



TO: City of Austin Parks and Recreation Board Members
FROM: Community Powered Workshop
DATE: July 28, 2021

RE: Central Williamson Creek Greenway Vision Plan
Community Engagement Statistics

This memo provides summary information regarding community engagement statistics for the [Central Williamson Creek Greenway Vision Plan](#). The data provided reflects the verifiable number of individuals who were aware of the vision planning process and either chose to take further action or not. This data comes from analytics from the online platforms used throughout the vision planning process.

We also acknowledge that there are many other means of increasing awareness about the vision planning process that may not be reflected in the data we are able to collect on individual engagement including: word of mouth between friends and neighbors; distribution of printed materials, such as engagement toolkits, door hangers, letters, and yard signs; and social media and neighborhood listserv posts. All of these awareness strategies listed were also conducted throughout the vision planning process, but we are unable to verify the number of individuals this information reached and are not including them in the tally provided below. Hence, it is possible that the numbers shown below are lower than the actual number of people that were aware of the ongoing vision planning process.

Total confirmable individuals aware of the Central Williamson Creek Greenway Vision Plan	
Number	Description
2,126	unique visitors* to Central Williamson Creek Greenway website in 2020 (Jan 1 - Dec 31, 2020)
1,136	unique visitors* to Central Williamson Creek Greenway website in 2021 (Jan 1 - May 25, 2021)
651	unique users** on Social Pinpoint Interactive Map
999	unique users** on Social Pinpoint Creek Idea Cards and Vision Plan draft
133	participants in all virtual and socially-distanced events***
234	newsletter subscribers on Mailchimp*****

20	storytellers
28	observers on iNaturalist
5,327	TOTAL
<p>* Unique Visitors: according to the Squarespace analytics panel the total unique visitors is an estimate of the total number of visitors that reached the website. This is a distinct metric from the number of single browsing sessions by individual visitors or how many actual page requests the site received. For more information about Squarespace analytics please visit: https://support.squarespace.com/hc/en-us/articles/217999797-Traffic-Analytics</p> <p>** Unique Users: according to the Social Pinpoint engagement summary dashboard unique users are defined as the total number of unique people viewing your site (generally determined by using the same browser). This number is distinct from the individual comments a user may make on a page or the total number of visits users make to the project site over the span of its life. For more information about the Social Pinpoint engagement summary dashboard please visit: https://help.socialpinpoint.com/en/articles/5113530-stakeholder-engagement-summary-dashboard.</p> <p>*** A total of five virtual public events were held from July through December of 2020 over zoom to provide community members with an overview of the vision planning process so far and engage in specific activities to facilitate community feedback on specific elements of the vision plan. Additionally, a total of nine Creek Chats were hosted both virtually and socially-distanced in person between September and December of 2020 to provide a less formal “office hours” type of discussion platform for community members to learn more about the vision planning process and discuss their perspectives with the project team and Community Working Group members. The total number of participants includes individual community members who participated either virtually or in person; any duplicates have been removed from this total. This total does not include staff from Community Powered Workshop, Asakura Robinson, or community working group members.</p> <p>**** A total of 23 newsletters have been distributed as of June 17, 2021 to the Central Williamson Creek Greenway Vision Plan Mailchimp listserv. Subscription to the listserv is entirely voluntary and participants may choose to unsubscribe at any point. Subscribers can join the audience through the project website.</p>	

In addition to the individual touch points described above the project team and the Community Working Group worked together to contact and communicate with the following community groups, neighborhood institutions, and businesses operating within proximity to the planning area through email, small group meetings, and/or direct mail:

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| 1. The Other Ones Foundation | 15. Capitol City Baptist Church |
| 2. Go Austin/Vamos Austin | 16. Inglesia Bautista Vida Abundante |
| 3. Public Green and Wild | 17. Bethel Assembly of God |
| 4. Austin Justice Coalition | 18. Calvary South Austin |
| 5. Planning Our Communities | 19. Travis Heights Christian Outreach |
| 6. People United for Mobility Action | 20. Kingdom Hall of Jehovah's Witnesses |
| 7. Red Leaf School of Music | 21. Sunrise Community Church |
| 8. Cedar Creek Recording | 22. Austin Christian Academy |
| 9. St. Elmo Elementary | 23. Woodlawn Baptist Church South Austin |
| 10. Crockett High School | 24. Fairview Church of Christ |
| 11. Joslin Elementary | 25. Live Oak Market |
| 12. St. John's Lutheran Church | 26. Hula Hu Market |
| 13. Austin Christian Tabernacle | 27. Kiner Care |
| 14. St. Peter's United Methodist Church Austin | |

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| 28. Terrain Apartments | 47. Southwood Neighborhood Association |
| 29. Stony Creek Apartments | 48. Advocates for Western Trails |
| 30. The Reserve Apartments | 49. Neighborhood Association of Beckett Ranch at Southern Oaks |
| 31. The Enclave Apartments | 50. South Austin Neighborhood Alliance |
| 32. The Arts Apartments at South Austin | 51. Southern Oaks Neighborhood Association |
| 33. Sierra Ridge Apartments | 52. Austin Neighborhoods Council |
| 34. Sierra Vista Apartments | 53. Westgate Neighborhood Plan Contact Team |
| 35. Palm Gardens Apartments | 54. Western Trails Neighborhood Association |
| 36. Sur512 APartments | 55. Southeast Combined Neighborhood Contact Team |
| 37. Austin City Lights Apartments | 56. Emerald Wood Community Garden |
| 38. Bel Air Lofts | 57. Heartwood Community Garden |
| 39. Capital Veterinary Clinic | 58. Central Williamson Creek Advocates Facebook and Nextdoor groups |
| 40. La Flor | |
| 41. The Git Out Bar & Restaurant | |
| 42. Austin Parks Foundation | |
| 43. Shoal Creek Conservancy | |
| 44. South Congress Combined Neighborhood Plan Contact Team | |
| 45. East Congress Contact Team | |
| 46. South Manchaca Neighborhood Plan Contact Team | |

Another general outreach approach employed by the team with the help of the Community Working Group was the distribution of 3,000 door hangers to residences and the posting of 50 yard signs within the geographic boundaries of Manchaca Road, W Stassney Lane, South Congress Avenue, and Ben White Boulevard. The team also contacted the office of each City of Austin Council Member and met with the offices of Districts 2, 3, and 5.

Although the team recognizes there will always be ways to improve outreach and engagement, the accomplishment of reaching at least 5,327 individuals through this engagement process is significant and has provided an abundance of meaningful community input and feedback reflected in the Vision Plan document provided for consideration. As with most projects of this type, the team also recognizes that engagement will not and should not end with the adoption of the Vision Plan itself. Continued engagement will be necessary as each piece of the plan is considered for implementation or adaptation into the future.

Additional questions about the information provided in this memo or additional data requests should be directed to Community Powered Workshop at info@cp-workshop.org.

Thank you for your continued interest in and support of the Central Williamson Creek Greenway Vision Plan.