

# ZILKER METROPOLITAN PARK VISION PLAN

Update on process for the Parks and Recreation Board  
January 25, 2022



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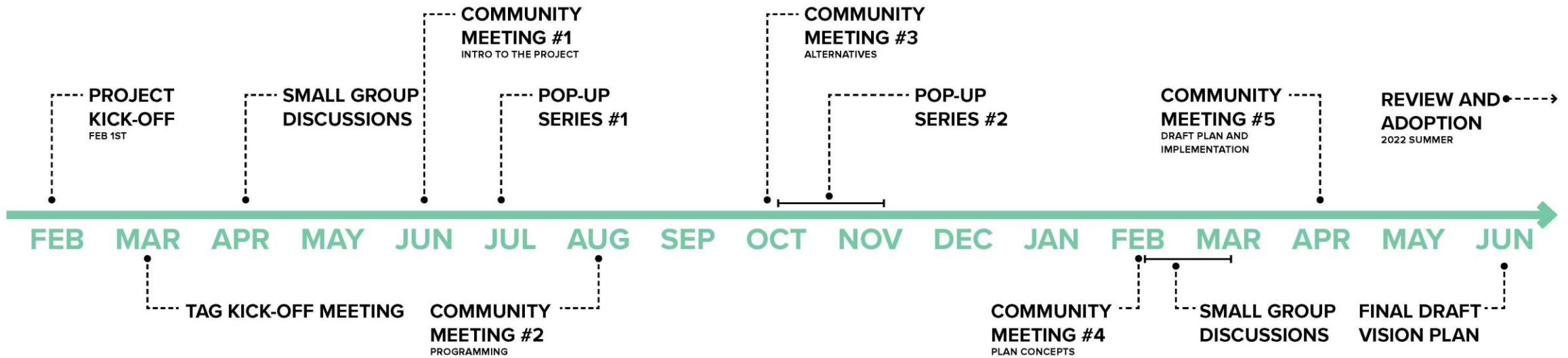


# Overview

- Update of the process so far
  - Planning efforts
  - Community Engagement efforts
  - Survey Processing of Results
- Next Steps
  - Community Meeting #4 and corresponding follow-up survey and promotion
  - Small Group Discussions focusing on Equity



# Status Update



# Community Engagement So Far

## Public Participation Level: Consult

Multiple methods, virtual and in-person, various locations and times:

- Kick-off Community Survey: 4,062 participants
- Small Group Discussions: 17 meetings
- 3 Community Meetings: 136 avg. participants
  - 3 Follow-up Surveys: 2,604 participants
- SpeakUp Austin: 13 entries
- In-person outreach
  - 23 Pop-up events: Series 1 (11) and Series 2 (12)
  - 57 PARD Pop-ups and In-person outreach, focused on underrepresented communities
  - More than 653 connections (Data tracked since 10/1)



Zilker Park Vision Plan Pop-up at ESB-MACC, Dec. 15, 2021

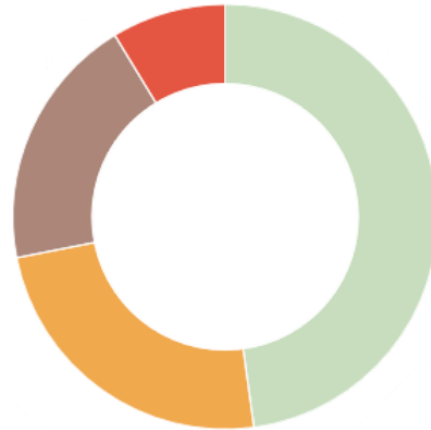
# Processing Community Survey Results

## Survey #4: 955 Participants, 37,304 Responses, 1,304 Comments

One equity tool used to account for underrepresented communities in surveying is by disaggregating data to explore differences in responses.

**Would you like to see a visitor hub that fulfills the goals mentioned?**

598 responses  
All participants



- 48% **No, Zilker does not need a visitor hub.**
- 24% **Yes. I prefer to explore options at existing structures in the park.**
- 19% **Yes. I am open to either option (A or B).**
- 9% **Yes. I prefer to explore options for a new structure.**

68 responses  
Identifying as Black, American Indian, Asian, Pacific Islander, Hispanic/Latinx



- 40% **No, Zilker does not need a visitor hub.**
- 25% **Yes. I prefer to explore options at existing structures in the park.**
- 24% **Yes. I am open to either option (A or B).**
- 12% **Yes. I prefer to explore options for a new structure.**



# Next Steps

## **Community Meeting #4**

February 15, 6 p.m.

Zoom registration on the project website

[www.austintexas.gov/ZilkerVision](http://www.austintexas.gov/ZilkerVision)

## **Small Group Discussions focused on equity & inclusion**

February to March





# ZILKER METROPOLITAN PARK VISION PLAN

## Questions



Project website: [www.austintexas.gov/ZilkerVision](http://www.austintexas.gov/ZilkerVision)  
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