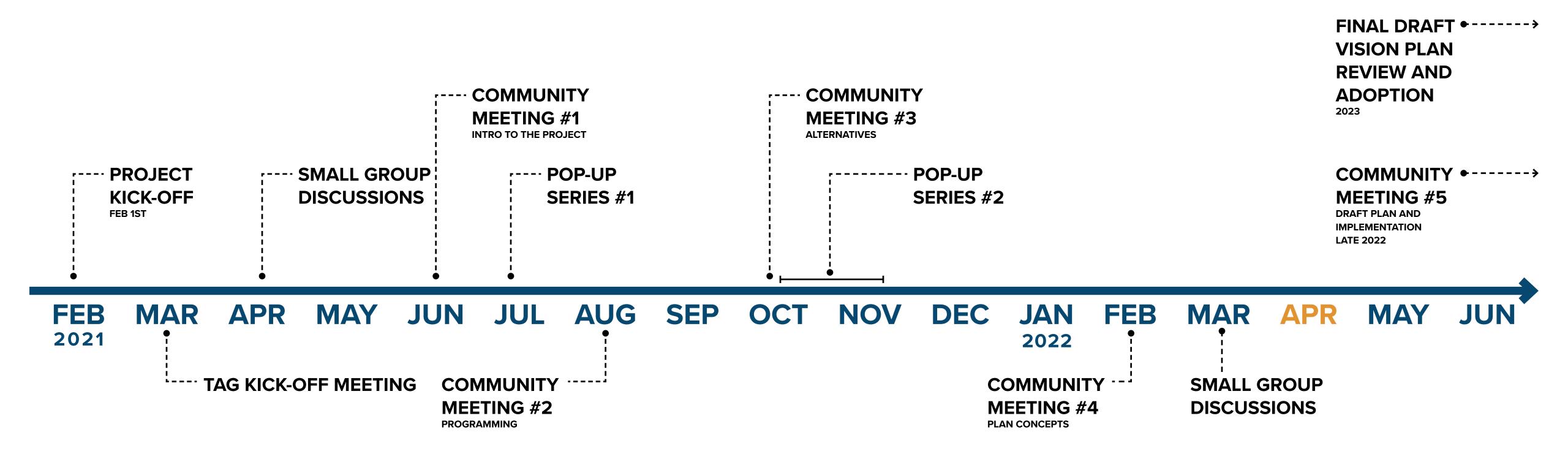




## ZILKER PARK VISION PLAN

Project Schedule



The Vision and Goals

#### Vision

A transparent and well-documented community engagement process, which engages the city, but also seeks and considers the input of interested persons and parties with direct involvement in park and/or parties that are impacted by the park. The engagement process shall include guiding values, direction, and feature a clear step-by-step process, which includes presentation of the vision plan process.

#### Goals

1.

Educate the community about Zilker Park's history, current City of Austin programs, operations, and future City of Austin operational needs, and provide opportunities for comment. 2.

Gather community input, feedback, and stories to develop a plan for the future of Zilker Park that represents the diversity of Austin. 3.

Identify and educate the community on environmental considerations and respond to those considerations throughout the project.

4.

Utilize equity strategies to develop community connections with and engage traditionally underserved and marginalized communities in Austin. 5.

Provide opportunities for engagement that are accessible to all abilities.

6.

Identify and engage with PARD Parkners and other organizations, concessionaires, and groups associated with park programming.

**7**.

Connect with communities around interpretive storytelling and placemaking to identify key opportunities in the park.

8.

Correct any misinformation about the vision for the park and acknowledge any concerns or challenges identified by community members. 9.

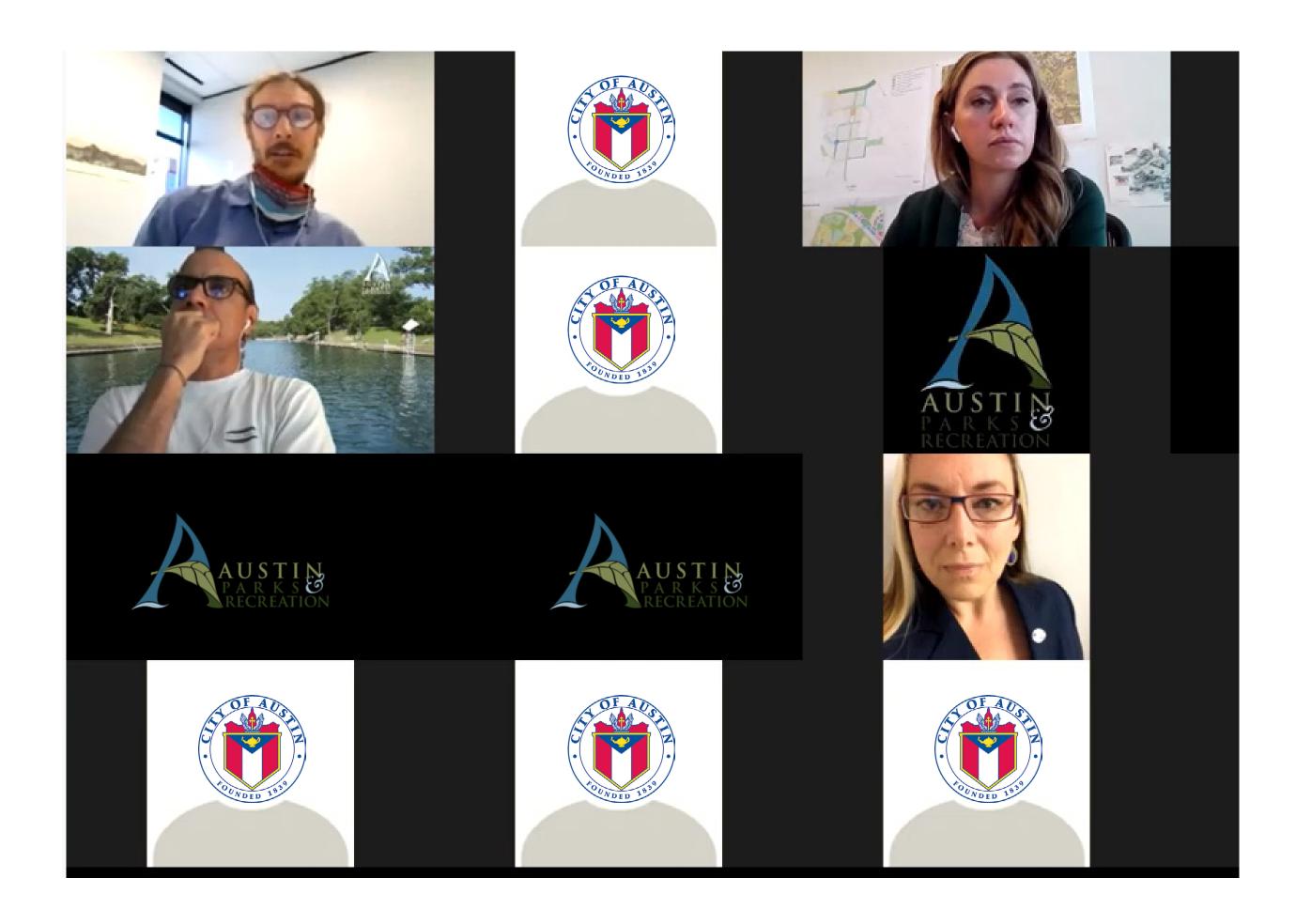
Create an environment of excitement for the proposed Vision Plan and future park development.

10.

Create community support for the proposed Vision Plan and future park development.

#### Technical Advisory Group

The Technical Advisory Group (TAG) was comprised of City of Austin representatives from various departments who provided technical expertise on different elements and concerns in and around Zilker Park. The members of the TAG ensured their department's goals, policies, plans, and constraints were understood in relation to Zilker and communicated with the project team. All meetings were recorded and posted for review by community members.



#### **TAG Members**

City of Austin Representatives: Parks & Recreation
Department, Austin Transportation Department, Public Works,
Watershed Protection, Office of Real Estate Services, Marketing
and Communications Office, Austin Water, Austin Energy,
Housing and Planning, Office of Sustainability, Austin Resource
Recovery, and Austin Fire Department

Partner Representatives: Capital Metro and TxDOT/CTRMA

- Meeting #1, March 3, 2021
- Meeting #2, May 5, 2021
- Meeting #3, July 7, 2021
- Meeting #4, August 18, 2021
- Meeting #5, October 27, 2021
- Meeting #6, February 23, 2022

#### Small Group Discussions

Conduct small-scale, focused group meetings to garner detailed information any relevant issues affecting the enhancement of Zilker Park.



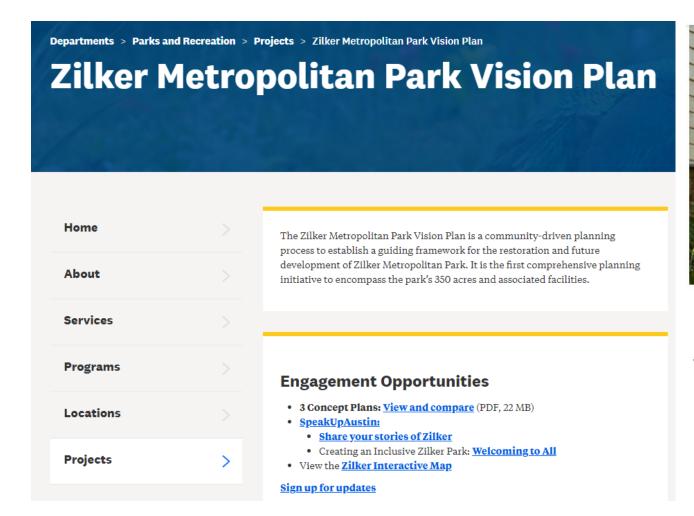
#### **Small Group Discussion Round 1**

- PARD Operations: April 29, 2021
- Environment-Water Issues: May 3, 2021
- Events (Large): May 3, 2021
- Events (Small): May 4, 2021
- History-Culture-Tourism: May 6, 2021
- Neighbors II: May 7, 2021
- Area Businesses and Concessionaires: May 10, 2021
- Exploring Equity and Inclusion: May 10, 2021
- Parkners and Nonprofits: May 11, 2021
- Higher Education Partners: May 12, 2021
- Recreation: May 12, 2021
- K-12 Schools and Youth Partners: May 13, 2021
- Circulation-Connectivity-Transportation: May 14, 2021
- Neighbors I: May 18, 2021
- Exploring Equity and Inclusion 2: May 27, 2021
- Texas School for the Deaf: June 28, 2021

#### **Small Group Discussion Round 2 (Ongoing)**

- Equity and Inclusion at Zilker: March 1, 2022
- Interpreting the Park through Equity Lens: March 23, 2022
- HACA City Wide Meeting: March 8, 2022
- HACA South Properties Resident Council: March 24, 2022
- HACA Goodrich Resident Council: March 24, 2022
- Black Women Who Kayak: March 30, 2022
- HACA I-MOM Program: April 5, 2022
- Boys and Girls Club of Austin: April 14, 2022

Online Engagement

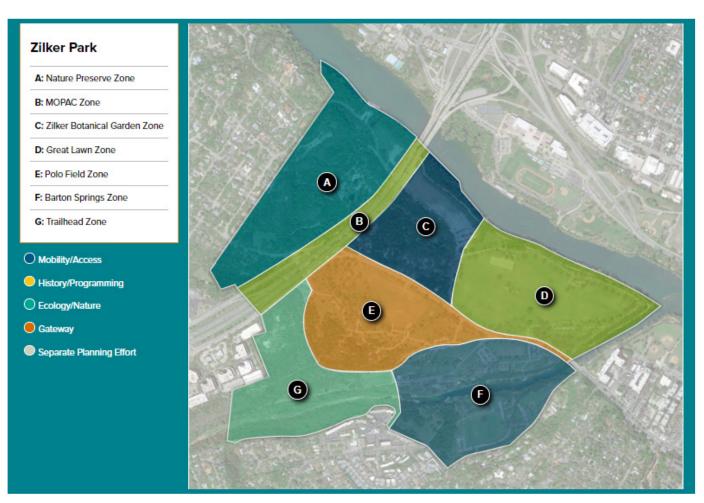




#### Welcome to SpeakUp Austin!

Thanks for visiting SpeakUp Austin! the community engagement website for the City of Austin. Please check out the project pages below to learn about what's happening in our community. Also, please take a moment to sign up to share your ideas and feedback.

Sign up + Speak up!



**StoryMaps** 

## **AustinTexas.gov Project Website**

SpeakUpAustin.org

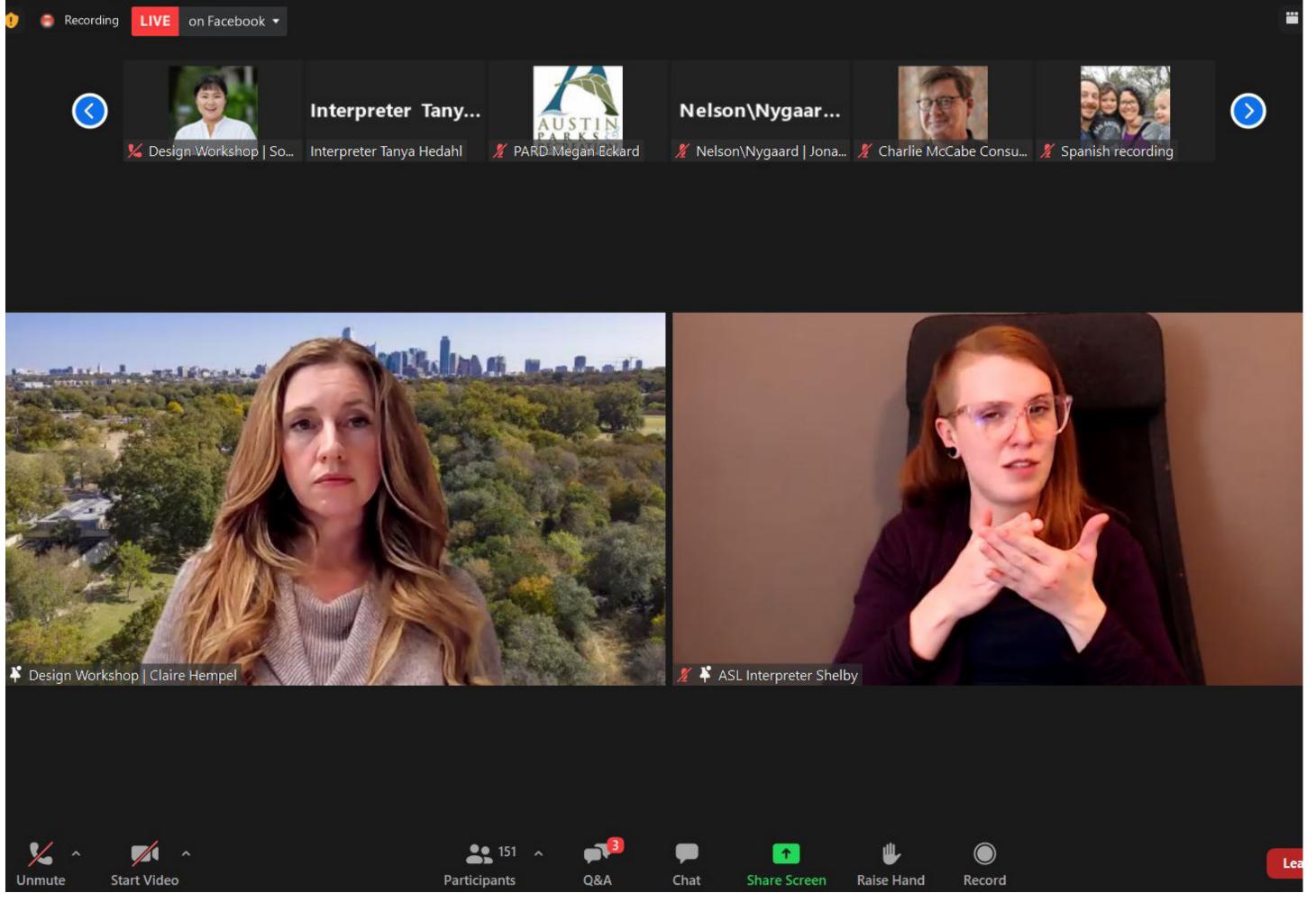
Goals: 1, 2, 3 Community Engagement Goals: 1, 2, 3, 7, 8, 9

Community Engagement Goals: 1, 8, 9, 10

**Community Engagement Goals: 1, 2, 3** 

#### Community Meetings

Zoom with Live Polling, Recorded and posted to website, Stream Facebook Live, Translation and interpretation to Spanish and other languages Summary report of the meeting to be posted on the project page



#### **Community Meeting #1**

140 Zoom Participants125 Live Poll Participants14 Facebook Live Participants63 Questions/Comments

#### **Community Meeting #2**

100 Zoom Participants63 Live Poll Participants15 Facebook Live Participants102 Questions/Comments

#### **Community Meeting #3**

127 Zoom Participants7 Facebook Live103 Live Poll Participants107 Questions/Comments

#### **Community Meeting #4**

177 Zoom Participants27 Facebook Live148 Live Poll Participants235 Questions/Comments

#### Pop-up Series

Pop-ups will be low-production events, often consisting of a table and a tent, that supplement community meetings and bring the questions presented in these meetings into closer connection to community members throughout Austin.



#### Pop-up Series #1

Date	Distric <sup>*</sup>	t Location
7/3/2021	1	Givens Park
7/10/2021	5	Garrison Pool
7/11/2021	4	Bartholomew Pool
7/16/2021	8	Barton Springs Pool
7/17/2021	3	Govalle Pool
7/18/2021	2	Dittmar Pool
7/19/2021	6	Northwest Family YMCA
7/24/2021	9	Shipe Neighborhood Pool
7/25/2021	7	Balcones Neighborhood Pool
7/26/2021	7	Southwest Family Y
7/31/2021	10	Ramsey Neighborhood Park
7/27/2021	8	Zilker Park Great Lawn
7/27/2021	3	Pan American Park
7/28/2021	8	Zilker Park Great Lawn
8/1/2021	8	Circle C Ranch Metropolitan Park
8/6/2021	1	Mt. Zion Baptist Church
8/7/2021	7	Beverly S. Sheffield Northwest District Park
8/7/2021	3	Oak Springs School Park
8/8/2021	9	Republic Square
8/10/2021		Blues on the Green

## Pop-up Series

Pop-ups will be low-production events, often consisting of a table and a tent, that supplement community meetings and bring the questions presented in these meetings into closer connection to community members throughout Austin.



#### Pop-up Series #2

Date District Location		Location
10/25/2021	8	Outside Barton Springs Pool
10/26/2021	2	Dove Springs Recreation Center
11/19/2021	3	South Austin Recreation Center
10/30/2021	4	COA/North Austin YMCA
11/1/2021	9	Emma S. Barrientos Mexican American Cultural Center
11/5/2021	7	North Village Branch, Austin Public Library
11/7/2021	6	H Mart
11/13/2021	5	Manchaca Road Branch, Austin Public Library
11/13/2021	8	Circle C Ranch Metro Park Playground
11/15/2021	10	Old Quarry Branch, Austin Public Library
11/17/2021	4	Gus Garcia Recreation Center
11/17/2021	1	Turner-Roberts Recreation Center
11/18/2021	1	Turner-Roberts Recreation Center
11/20/2021	1	Eastlink Trail: Boggy Creek Trail
11/28/2021	8	Zilker Park: Zilker Holiday Tree Lighting
12/4/2021	3	Krieg Field
12/10/2021	3	Fiesta Gardens Degollado Pavilion
12/12/2021	9	Republic Square
12/14/2021	9	Meadowbrook Apartments (HACA)
12/14/2021	3	Bouldin Oaks (HACA)
12/15/2021	9	Emma S. Barrientos Mexican American Cultural Center
12/15/2021	1	Asian American Resource Center
12/16/2021	7	Northwest Recreation Center
12/18/2021	3	Pan-American "A.B. Cantu" Recreation Center
12/29/2021	8	Zilker Park Playscape and Hike-and-Bike Trail
12/29/2021	1	George Washington Carver Museum and Cultural Center

## Pop-up Series

Pop-ups will be low-production events, often consisting of a table and a tent, that supplement community meetings and bring the questions presented in these meetings into closer connection to community members throughout Austin.



#### Pop-up Series #3

Location

Date

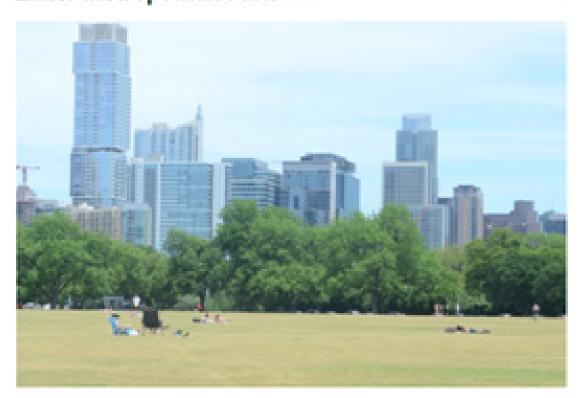
3/29/2022 4/3/2022 4/5/2022	Goodrich Resident Council Meeting (HACA) South Properties Resident Council Meeting (HACA) Carver Museum Vendor Fair and Carver Genealogy Center Asian American Resource Center (AARC) ABC Kite Fest HACA I-MOM Program
4/5/2022 4/9/2022	HACA I-MOM Program Ceremonial Moment of Silence & Splash Honoring Joan Means Khabele

#### Other Opportunities





Austin seeking input on future of 'loved to death' Zilker Metropolitan Park



#### Media

Austin American-Statesman
Fox 7 (Video)
KXAN
The Austin Chronicle
Community Impact
Austin Monitor
El Mundo Newspaper
Austin Culture Map
Towers
Patch
KAZI Radio & Despierta Austin

#### **Emails**

PARD staff sent email notices to community members across several mailing lists. The email notices contained information about the project and engagement opportunities including, community meeting schedule and materials, survey links and results, and pop-up event schedules



#### **Social Media**

The City shared updates, community meeting details, and other opportunities on all of PARD's social media accounts, including Twitter, Facebook, Instagram, and Nextdoor.

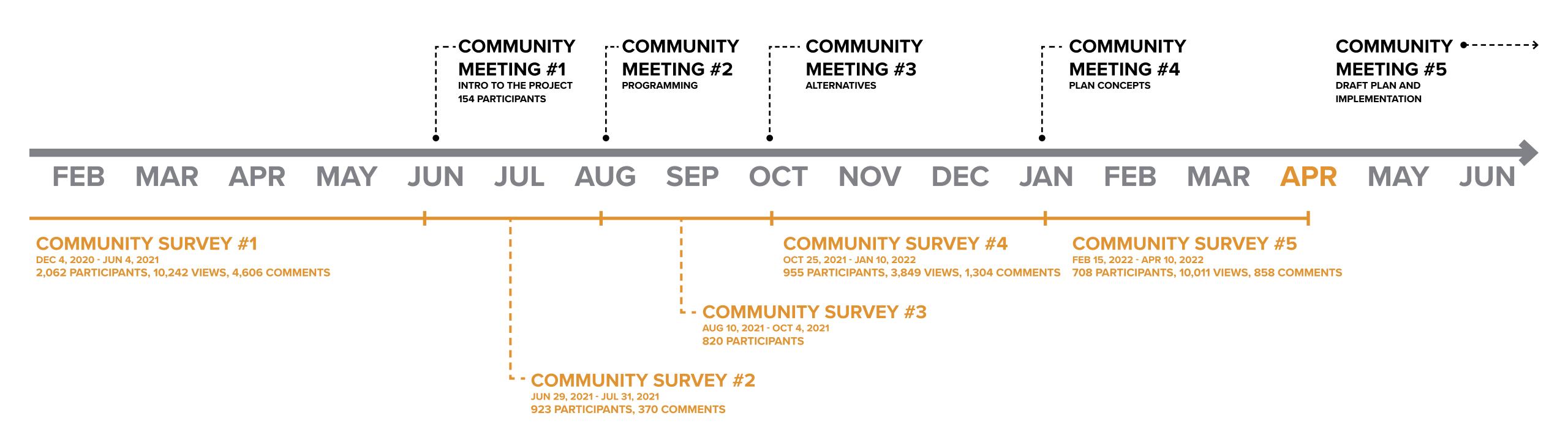


#### **Signs and Banners**

2,895 people used the QR code on the 50 yard signs the project team installed in Zilker Park and in metropolitan and districts parks throughout Austin

## **ONLINE COMMUNITY SURVEYS**

Schedule



#### **INTERCEPT SURVEY**

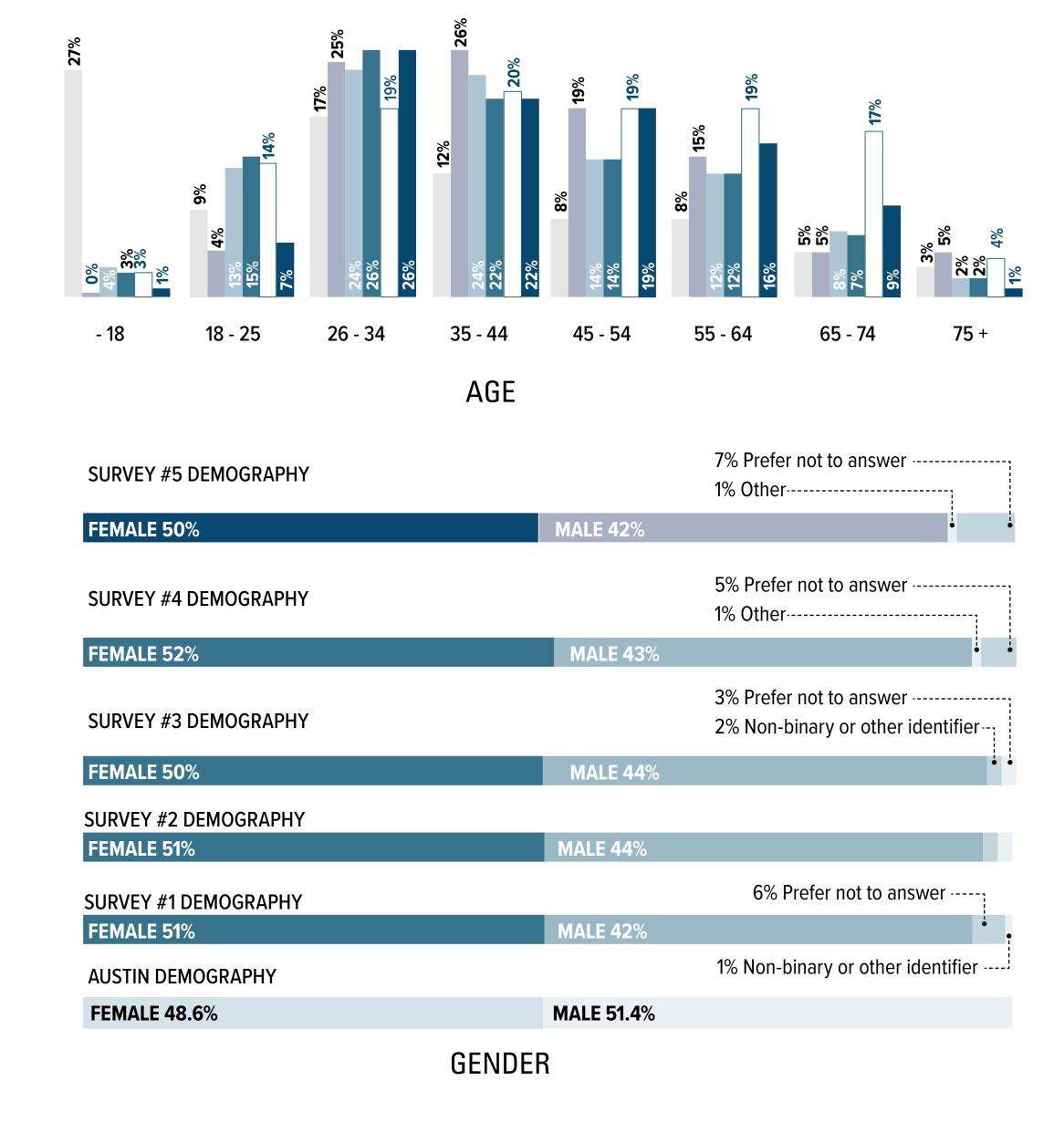
OBTAIN ON-THE-GROUND INPUT FROM PARK USERS, OR AUSTINITES WHO LIVE IN OTHER PARTS OF THE CITY, ON VARIOUS ASPECT OF THE PARK PLANNING PROCESS. THESE SURVEYS CAN BE USED TO BOOST INPUT FROM AREAS OF THE CITY THAT MAY NOT BE WELL-REPRESENTED IN THE PROCESS TO DATE.

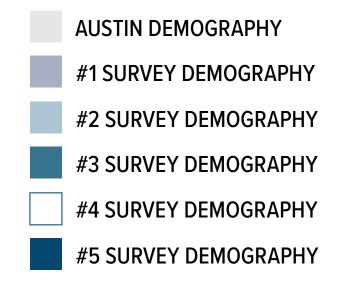
**Summary of 5 Surveys** 

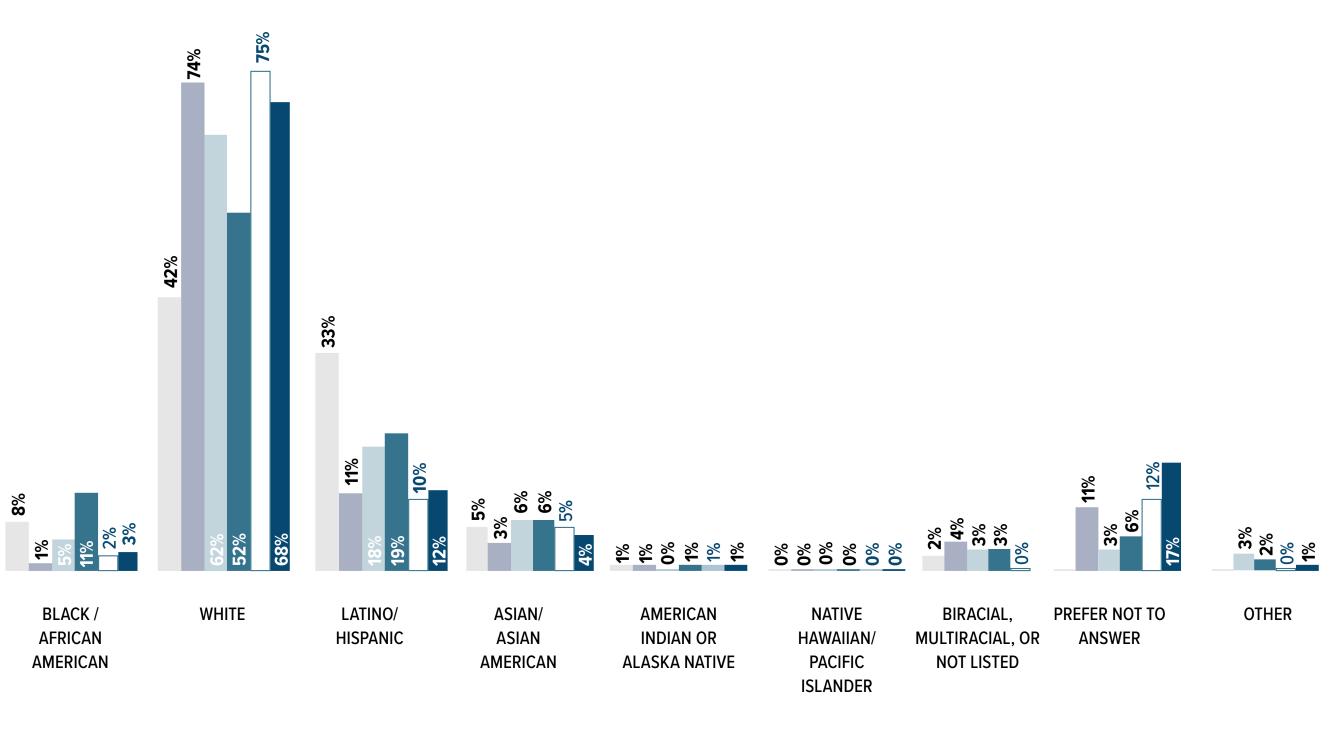
5,468 Participants7,958 Comments

## **ONLINE COMMUNITY SURVEYS**

Survey Takers



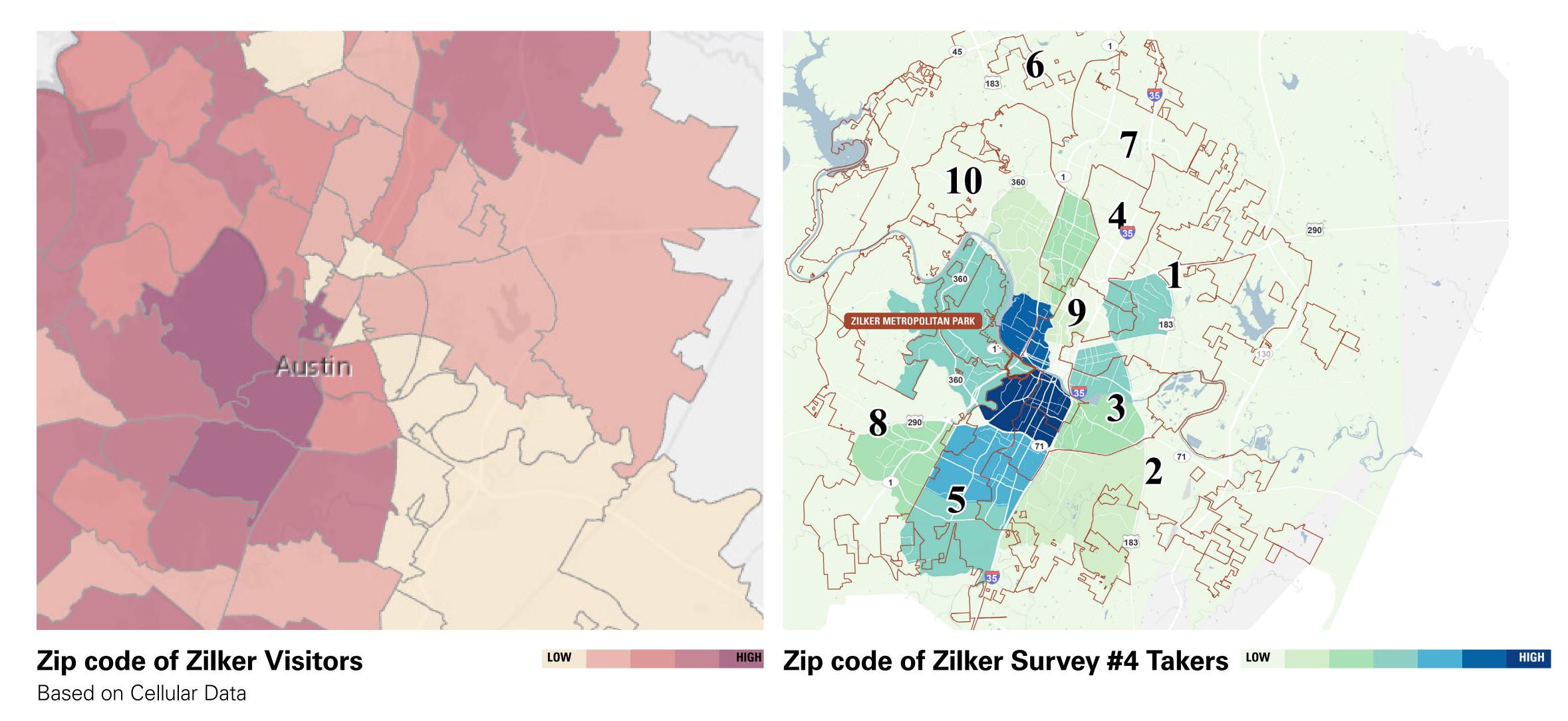




RACE/ETHNICITY

## **ONLINE COMMUNITY SURVEYS**

Survey Takers and Zilker Park Visitorship



Equity and Inclusion Strategy

#### Vision

The key stakeholders will be engaged directly. In addition to marketing and outreach being directed to traditionally marginalized communities, community leaders should be identified who might be willing to share stories and experiences around Zilker Park. In addition, pop-up events that take place across Austin should be identified using an equity lens tool. The marketing and outreach used to execute the equity and inclusion strategy will be guided by the following principles.

#### **Principles**

1

Invite community members that are representative of Austin's demographics, including a wide range of ages, races, ethnicities and hard-to-reach residents.

2.

Reduce barriers to participation by creating a fun, culturally sensitive, inclusive and engaging process that allows for honest feedback.

3.

Establish a respectful and reciprocal partnership with the community to better understand resident needs and priorities and to inform the development of the Vision Plan.

4.

Increase education and understanding through tailored, engaging content that helps communities develop a deeper understanding of the Vision Plan.

**5**.

PARD and the Project Team should commit to ongoing learning and improving throughout the process.

6.

Develop and execute a process that advances systemic equity.

#### **Language Access**

Language Access will be a key component in outreach and engagement within Austin. We know many community members prefer communication in their primary language at home, so PARD is committed to providing opportunities for information and feedback to these community members for engagement techniques and events.

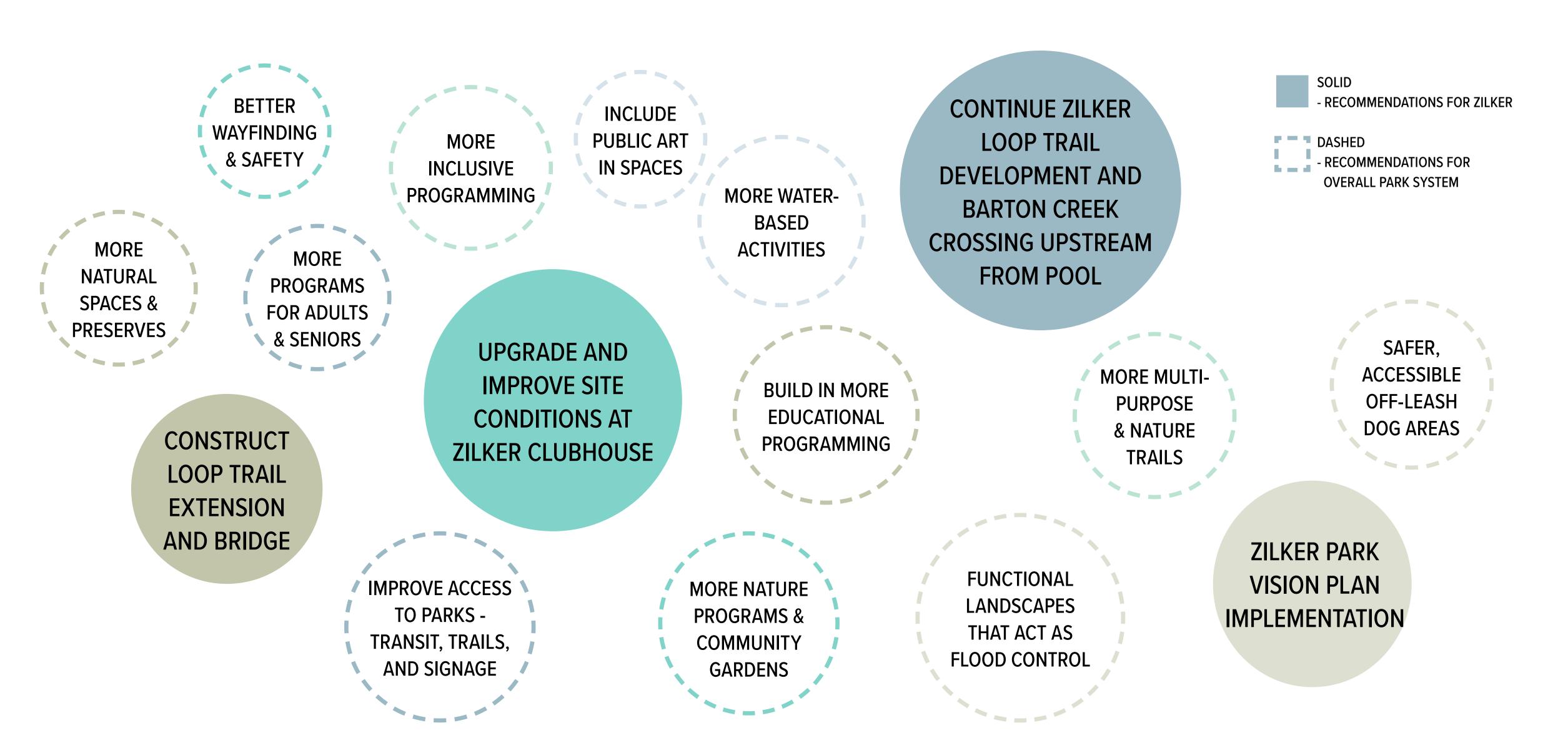
#### **Digital and Non-Digital Access**

PARD also acknowledges there is a digital divide when it comes to access to online materials. While many individuals do not have home computers, data shows the digital divide is shrinking, especially when considering smartphone access. Online efforts should accommodate smartphone dimensions.

#### **Additional Outreach and Communication**

- Community Ambassadors
- Extra Pop-up Events
- Flyer in multiple Languages: English, Spanish, Korean, Chinese, Hindi

Where we started - Long Range Plan

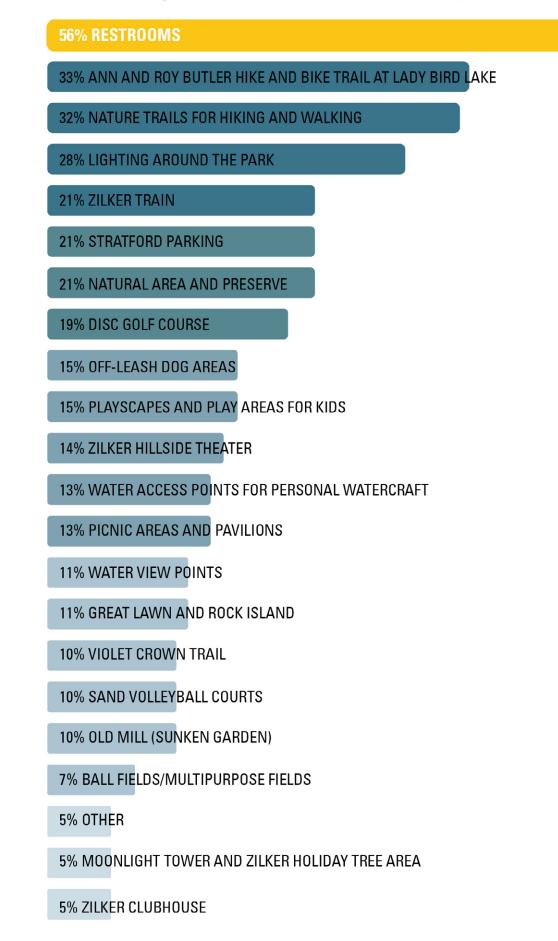


Where we started - Community Survey #1

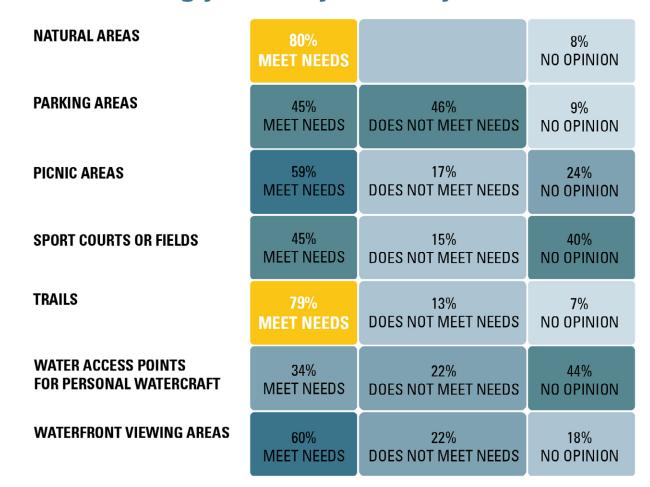
What are your favorite recreational amenities or activities?

61% ANN AND ROY BUTLER HIKE AND BIKE TRAIL AT LADY BIRD LAKE 61% BARTON SPRINGS POOL AND BATHHOUSE 46% NATURE TRAILS FOR HIKING AND WALKING 41% SIGNATURE PARK EVENTS 0% ZILKER BOTANICAL GARDEN 35% GREAT LAWN AND ROCK ISLAND 30% NATURAL AREAS AND PRESER\ 28% WATER ACCESS POINTS FOR ROWING, KAYAKING, PADDLE BOARDING 28% ZILKER HILLSIDE THEATER 28% MOONLIGHT TOWER AND ZILKER HOLIDAY TREE 26% AUSTIN NATURE AND SCIENCE CENTER 25% OFF-LEASH DOG AREAS 25% ZILKER TRAIN 23% UMLAUF SCULPTURE GARDEN AND MUSEUM 23% DISC GOLF COURSE 20% VIOLET CROWN TRAIL 18% PLAYSCAPES AND PLAY AREAS FOR KIDS 17% LOU NEFF POINT 17% PICNIC AREAS AND PAVILIONS 16% SAND VOLLEYBALL COURTS 13% COMMUNITY EVENTS 9% ZILKER CLUBHOUSE 9% BALL FIELDS/MULTIPURPOSE FIELDS 7% INDIVIDUAL OR GROUP EXERCISE AREAS OR ACTIVITIES 5% FAMILY DAY AREA 5% SPLASH! EXHIBIT AT BEVERLY S. SHEFFIELD EUCATION CENTER

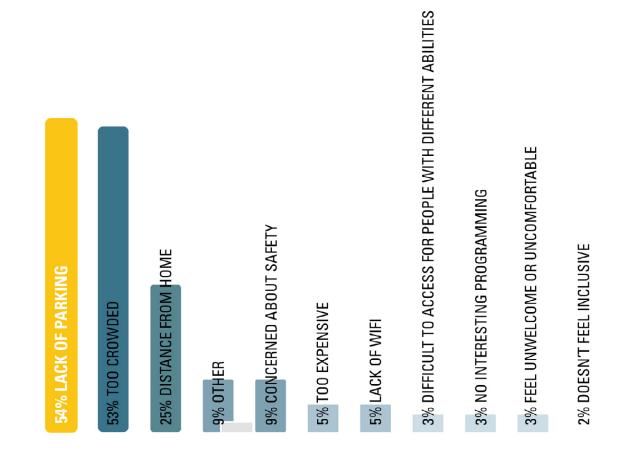
Please select up to 5 of the following existing amenities that you would like to see improved at Zilker Park.



## How well are the following facilities or amenities meeting your and your family's needs?



#### If you DO NOT visit or avoid visiting Zilker Park, why?



61% Ann and Roy Butler Hike and Bike Trail

**56%** Restrooms

61% Barton Springs Pool and Bathhouse

Our Sources for Input

Collaborators **Community Engagement Online** Offline CapMetro **Technical Advisory** Adjacent Neighborhoods Group **Small Group Discussion Austin Transportation City-Wide** Department **Community Meeting Pop-up Events Parks and Recreation** Stakeholders **Board** TxDOT/CTRMA **Community Survey Board Display Council Offices Zilker Park Collective Austin Parks SpeakUpAustin Boards and Foundation Commissions ZilkerVision Email The Trail Foundation** 

The Result of Survey #5 and Future Design Direction

#### **Barton Springs Road configuration option.**

#### A-Stitch

2 lanes of travel

---→ Ranked 4th on the Top 5 Element Question from A-Stitch

#### **B-Edges**

2 lanes of travel, on-street parking

----→ Ranked 13th on the Top 5 Element Question from B-Edges

#### **C-Regenerate**

1 lane of travel, on-street parking

---→ Ranked 10th on the Top 5 Element Question from C-Regenerate

#### **08.18.21 TAG Meeting**

Barton Spring Road is one of the main connectors from Downtown to MoPac. For that, it is hard to reduce the number of lanes but is great to have separated pedestrians and bikers.

# 10.01.21 PARD Leadership Meeting

We need to think to use all options in different locations in the park. The level of above/underground would depend on a lot of factors.

#### 12.21.21 Meeting with ATD

Parking along BSR - parallel only; underpass preferred to land bridge due to cost; support medians and curb extensions.

# **Community Survey #5 Comments**

- Imagine the traffic due to the people parallel parking.
- I like:... keeping parking on Barton Springs Rd for disabled parking or unloading spots to naturally slow down traffic...

The Result of Survey #5 and Future Design Direction

#### **Barton Springs Road configuration option.**

#### A-Stitch

2 lanes of travel

----> Ranked 4th on the Top 5 Element Question from A-Stitch

**NEXT STEP** 

#### **B-Edges**

2 lanes of travel, on-street parking

----→ Ranked 13th on the Top 5 Element Question from B-Edge:

Move on with '2 lanes of travel' option and provide precedents in Austin with parallel parking.

#### **C-Regenerate**

1 lane of travel, on-street parking

----→ Ranked 10th on the Top 5 Element Question from C-Regenerate

#### **08.18.21 TAG Meeting**

Barton Spring Road is one of the main connector from Downtown to MoPac. For that, it is hard to reduce the number of lanes but is great to have separated pedestrians and bikers.

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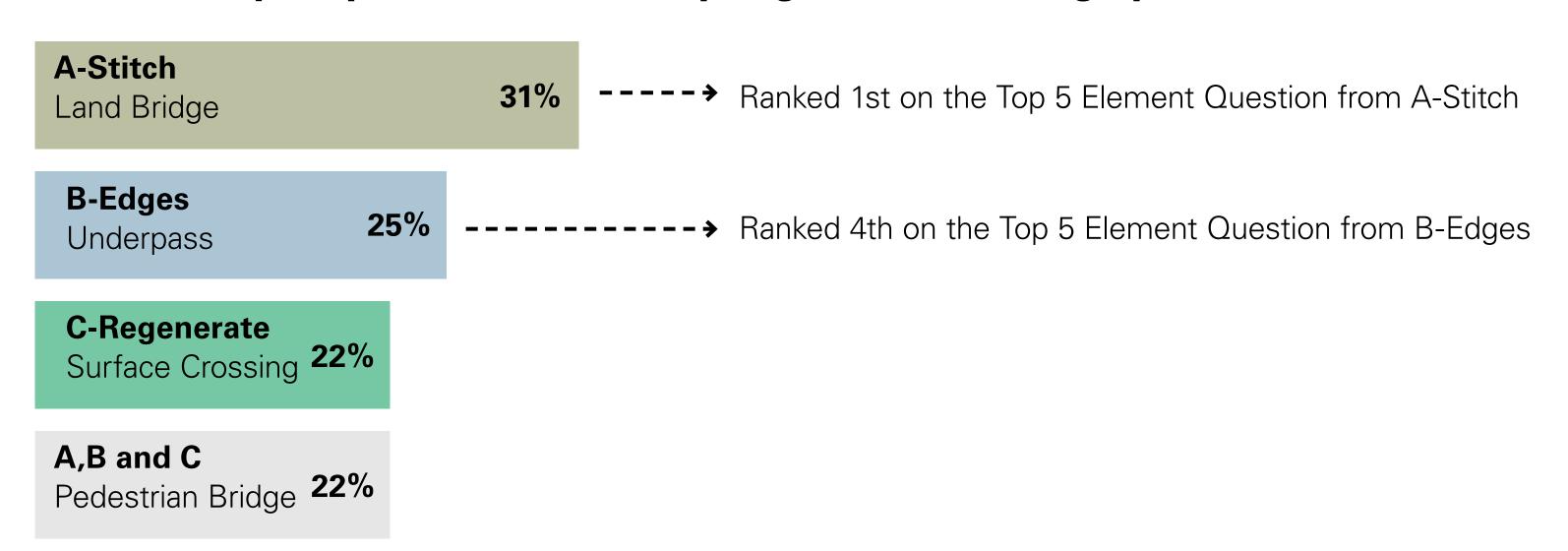
Parking along BSR - parallel only; underpass preferred to land bridge due to cost; support medians and curb extensions

## **Community Survey #5 Comments**

- Imagine the traffic due to the people parallel parking.
- I like:... keeping parking on Barton Springs Rd for disabled parking or unloading spots to naturally slow down traffic...

The Result of Survey #5 and Future Design Direction

#### Please rank your preferred Barton Springs Road crossing option.



#### **Community Survey #1 Comments**

- Consider a land bridge
- Bury Barton Springs Road and Connect park to the pool area

#### 10.01.21 PARD Leadership Meeting

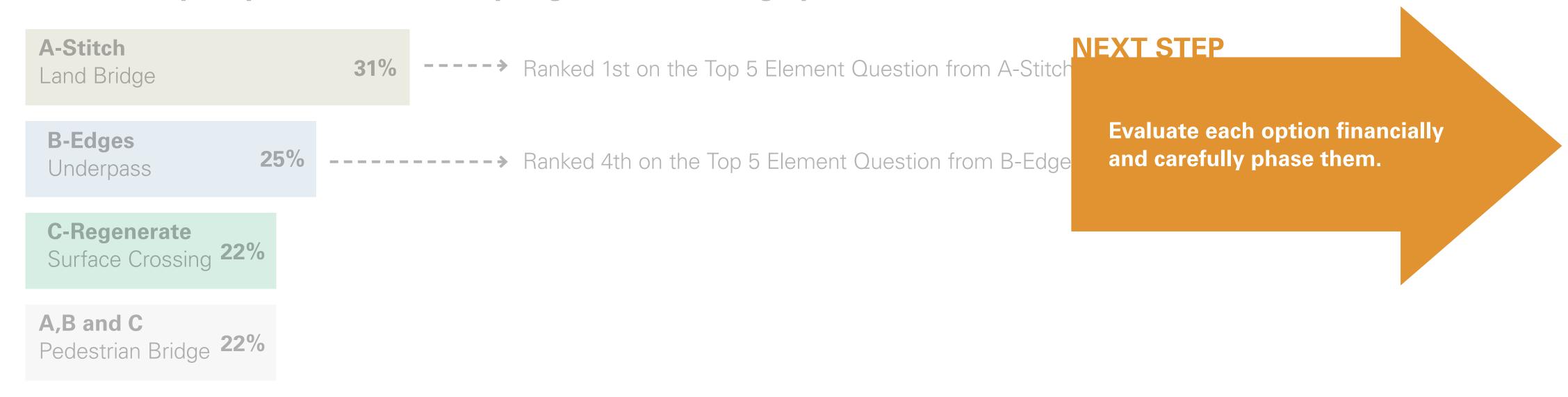
A 'hybrid' combining under/over might be one way of implementing the land bridge concept. The level of above/underground would depend on a lot of factors

#### **Community Survey #5 Comments**

- Underpasses for peds/bikes are not inviting.
- I've been dreaming of land bridge over Barton Springs Rd.
- I love the land bridge and the additional crossings of Barton Springs road.

The Result of Survey #5 and Future Design Direction

#### Please rank your preferred Barton Springs Road crossing option.



#### **Community Survey #1 Comments**

- Consider a land bridge
- Bury Barton Springs Road and Connect park to the pool area

#### 10.01.21 PARD Leadership Meeting

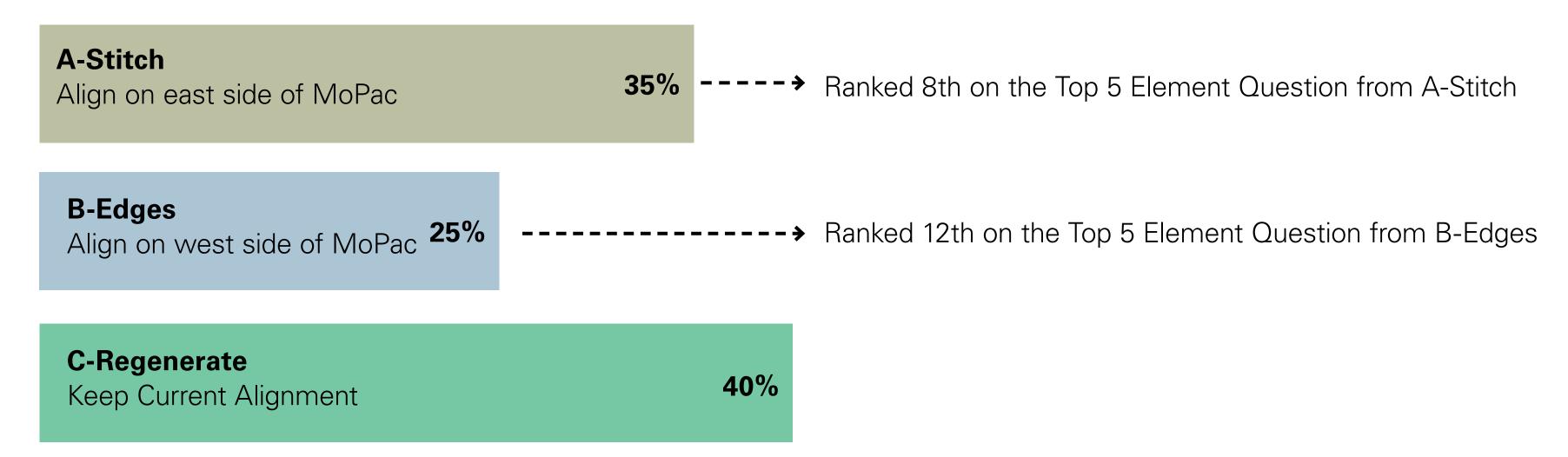
A 'hybrid' combining under/over might be one way of implementing the land bridge concept. The level of above/underground would depend on a lot of factors

#### **Community Survey #5 Comments**

- Underpasses for peds/bikes are not inviting.
- I've been dreaming of land bridge over Barton Springs Rd.
- I love the land bridge and the additional crossings of Barton Springs road.

The Result of Survey #5 and Future Design Direction

#### What improvement of Stratford Dr do you prefer?



#### **08.18.21 TAG Meeting**

There are a lot of buses approaching Nature and Science Center along Stratford Dr.

#### **Community Survey #4**

- 45% Leave as it is
- 35% Reroute to the west side of MoPac
- 20% Reroute to the east side of MoPac

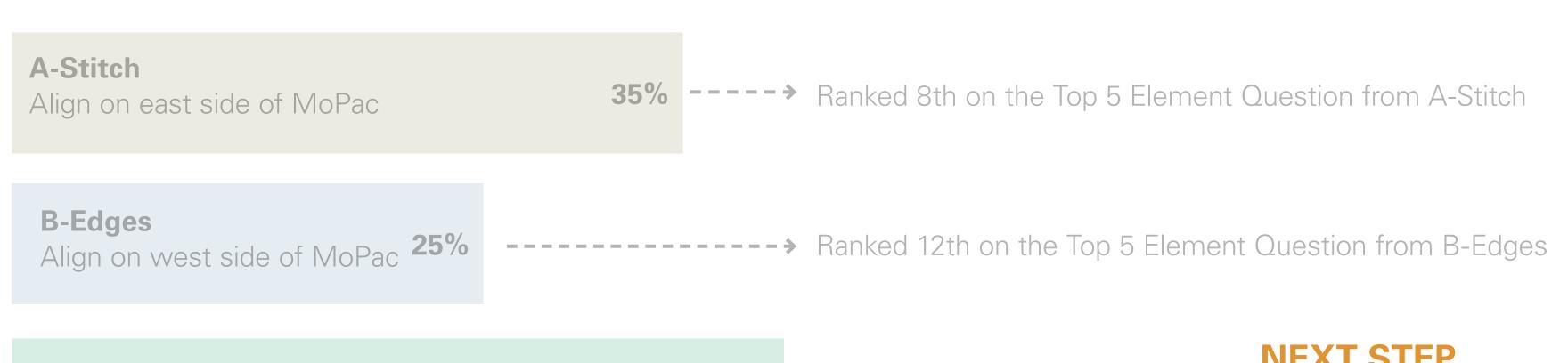
02.23.22 TAG Meeting

55%

Realigning Stratford on west side of MoPac affects the preschool and facilities at ANSC.

The Result of Survey #5 and Future Design Direction

#### What improvement of Stratford Dr do you prefer?



**C-Regenerate** 

Keep Current Alignment

40%

#### **NEXT STEP**

**Continue coordinating with** CTRMA about the possibility of **Stratford Dr realignment.** 

#### **08.18.21 TAG Meeting**

There are a lot of buses approaching Nature and Science Center along Stratford Dr.

#### **Community Survey #4**

- 45% Leave as it is
- 35% Reroute to the west side of MoPac
- 20% Reroute to the east side of MoPac

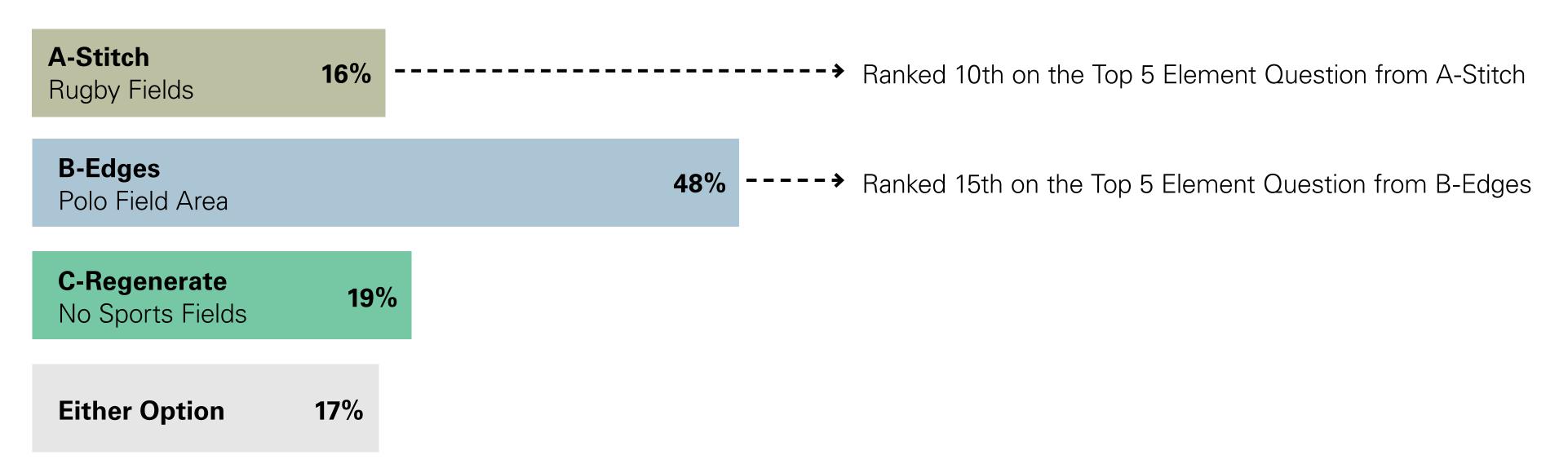
55%

#### 02.23.22 TAG Meeting

Realigning Stratford on west side of MoPac affects the preschool and facilities at ANSC.

The Result of Survey #5 and Future Design Direction

#### Which sport fields location do you prefer?



# 10.25.21 Barton Springs Pool Pop-Up Event

Athletic Fields/use on Polo Field instead of parking.

# **Community Meeting #4 Comments**

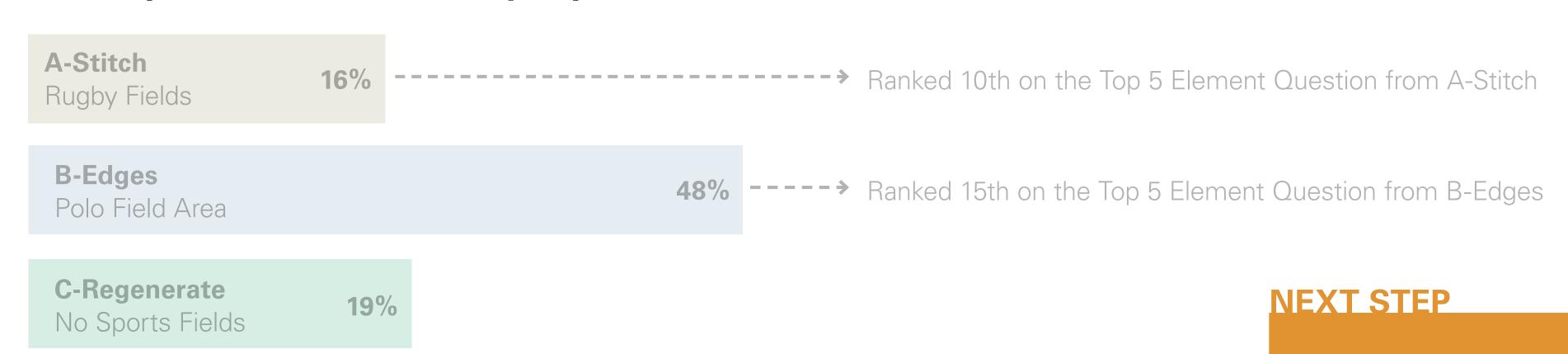
Adding more sports fields within the riparian zone is NOT a good idea.

#### **Community Survey #5 Comments**

- sports complex is so great, looking forward to it.
- Keep the sports space!

The Result of Survey #5 and Future Design Direction

#### Which sport fields location do you prefer?



Either Option 17%

Acknowledge that there is not a clear answer here. We will explore the pros/cons of both locations.

# 10.25.21 Barton Springs Pool Pop-Up Event

Athletic Fields/use on Polo Field instead of parking.

# **Community Meeting #4 Comments**

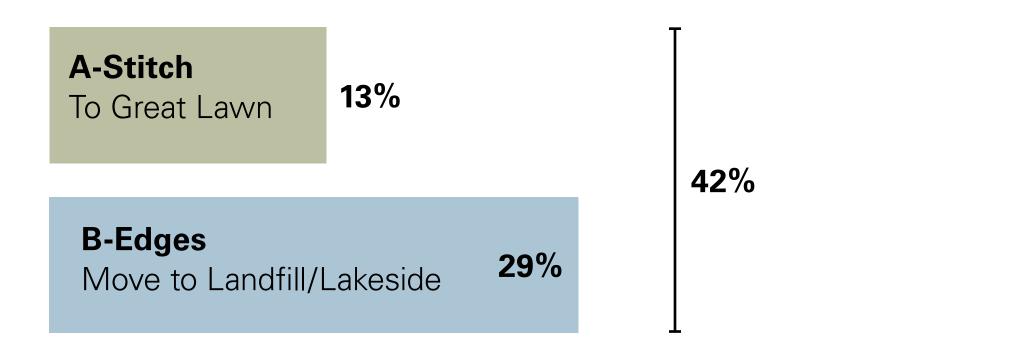
Adding more sports fields within the riparian zone is NOT a good idea.

#### **Community Survey #5 Comments**

- sports complex is so great, looking forward to it.
- Keep the sports space!

The Result of Survey #5 and Future Design Direction

#### Which location for Zilker Hillside Theater do you prefer?



C-Regenerate
Current Location with Improvements
58%

# **05.19.21 Small Group Discussion** with Park Staff

Don't actually think the existing location is the best place to have a theater due to not enough parking, accessibility, and outdated facilities.

# **04.14.22 PARD Facilities Group Meeting**

Putting ZHT on the water, people would love that.

#### **Kite Festival Pop-Up Event**

Expand Hillside Theater

# **Community Survey #5 Comments**

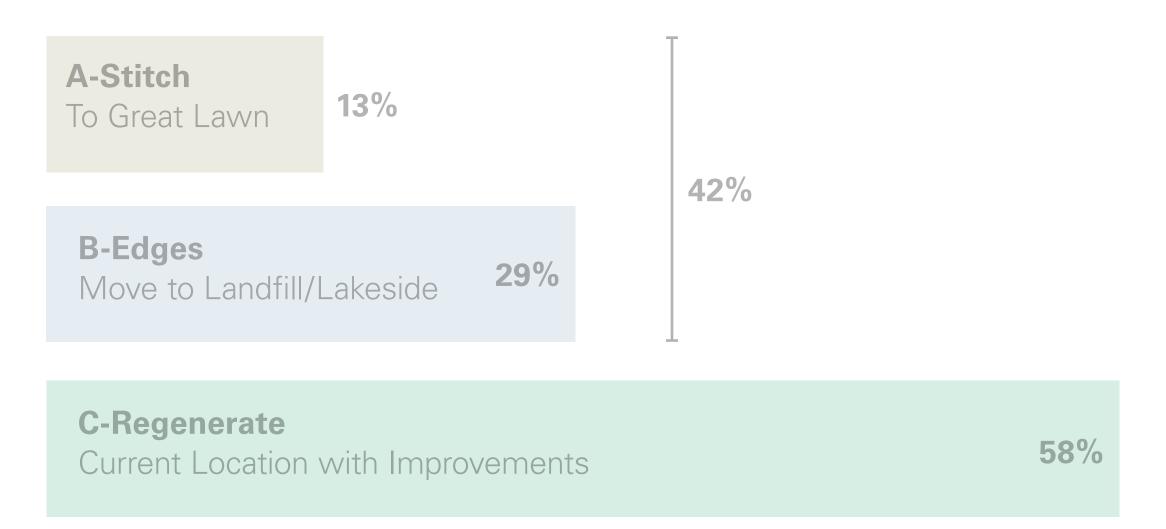
 Moving the theater seems to bring a lot of potential disruption to theater attendees with mixing with people on the Great Lawn, their music, their dogs.

# 04.08.22 Meeting with CTRMA

We are doing noise analysis and will make the level below 66 decibel with proper mitigation.

The Result of Survey #5 and Future Design Direction

#### Which location for Zilker Hillside Theater do you prefer?



# Show options in greater detail for both locations, detailing the pros/cons with each for more clarity.

# 05.19.21 Small Group Discussion with Park Staff

Don't actually think the existing location is the best place to have a theater due to not enough parking, accessibility, and outdated facilities.

# **04.14.22 PARD Facilities Group Meeting**

Putting ZHT on the water, people would love that.

#### **Kite Festival Pop-Up Event**

Expand Hillside Theater

# **Community Survey #5 Comments**

 Moving the theater seems to bring a lot of potential disruption to theater attendees with mixing with people on the Great Lawn, their music, their dogs.

# 04.08.22 Meeting with CTRMA

We are doing noise analysis and will make the level below 66 decibel with proper mitigation.



## FY23 BUDGET DEVELOPMENT PROCESS

Priorities

		Rank
Economic Opportunity	Housing	3
& Affordability	Skills and capability of our community workforce	10
	Accessibility to quality health care services, both physical and mental	7
Health &	Climate change and resilience	1
Environment	Homelessness	6
	Accessibility to quality parks, trails, and recreational opportunities	2
Mobility	Safety	8
Safety	Community compliance with laws and regulation	5
Salety	Emergency prevention, preparedness and recovery	4
Government that Works for All	Financial cost and sustainability of city government	9

## PREVIOUS ENGAGEMENT PROCESSES

Park Plan	Survey/Community feedback on developing the plan	Community feedback on final plan	Parks Board	City Council
WEL	Strong advocates for a golf course on the northeast part of the park associated with a public/private partnership.	Lots of community support to preserve the natural area and trees as a passive recreation area, not a golf course.	Parks Board did not support a golf course at WEL and recommended the plan as presented.	Council did not support the decision of a golf course or a public/private partnership.
Trevino	Some community members desired a skate park and bike pump track.	Strong community desire against these traditionally urban amenities	The final plan compromised to provide an adventure play area that would be geared toward recreation for older teenagers (13+)	Adventure play retained as part of overall approved plan.
Holly		No ped/bike bridge crossing LBL to the island then to the parkland to the south		Included language that stated No new ped/bike bridge until IH- 35 and Pleasant Valley ped/bike crossing are improved first.
Given District Park	New off leash area	Existing longtime residents were opposed to this use.	The final plan does not include an off leash area.	
NW District Park	Strong community desire to increase the health and visual appeal of the pond. WPD engineers recommended an expanded pond to increase habitat and improve pond health.	Due to existing pond disruption and removal of existing mature trees, the community feedback called for the existing pond layout to remain.	The final plan retains the pond layout with no tree removal.	