

**waterloo  
greenway**



# Palm Park



**COMMUNITY ENGAGEMENT SUMMARY**

# Engagement Phases

1

## **GROUNDING**

June 2023–August

*Complete*

- Project Launches
- Planning & Outreach Begins
- Gallery Walk Open Houses (2)

2

## **ENVISIONING**

September–November

*Complete*

- Outreach Continues
- Small Group Conversations (5)
- Pop-Up Activity: Creek Show
- Virtual Survey
- Planning Phase III

3

## **CO-CREATING**

December–April 2024

*In-Progress*

- Review & Analyze Data
- Design Scenarios
- Phase III Outreach
- Public Meeting (1)
- Project Report

# Engagement Strategies



Tabling Events



Flyering



Block Walking



Email Campaigns



Partner Promotion



Community Leader  
Outreach



Marketing  
[social media, e-newsletters, press]



# PHASE II: ENGAGEMENT DATA

# Phase II Data - Overview

## SMALL GROUP CONVOS

93

9 Spanish Speakers + 84 English Speakers

11 Palm School Alum (12%)

## SURVEYS

93

54 Virtual + 39 Paper Surveys Completed

9 Palm School Alum (10%)

## TABLING

939

## POP-UP EVENT

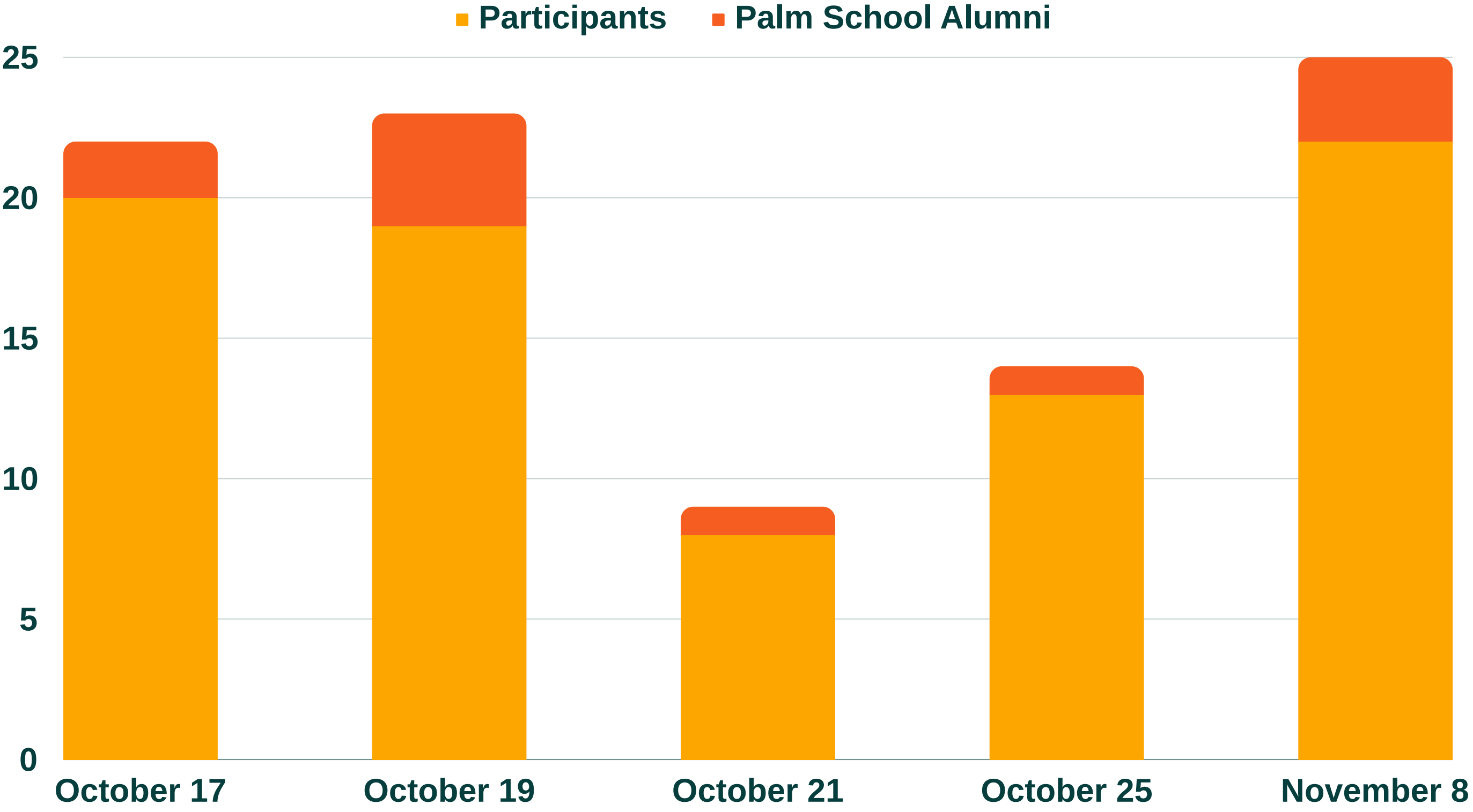
1,055

=

## TOTAL ENGAGEMENT

1,994

# Small Group Conversations: Demographics



# Phase II Data - Local Representation

## SMALL GROUP CONVOS



### Primary Zipcodes:

- 78702 [Central East Austin—City Council District #3]
- 78747 [South East Austin—City Council District #2]
- 78744 [South East Austin—City Council District #2]

## SURVEYS

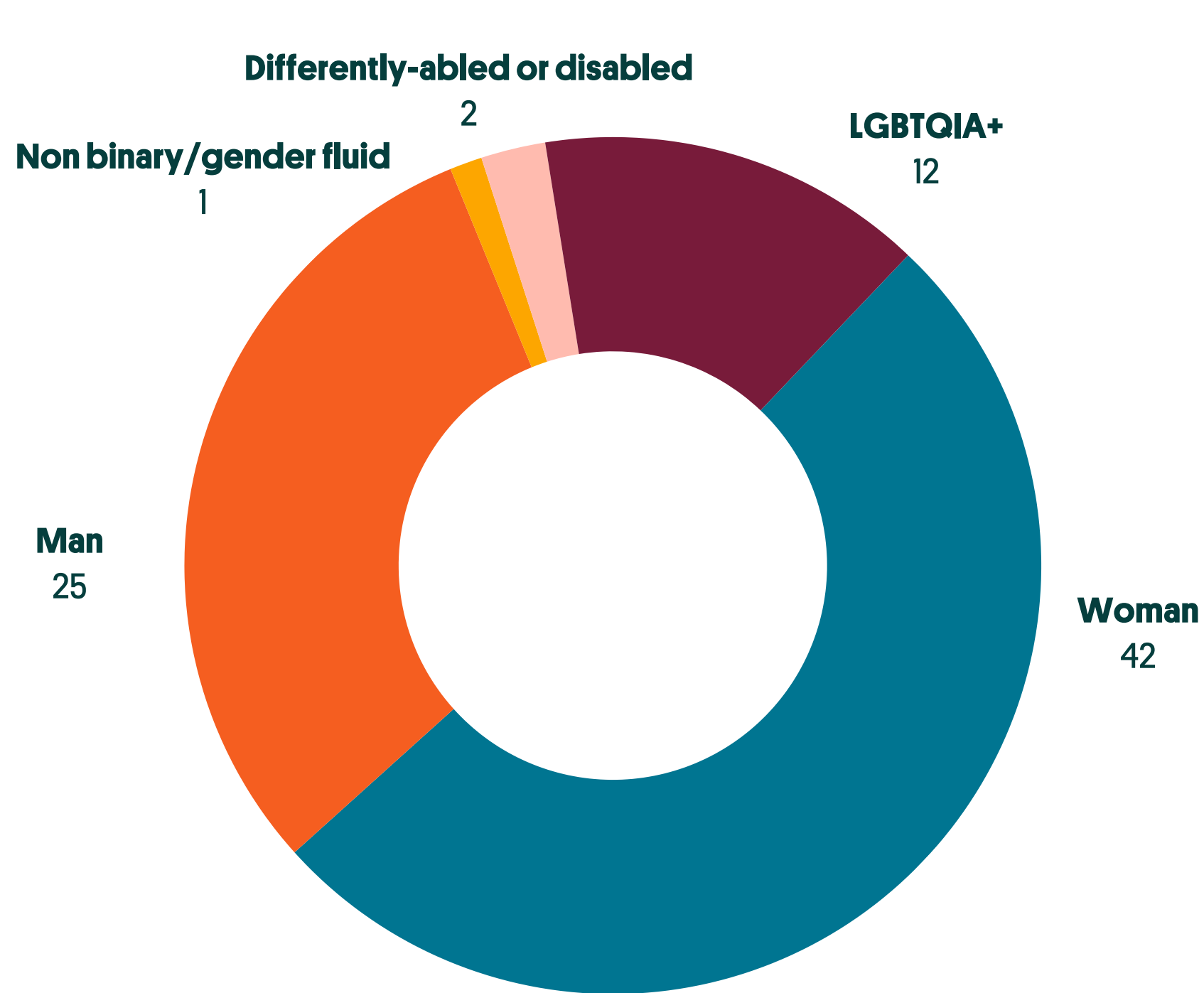


### Primary Zipcodes:

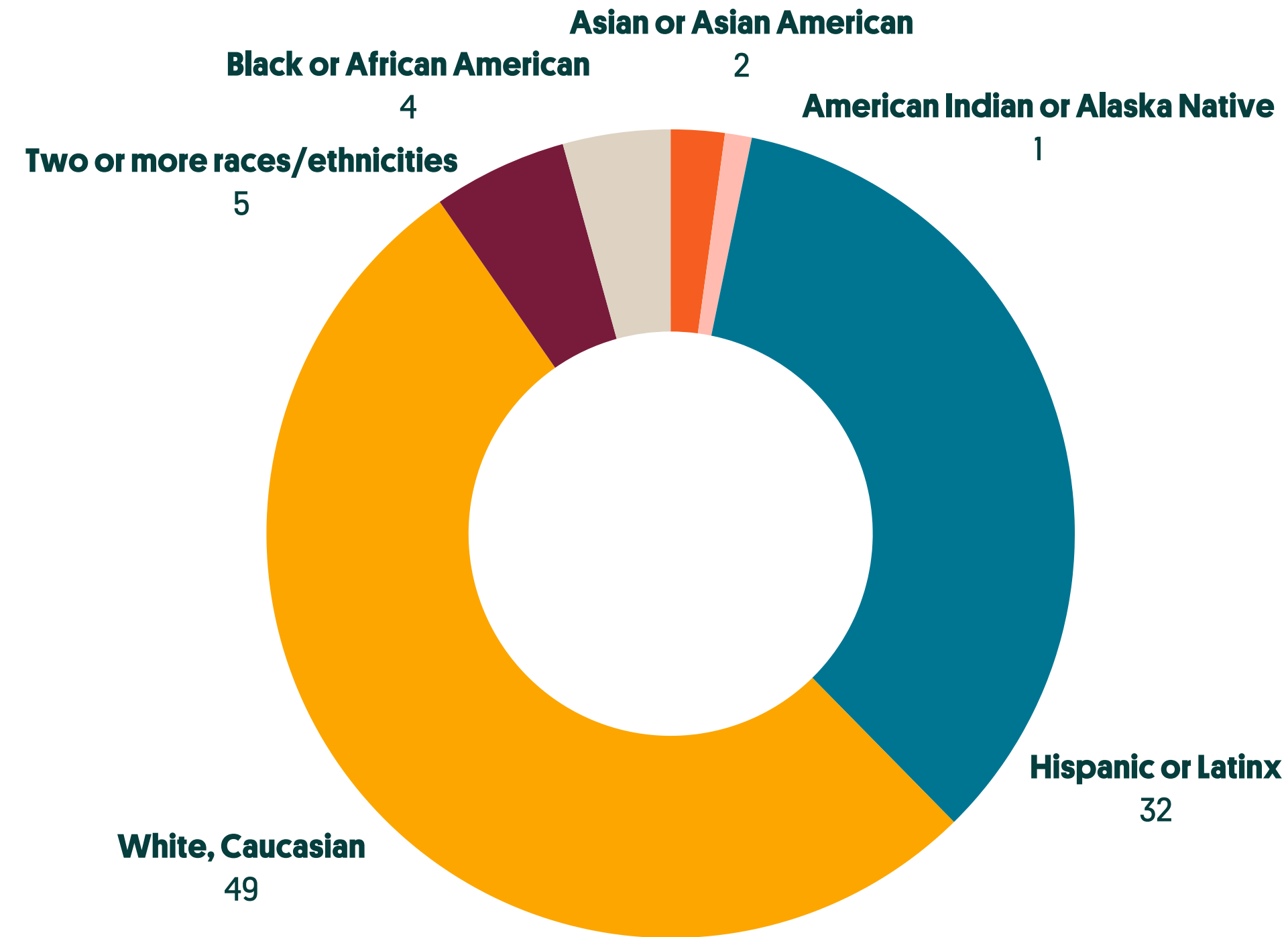
- 78702 [Central East Austin—City Council District #3]
- 78747 [South East Austin—City Council District #2]
- 78701 [Central South Austin—City Council District #3]

# Phase II Data - Survey Demographics

## IDENTITY



## RACE/ETHNICITY



Data collected from virtual & in-person surveys



# Phase II Data - Pinterest Activity

## In-Person & Virtual Survey Top Choices



Visual Art - 42 Votes



Scenic Walking Trails - 46 Votes



Shaded Seating - 49 Votes



Play Structures - 42 Votes



Wooden Structures - 53 Votes



Bench Shade - 42 Votes



Natural Features - 46 Votes

# Phase II Data - Key Themes

**632 Total Comments Collected**  
**Small Group Conversations**

## How to reflect history & culture in Palm Park?

- Murals/monuments/artwork
- Honor the pool history
- Celebrate Mexican American heritage
- Recognition of Palm School Alumni
- History of East Austin families
- Stories from past, present & future
- Educational experiences for families

## How to use the space in Palm Park?

- Bridge to Downtown
- Community gatherings
- Water Feature
- Family-friendly space
- Walking, games, meditation, gardens
- Rest space from urban areas
- Connection of East to West Austin

# Phase II Data - Key Themes

**632 Total Comments Collected**  
**Small Group Conversations**

## How the redesign of Palm Park will transform surrounding areas?

- Cultural anchor to surroundings
- Improve connectivity
- Accessibility for East Austin residents
- Business, neighborhood & Palm School connection
- Place of gathering and play in East Austin
- Honoring place/history of what once was
- Noise reduction from I-35

## Feel of what Palm Park should provide?

- Welcoming to all
- Peaceful & tranquil
- Oasis
- Family friendly
- Safe
- Natural
- Historic
- Informative/Educational space

# Pop-Up Activity: Creek Show

**1,055 Total Votes Collected**  
**Top Choices**

## Top Themes from November 10–18



Visual Art - 708 Votes



Scenic Walking Trails - 741 Votes



Shaded Seating - 714 Votes



Play Structures - 687 Votes



Wooden Structures - 762 Votes



Lawn Shade - 559 Votes



Natural Features - 805 Votes

# Phase II Engagement - Outreach

**1,994 Total Contacts**  
**Activities & Tabling Events**

- Fiestas Patrias | September 14 | 42 Community Members
- AISD Showcase | September 23 | 66 Community Members
- Boo the Flu | October 7 | 48 Community Members
- Coffee w/Principal & Flyer Drop-off | October 10 | 90 Flyers
- Neighborhood Block Walking | October 12-16 | 500 Door Hangers
- Small Group Conversations | October 17, 19, 21 & 25 | 68 Participants
- Eastside Community School Alliance | Sept 15 & Oct 20 | 50 flyers
- Trail-or-Treat Event | October 28 | 50 Community Members
- Central Texas Interfaith Meeting | November 8 | 25 Community Members
- Creek Show | November 10-18 | 1,055 Participants

# Engagement Timeline



JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

2024

Project  
Launch

Phase I  
Outreach  
Begins

Gallery  
Walk  
Open  
Houses  
[Mtg #1]

Virtual  
Survey  
Launches

Phase II  
Outreach  
Begins

Small Group  
Conversations  
[Mtg #2]

Creek  
Show  
Pop-Up

**WE ARE  
HERE!**



Phase III  
Planning

Public  
Meeting  
[Mtg #3]

Summary  
Report

