

Austin Parks and Recreation Department

AARC Phase 2 Implementation

Community Engagement Planning Session



Justin Schneider, PARD
May 11, 2021

Warm-up Exercise

What do you love about the AARC?

Share responses here:
PollEv.com/AustinParks512, or
Text **AustinParks512** to **22333** once to join



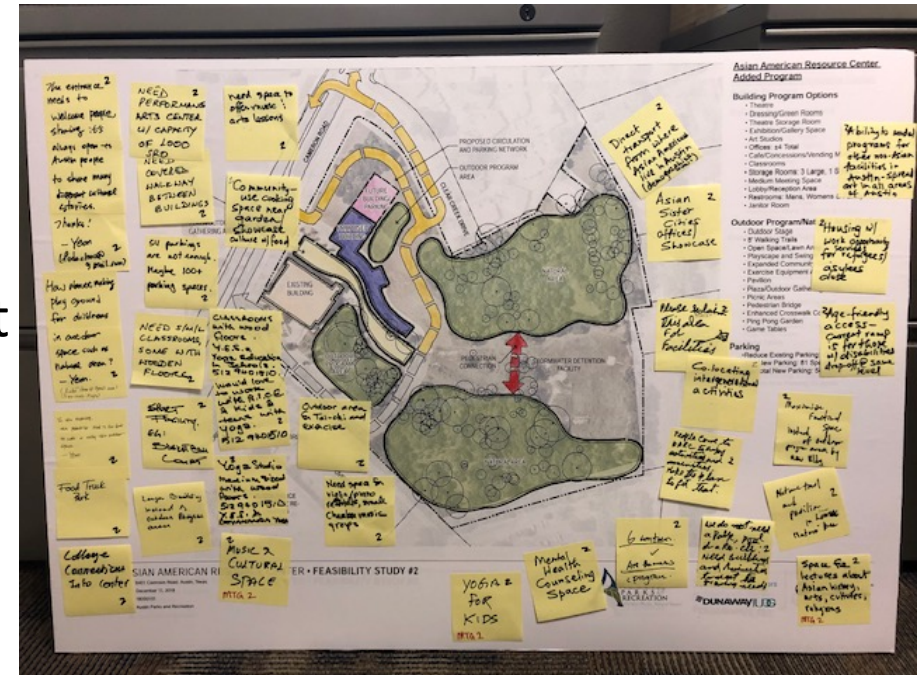


Today's big question:

What does “successful”
community engagement
look like?

Outline

- Overview of AARC 2019 Plan
- Project Scope of Phase 2
- Overview of Community Engagement Process
- Review of 2019 Plan input
- CE scope for Phase 2
- Developing goals for engagement



2019 Planning Process

- Oct. 2018 to May 2019
 - City Council Approval on Sep. 19, 2019
- Community Engagement
 - 10 small group discussion meetings
 - 4 community meetings
 - 3 surveys for input
 - Additional letters and comments
- Final approved plan: Phase 2
 - Left open conversation around the scope for a performing arts center within budget



AARC Phase 2 Overview

The project seeks to increase programmatic possibilities for the popular AARC through the addition of a live performance theater, associated programmatic spaces and parking.

It is intended to provide a place to empower Austin's diverse communities through cultural understanding and life-enhancing opportunities.



Community Engagement defined by COA

Community Engagement is the practice of directly involving the community in a decision-making process.

Community engagement can take many forms and approaches, but broadly speaking is a practice that aims to recognize the importance of public input to the development of public policies, decision-making and planning.



IAP2 Public Participation Spectrum

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives, and/or decision.	To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Six Steps for Making a Decision

Define Issues /
Decision
Scope

Gather Data

Establish
Decision
Criteria

Develop
Options

Evaluate
Options

Make
Decisions

Community Engagement during Planning

- Be intentional
- Identify your goals
- Take your time
- Plan and Follow-through
- Identify your Community Champions
- Use strategies that have worked



COA Public Participation Principles

- Accessibility and Inclusion
- Accountability
- Collaboration
- Consistency
- Respect
- Stewardship



Community Engagement Considerations

- What engagement has already happened?
- What are we trying to achieve?
- How will decisions affect communities?
- What level of engagement are we promising?
- What is the reach of this engagement?
- How will we follow through?

Developing Outcomes

Raising Awareness and Education	<ul style="list-style-type: none">• Inform community members about plans, policies, services, and decisions, and how the community will be affected• Increase understanding of how decisions are made, including the scope and results of community engagement
Exploring Ideas and Information	<ul style="list-style-type: none">• Learn more about the AARC and the plan, related issues, and impacts• Understand community perspectives, values, and identities• Generate ideas, chart the spectrum of possible solutions/responses
Contributing to Decision-Making	<ul style="list-style-type: none">• Gather feedback and suggestions to improve existing plans, policies, and solutions• Develop and evaluate options and solutions• Make recommendations to decision-makers
Transforming Conflicts	<ul style="list-style-type: none">• Establish or improve relationships between participants, stakeholders, or between the City and the community• Surface community perspectives, values, and identities• Find common ground for compromise and collaboration
Mobilizing Collaborative Action	<ul style="list-style-type: none">• Empower people and groups to solve complicated problems and take responsibility for the solution• Enable collaboration between multiple public and private entities• Mobilize community action to help implement solutions

Adapted from “Public Engagement Toolkit”, SFU: Morris J. Wosk Centre for Dialogue

Reviewing 2019 Process

Questions will appear for your response. When you respond you can see other people's responses.

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The image is a detailed landscape architectural plan for a park or recreational area. It features a central green space with various paths, trees, and structures. Numbered points of interest are distributed throughout the plan, ranging from 1 to 25. The plan includes labels for 'CAMEL' (part of Camelback Road), 'LEAR CREEK DRIVE', and 'LITTLE WALNUT' (a stream or creek). A semi-transparent green box is overlaid on the central part of the plan, containing the text 'What should the engagement process achieve?'.

What should the engagement process achieve?

Developing Outcomes

- Defining outcomes helps identify if we are successful
- Provide measurable effects of the engagement process
- Can be quantitative (number of people) or qualitative (feeling involved)
- What are your expectations?

Examples

- Educate the community about park history, current City of Austin programs, operations, and future City of Austin operational needs, and provide opportunities for comment
- Gain public input to develop plan for Beverly S. Sheffield Northwest District Park
- Identify and educate the community on environmental considerations and respond to those considerations throughout the project
- Utilize equity strategies to develop stakeholder database and engage traditionally underserved and marginalized community members within 2 miles of the park
- Correct any misinformation in the surrounding neighborhoods about the vision for the park and acknowledge any concerns or challenges identified by community members
- Create an environment of goodwill and community support for the proposed park vision plan and future park development

Developing Outcomes

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Elements of Outcomes

- **Category:** Raising Awareness & Education
- **Objective/Goal:** Engagement involves participants from community
- **Indicator(s):** Participation data shows they are from community
- **Data source:** Participant surveys (in-person or online)
- **When measured:** During meeting or survey and after events

Other example: Build connections among Burmese refugee community. (Category, Indicator, data source, when measured)

Developing Outcomes: Raising Awareness & Education

Please take a moment to think about 1 or 2 outcomes you want to share with the group.

- Inform community members about plans, policies, services, and decisions, and how the community will be affected
- Increase understanding of how decisions are made, including the scope and results of community engagement

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Developing Outcomes: Exploring Ideas & Information

Please take a moment to think about 1 or 2 outcomes you want to share with the group.

- Learn more about the AARC and the plan, related issues, and impacts
- Understand community perspectives, values, and identities
- Generate ideas, chart the spectrum of possible solutions/responses

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Developing Outcomes: Contributing to Decision-Making

Please take a moment to think about 1 or 2 outcomes you want to share with the group.

- Gather feedback and suggestions to improve existing plans, policies, and solutions
- Develop and evaluate options and solutions
- Make recommendations to elected decision-makers

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Developing Outcomes: Transforming Conflicts

Please take a moment to think about 1 or 2 outcomes you want to share with the group.

- Establish or improve relationships between participants, stakeholders, or between the City and the community
- Surface community perspectives, values, and identities
- Find common ground for compromise and collaboration

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Developing Outcomes: Mobilizing Collaborative Action

Please take a moment to think about 1 or 2 outcomes you want to share with the group.

- Empower people and groups to solve complicated problems and take responsibility for the solution
- Enable collaboration between multiple public and private entities
- Mobilize community action to help implement solutions

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Next Steps

May 12: Community Engagement Planning Session with AARC Staff

May to June: Honing Outcomes for Review and Feedback

June: Developing Community Engagement Plan

July to August: Review of Community Engagement Plan

August to September: Engagement begins (anticipated)

A wide-angle photograph of the Austin skyline, featuring several high-rise buildings and construction cranes, viewed from across a large, green, open park area. The sky is blue with scattered white clouds. The image has a greenish tint, especially in the foreground.

Austin Parks and Recreation Department

Additional Questions or Thoughts



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