



Summary Report of Community Meeting #1

March 22, 2024

Introduction

In 2023, a community member from District 4 applied for and was awarded Overall Park Planning through the Austin Park Foundation's design services for Jamestown Neighborhood Park. With this design service, the Austin Parks Foundation will guide the planning process in pursuit of the official adoption of a "Concept Plan" with the City of Austin. The adopted concept plan will encompass a comprehensive record of the community engagement process, preliminary cost estimates, and recommendations for phasing. It will provide the park with a clear framework to guide the next steps in implementation and seek funding.

The Austin Parks Foundation will collaborate closely with the City of Austin's Park and Recreation Department to plan and execute community engagement for the project, ensuring alignment with PARD regulations and practices surrounding park engagement. The main objective of providing the Overall Park Planning design service to this park is to develop a concept plan that reflects and addresses the community's needs and preferences.

Project Outreach Group (POG)

Identifying the Project Outreach Group

The primary objective of outreach for this project is to actively involve as many community members as possible to ensure that the proposed concept plan accurately reflects the needs and preferences of the neighborhood it serves.

The initial focus of the community engagement process was to identify and engage a core group of local residents who possess both a vested interest in the project and an intimate understanding of their community. This group serves as guides for the Austin Parks Foundation (APF), offering valuable insights into various aspects of their community, such as effective communication channels to reach neighbors, current park usage patterns, and key connections within the community that could facilitate outreach efforts. Additionally, they actively participate in on-the-ground outreach activities, including attending tabling events, leveraging social media platforms, and canvassing nearby homes.

To facilitate engagement, signage was strategically placed within the park, providing information about the project and contact details for individuals interested in joining the Project Outreach Group (POG). *See below:*



JAMESTOWN NEIGHBORHOOD PARK CONCEPT PLAN

Austin Parks Foundation and the City of Austin Parks & Recreation Department are starting the design and planning process to create a concept plan for the empty park located at 8323 Jamestown Drive.

The concept plan will guide future development of the park. To be successful, we need community input so the plan reflects the community's desires.

WE NEED YOUR HELP!

If you're a community member interested in contributing to the design and community engagement process, please email:

alejandro.hernandez@austinparks.org

scan here
for more information on APP's design services

PARQUE DEL VECINDARIO DE JAMESTOWN PLAN DE CONCEPTO

Austin Parks Foundation y el Departamento de Parques y Recreación de Austin (PARD, por sus siglas en inglés) están iniciando el proceso de diseño y planificación para crear el plan de concepto para el lote de parque vacío que se encuentra en 8323 Jamestown Drive.

El plan de concepto guiará el desarrollo futuro del parque. Para que sea exitoso, necesitamos la participación comunitaria, para que el plan realmente refleje los deseos de la comunidad.

¡NECESITAMOS SU AYUDA!

Si usted es un miembro de la comunidad que está interesado en contribuir con el proceso de diseño y de participación comunitaria, por favor envíe un correo electrónico a:

alejandro.hernandez@austinparks.org

escanee aquí
para obtener más información acerca de los servicios de diseño de APP.

Emails were also sent to the following community members and groups with an invitation to join the POG or to help us identify any other interested parties:

- Jamestown Place HOA
- NACA (North Austin Civic Association)
- NACA Contact Team
- North Lamar Mobile Home Community
- HACA Thurmond Heights
- HACA Northgate
- HACA Georgian Manor
- Navarro ECHS
- Navarro ECHS (PTA/PTSA)
- Burnet MS
- Burnet MS PTA
- Dobie MS
- Dobie MS PTA
- Austin Voices for Education & Youth:
- Burnet MS & Navarro ECHS Family Resource Centers
- Austin Voices for Education & Youth:
- Dobie MS Family Resource Center
- Georgian Acres NA (GANNA)
- Austin Vietnamese Senior Center

Through our outreach efforts, we identified eight individuals who expressed interest in joining the Project Outreach Group or contributing to outreach activities in various capacities.

Engaging the Project Outreach Group (Meeting #1)

Those who indicated an interest in participating in the outreach efforts were invited to attend the first meeting of the Project Outreach Group on January 25, 2024, from 12:00 pm to 12:50 pm. Six community members joined representatives from the Austin Parks Foundation (APF) and the City of Austin's Park and Recreation Department (PARD) to discuss the project, clarify the role of the Project Outreach Group, and brainstorm effective outreach strategies. *A sample excerpt from the presentation delivered during the meeting is provided below:*



Project Outreach Group

The Project Outreach Group will serve as key contact for this project to ensure consistency in the design process.

The Project Outreach Group will be led by Community Engagement Manager Alejandro Hernandez, and will be responsible for the following:

- Assisting CEM with outreach efforts: canvassing, sending email blasts, joining in on tabling opportunities, sharing updates via social media and neighborhood apps, etc.
- Assisting with tracking these efforts in a shared Google Sheet. This will include dates, detailed outreach efforts and more. (CEM will lead this, any assistance is appreciated.)
- Attend all Community Meetings (3 total)
- Attend Project Outreach Group meetings (3 total)

Brainstorm:

What community groups can we connect with?

- NACA Contact Team
- NACA Neighborhood Association
- Jamestown HOA
- Jamestown Condos/Apartments
- Student Groups
- School PTAs
- Housing Authorities (Thurmond Heights, Northgate)
- North Lamar Mobile Home Authority
- Neighboring Neighborhood Association (North Lamar, Georgian Acres)
- Library (provide translation services on-site + posters)
- Chinese Mandarin and Traditional, Arabic, Vietnamese, Burmese
 - Moni G has recommendations for interpretation
- Engage with I Speak Austin
- Provide a way to request translation on surveys
- Navarro (in-person surveys?)
- Burnet Middle School
- Austin Voices

This brainstorming session was key to understanding the active community groups around Jamestown Neighborhood Park and to identify the next steps for community outreach for Community Meeting #1.

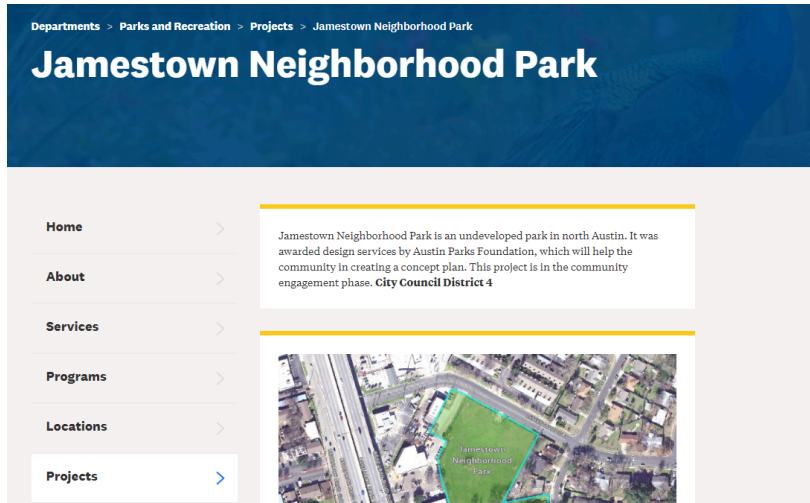
Community Meeting #1



Community Outreach

Website

APF collaborated with PARD to establish a dedicated project webpage hosted on the City of Austin's website. The project page (www.austintexas.gov/jamestownpark) provides comprehensive background information on the park, a detailed description of the project, the anticipated project schedule, contact details for inquiries, and a record of upcoming and past community engagement opportunities.



Signage

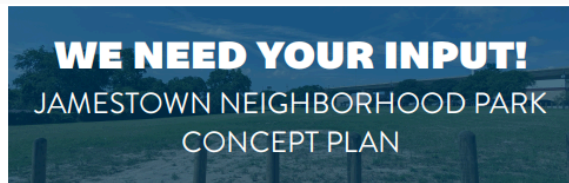
On February 7, three signs were also placed around Jamestown Neighborhood Park displaying general project background, and information on the upcoming Community Meeting #1. The signage also included a QR code and website address to register for the meeting. See below for signage sample:





Flyer Distribution

Flyers were distributed via email to existing contacts and were also provided to the Project Outreach Group to distribute to their community contacts. See below for flyer sample:



Austin Parks Foundation, in partnership with the City of Austin's Parks & Recreation Department, is holding the first virtual community input meeting to discuss the future Concept Plan for Jamestown Neighborhood Park (8323 Jamestown Drive).

Existing park conditions will be discussed, and your community can weigh in on park amenities that they would like to see.

Join us and help shape the future of this community gem!

COMMUNITY MEETING #1

Tuesday, March 5 | 6:30-7:30pm
To join virtually, please visit:



www.austintexas.gov/jamestownpark



Austin Parks Foundation, en colaboración con el Departamento de Parques y Recreación de la Ciudad de Austin, estará llevando a cabo su primera reunión comunitaria virtual para obtener los comentarios del público y discutir el futuro Plan de Concepto para el Parque del Vecindario de Jamestown (8323 Jamestown Drive).

Durante la reunión, estaremos hablando acerca de las condiciones actuales del parque, y la comunidad podrá influir en los servicios que le gustaría que incluyéramos en el parque.

¡Acompáñenos y ayúdenos a planificar el futuro de esta joya de nuestra comunidad!

REUNIÓN COMUNITARIA #1

Martes, 5 de marzo | 6:30-7:30pm
Para unirse a la reunión virtual, por favor visite:



www.austintexas.gov/jamestownpark



Flyers were also distributed at a number of events and locations within the surrounding community. See below for a record of the distribution:

Feb 7, 2024	North Lamar Mobile Home Community	Site visit to the office - met the president of the community board, he will be sharing the info. Gave them flyers to distribute.
Feb 12, 2024	Austin Voices: Food Pantry	Distributed flyers to 200 vehicles
Feb 12, 2024	Schools within 1 mile	Flyers distributed
Feb 12, 2024	YMCA	Flyers posted
Feb 12, 2024	Library	Flyers posted




Feb 15, 2024	Canvassing: Jamestown Dr, Bangor Bend, and Leesburg Circle	APF distributed flyers
Feb 18, 2024	Canvassing: Plymouth Dr, Maine Dr, and Staunton Dr	POG distributed flyers
Feb 22, 2024	Thurmond Heights	Flyers left in office
Feb 23, 2024	Burnet Middle School: Parent Coffee	POG attended
Mar 1, 2024	Wooldridge Elementary School: Parent Coffee	APF attended
Mar 2, 2024	It's My Park Day: Wooten Neighborhood Park, Barrington Elementary School, Wooldridge Elementary School	Project explained to project leaders, flyers distributed

On February 6, the City of Austin Parks and Recreation Department posted on NextDoor in both English and Spanish to announce the first community meeting and to provide a registration link.

Presentation

25 community members attended the virtual Community Meeting #1 on March 5, 2024 from 6:30-7:30pm. The presentation was provided in English and Spanish and interpretation services were provided in both languages during the meeting. *See below for the meeting agenda:*

- 
- Who is APF?
 - What are Park Design Services?
 - Project Timeline
 - Roles and Responsibilities
 - What is a Neighborhood Park?
 - Overview of Jamestown Neighborhood Park
 - Survey Overview
 - Next Steps

The meeting commenced with an introduction to the Austin Parks Foundation and an overview of the Parks Design Service process. This included a presentation of the project timeline and a case study highlighting previous design services, such as those provided for Grand Meadow Neighborhood Park. Furthermore, the roles and responsibilities of key stakeholders, including the Parks and Recreation Department, Austin Parks Foundation, Project Outreach Group, and the community, were delineated. *See below for the slide outlining the various roles and responsibilities:*

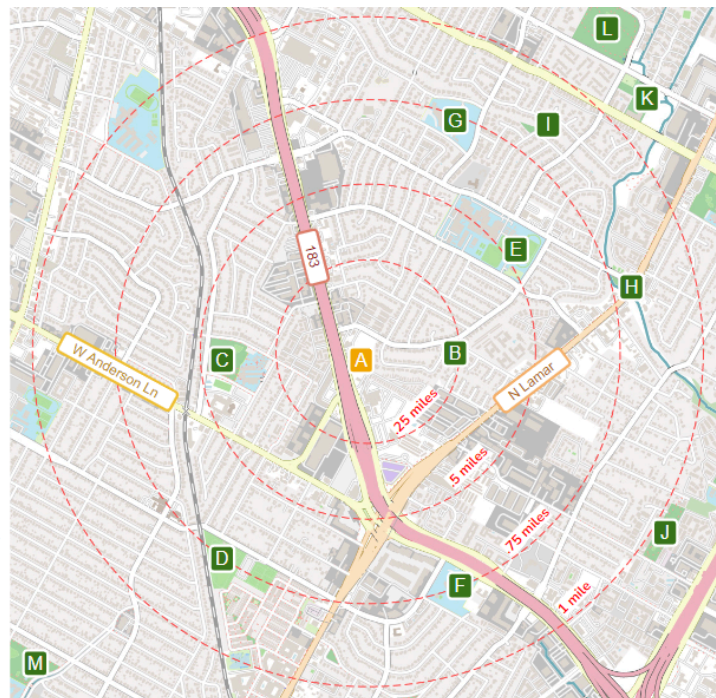


Parks and Recreation	Austin Parks Foundation	Community Outreach Group	Community
<ul style="list-style-type: none"> • Land owner • Ensure process complies with COA standards • Final decision • Maintenance 	<ul style="list-style-type: none"> • Leading effort: community engagement and design • Support parks in Austin • Main point of contact during process 	<ul style="list-style-type: none"> • Assist with outreach for community engagement • Attend outreach brainstorming sessions 	<ul style="list-style-type: none"> • Participation in public process to voice preferences in future park development • APF will share how your feedback influences the final design!

After the project introduction, attention shifted to an in-depth overview of the park. This included a comprehensive site analysis featuring a series of context maps. These maps provided insights into various aspects surrounding the park, such as green spaces, schools, transportation options, nearby residences and amenities located within a 0.5 or 1-mile radius. *See below for an example of one of the context maps that was shared:*

Context: Green Space

- A. Jamestown Park
- B. Thurmond Heights Courts
- C. Wooten Neighborhood Park
- D. North Austin Optimist (P)
- E. Kennemer Pool
- F. T.A. Brown School Park
- G. Wooldridge School Park (S)
- H. Heron Hollow Pocket Park
- I. Ron Rigsby Pocket Park
- J. Georgian Acres Neighborhood Park
- K. Barrington School Park (S)
- L. Quail Creek Neighborhood Park
- M. Brentwood Neighborhood Park



The second portion of site analysis included an analysis of the current conditions for Jamestown Neighborhood Park, including adjacent business and residences, site drainage, tree canopy, and parking conditions. *See below for an example of a diagram of current conditions that was shared:*



Current Conditions



A View from Jamestown Dr.



B View from adjacent parking



The presentation proceeded to introduce Community Survey #1, which included photo examples of various site features that could potentially be incorporated into the future concept plan. Instructions on how to access the survey were provided to attendees. Finally, the presentation concluded with an overview of the projected project timeline. See below for the projected project timeline:



The presentation ended with a Q&A session where attendees had the opportunity to ask questions to the APF Design Team and PARD.



Community Survey #1

Overview

Instructions on how to access the community survey were provided at the end of Community Meeting #1 as well as an overview on how some of the programming elements would be included in the survey.

The survey was open to the public on the COA webpage (www.austintexas.gov/jamestownpark) from March 5th - April 1st. A total of 77 responses were submitted.

Outreach

Emails with information on how to access the survey were sent to the contact list after the Community Meeting #1.

Signage

On March 19, the three existing signs at Jamestown Neighborhood Park were updated with new information on how to access Community Survey #1. The signage also included a QR code with a direct link to access the survey.

Flyer Distribution

Flyers were distributed at a number of events and locations within the surrounding community. See below for a record of the distribution:

Mar 20, 2024	Navarro Alliance Meeting (Austin Voices)	APF left flyers and made survey announcement
Mar 25, 2024	Austin Voices Food Pantry	Led by POG
Mar 29, 2024	Canvassing: Bangor Bend, Jamestown Dr, Leesburg Circ, Maine Dr, Stuanton Dr	Led by APF
Mar 29, 2024	Thurmond Heights	Left remaining flyers at Thurmond heights in front office.

Results

The first goal of the survey was to gain a better understanding of the community demographics. Some of the key demographic findings were as follows:

- 48% of respondents live within ¼ mile of the park and 26% responded that they live “right next door”.



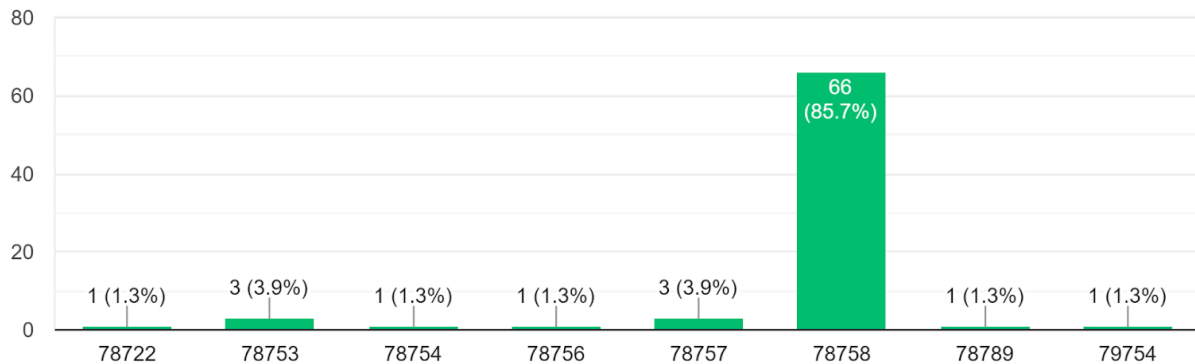
- When asked how they currently get to the park, 78% responded that they walk.
- 75% responded that they own a house or duplex.
- 95% of respondents speak English in their homes; 20% speak Spanish in their homes.
- 50% of the respondents have children in their household.

Samples of the content are below:

Question 1:

What is your zip code?

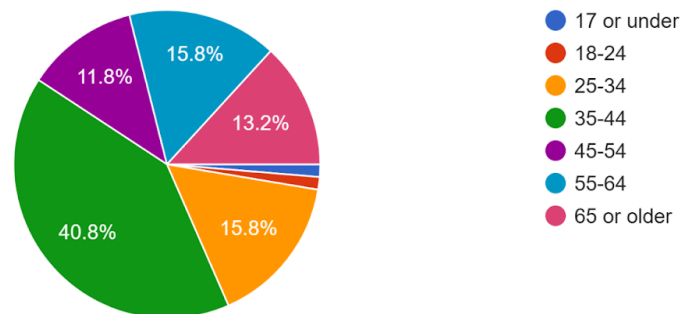
77 responses



Question 10:

What is your age?

76 responses



Another goal of the survey was to gather content on what the top values and priorities are for the park among the community. The key findings were as follows:

- Friendly neighbors, strong community, diversity, and convenient location were the most commonly listed favorite things about this neighborhood among respondents.
- Shade, trails, picnic areas, lawn or open play, and traditional play equipment were the most popular park elements among respondents.
- Top Concerns:
 - Safety (related to crime, drug activity, homeless encampments, highway proximity)



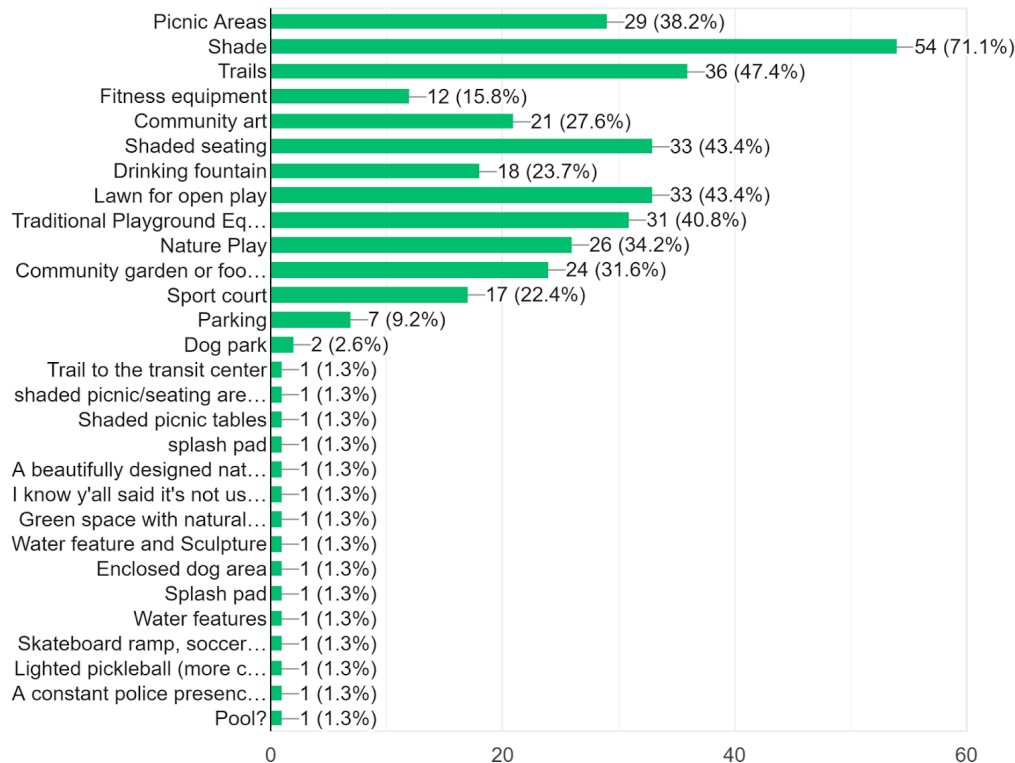
- Potential for the park to attract unhoused people and crime
- Noise from the highway
- Impact on surrounding neighborhoods (traffic, trash, safety)
- Maintaining the natural environment
- Inclusivity and accessibility for all community members
- Funding and maintenance of park amenities
- Proximity to establishments like a gambling hall
- Top Hopes:
 - Creation of a safe and enjoyable space for children and families
 - Provision of shaded areas and amenities like benches and picnic tables
 - Inclusion of playground equipment suitable for all ages and ADA compliance
 - Addition of features like a splash pad, butterfly garden, or wildlife habitat
 - Minimal parking with a focus on green space
 - Connectivity to transit centers or surrounding neighborhoods
 - Development of a community gathering space for families and neighbors
 - Successful implementation and utilization of the park as public space

Samples of the content are below:

Question 7:

Which park elements would you most like to see included in the park? Check your top 5.

76 responses





Question 6:

What is the primary reason you think you will use Jamestown Neighborhood Park in the future?

76 responses



Most importantly, the online survey results indicate that the public envision Jamestown Neighborhood Park should ultimately reflect their community, provide a safe place to connect with nature, bring children to play, and to gather. These results will act as the starting point for the development of the proposed concept plan.

Full survey results and the meeting presentation can be found on the project webpage at: www.austintexas.gov/jamestownpark)