

ZILKER  
METROPOLITAN  
PARK  
VISION PLAN

# AUSTIN PARKS AND RECREATION BOARD MEETING

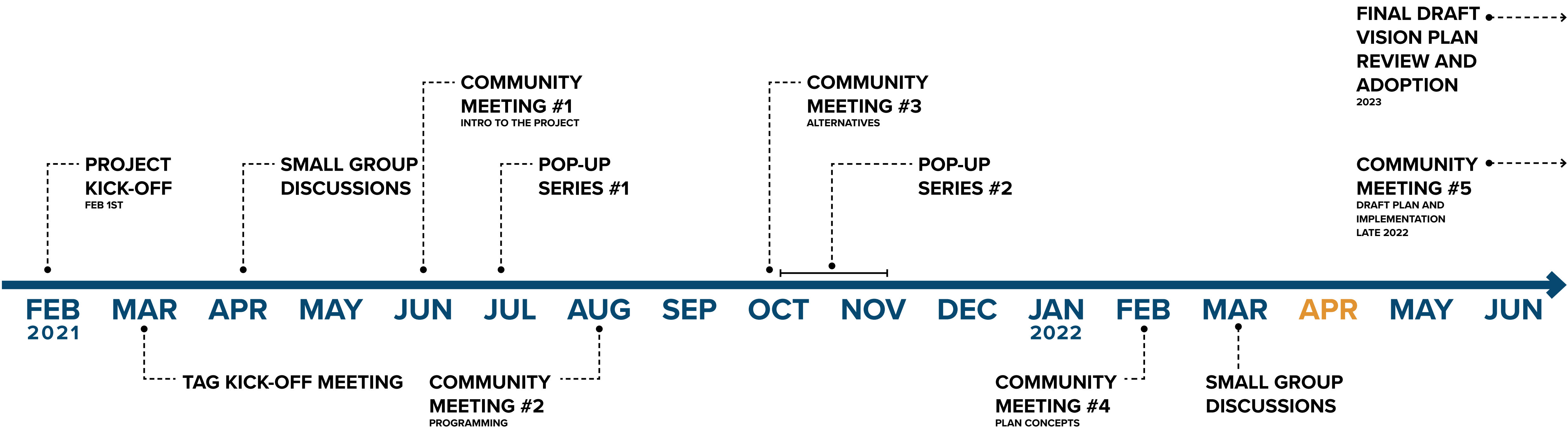
APRIL 25, 2022



DESIGNWORKSHOP

# ZILKER PARK VISION PLAN

Project Schedule



# COMMUNITY ENGAGEMENT

## 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.

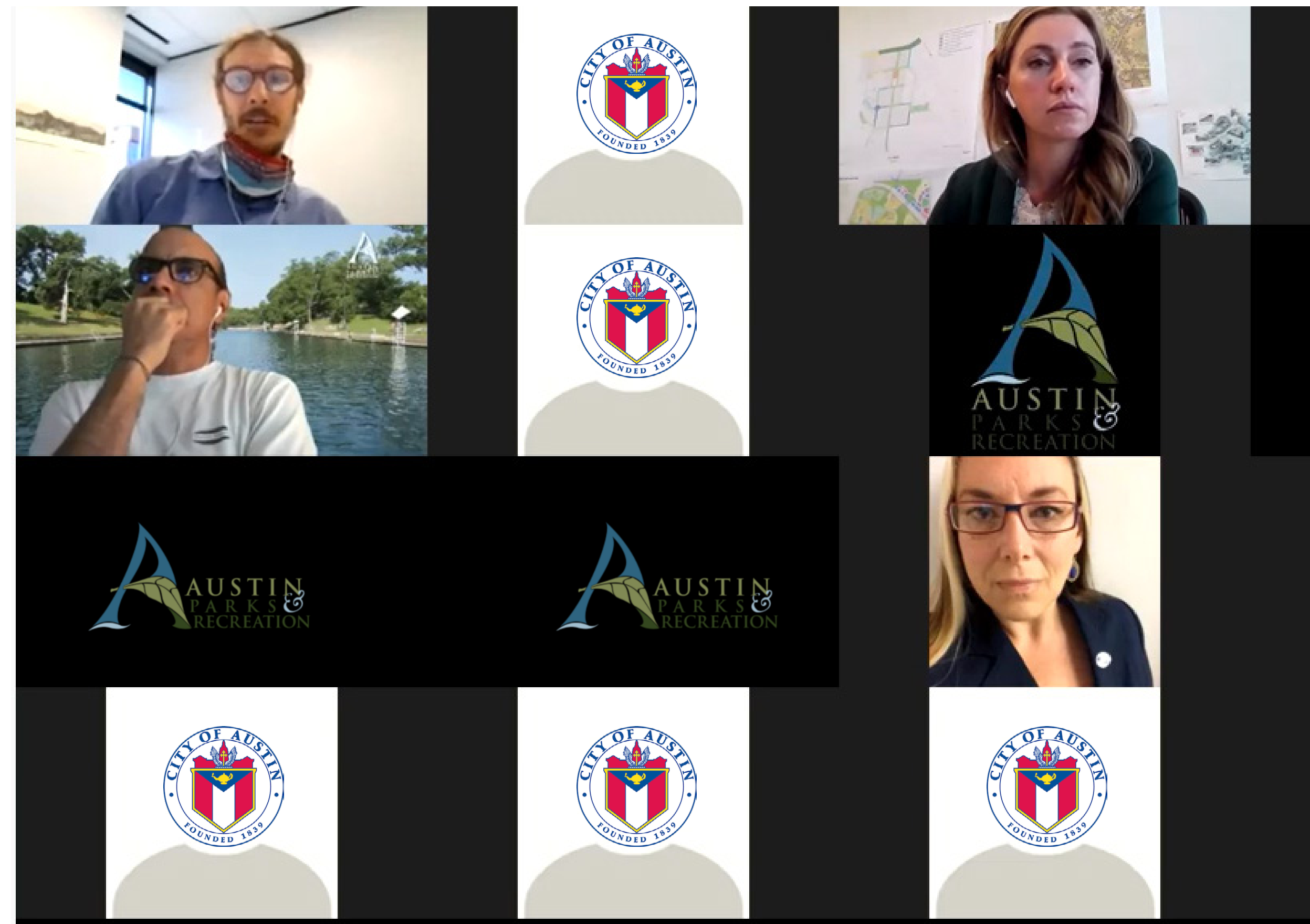
**10.**  
Create community support for the proposed Vision Plan and future park development.

# COMMUNITY ENGAGEMENT

Community Engagement Goals: 1, 5, 6, 7, 8, 9

## 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

# COMMUNITY ENGAGEMENT

Community Engagement Goals: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

## 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)

Only meetings where people showed up:

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

# COMMUNITY ENGAGEMENT

Online Engagement

Departments > Parks and Recreation > Projects > Zilker Metropolitan Park Vision Plan

## Zilker Metropolitan Park Vision Plan

Home

About

Services

Programs

Locations

Projects

The Zilker Metropolitan Park Vision Plan is a community-driven planning process to establish a guiding framework for the restoration and future development of Zilker Metropolitan Park. It is the first comprehensive planning initiative to encompass the park's 350 acres and associated facilities.

### Engagement Opportunities

- 3 Concept Plans: [View and compare](#) (PDF, 22 MB)
- [SpeakUpAustin:](#)
  - [Share your stories of Zilker](#)
  - Creating an Inclusive Zilker Park: [Welcoming to All](#)
- View the [Zilker Interactive Map](#)

[Sign up for updates](#)



### 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!

#### Zilker Park

A: Nature Preserve Zone

B: MOPAC Zone

C: Zilker Botanical Garden Zone

D: Great Lawn Zone

E: Polo Field Zone

F: Barton Springs Zone

G: Trailhead Zone


Mobility/Access

History/Programming

Ecology/Nature

Gateway

Separate Planning Effort



## AustinTexas.gov Project Website

Community Engagement Goals: 1, 8, 9, 10

## SpeakUpAustin.org

Community Engagement Goals: 1, 2, 3

## StoryMaps

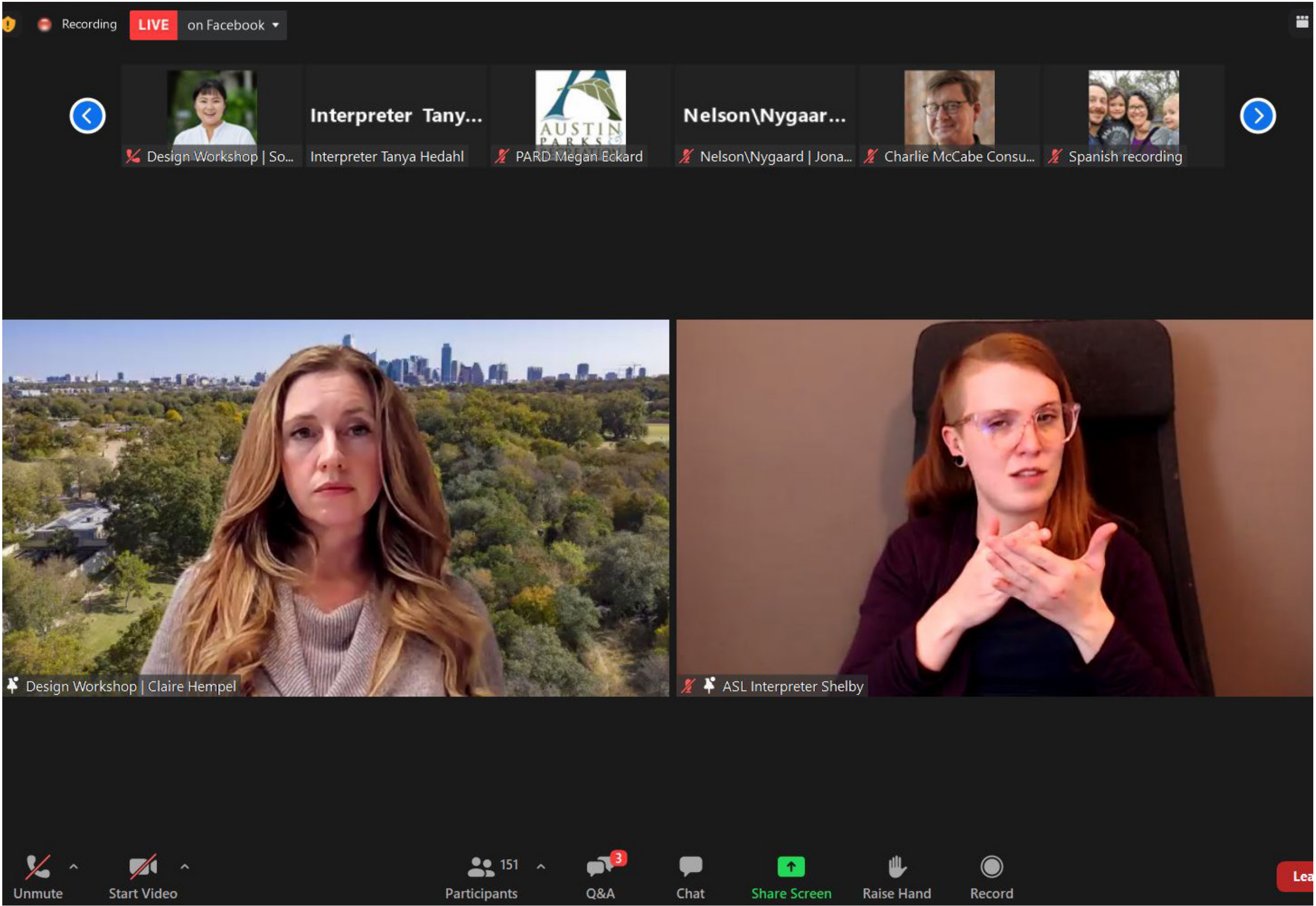
Community Engagement Goals: 1, 2, 3, 7, 8, 9

# COMMUNITY ENGAGEMENT

Community Engagement Goals: 1, 2, 3, 4, 5, 7, 8, 9

## 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 Participants  
125 Live Poll Participants  
14 Facebook Live Participants  
63 Questions/Comments

### Community Meeting #2

100 Zoom Participants  
63 Live Poll Participants  
15 Facebook Live Participants  
102 Questions/Comments

### Community Meeting #3

127 Zoom Participants  
7 Facebook Live  
103 Live Poll Participants  
107 Questions/Comments

### Community Meeting #4

177 Zoom Participants  
27 Facebook Live  
148 Live Poll Participants  
235 Questions/Comments

# COMMUNITY ENGAGEMENT

Community Engagement Goals: 1, 2, 4, 5, 8, 9, 10

## 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	District	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

# COMMUNITY ENGAGEMENT

Community Engagement Goals: 1, 2, 4, 5, 8, 9, 10

## 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
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
11/13/2021	5	Manchaca Road Branch, Austin Public Library
11/7/2021	6	H Mart
11/5/2021	7	North Village Branch, Austin Public Library
11/13/2021	8	Circle C Ranch Metro Park Playground
11/1/2021	9	Emma S. Barrientos Mexican American Cultural Center
11/15/2021	10	Old Quarry Branch, Austin Public Library
11/28/2021	8	Zilker Park: Zilker Holiday Tree Lighting
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
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

# COMMUNITY ENGAGEMENT

Community Engagement Goals: 1, 2, 4, 5, 8, 9, 10

## Pop-up Series

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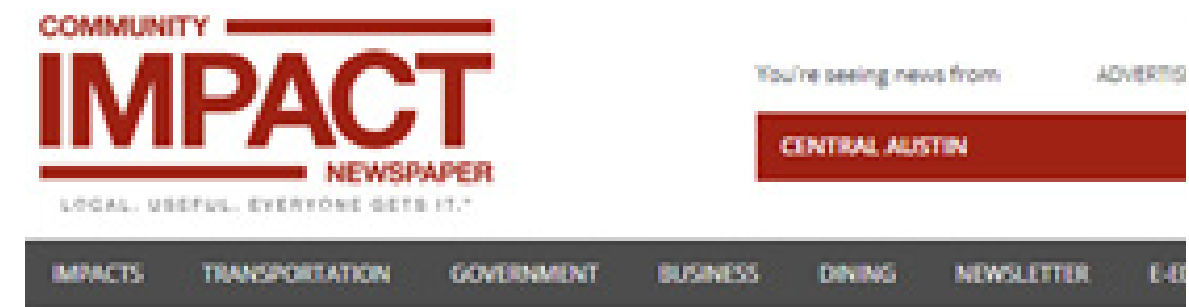
## Pop-up Series #3

Date	Location
2/17/2022	Zilker Park
2/19/2022	Carver Museum Black History Month Block Party
3/8/2022	Housing Authority for the City of Austin (Public Housing) City Wide meeting
3/12/2022	Elisabet Ney Nature Day Museum
3/14/2022	Mendez Recreation Center
3/16/2022	Bartholomew Park
3/16/2022	Mueller Park
3/16/2022	Give a Bark About Your Park and Great Lawn outreach
3/18/2022	Gus Garcia
3/18/2022	Bartholomew Park and Mueller Lake Park
3/18/2022	Carver Museum Book Club
3/21/2022	Montopolis Recreation Center
3/22/2022	Dittmar Recreation Center
3/23/2022	Gus Garcia Recreation Center
3/24/2022	Goodrich Resident Council Meeting
3/24/2022	South Properties (HACA)
3/26/2022	Carver Museum Vendor Fair and Carver Genealogy Center
3/29/2022	AARC
4/3/2022	ABC Kite Fest
4/5/2022	IMOM Program the Women of HACA
4/9/2022	Ceremonial Moment of Silence & Splash Honoring Joan Means Khabele

# COMMUNITY ENGAGEMENT

Other Opportunities

Community Engagement Goals: 1, 3, 4, 5, 8, 9, 10



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.

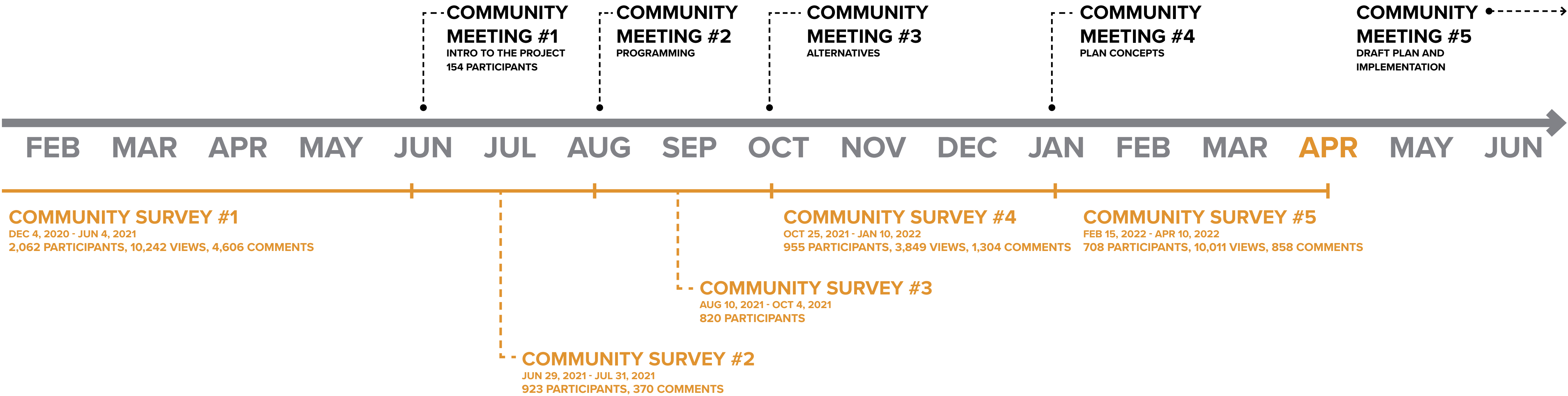
## Signs and Banners

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

Community Engagement Goals: 2, 3, 4



## INTERCEPT SURVEY

OBTAIN ON-THE-GROUND INPUT FROM PARK USERS, OR AUSTINI-  
TES WHO LIVE IN OTHER PARTS OF THE CITY, ON VARIOUS AS-  
PECT 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.

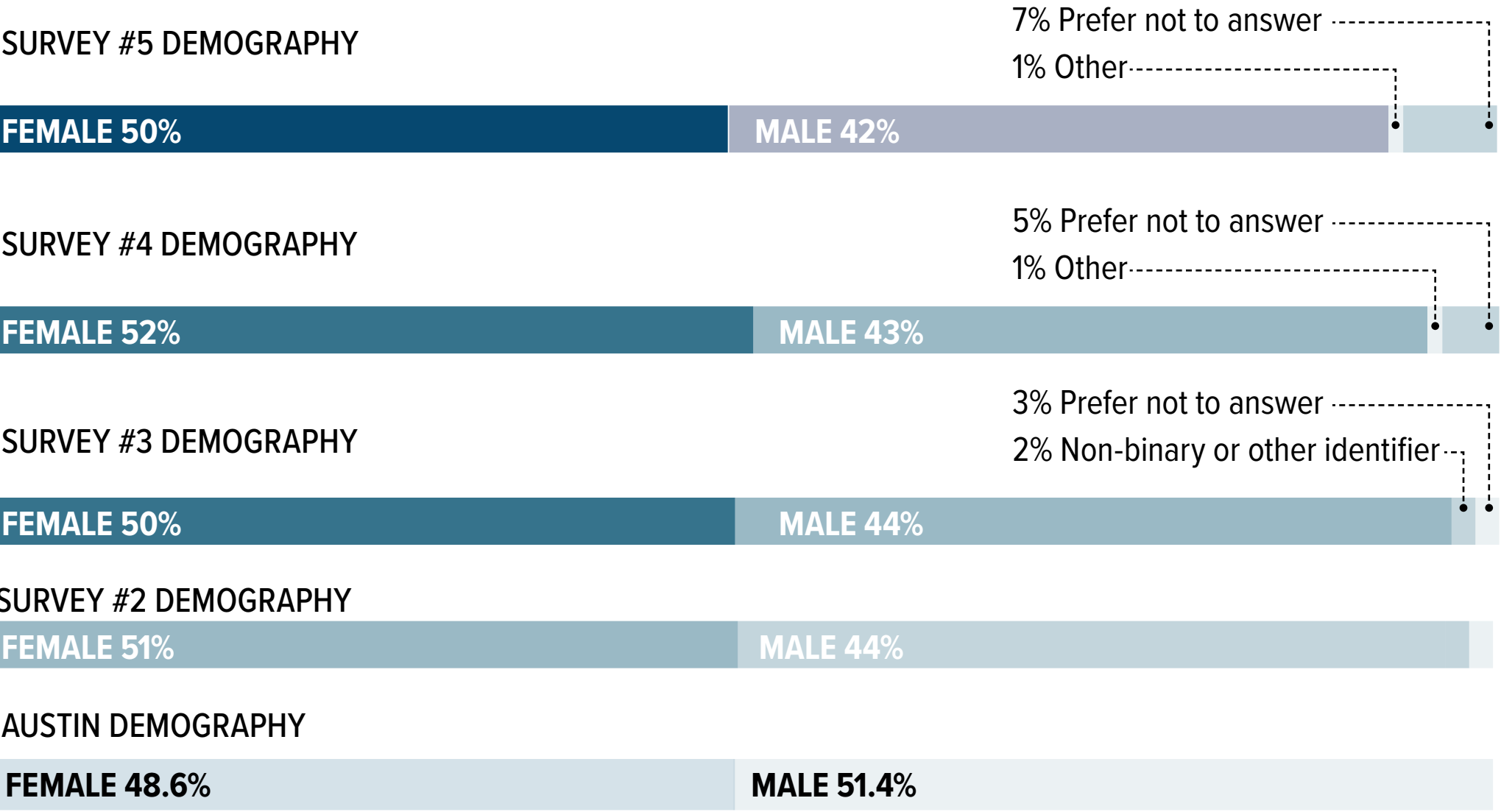
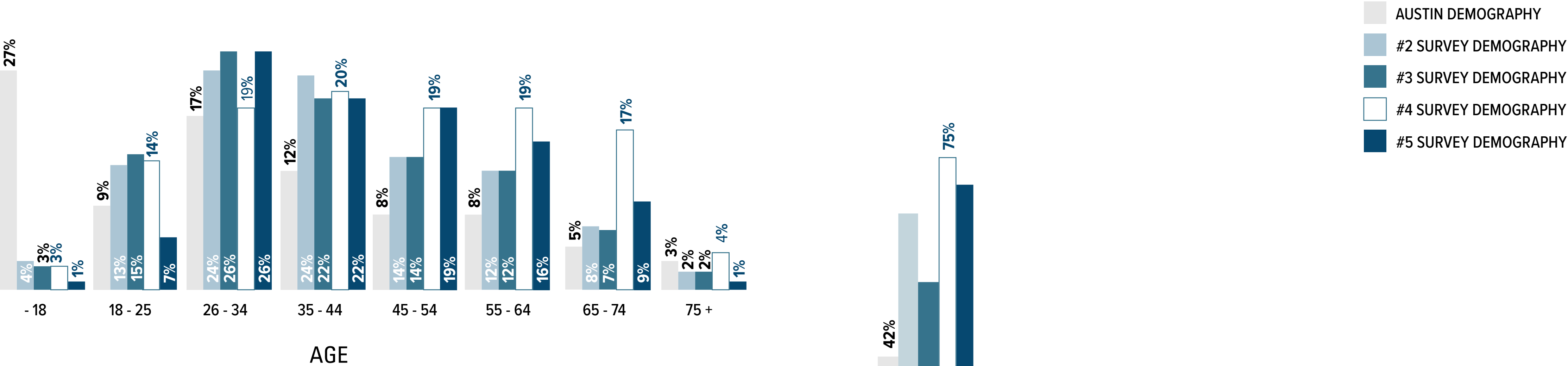
Community Engagement Goals: 2, 5, 7

## Summary of 5 Surveys

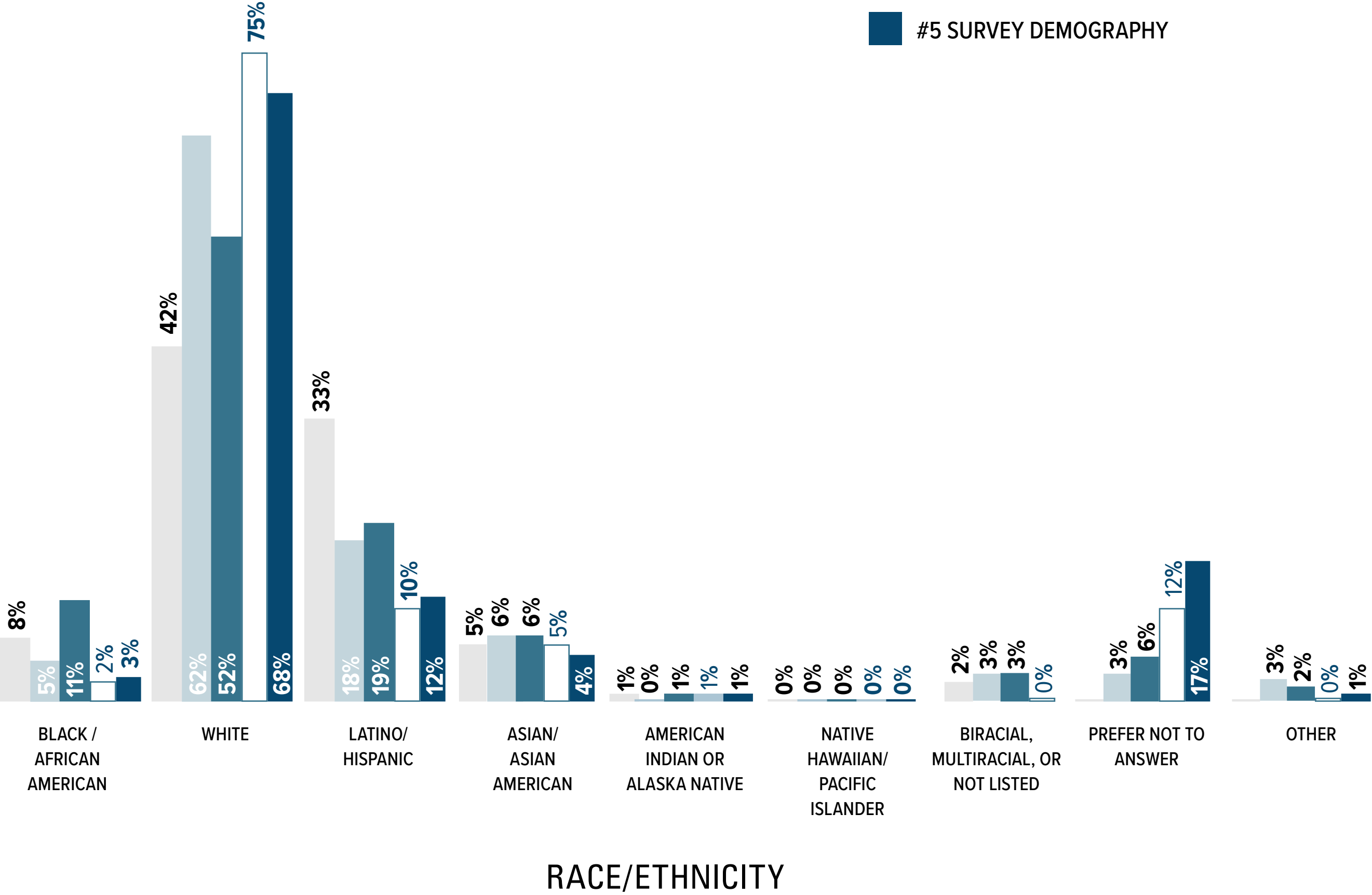
5,468 Participants  
7,958 Comments

# ONLINE COMMUNITY SURVEYS

## Survey Takers



## GENDER



# COMMUNITY ENGAGEMENT

## 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 PARDD is committed to providing opportunities for information and feedback to these community members for engagement techniques and events.

### Digital and Non-Digital Access

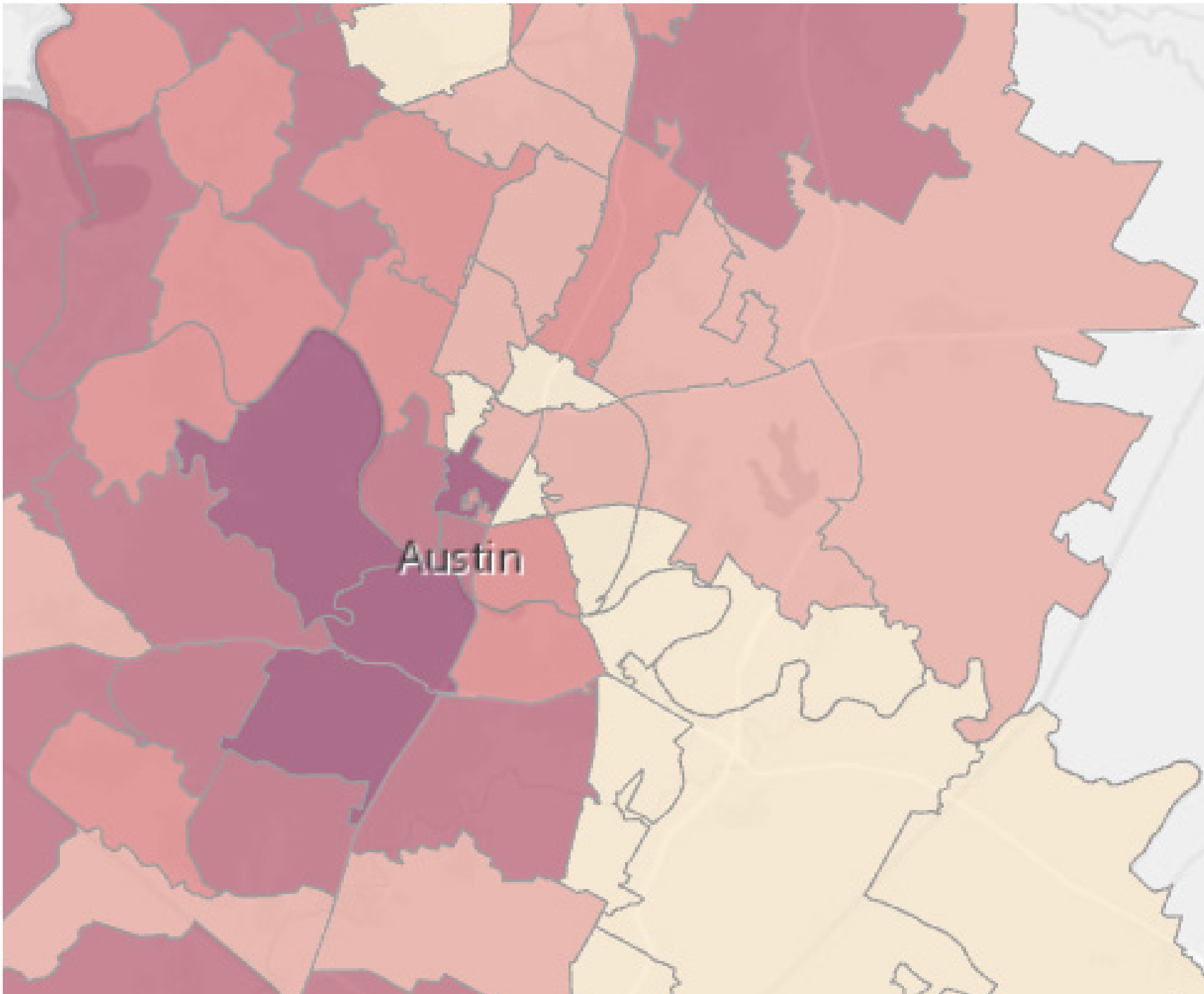
PARDD also acknowledges there is a digital divide when it comes to access to online materials. While many individuals do not have home computers, data shows the digital divide is shrinking, especially when considering smartphone access. Online efforts should accommodate smartphone dimensions.

### Additional Outreach and Communication

- Community Ambassadors
- Extra Pop-up Events

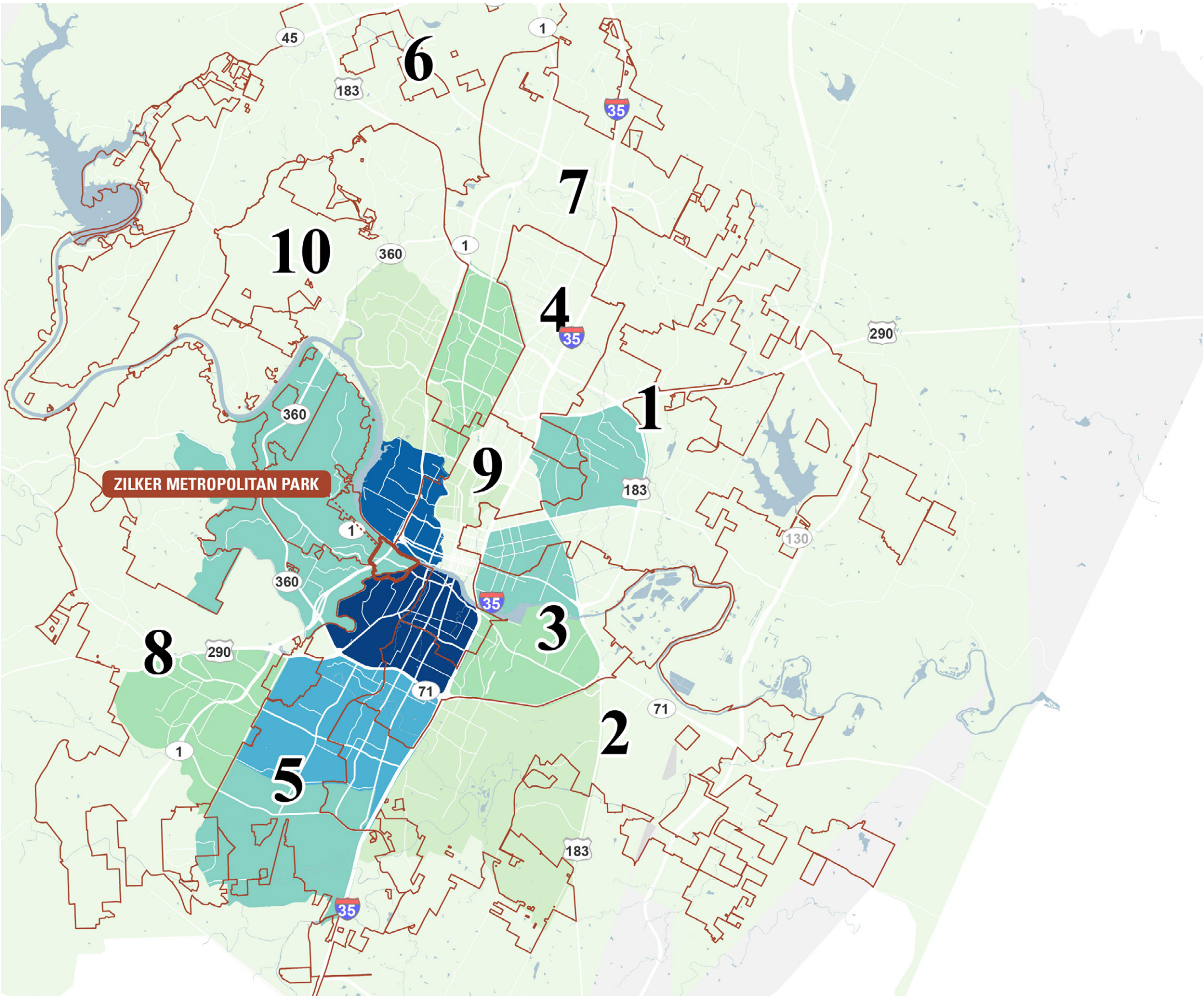
# ONLINE COMMUNITY SURVEYS

Survey Takers and Zilker Park Visitorship



**Zipcode of Zilker Visitors**

Based on Cellular Data



**Zipcode of Zilker Survey #4 Takers**



Sources: Safegraph

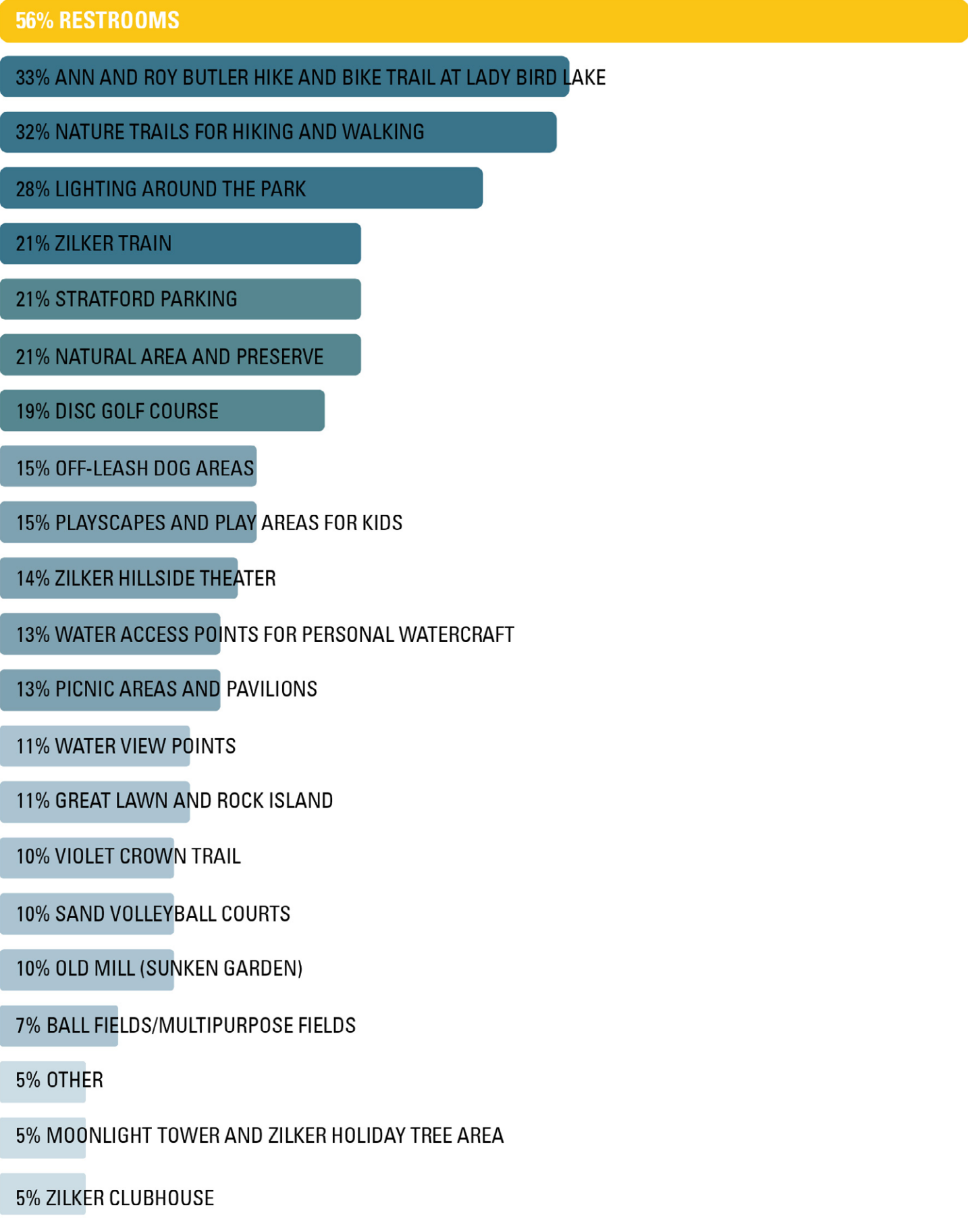
# INPUT TO DESIGN

## Where we started - Community Survey #1

What are your favorite recreational amenities or activities?



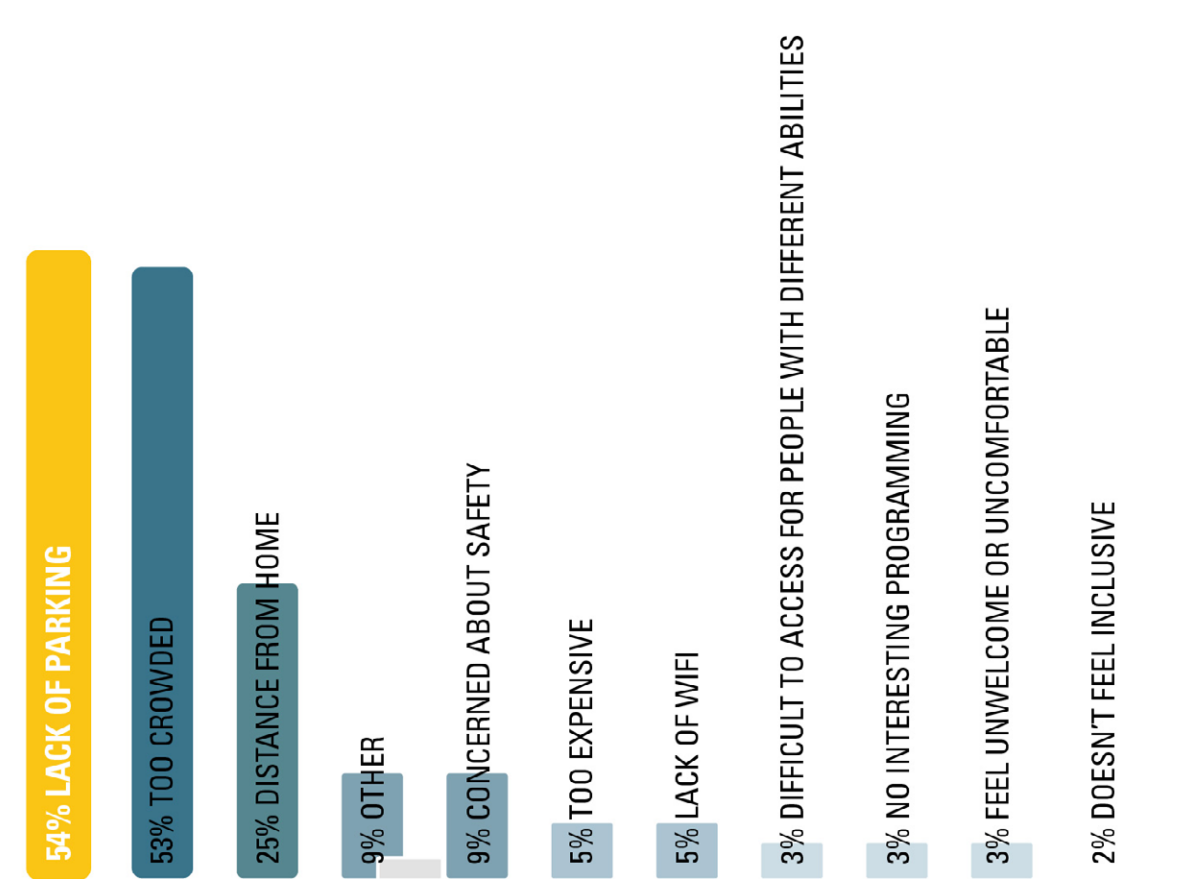
Please select up to 5 of the following existing amenities that you would like to see improved at Zilker Park.



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

NATURAL AREAS	80% MEET NEEDS		8% NO OPINION
PARKING AREAS	45% MEET NEEDS	46% DOES NOT MEET NEEDS	9% NO OPINION
PICNIC AREAS	59% MEET NEEDS	17% DOES NOT MEET NEEDS	24% NO OPINION
SPORT COURTS OR FIELDS	45% MEET NEEDS	15% DOES NOT MEET NEEDS	40% NO OPINION
TRAILS	79% MEET NEEDS	13% DOES NOT MEET NEEDS	7% NO OPINION
WATER ACCESS POINTS FOR PERSONAL WATERCRAFT	34% MEET NEEDS	22% DOES NOT MEET NEEDS	44% NO OPINION
WATERFRONT VIEWING AREAS	60% MEET NEEDS	22% DOES NOT MEET NEEDS	18% NO OPINION

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



61% Ann and Roy Butler Hike and Bike Trail

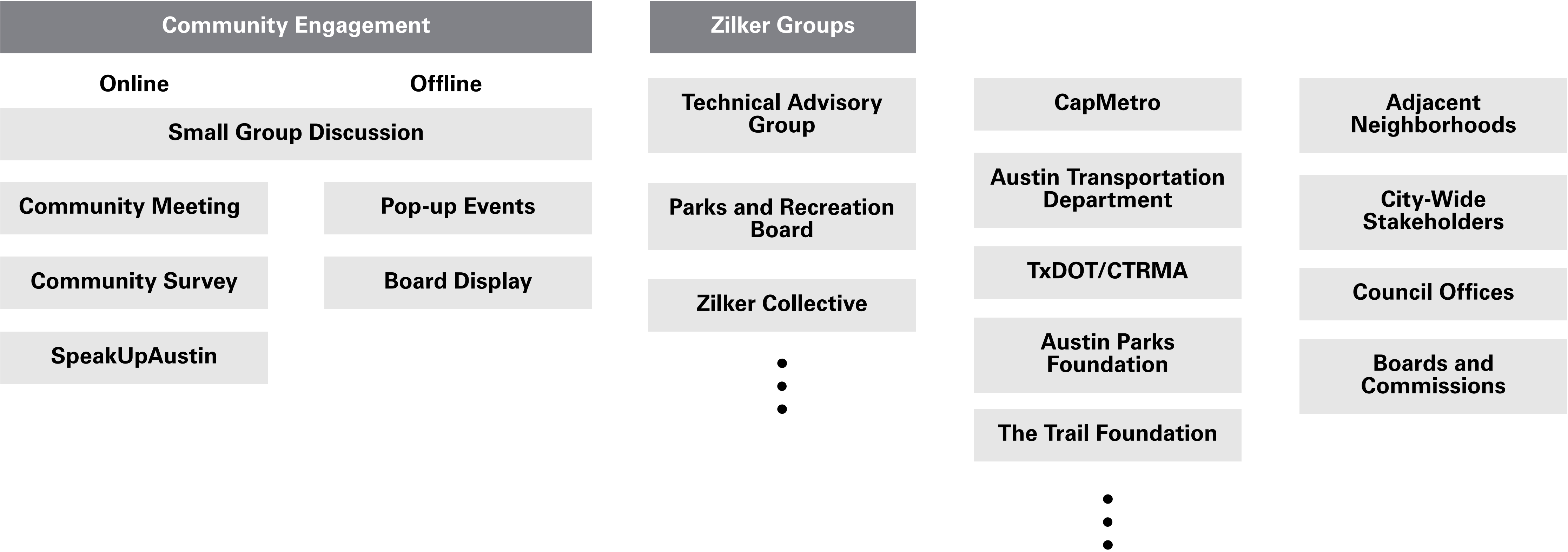
61% Barton Springs Pool and Bathhouse

56% Restrooms

54% Lack of Parking

# INPUT TO DESIGN

Our Sources for Input



# INPUT TO DESIGN

The Result of Survey #5 and Future Design Direction

## Barton Springs Road configuration option.

<b>A-Stitch</b> 2 lanes of travel	-----➔ Ranked 4th on the Top 5 Element from A-Stitch
<b>B-Edges</b> 2 lanes of travel, on-street parking	-----➔ Ranked 13th on the Top 5 Element from B-Edges
<b>C-Regenerate</b> 1 lane of travel, on-street parking	-----➔ Ranked 10th on the Top 5 Element from B-Edges

<b>08.18.21 TAG Meeting</b>  Barton Spring Road is one on 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.	<b>10.01.21 PARB Meeting</b>  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.	<b>12.21.21 Meeting with ATD</b>  Parking along BSR - parallel only; no angled; revenue generating displace bike lanes with parallel parking and move bikeways into park ATD doubtful of land bridge clearances; ATD more optimistic of underpass at BSR”	<b>Community Survey #5 Comments</b>  • Parking along Barton Springs Road is a terrible idea. • Imagine the traffic due to the people parallel parking.
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# INPUT TO DESIGN

The Result of Survey #5 and Future Design Direction

## Barton Springs Road configuration option.

<b>A-Stitch</b> 2 lanes of travel	-----➔ Ranked 4th on the Top 5 Element from A-Stitch
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### NEXT STEP

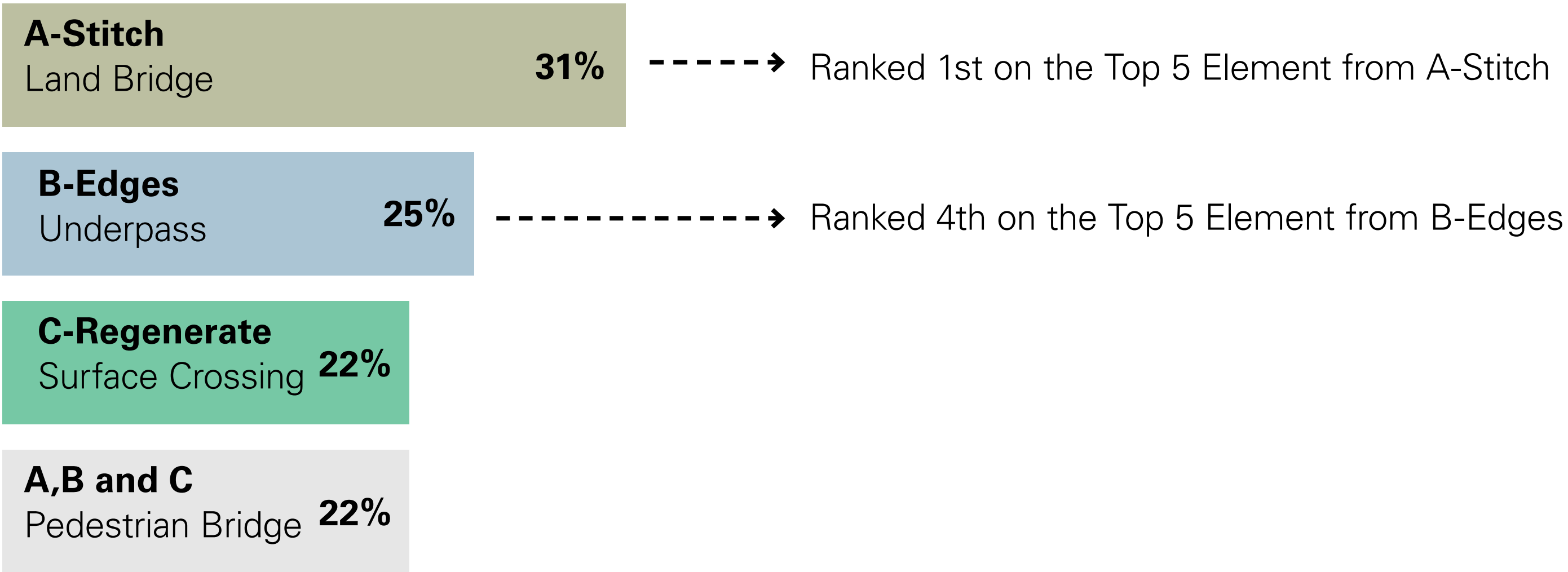
Move on with ‘2 lanes of travel’ option and provide precedents in Austin with parallel parking.

<b>08.18.21 TAG Meeting</b>  This road will not go away by Austin Transportation Department. For Mopac and Barton Springs Road, it is hard but is great to separate pedestrians and bikers from these.	<b>10.01.21 PARB Meeting</b>  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.	<b>12.21.21 Meeting with ATD</b>  Parking along BSR - parallel only; no angled; revenue generating displace bike lanes with parallel parking and move bikeways into park ATD doubtful of land bridge clearances; ATD more optimistic of underpass at BSR”	<b>Community Survey #5 Comments</b> <ul style="list-style-type: none"><li>• Parking along Barton Springs Road is a terrible idea.</li><li>• Imagine the traffic due to the people parallel parking.</li></ul>
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# INPUT TO DESIGN

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 PARB 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

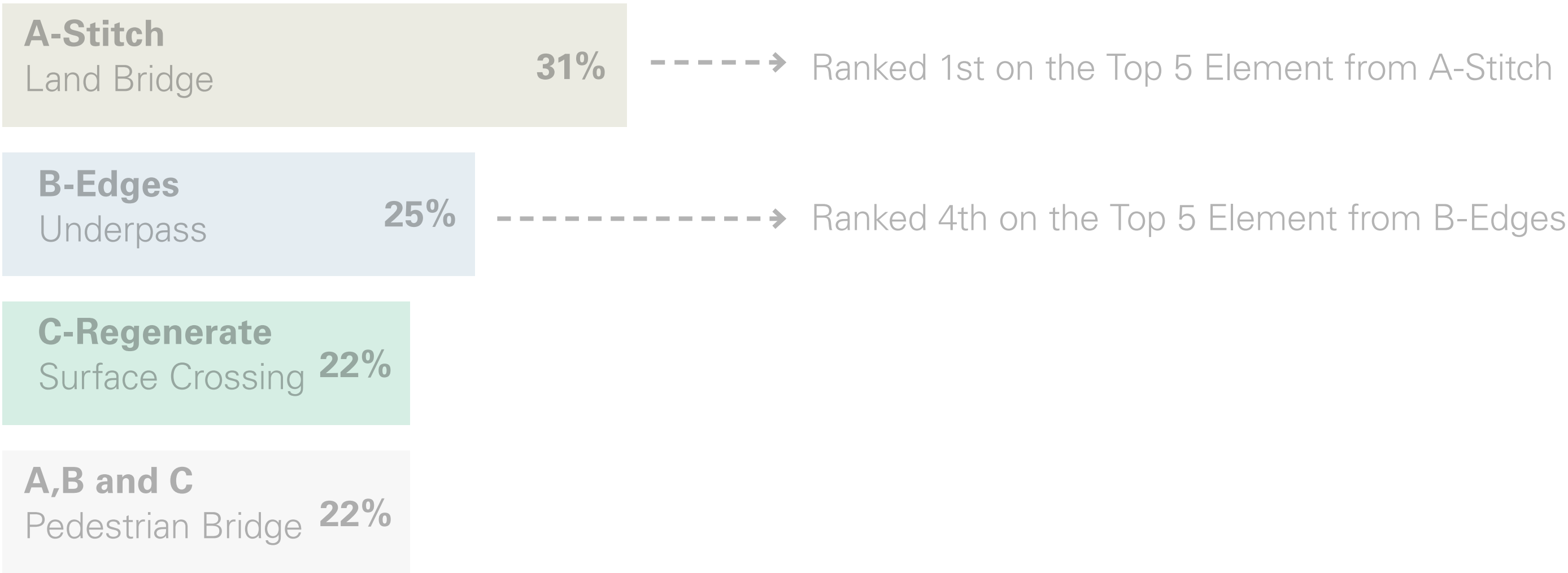
Community Survey #5 Comments

- Land Bridge idea is an absurd idea.
- Underpasses for peds/bikes are not inviting.
- Land Bridge is superior to tunnel.

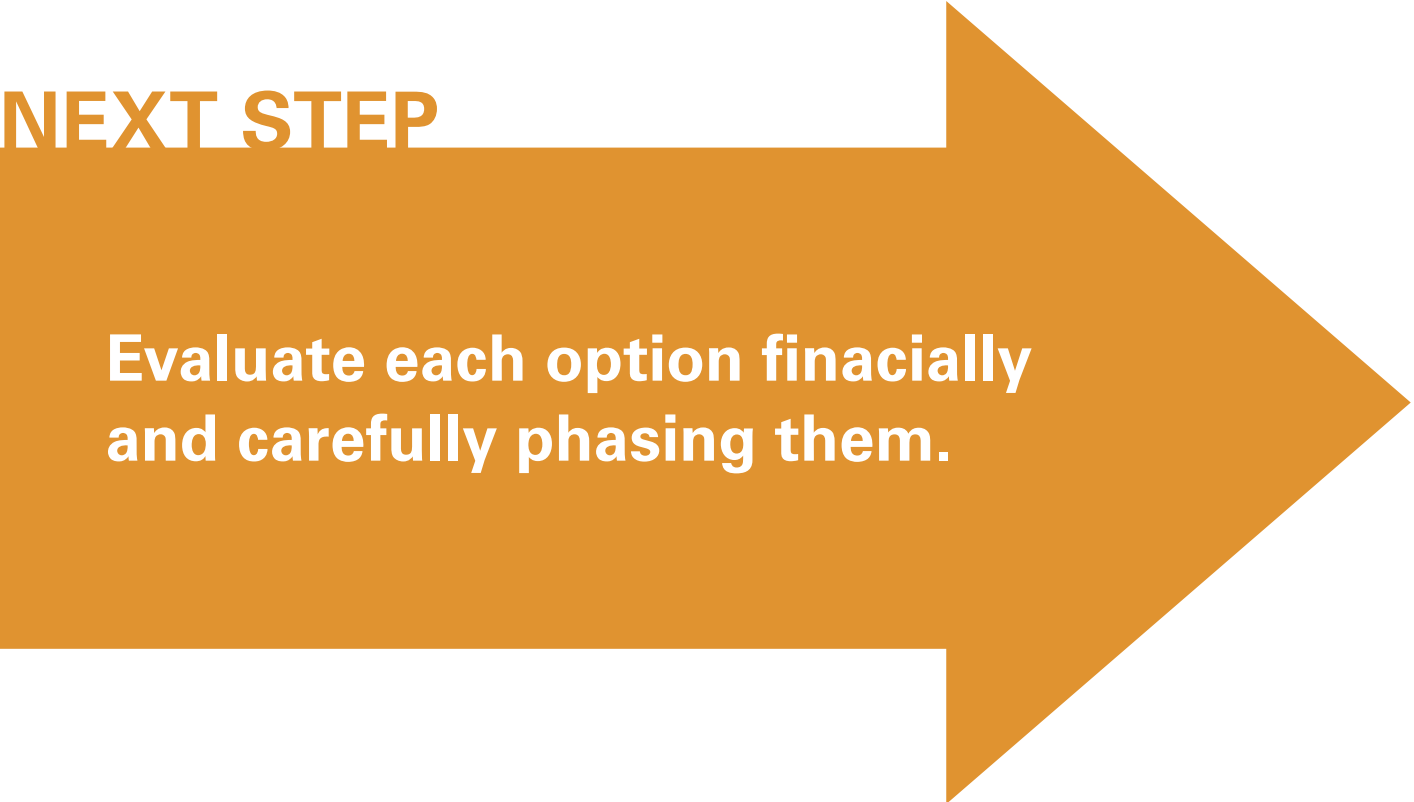
# INPUT TO DESIGN

The Result of Survey #5 and Future Design Direction

Please rank your preferred Barton Springs Road crossing option.



## NEXT STEP



Community Survey #1 Comments

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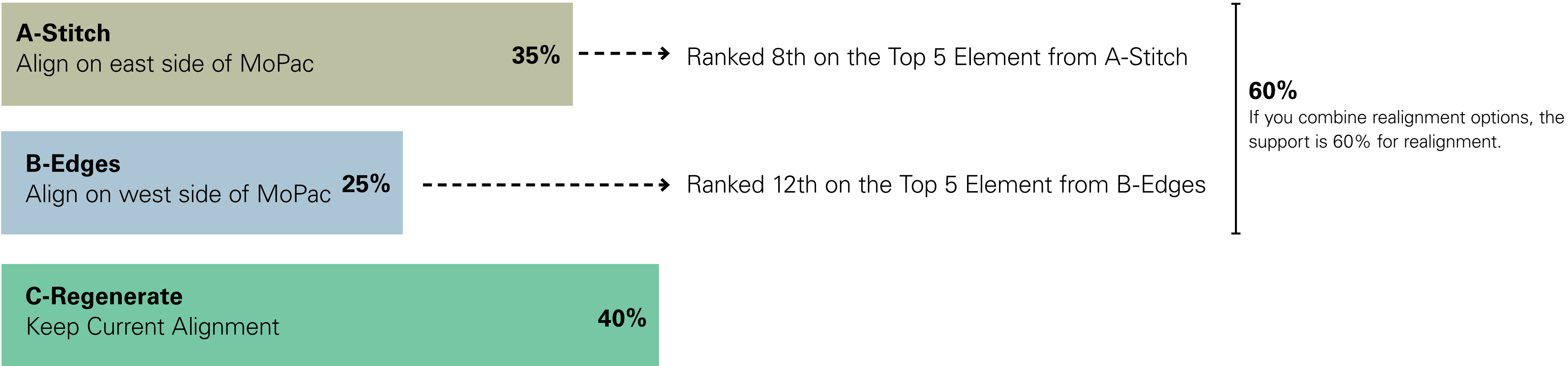
Community Survey #5 Comments

- Land Bridge idea is an absurd idea.
- Underpasses for peds/bikes are not inviting.
- Land Bridge is superior to tunnel.

# INPUT TO DESIGN

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 to 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

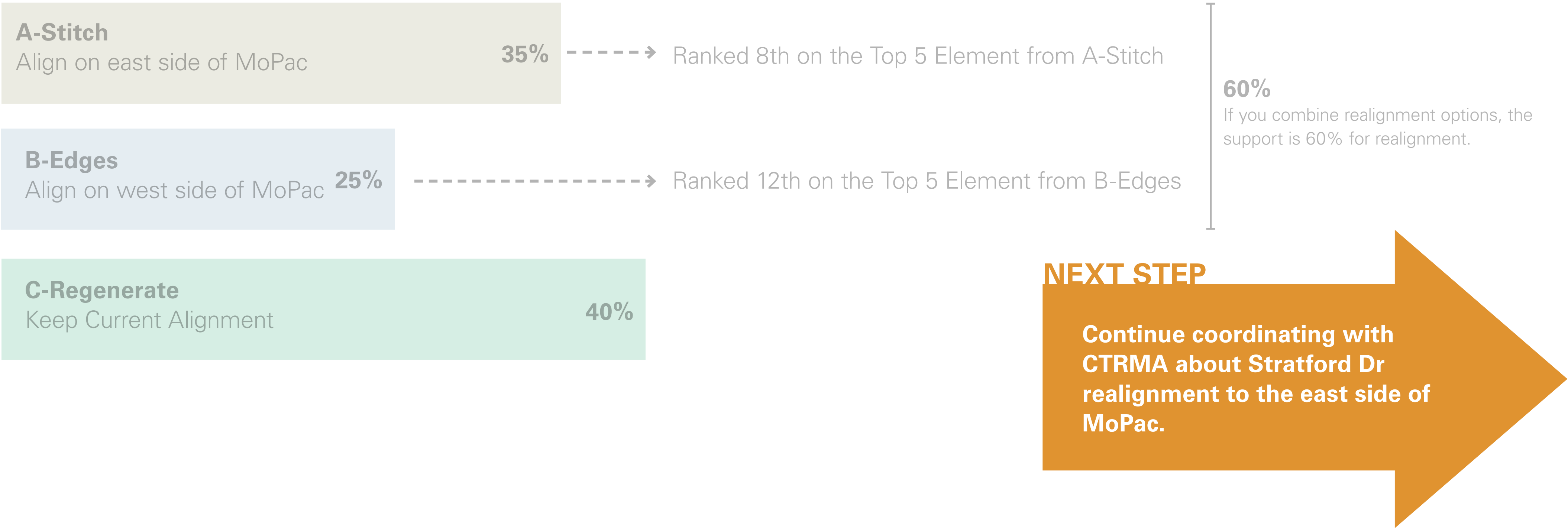
**02.23.22 TAG Meeting**

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

# INPUT TO DESIGN

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 to Nature and Science Center along Stratford Dr.

**Community Survey #4**

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- 35% Reroute to the west side of MoPac
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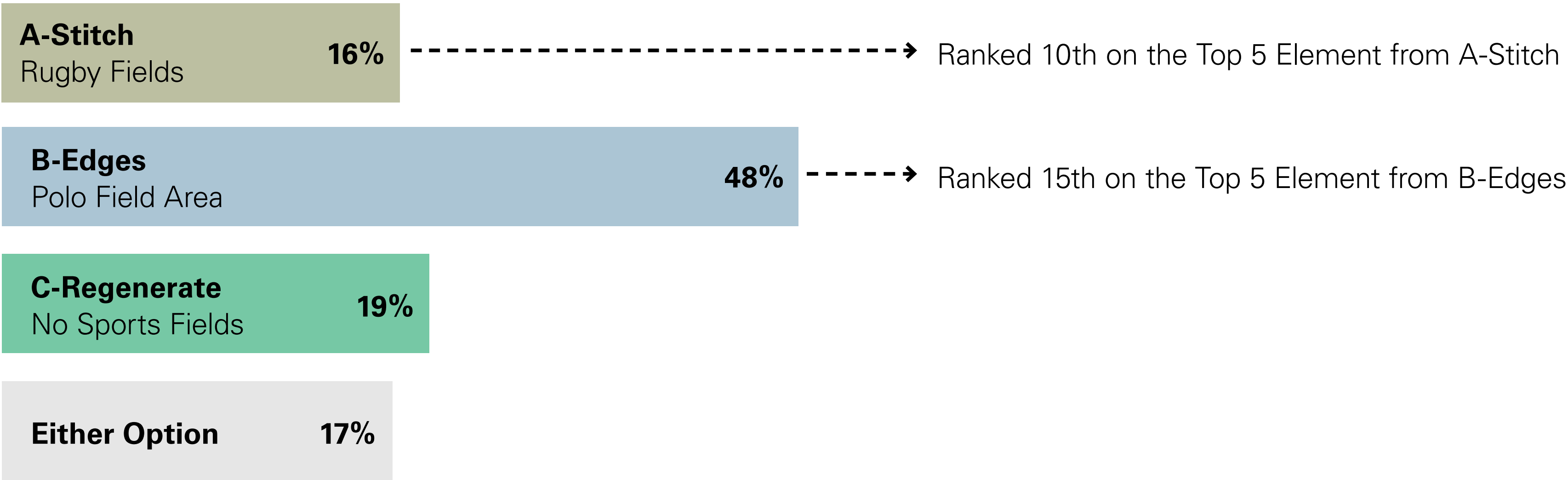
**02.23.22 TAG Meeting**

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

# INPUT TO DESIGN

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.

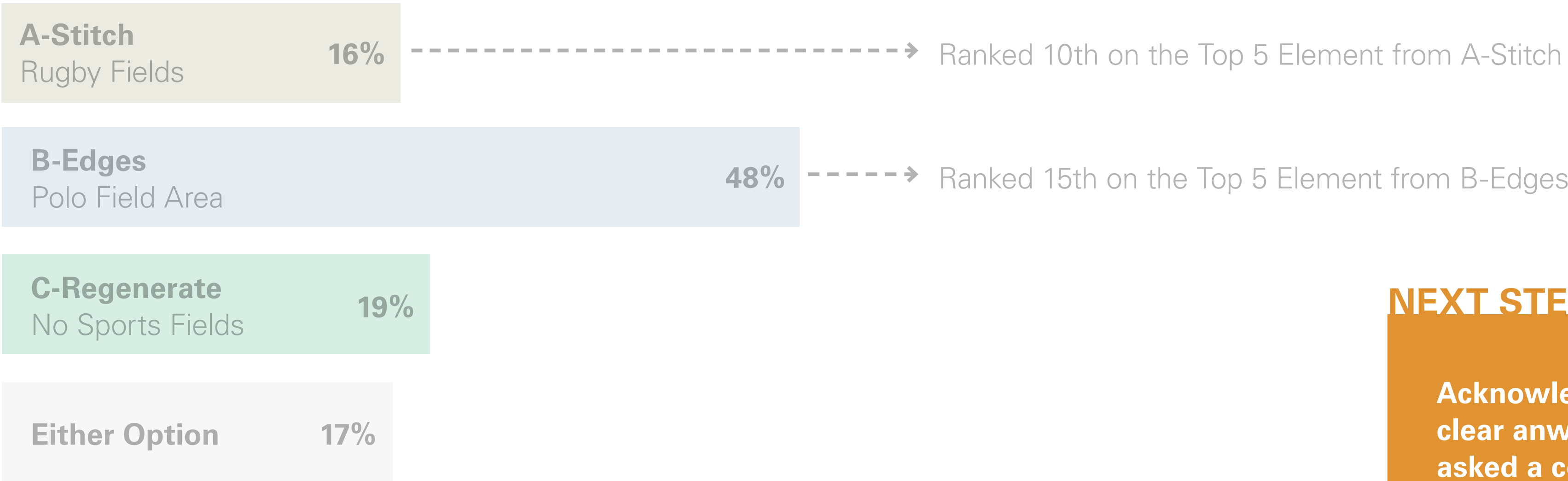
**Community Survey #5 Comments**

Lots of comments about Rugby field location preservation.

# INPUT TO DESIGN

The Result of Survey #5 and Future Design Direction

## Which sport fields location do you prefer?



### NEXT STEP

Acknowledge that there is not a clear answer here. Questions was asked a couple of different ways.

**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.

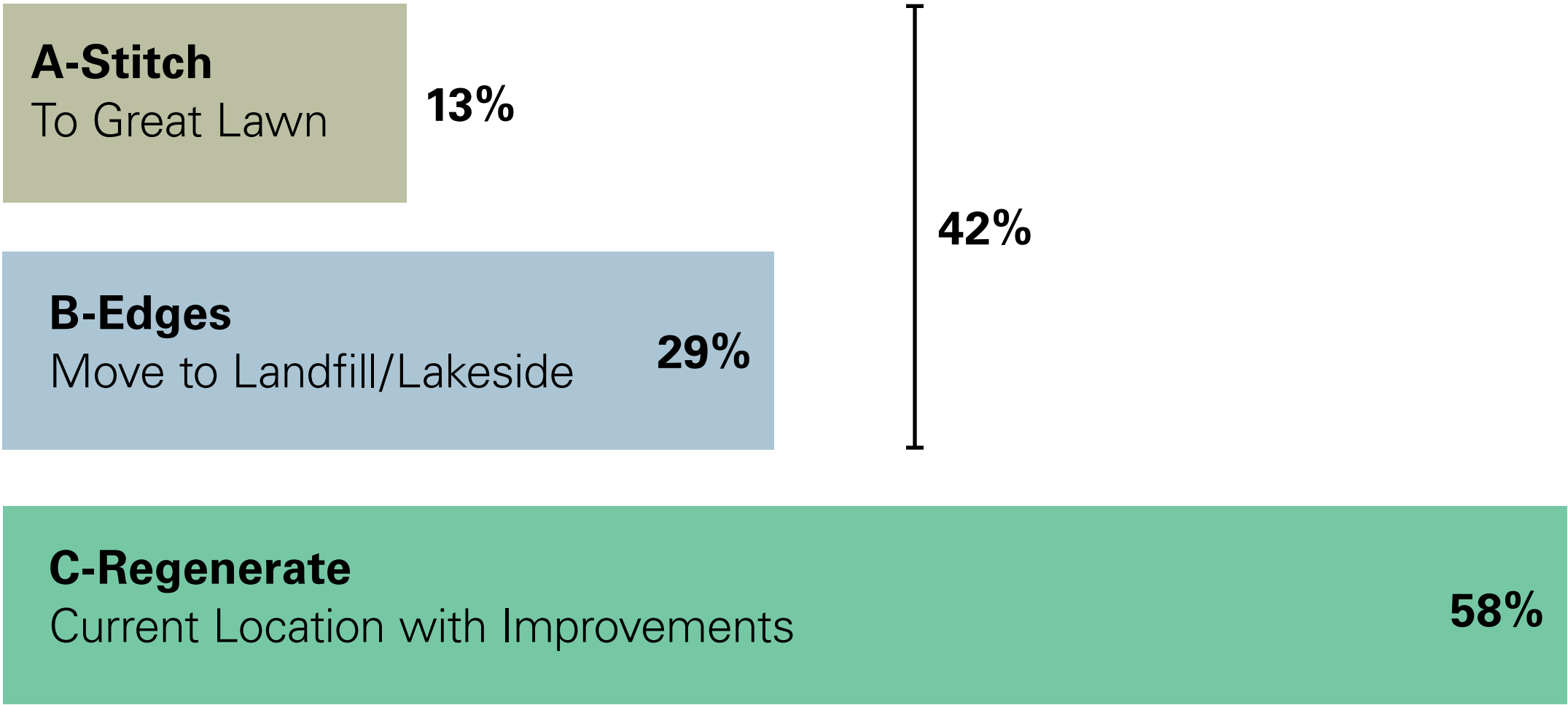
**Community Survey #5 Comments**

Lots of comments about Rugby field location preservation.

# INPUT TO DESIGN

The Result of Survey #5 and Future Design Direction

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



**05.19.21 Small Group Discussion with Park Staff**

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

**04.14.22 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 will seem to bring a lot of potential disruption to theater attendees with mixing with people on the Great Lawn, their music, their dogs.

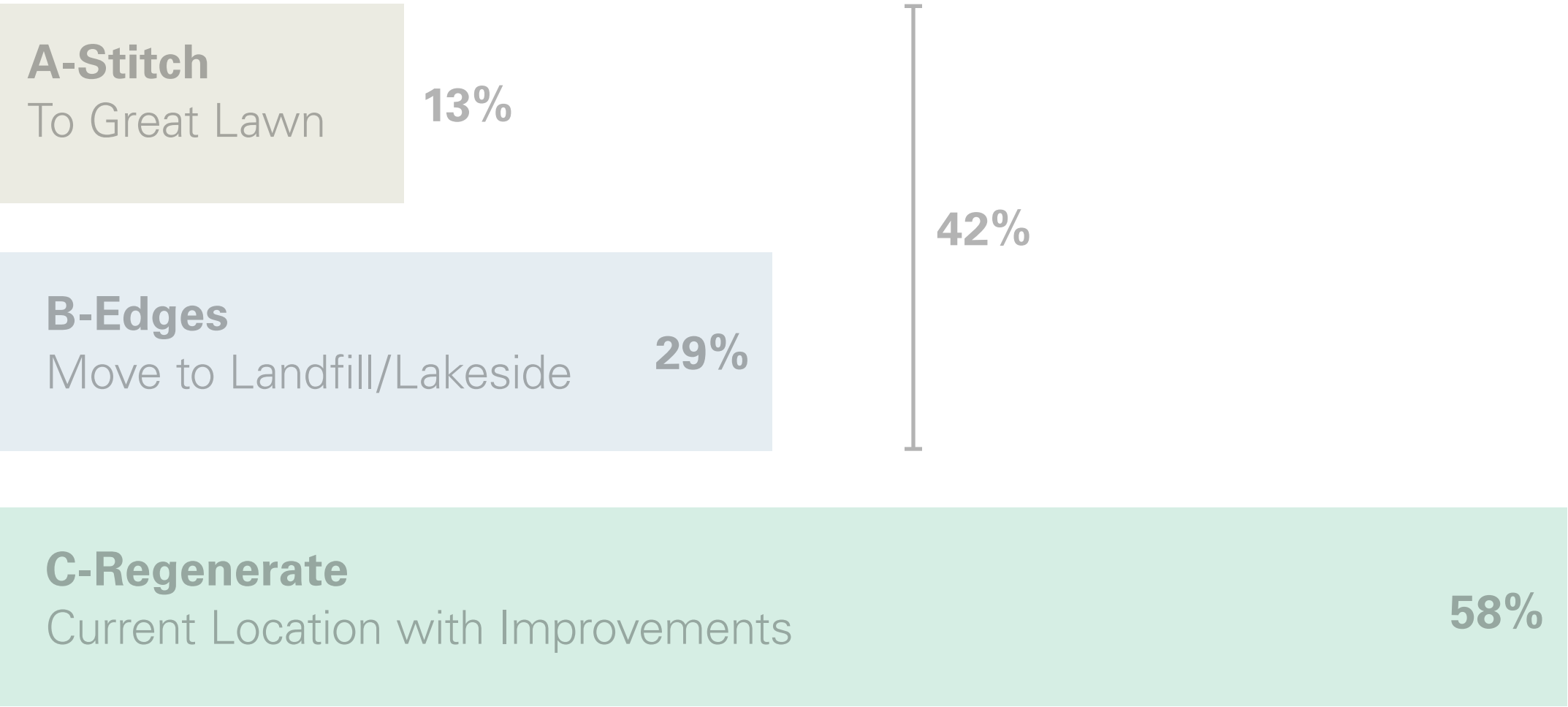
**04.08.22 Meeting with CTRMA**

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

# INPUT TO DESIGN

The Result of Survey #5 and Future Design Direction

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



### NEXT STEP

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 it is the best place to have a theater due to not enough parking, accessibility, and outdated facilities.

**04.14.22 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 will seem 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.

# THANK YOU



**DESIGNWORKSHOP**