draft Holly Shores/Edward Rendon Sr. Park Master Plan." Council postponed action on the plan until January 30, 2014 upon the request of ETLCA members who expressed concerns regarding the plan.

On January 22, 2014, members of the ETLCA met with Parks and Recreation Department (PARD) Assistant Director Cora Wright and PARD staff to discuss their overall concerns about the community input process and certain elements of the plan recommendations. The ETLCA requested an additional 90-day postponement on Council action to allow them additional time to reach out to the community who they believe were not able to participate fully, and to prepare and submit a list of specific concerns and recommendations for a plan revision.

Overview of the Community Input Process (See Details Attachments)

The extensive community outreach and stakeholder input process for the Holly Shores/Edward Rendon Sr. Park Master Plan included the following:

- Community Outreach and Communication Strategies
 - *Saldaña Public Relations a sub-contractor of MVVA* designed and conducted professional community outreach services including facilitating 8 "Platicas" (small community group input sessions).
 - *Michael Van Valkenburgh Associates, Inc. Landscape Architects (MVVA)* provided 4 community workshops and 3 Youth Events tailored to gather youth oriented input on the plan.

- *Press Releases and Media Coverage* was provided by COA-PARD, Despierta Austin, Univision, KXAN and KUT.
- *On-line Communication Tools* included Speak Up Austin Forum, Austin Notes, PARD Facebook and a dedicated web-site on the planning process updated after each Community Workshop.
- *Meeting-In-A-Box Community Input (non-traditional outreach)* was gathered at 4 locations within the community and at City Hall.
- *4,150 Door to Door Meeting Announcements* were distributed through "Every Door Direct" flyer delivery service to 2 Zip Codes announcing scheduled Community Workshops.
- *600 meeting notice flyers* were distributed through neighborhood representatives.
- *Street Banners* were installed at 7th Street and Riverside Drive at Congress Ave. announcing the community workshops.
- *Email notices* sent to interested stakeholders upon request.
- **Community and Stakeholder Participation**
 - Over 700 stakeholders participated during the 18 month long Holly Shores/Edward Rendon Sr. Park Master Plan planning process.
 - Approximately 60 Community Organizations actively participated throughout the process including members of the ETLCA.

Department Response to ETLCA Request

Despite the extensive and inclusive community outreach and participation in the master planning process, as described above, the department has requested an additional **30-day postponement** to allow them additional time to reach out to the community who they believe were not able to fully participate in the planning process.

Next Steps

The proposed Holly Shores/Edward Rendon Sr. Park Master Plan was an 18-month long planning process that resulted in an overwhelming level of community support for the comprehensive future vision for the park. The department is prepared to present the plan results to Council on February 27, 2014 along with an overview of all community stakeholder input received to date for Council consideration and action.

Should you have any additional questions or require more information, please contact me or Ricardo Soliz, Division Manager at 512 974-9452.

cc: Bert Lumbreras, Assistant City Manager
 Cora D. Wright, Assistant Director, Austin Parks and Recreation
 Kimberly McNeeley, Assistant Director, Austin Parks and Recreation
 Ricardo Soliz, Division Manager, Austin Parks and Recreation



Holly Shores/ Edward Rendon, Sr. Park at Festival Beach Master Plan

Community Workshop Outreach & Engagement Efforts

Community Workshop 1: August 20, 2012 At the Emma S. Barrientos Mexican American Cultural Center	Community Workshop 2: November 14, 2012 At Martin Middle School	Community Workshop 3: February 25, 2013 At Metz Elementary School
<ul style="list-style-type: none"> Notified CAG (9 Representatives of 29 Organizations) Notified organizations on Community Registry Posted information on the project website Posted information on the PARO website Email notice sent at request of interested list Posters and fliers displayed and distributed at: <ul style="list-style-type: none"> Camacho Activity Center Metz Recreation Center Pan Am Recreation Center Zaragoza Recreation Center Expedition School Cepeda Library Torrazas Library Emma S. Barrientos Mexican American Cultural Center Fiesta Gardens Back to school celebration event at Metz Austin Notes Press Release (Spanish and English news) Radio Interview (KUTV)-Chris Valdez Participants of pláticas notified by project staff 	<ul style="list-style-type: none"> Notified CAG (9 Representatives of 29 Organizations) Notified organizations on Community Registry Posted information on the project website Posted information on the PARO website Email notice sent at request of interested list Posters and fliers displayed and distributed at: <ul style="list-style-type: none"> Camacho Activity Center Metz Recreation Center Pan Am Recreation Center Zaragoza Recreation Center Cepeda Library Torrazas Library Emma S. Barrientos Mexican American Cultural Center Fiesta Gardens Back to School celebration event at Metz Austin Notes Press Release (Spanish and English news) Radio Interview (KUTV)-Ricardo Soliz PARO Facebook Online community calendars 2 street banners (on 7th Street and on Riverside Dr.) Outreaching notice signs posted in the park Every Door Direct flier delivery service (4,180 delivered) Over 1,500 fliers provided to neighborhood reps for distribution Invitations provided at community events and meetings (15 events) Fliers distributed at youth events Participants of pláticas notified by project staff 	<ul style="list-style-type: none"> Notified CAG (9 Representatives of 29 Organizations) Notified organizations on Community Registry Posted information on the project website Posted information on the PARO website Email notice sent at request of interested list Posters and fliers displayed and distributed at: <ul style="list-style-type: none"> Camacho Activity Center Metz Recreation Center Pan Am Recreation Center Zaragoza Recreation Center Cepeda Library Torrazas Library Emma S. Barrientos Mexican American Cultural Center Fiesta Gardens Austin Notes Press release (Spanish and English news) PARO Facebook 2 street banners (on 7th Street and on Riverside Dr.) Outreaching notice signs posted in the park Every Door Direct flier delivery service (4,180 delivered) Over 600 fliers given to neighborhood reps for distribution Invitations provided at community events and meetings (15 events) Fliers distributed at the Pan Am Recreation Center Thanksgiving Dinner Despierta Austin interview on Univision - Ray Hernandez KXAN interview - Ricardo Soliz Participants of pláticas notified by project staff Invitation to next community workshop given at end of Community Workshop 2

Community Workshop 4: May 20, 2013 At Martin Middle School
<ul style="list-style-type: none"> Notified CAG (9 Representatives of 29 Organizations) Notified organizations on Community Registry Posted information on the project website Posted information on the PARO website Email notice sent at request of interested stakeholder list Austin Notes Press release (Spanish and English news) PARO Facebook Outreaching notice signs posted in the park Every Door Direct flier delivery service (4,180 delivered) Fliers distributed Invitations provided at community events and meetings Participants of 3 pláticas notified by project staff Invitation to next community workshop given at end of Community Workshop 3 Exhibits /Display of preliminary concepts at various locations



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Community Outreach

9th Street School House
Artists and Neighbors Together
AIA Austin
American Youthworks
ATX Bike
Audobon Texas
Austin Habitat for Humanity
Austin Parks Foundation
Barrio Unido NA
Bike Texas
Boys and Girls Club
Buena Vista NA
Central Austin Youth League
Cristo Rey NA
East Cesar Chavez NA
Ease Cesar Chavez Planning Team
East River City Area
East River City Citizens
East Town Lake Citizens NA
Eastville-Central/SPEAK
Eastside Compost Pedallers
Eastside Garden Exhchange
El Concilio of Mexican American NA
Festival Beach Community Garden
Friendly Friends of Haskell Street
Govalle/Johnston Terrace NA
Greater Austin Chamber of Commerce

Greater East Austin NA
Guadalupe NA
Hermanos de East Austin
Hispanic Chamber of Commerce
Holly Neighborhood Coalition
Holly Neighbors Helping Neighbors
Johnston Terrace NA
League of Bicycling Voters
LULAC
Lifeworks Austin
Local Sierra Club
Martin Middle School
Metz Elementary School
Pedernales NA
PODER
RBJ Community
Sanchez Elementary School
Sustainable Food Center
Texas River School
Texas Roller Girls
The Expedition School
The Holly Group
The Real Estate Council of Austin
The Trail Foundation
United East Austin Coalition
University of Texas Charter School
YMCA





Holly Shores/Edward Rendon, Sr. Park at Festival Beach Master Plan Community Outreach & Engagement Efforts

Community Workshops:

Workshop 1

August 20, 2012

At the Emma S. Barrientos Mexican American Cultural Museum

Workshop 2

November 14, 2012

At Martin Middle School

Workshop 3

February 23, 2013

At Metz Elementary School

Workshop 4

May 20, 2013

At Martin Middle School

Other Outreach Efforts

Meeting, Online Tools & Exhibits:

Meeting-In-A-Box Exercise

Speak Up Austin Forum

Preliminary Concept Exhibits and Comments Boxes placed at:

Terrazas Library, Capeta Library,

Metz Recreation Center, Camacho Activity Center & City Hall

Outreach at Community Meetings:

Citizen Advisory Group Meeting- June 13, 2012

Holly Neighborhood Coalition Meeting- October 2, 2012

A Tour of Chicano Park- Sunday, October 14, 2012

Outreach at Community Events

Fiesta del Grito de Independencia

Saturday, September 15, 2012

Emma S. Barrientos Mexican American Culture Center

Haskell Halloween Block Party

Wednesday, October 31, 2012

Celebración del Día de los Muertos

Saturday, November 3, 2012

Emma S. Barrientos Mexican American Culture Center

Fiestas Patrias Cinco de Mayo Celebración

Saturday, May 4, 2013

Fiesta Gardens

Youth Events:

Youth Event 1: Build a Dream Park

August 12, 2012

Fiesta Gardens- West End

Open to the community

Youth Event 2: Park Activity

October 3, 2012

UT-Elementary

5th Gardens

Youth Event 3: Enrichment Hour

October 23, 2012

Martin Middle School

"Pláticas"

1. August 14, 2012

Metz Recreation Center

2. August 15, 2012

Metz Recreation Center

3. October 30, 2012

For Seniors Citizens at

Metz Recreation Center

4. November 2, 2012

For Senior Citizens at

Metz Recreation Center

5. November 8, 2012

For Seniors Citizens at

REJ. Center Community

6. April 30, 2013 for CANYE

at

Metz Recreation Center

7. May 2, 2013 for the

Holly Decommission

Group at

Metz Recreation Center

8. May 9, 2013 for Martin

Community Alliance at

Martin Middle School

Boards and

Commissions

Boards and Commissions review will take place in July/August 2013. Check the website for an updated schedule or send a request to be placed on the email notification list to the project email address.

hollyshoresmasterplan@ausd.net or call 512-974-9470



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