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# City of Austin Parks and Recreation Department

## Aquatics Master Plan Overview

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Land Facilities and Programming Committee  
January 11, 2016

Presented by:

Cheryl Bolin, Division Manager  
Rey Hernandez, Landscape Architect II



# Project Consulting Team



## Prime Consultant:

### Brandstetter Carroll Inc.

- Architecture Plus, Inc. Architecture
- Adisa Communications Public Engagement
- JLJ Enterprises LLC. Aquatic Operations
- Chan & Partners Engineering Site Civil & Sustainability

## City of Austin

### PARD:

Cheryl Bolin, Aquatic Division Manager, CPO

Wayne Simmons, Aquatic Program Manager, CPO, CPRE

Reynaldo Hernandez, PARD CIP – Project Management, PLA, CPO

Cara Welch, PARD Public Information Office



# Key Input Group



- Aquatics Advisory Board (AAB)
- District Representatives Group (DRG)
- Technical Advisory Group (TAG)
  - Watershed Protection
  - Land Development Group
  - Imagine Austin and Code Next
  - Austin Office of Sustainability
  - University of Texas Aquatics
  - Aquatic Construction Specialist
- PARD Technical Team (TT)
- SWIM 512 – Dr. Cortez
- PARD Public Information Office (PARD PIO)
- COA Public Information office (COA PIO)



# Aquatic Assessment Phases



- Phase I                      Aquatic Conditional Assessment                      **Complete**
  - Mechanics
  - Infrastructure
  - Facility Conditions
- Phase II    SWIM 512 Public Engagement                      **Complete**
  - Community Engagement
  - Final Report
- Phase III    Master Plan Development                      In Progress
  - Develop criteria and planning tools for projecting a future community supported aquatic system



# Phase II Swim 512



- Community Conversations (Aug 17-22)
  - At 11 pools with 317 contacts
- Neighborhood Talks (Sep 1 – Oct 28)
  - 14 Neighborhood Associations engaged with 381 contacts
- District Representatives Group
  - Assisted in establishing the group
- Evaluation and Assessment Team
  - Draft survey with Spanish translation
- Community Focus Groups (Sep 1 – Nov 15)
- AISD Presentations
  - PTA All-District Meeting (Nov 19)
  - LBJ Fall Fest (Nov 19)
- Service Learning Project – National Aquatic Trends
  - McComb School of Business – Presentation on 11/23



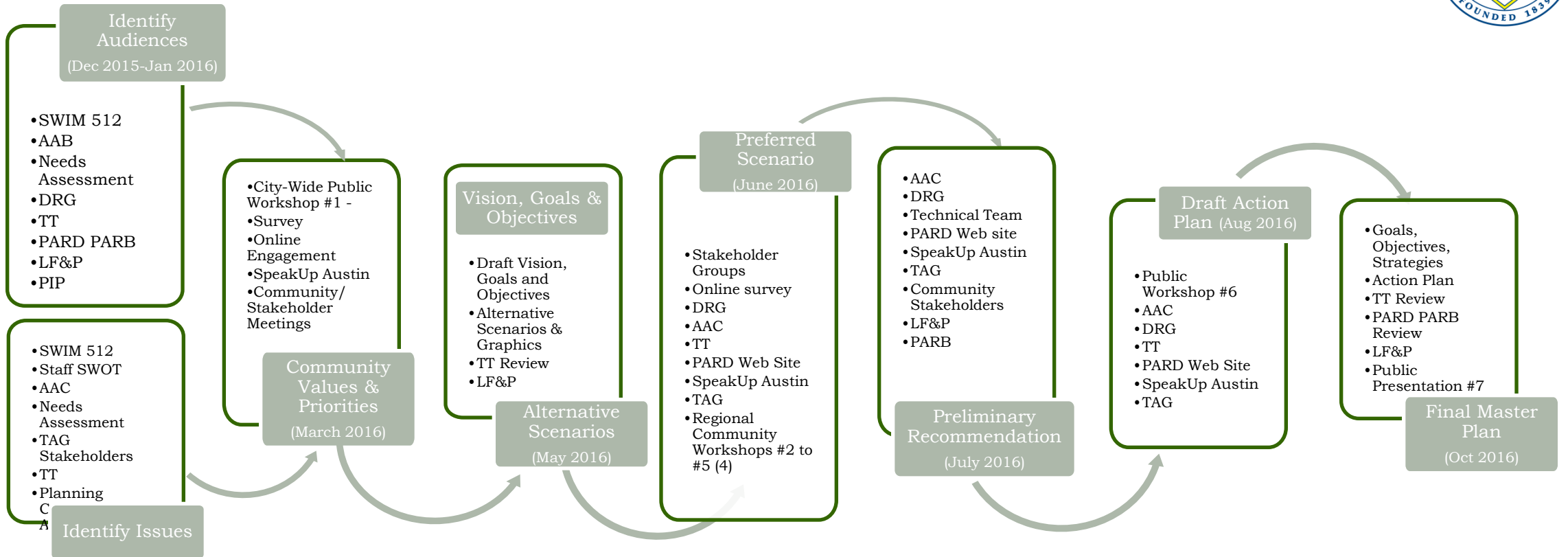
# Phase III Scope of Work



- **Process Development Phase** to refine the scope of work and prepare a Public Engagement Plan.
- **Planning Context Phase** to review existing conditions and practices, identify key issues and concerns, and summarize the findings which will provide the background framework for the remaining tasks.
- **Strategic Vision, Goals, and Objectives Phase** to include the first round of stakeholder discussions which will be used along with the Planning Context to develop a Draft Vision, Goals, and Objectives.
- **Preliminary Analysis and Recommendations Phase** to identify alternative scenarios for the overall system and then to analyze and provide recommendations for implementation of an expanded or contracted aquatics system. This phase will address programs, use agreements, partnerships, operations, sustainability, Best Management Practices, potential revenue generation, proposed facility improvements, and personnel. This phase will be followed by PARD review and public review.
- **Action Plan Phase** to refine the preliminary recommendations based upon review comments; established long term goals, objectives, and strategies; and provides an Action Plan for implementation which identifies projects, programs, policies, funding sources, and responsible parties in a time sequence format.
- **Final Master Plan Phase** to bring all of the previous phases into one comprehensive report. The Draft will be reviewed by PARD Staff, Board members, and the public.



# Phase III Approach



## LEGEND

AAB = Aquatics Advisory Board  
 DRG = District Representatives Group  
 TAG = Technical Advisory Group  
 TT = PARD Technical Team  
 PIP = Public Engagement Plan  
 PARB = Park and Recreation Board  
 LF&P = Land, Facilities and Programming Sub-Committee of PARB  
 SWOT = Strength, Weaknesses, Opportunities, & Threats Discussion with Staff

## PUBLIC WORKSHOP PURPOSES:

#1 – Identify community values & priorities  
 #2-#5 Regional Workshops – Review of Alternative Scenarios to identify a Preferred Scenario  
 #6 – Public review of Preliminary Recommendations  
 #7 – Public Review of the Draft Action Plan



# Phase III Public Involvement:



## ■ Tools

- ❑ Fact Sheets
- ❑ FAQs
- ❑ Website
- ❑ Flyers
- ❑ Utility Bill inserts
- ❑ Reports and fact sheets
- ❑ Community association newsletters
- ❑ Austin Water eNewsletters

## ■ Social Strategy

- ❑ Website
- ❑ Facebook/Twitter
- ❑ SpeakUp Austin

## ■ Audiences

- ❑ City Council
- ❑ PARD users
- ❑ City Boards and Commissions
- ❑ Diverse groups
- ❑ Underrepresented Communities
- ❑ Environmental
- ❑ Community groups
- ❑ Regional agencies and stakeholders
- ❑ Policymakers





# Phase III Schedule

## Austin Aquatics Master Plan Project Schedule



Phase / Task	October	November	December	January	February	March	April	May	June	July	August	September	October
<b>Process Development Phase</b>													
Prepare a Process Plan / Schedule and review with PARD Staff; Refine Scope of Services	■												
Review current directions, policies, goals, objectives and reactions to the Needs Assessment with PARD Staff and Master Plan Team													
Prepare a Preliminary Public Engagement Plan in cooperation with the COA-PIO			■										
Park Board and Land, Facilities & Programming Sub-Committee Meetings			■										
Technical Memorandum No. 1 to summarize previous steps.				●	●								
PARD Aquatics Master Plan Team review meeting													■
<b>Planning Context Phase</b>													
Review Aquatics Needs Assessment													
Review of demographic changes, neighborhood conditions, interests, and priorities													
Discussions with PARD Staff to assist in the following:													
Facilitate a SWOT Analysis with PARD Staff													
Review Aquatic Programs attendance, costs, locations, etc.													
Review operations and maintenance practices													
Identify health, safety and welfare issues													
Identify existing environmental concerns and sustainability BMP's													
Analysis of current use agreements and partnerships													
Technical Memorandum No. 2 to summarize previous steps.													
PARD Aquatics Master Plan Team review meeting													■
<b>Strategic Vision, Goals and Objectives Phase</b>													
Initial City-wide Public Workshop													
Implement SWIM 512 Survey													
SpeakUp Austin, Web Engagement, Community Stakeholder Groups													
Prepare a Draft Vision, Goals, and Objectives													
Technical Memorandum No. 3 to summarize previous steps.													
PARD Aquatics Master Plan Team review meetings													
PARD Park Board and Land, Facilities & Programming Sub-Committee Meeting													★
<b>Preliminary Analysis and Recommendations Phase</b>													
Identify alternative scenarios for the overall Aquatics System													
Review with PARD Aquatics Master Plan team													
Identify and refine stakeholder/user groups and neighborhood groups based upon impacts													
Conduct second round of Stakeholder Meetings (Estimated ten meetings)													
Review meetings with AAC, DRG, TAG													
Regional Public Workshops (4 meetings)													
Prepare a Draft Preliminary Recommendations Report (Technical Memorandum No. 4)													
Review meetings with the PARD Master Plan Team, AAC, DRG, Tech Team													
Public presentation of Preliminary Recommendations													
Public review of Preliminary Recommendations													
AAC, TAG, DRG, and Master Plan Team review													
PARD Park Board and Land, Facilities & Programming Sub-Committee Meeting													●
<b>Action Plan Phase</b>													
Refine recommendations based upon review process													
Prepare a Draft Action Plan (Phased Implementation Plan)													
Prepare long term goals, objectives, and priorities													
Prepare an Action Plan organized by Goals, Objectives, and Strategies.													
Submit Draft Action Plan (Technical Memorandum No. 5)													
Review Draft Action Plan with PARD Aquatics Master Plan Team, AAC, DRG, Tech Team, TAG													
PARD Park Board and Land, Facilities & Programming Sub-Committee Meeting													■
<b>Final Master Plan Phase</b>													
Refine Action Plan based upon review comments													
Identify potential funding scenarios and mechanisms													
Identify probable cost projections of recommendations (capital, revenues, and operations)													
Prepare a Draft Master Plan to summarize all of the previous phases													
Review of Draft Master Plan with PARD Aquatics Master Plan Team													
Refinements based upon PARD Master Plan Team review													
Land, Facilities & Programming Sub-Committee and Park Board Presentation													●
Public Presentations													★

■ Review Meeting with PARD Aquatics Master Plan Team and/or others

● Land, Programming and Facilities Sub-Committee; or Park Board Presentation

★ Public Presentation

# Next Steps:



- Kick-off Meeting – Introduction of key input groups
- SWIM 512 review and survey coordination and translation
- PARD Park and Recreation Board Review/Land, Facilities & Programming Committee Review
- Staff SWOT Analysis
- Planning Context
  - Review Needs Assessment
  - Review demographic trends, neighborhood conditions, etc.
  - Review programs, attendance, costs, locations, etc.
  - Review of operations and maintenance practices
  - Identify health, safety, and welfare issues
  - Identify sustainability issues
  - Review use agreements and partnerships
- Master Plan Team meetings



# Questions?



Expectations and Input Welcome

