

# Rain to River

A Strategic Plan to Protect Austin's  
Creeks and Communities

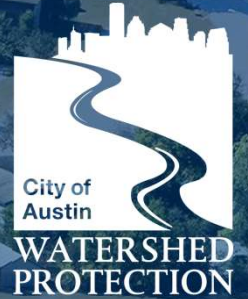




# Watershed Protection Department

## MISSION

The Watershed Protection Department (WPD) protects lives, property, and the environment of our community by reducing the impact of flooding, erosion, and water pollution.





# What is the Strategic Plan?

## GUIDING BLUEPRINT FOR DEPARTMENT

- Sets goals and objectives
- Establishes method to prioritize problems
- Creates a process for evaluating solutions

## EVALUATION FRAMEWORK

Provides framework for evaluating future programs, projects, and regulations, and measuring success of current portfolio

## COMMUNICATION TOOL

Helps explain WPD's work and priorities to staff, City executives, policymakers, and Austin community



# Community Engagement Phases

## PHASE 1: Community Input (2022)

**Objective:** Gather community input and answer research questions using a broad range of strategies.

## PHASE 2: Did We Get it Right? (2023)

**Objective:** Evaluate how effectively we translated what we heard from the community during Phase 1 into content. Gather input on community priorities for identified issues and strategies.

## PHASE 3: Review the Draft Plan (2024)

**Objective:** Present the draft plan to the community, gather reactions to the content, and finalize the plan for adoption.





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Visit [RaintoRiverATX.com](https://RaintoRiverATX.com) and sign up for our contact list!



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[Why update the plan?](#)

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[Watershed solutions](#)

[What we've heard](#)

[Tell us what you think!](#)



# Rain to River

A Strategic Plan to Protect Austin's Creeks and Communities

Each time rain falls on our city, it flows through a vast network of built and natural infrastructure and into our creeks, lakes, springs, and the Colorado River. Rain feeds the beautiful places that make Austin special—places where we can spend time with friends and family, explore nature, cool off, and relax. But rain can also pick up pollutants, erode creek banks, and flood homes and businesses.

## What is Rain to River?

Rain to River is a strategic plan that will guide the work of the Watershed Protection Department for the next 10 years. Our department will use this plan to set goals, prioritize our work, and guide our decision making to tackle urgent challenges such as climate change and racial inequities. The plan will update and replace the current Watershed Protection Strategic Plan. We need your help to draft the plan!





# Take the Community Vision Survey and add to our map!

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Drag to  
comment



Favorite  
Place



Watershed  
Problem



Idea or  
Suggestion



Community Vision  
Survey



Watershed  
Problems



Favorite Places



Ideas and  
Suggestions



Recent Comments



Get Involved



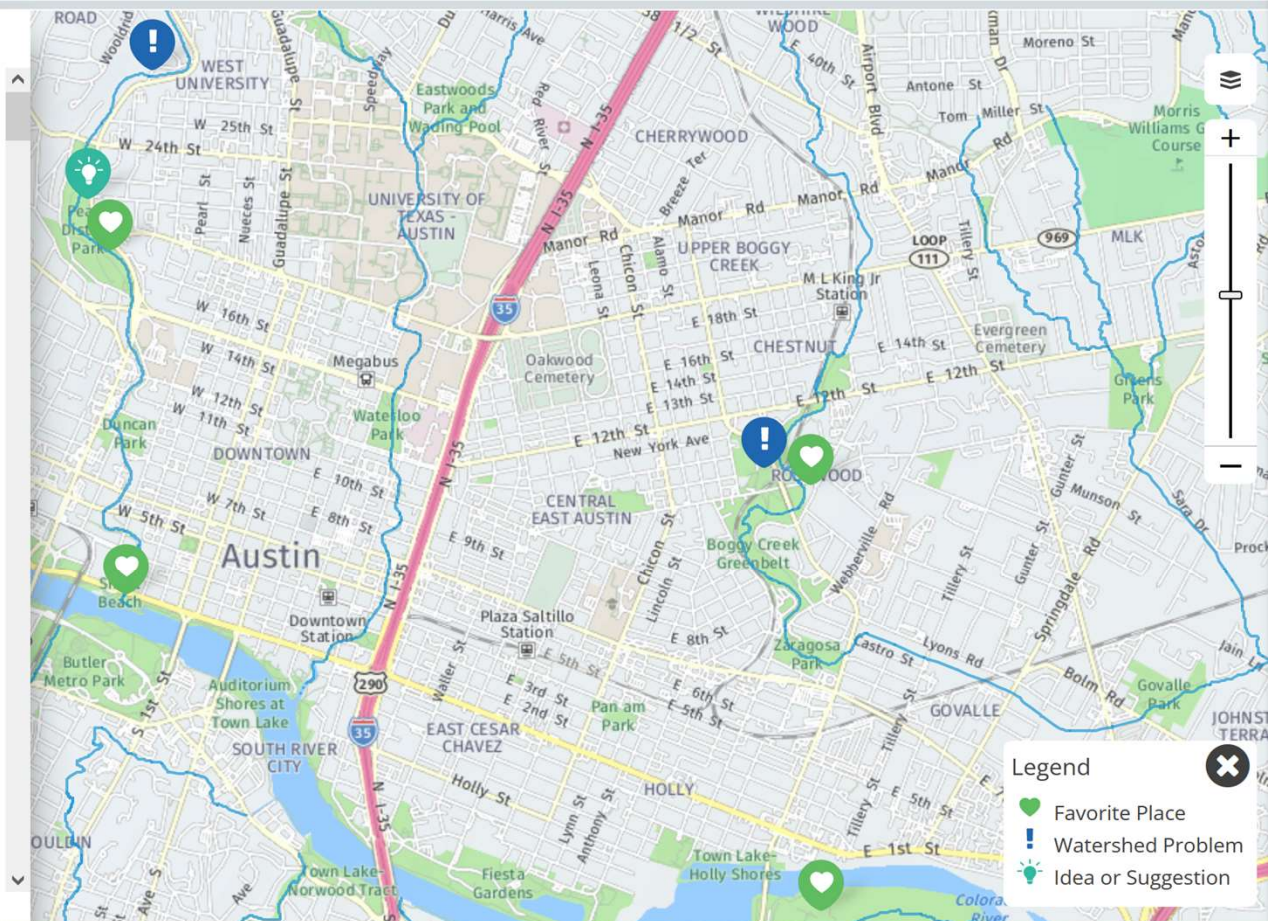
socialpinpoint

## Share your vision for Austin's creeks and communities!

### Take the Rain to River Community Vision Survey!

Rain that falls all over the city flows through a network of built and natural infrastructure to our creeks, lakes, springs, and the Colorado River. Rain feeds the places that make Austin special. But rain can also pick up pollutants, erode creek banks, and flood homes, roads, and businesses. The City of Austin is creating a strategic plan to protect Austin's ecosystems, creeks, and communities, and we want to hear from you!

Your input will help prioritize the Watershed Protection Department's work and guide decision making to tackle urgent challenges. We'll use this information to develop goals and explore the community's vision for how to embed equity and climate change at the core of Watershed Protection's work.






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Apply by May 8<sup>th</sup> to be a Community Ambassador!

# Rain to River

## Hiring Community Ambassadors!

Apply today to collaborate with the Watershed Protection Department (WPD) in our effort to create an updated strategic plan, Rain to River. This plan will guide the work of WPD for the next 10 years and we will use this plan to set goals, prioritize our work, and guide our decision making to tackle urgent challenges such as climate change and racial inequities. The plan will update and replace the current Watershed Protection Strategic Plan. We need your help to draft the plan! The role of a Community Ambassador will be to guide conversations with their social networks, in order to get perspective from racially and economically diverse communities. The data collected through this process will in turn be reflected in the updated plan.



Community Ambassadors will be paid \$25/hour (up to 80 hours) and will serve as liaisons for the Watershed Protection Department for a 6-month period, beginning May 2022.

Ambassadors will compile all notes and information gathered from their meetings with community members into written reports to share with WPD staff. We ask that Ambassadors commit to completing the following tasks:



### Task 1 | Training & Education:

Complete trainings to learn more about the work of the Watershed Protection Department, the Rain to River Plan, and the role of the Community Ambassadors. Participate in a workshop to build a shared understanding about the intersection of watershed protection and racial equity. Work with staff to design and develop an interview guide for approaching community members that is adaptive to the circumstances of the pandemic. Meet with the Community Ambassador lead on a weekly basis to talk through concerns and discuss progress.

Estimated time commitment 25 hours.

### Task 2 | Data Collection from the Community:

Connect with at least 50 people through interviews, meetings, and/or events to gather and share information about watershed issues within your community. Create monthly summary reports of the input collected between June and October 2022.

Estimated time commitment 35 to 40 hours.

### Task 3 | Evaluation and Reporting:

Meet with staff working on the Rain to River Plan to share your findings, reflections, and concerns. Complete a written evaluation of the ambassador program and participate in a discussion to reflect on the overall experience. Share your work and findings at a public event (optional).

Estimated time commitment 10 to 15 hours.

### How to Apply

We can't wait to start working on our Rain to River Strategic Plan update together!

Fill out the application form with the following link: <https://bit.ly/R2RCommunityAmbassadors>

### Scan for Application



Applications will be accepted until Sunday, May 8, 2022. City staff will contact selected Ambassadors for interviews by mid-May.

### Application Questions

#### About you

Full Name and Nickname/Preferred Name \_\_\_\_\_

What are your pronouns? \_\_\_\_\_

Email Address \_\_\_\_\_

Phone Number \_\_\_\_\_

What is the best way to reach you? (Call, Text, Email) \_\_\_\_\_

What language would you prefer when communicating with us? \_\_\_\_\_

What Austin City Council District do you live in? (Please use interactive map for reference.) \_\_\_\_\_

Zip Code \_\_\_\_\_





An aerial photograph of a river with a kayaker in the center. The water is a deep blue-green, and the surrounding forest is lush and green. The kayaker is in a red kayak, moving towards the bottom right. The trees are dense and cover the banks of the river.

# Rain to River

Thank you!

[www.RaintoRiverATX.com](http://www.RaintoRiverATX.com)

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