



**APH Internal Audit  
Zilker Park Vision Plan Survey #6**

**To:** Kimberly McNeeley, Director  
City of Austin,  
Parks and Recreation Department

**Prepared by:**

*Laura Diaz*

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Laura Diaz, APH Internal Auditor

The Austin Public Health (APH) Internal Auditor has completed an audit related to allegations that the City's Parks and Recreation Department (PARD) *Zilker Park Vision Plan Draft* (ZPVP), Survey #6 results were misrepresented and inaccurately reported.

**Objective and Scope:**

The objective of the audit was to determine if certain allegations (detailed below) related to Survey #6, as it was reported to City leadership and the public in the ZPVP, contained merit.

The scope of the audit included a review of data and documents provided by the complainant, documentation available on PARD website, data and documentation received from PublicInput.com, and interviews with PARD and PublicInput.com staff. Survey #6 was open for comment to the public between November 2022 and early January 2023.

Questions regarding statistics reported in the ZPVP, page 113, were posed to the consultant, Design Workshop, Inc., however no response was received by the end of audit fieldwork. Design Workshop, Inc. resigned their involvement with the ZPVP effective August 6, 2023.

**Allegations Received**

On August 7, 2023, the City Auditor's Integrity Unit referred Allegation #3477 to the PARD Director for investigation. The APH Internal Auditor was assigned to review the allegations as an independent reviewer.

Allegations within the scope of this audit included:

1. PARD intentionally designed questions to hide negative responses from the public.
2. PARD performed minimal analysis of complex responses with no final reporting in the ZPVP. An analysis of Survey #6 sent to a PARD Board Member was inaccurate and not included the ZPVP because results were highly negative.
3. There are slight variations in demographics reported between PublicInput.com and those in the ZPVP. Hidden datasets were used to adjust demographic percentages as reported. The use of the word "balanced" on ZPVP page 114 may indicate a lack of transparency and manipulation of data.
4. The number of participants in Survey #6 reported on the ZPVP p. 113 (2898) does not equal that presented in the raw data (3269).

**Overall Observations**

Overall, the following audit observations were made:

- No intentional efforts were made by PARD staff to hide or misrepresent results of community outreach results in the ZPVP.

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- More detailed analysis of specific groups of comments, particularly categories of negative comments, would have added value to the final report for City leadership and the public.
- Tagging of comments should have been better defined and more consistently used across all sources of community input and data in PublicInput.com.
- An analysis of Survey #6 summarizing tagged comments and sent to a PARD Board member was inaccurate but was not intended to misrepresent or mislead.
- PARD staff reported that the ZPVP released was a “draft.” Errors and typographical errors were in the process of being corrected when the project was paused.
- Reporting on the number of participants, comments and views of Survey #6, as well as demographics reported in the ZPVP p. 113 were slightly different than those reported in PublicInput.com. However, there was no indication that data was intentionally manipulated. Without input from the consultant, it was difficult to conclude what may have caused these slight variations.
- Totals for all demographics reported on page 113 did not add to 100%. Without explanation, errors in published reports or totals that do not add to 100%, may raise additional questions from the public about a report’s accuracy.

**Allegation Results Summary:**

**Allegation 1: PARD intentionally designed questions to hide negative responses from the public.**

Questions posed in the ZPVP Survey #6 were composed by PARD staff in consultation with the consultant, Design Workshop, Inc. Open ended questions did result in a complex set of responses that may have been difficult to assess. However, there was no indication found that questions were “intentionally” worded to hide negative responses.

**Allegation 2: PARD performed minimal analysis of complex responses with no final reporting in the Draft ZPVP Report. An analysis of Survey #6 sent to a PARD Board Member was inaccurate and not included in the ZPVP because results were highly negative.**

It was apparent that a great deal of effort went into analyzing comments received from Survey #6. “Tagging” of comments in the online platform, PublicInput.com, was used to categorize most comments that were relevant. PARD staff reported that comment tagging was not shared publicly; it was intended as an internal tool used to identify public sentiment. Most tags used a positive, negative or neutral connotation for organizing. Tagging was subjective. According to PARD staff, most tags were applied by the consultant. PARD staff indicated they were not able to review all tags applied by the consultant due to lack of staff capacity to review over 3,000 comments with multiple tags.

In PublicInput.com, there were three sets of data for Survey #6, “Draft Plan,” “Full Draft Plan” and “Pop-Up.” The “Pop-Up” data set was not specifically collected for Survey #6 but was included in audit analysis since questions asked were comparable to those asked in other data sets, and because it was included in Survey #6 PublicInput.com data. “Pop-Up” data reported was not material to totals in PublicInput.com. It was unclear if the same tagging criteria was used for all three sets of data.

To illustrate, three tag names were used related to “Sports;” “Move Proposed Sports Courts,” “Sports N,” and “Sports P.” It is unclear what each tag means and whether “Move Proposed Sports Courts” refers to a negative or positive response. Of all “Sports-related” tags used across the three data sets, 110, over half (53%) were clearly negative.

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Data set	Tag Names	Tag Count	Positive	Negative	Neutral
Draft Plan	Move Proposed Sports Courts	35			35
Full Draft Plan	Move Proposed Sports Courts	5			5
Draft Plan	Sports (N)	89		89	
Pop Up	Sports (N)	1		1	
Full Draft Plan	Sports (N)	20		20	
Draft Plan	Sports (P)	42	42		
Pop Up	Sports (P)	5	5		
Full Draft Plan	Sports (P)	9	9		
	Totals	<b>206</b>	<b>56</b>	<b>110</b>	<b>40</b>

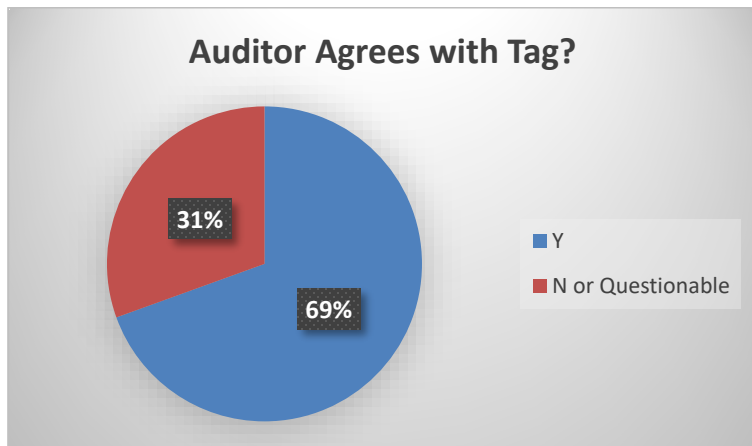
For another category, “Parking,” seven (7) tag names were used; “Parking N,” “Parking Garage N,” “Parking Garage P,” “Parking Garages P,” “Parking Garages N,” “Needs More Parking,” and “Need More Parking.” Of all “Parking” related tags, 363, or 62% were clearly negative.

Data set	Tag Name	Tag Count	Positive	Negative	Neutral
Draft Plan	Parking (N)	57		57	
Pop-Up	Parking (N)	1		1	
Full Draft Plan	Parking (N)	22		22	
Draft Plan	Parking Garage (N)	147		147	
Full Draft Plan	Parking Garage (N)	38		38	
Draft Plan	Parking Garage (P)	83	83		
Full Draft Plan	Parking Garage (P)	75	75		
Pop-Up	Parking Garages (P)	16	16		
Draft Plan	Needs More Parking	18			18
Full Draft Plan	Needs More Parking	22			22
Pop-Up	Need More Parking	7			7
	Totals	<b>584</b>	<b>174</b>	<b>363</b>	<b>47</b>

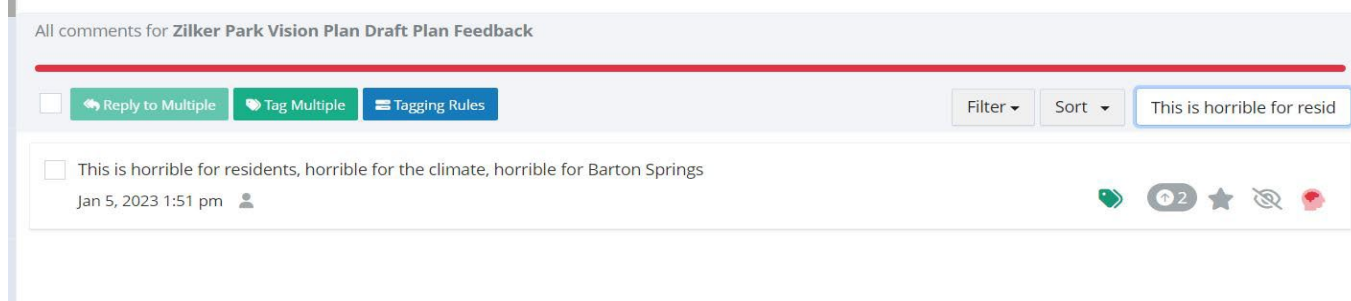
Although negative comments were received in Survey #6, they were not summarized in the ZPVP section on pages 113-114. It is unclear as to why; however, complex responses likely made it difficult to consistently tag these comments. Consistent and clearly defined tagging criteria would have helped summarize these complex responses. PARD staff shared there were challenges navigating an influx of negative comments after release of misinformation about the ZPVP in December 2022.

In a sample of comments audited, the auditor agreed with 69% and either disagreed or questioned 31% of tags. Of the 31%, there were either other tags that could have been applied, or the wrong tag was applied (in the auditor’s opinion, since tag criteria was not available).

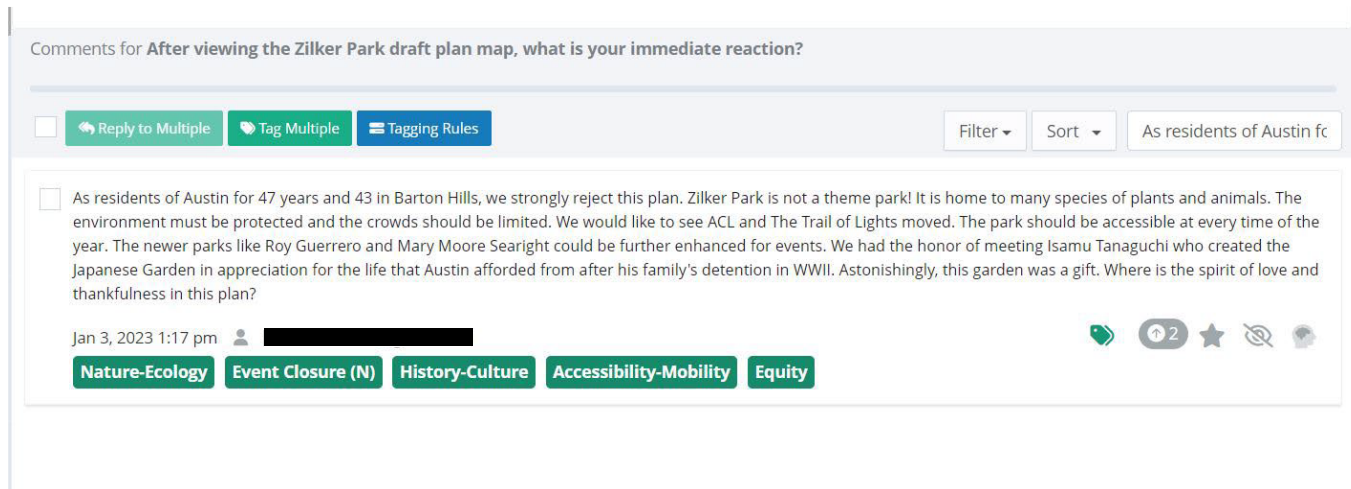
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For example:



(There were no tags on this comment. "Disagree with Plan" tag appeared appropriate.)



(This comment states "...we strongly reject this plan." A "Disagree with Plan" tag appeared appropriate.)

Not all comments were tagged, however, not all comments were relevant to the question asked. Comments made by others on comments were not tagged or included in any other analysis.

An analysis of comment tagging was provided to a PARD Board member at their request. According to PARD staff, this report was prepared by the consultant. The tagging report was inaccurate. It appeared

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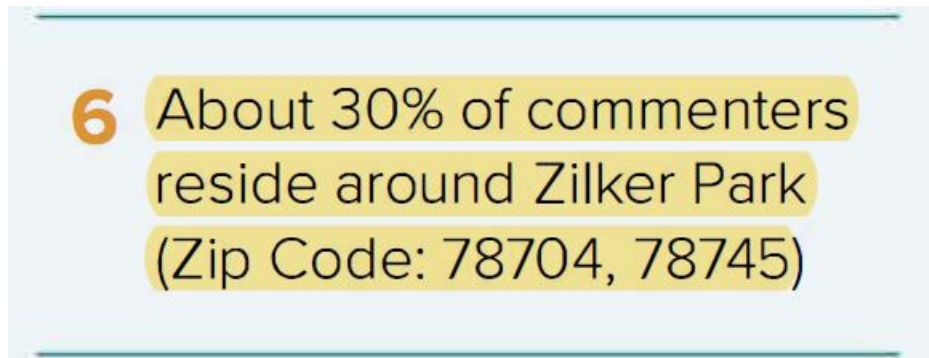
that one data source may be duplicated in the summary report and that a line was skipped at some point in the list of tags causing the incorrect numbers to appear on some lines. (See Appendix A)

A correct list of all tags, by data source, is included as Appendix B.

**Allegation 3: There are slight variations in demographics reported between PublicInput.com and those in the ZPVP. Hidden datasets were used to adjust demographic percentages as reported. The use of the word "balanced" on ZPVP page 114 may indicate a lack of transparency and manipulation of data.**

This allegation is confirmed. Audit analysis showed percentages were slightly off. However, no "hidden datasets" or intentional data manipulation was found.

For example, a review of zip code data in the largest dataset on PublicInput.com revealed that 31% of responses were received from zip codes residing around Zilker Park. The ZPVP p. 113 indicates 30%.



During the audit it was noted that total percentages reported for demographics on page 113 of the ZPVP did not equal 100%. Without explanation, perceived errors in calculations of demographics in published reports may lead to further questioning of the accuracy of the entire report by the public.

**WHAT WE HEARD**

- » Among survey participants, 23% were ages 25-34, 19% were 35-44, 16% were 45-54, 16% were 55 - 64, 9% were 65-74, 8% were 18 – 24, and 4% were other. =95%
- » 52% of participants were female, 42% were male, 6% preferred not to answer, and 2% were other. =102%
- » Among participants, 68% were white, 14% were Latinx or Hispanic, 14% preferred not to answer, 3% were Asian/Asian American, 2% were Black/African American, 1% were American Indian or Alaska Native, and 1% Race or Ethnicity not listed. =103%
- » Zip Codes: District 5 had the most participants (20%), followed by District 9 (15%), not sure (15%), District 8 (10%), I do not live in Austin (7%), District 7 (6%), District 3 (5%), Others (5%), District 1 (4%), and District 4 (4%). =91%

According to PARD staff, use of the word “balanced” in the ZPVP, p. 114, was used in reference to targeted outreach performed to hear the voices of historically marginalized communities in Austin. PARD staff indicated no weighting of responses was used in the report and no evidence that any response was counted more than another was found.

**ADDITIONAL METHODS**

Community Meetings and Surveys are still relied upon for connecting and hearing community voices. Additional methods are also used to reach community members who are often underrepresented in meetings and surveys. These methods included pop-ups in key locations, small group conversations with community leaders, and community ambassadors to connect more deeply and directly with people who may not participate otherwise. These efforts and the exploration of the comments are balanced with overrepresented demographic groups to seek a better understanding of thoughts from all of Austin.

**Allegation 4: The number of participants in Survey #6 reported in the ZPVP p. 113 (2898) does not equal that presented in the raw data (3269).**

Survey #6 was summarized in bullet points on page 113 of the *ZPVP Final Draft Plan*.

**WHAT WE HEARD**

**SUMMARY OF SURVEY 6**

- 1 2,898 Participants, 3,430 Comments, More than 2,300 Commenters, 26,904 Views

According to PARD staff, “Pop-Up” data may not be included on page 113. Analysis of the “Draft Plan” and “Full Draft Plan” sets of data in PublicInput.com in comparison to the report revealed that:

- The number of "Participants" was accurate;
- The number of "Comments" were underreported by 8%; and
- The number of "Views" were overreported in the ZPVP by 12%.

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PublicInput.com	"Draft Plan Feedback"	"Full Draft Plan Feedback"	Audit Totals	ZPVP Draft Report Totals p.113	Difference
Participant	1,327	1,571	2,898	2,898	0
Comments	2,644	1,077	3,721	3,430	-291
Views	14,385	9,644	24,029	26,904	2,875

**PARD Management Response:**

The Austin Parks and Recreation Department is grateful for the opportunity to identify challenges in our community engagement processes and make improvements for future processes. The Zilker Park Vision Plan process was the most complex process the Parks and Recreation Department has undertaken to date. The process began in 2020 and continued until August 2023. During this time, the project team connected with thousands of people in Austin across multiple survey tools, community meetings, and in-person pop-up events. Not only did the project team consider the thousands of comments and responses, but they also worked closely with other departments, state and local entities, and numerous city plans. No one group nor one community engagement method (meeting, survey, pop-up) was determinative in this process. The project team gathered and explored the data through multiple years and countless staff hours. The survey process under review was one small part of the overall process. The Parks and Recreation Department intends to learn from this review and identify ways to improve this step in future engagement efforts.

Through the Zilker Park Vision Plan process, the Department made a commitment to transparency. To that end the Department committed to having a more open process than is typical. This included recording many meetings with stakeholders beyond the standard recording of virtual community meetings. It also included access to all survey data received through the process, accessible on the [project webpage](#). The Department provided the raw data and attempted to tag information at the request of a Parks and Recreation Board member. Because of this significant amount of transparency, community members were able to review the data and could come to varying conclusions. Throughout the process, the Department did not mislead community members or attempt to hide information. The primary factors identified as contributing to inaccuracies include:

- Insufficient PARD staff to manage such a significant project: At the time of this survey, PARD had one full-time community engagement staff member who supported up to 35 projects in a calendar year. This staff member did not have the capacity to factcheck every detail, such as ensuring the demographic totals listed matched what the public survey reports on the webpage showed, nor significantly review the process of tagging on the survey. Since then, PARD has hired an additional full-time staff member to support our engagement efforts.
- Using more tools within the PublicInput.com platform without fully understanding how numbers and counts were derived: The Department believes the errors of view counts and many errors of tagging due to missed comments were due to features of PublicInput.com. For example, the difference in comment counts can be attributed to the ability of participants to comment directly on other participants' comments. In reviewing the comment data, it appears that most comments without tags were these additional comments that may have been hidden from the view of the consultants. Since this survey, our community engagement staff members have spent additional hours communicating with PublicInput.com and acquiring additional training on the platform.

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- On December 8, social media posts communicated Zilker Park was being handed over to LiveNation/TicketMaster. After this post went viral, the survey was flooded with significant negative comments. The project team was not prepared for this flood of comments (much of it based on this erroneous information) and did not have an effective mechanism to widely share accurate information
- Tagging is a subjective internal process that is used to help sort information; it is not determinative of final project results: We recognize the recommendation from the Auditor to set “consistent and clearly defined tagging criteria” for our survey tools. While this is a good goal to have, the complexity of the comments and the additional hours required to create the criteria may not produce the desired result. PublicInput.com allows a user to set “Comment Rules” that can tag a comment automatically based on key words or phrases. This will still require careful review and adjustments by rereading the entire list of comments multiple times to create the possible tags, more times to identify common rules, and even more time to correct incorrect tags.
- Sharing tags of surveys publicly ignores that tagging is similar to drafts or unfinished work product: Tagging is one analysis method used to organize vast amounts of information. Many tags such as “Agree with plan” or “Disagree with plan” are ways that the project team can get a sense of whether consensus exists or not. There may also be situations where one tag is used for some of the process, and during the tagging process it may become unnecessary to explore further. This is why a tagging process or particular surveys are used as tools for understanding communities and not conclusive or determinative. The Department anticipates continuing to use the tagging process to help sort large amounts of qualitative data. Where possible, the Department will consider creating criteria. As criteria is created, it will be important to remember the tagging process is an ongoing work product process that is rarely a “final draft.” The tagging process in this survey and other surveys does not result in any direct decisions or recommendations.

The Department missed an opportunity in providing draft plan content reflecting the dissenting voices or those who disagreed with aspects of the draft plan. This missed opportunity resulted in community members feeling their thoughts and concerns went unheard. This is part of every process in the City and should not be ignored or avoided. Many of the dissenting voices were highly influential in the draft plan edits and improvements throughout the process and draft revisions and better documentation could improve future processes.



## 1B. Making the choice to minimally analyze the responses to questions Q9, Q11, Q13.

### PARD's poor and possibly erroneous analysis of Survey #6.

(I will refer to this 2-page spreadsheet as the PARD Summary.)

In July 2023, Parks Board Member Holly Reed requested to receive the PARD/Planners' analysis of Survey #6. The following 2-page spreadsheet (next two pages) was sent to Ms. Reed by Greg Montes. The PARD Summary demonstrates the **minimal analysis** which PARD performed on Survey #6. An analysis was evidently performed. None of the results from the PARD Summary analysis were reported in the ZPVP Draft May 2023. **Why not?**

#### PARD Summary emailed to Parks Board Member Holly Reed in July 2023:

		Draft Feedback	Plan	Full Draft Konveio	TOTAL
Total Views		13,079	8,875	4,950	26,904
Survey Participants		1,327	1,571		2,898
Commenters		1,441	812		
Comments		2,309	501	620	3,430
View/Comments Percentage		17.70%	5.60%	12.50%	12.70%
Zilker			42.00%		
Percentage of Comments around Zilker		35.20%	43.00%		
<b>Tags</b>		<b>Number of Tags</b>			
Accessibility-Mobility		169	34	17	220
Additional Restrooms (Negative)	N				0
Additional Restrooms (Positive)	P	25	6	8	39
Agree with Plan		154	10	10	174
Barton Creek Spillway ( )	N			1	1
Barton Creek Spillway (P)	P	20		3	23
Bike Lanes (N)	N		1	13	14
Bike Lanes (P)	P	73	6		79
Community Engagement (N)	N		7	11	18
Concession ( )	N		2	2	4
Concession (P)	P		1	2	3
Disagree with Plan		44	7	3	54
Disc Golf (P)	P	9			9
Do nothing		9	56		65
Ecological Uplift ( )	N	189	2		191
Ecological Uplift (P)	P		24	16	40
Educational Signage (P)	P	81	1		82
Equity			20	5	25
Event (P)		65	1		66
Event Closure (N)	N		29	4	33
Habitat bridge		45			45
History-Culture			22	3	25
Improved Accessibility (N)	N	45	3		48
Improved Accessibility (P)	P	5	4		9
Land Bridge ( )	N	37	7		44
Land Bridge (P)	P	13	21	8	42
Lighting ( )	N	123	1		124
Lighting (P)	P			2	2
More ADA clarity			8		8
More Bike Lanes			4		4
More food options		20			20
More Open Fields					0
More trees		19			19
More Proposed Sports Courts		5	5	5	15

Appendix A. Report Provided to PARD Board Member (Source: Complainant)

**PARD Summary emailed to Parks Board Member Holly Reed in July 2023:**

Nature-Ecology		35	40	9	84
Needs enclosed dog park		139		1	140
Needs More Parking			17	8	25
Off Leash Dogs (N)	N	39		1	40
Off Leash Dogs (P)	P	5		1	6
Parking (N)	N		21		21
Parking Garage - External		63	3		66
Parking Garage (N)	N		98	15	113
Parking Garage (P)	P	240	46	14	300
Pedestrian Bridges (N)	N	131	7	4	142
Pedestrian Bridges (P)	P	24	13	10	47
Picnic Area (P)	P	105			105
Playscapes (N)				7	7
Playscapes (P)	P	9	2	3	14
Private Partnerships (N)	N	8	31	14	53
Proposed Disc Golf (N)	N	102	6	8	116
Proposed Hillside Theater (N)	N	312	11	21	344
Proposed Hillside Theater (P)	P	50	1	2	53
Proposed Volleyball (N)	N	20	1		21
Proposed Rowing Dock (N)	N		1	3	4
Public Transportation		44	31	11	86
Reconsider Barton Skyway		51			51
Road Closures (N)	N		2	3	5
Road closures (P)	P	10	8	3	21
Road Diet (N)	N	16	75	41	132
Road Diet (P)	P	278	14	10	302
Safety Concerns		80	7	2	89
Shuttle (N)	N	25			25
Shuttle (P)	P		16	6	22
Southside Playscapes (N)	N	40	6	5	51
Sports (N)	N	64	9	7	80
Sports (P)	P	132	8	7	147
Stratford Drive (N)	N	50			50
Sustainability		6	9	5	20
Wayfinding		33	2	1	36
Welcome Center (N)	N	7	8	8	23
Welcome Center (P)	P	41	1	2	44
Worried about cost		14	32	4	50
Worried about Implementation		83		3	86
Worried about maintenance		1	7	3	11
Zilker Eagle (P)	P	19	2		21
		8			

## Appendix B. Accurate Tag Count of PublicInfo.com Data

### Data Sources in PublicInfo.com

Pop Up Feedback

Draft Plan

Full Draft Plan

Id	All Tags	Tag Count
663451	Accessibility	8
655477	Accessibility-Mobility	135
655526	Accessibility-Mobility	41
655430	Improved Accessibility (N)	5
655535	Improved Accessibility (N)	3
655874	Improved Accessibility (P)	37
669823	Improved Accessibility (P)	4
675963	Additional Restrooms (N)	1
655700	Additional Restrooms (P)	14
662689	Additional Restrooms (P)	12
663447	Restrooms (P)	1
655513	Agree with Plan	125
663422	Agree with Plan	12
662676	Agree with Plan	31
662325	Barton Creek Spillway (N)	3
655731	Barton Creek Spillway (P)	20
663457	Barton Springs Spillway (P)	3
662303	Reconsider Barton Skyway	2
663466	Bike Lane (P)	2
655504	Bike Lanes (P)	59
667556	Bike Lanes (P)	13
662729	Bike Lanes (N)	1
655706	Bike Lanes (N)	1
655415	More Bike Lanes	20
676210	More Bike Lanes	4
662921	Community Engagement (N)	2
655561	Community Engagement (N)	7
667715	Public Engagement	1
663486	Concern about Maintenance	1
663467	Concern about Safety	2
655705	Safety Concerns	15
655599	Safety Concerns	11
663465	Concessions (P)	2
670073	Concessions (P)	1
669808	Concession (N)	2
655484	More food options	5

Id	All Tags	Tag Count
655441	Move Proposed Sports Courts	35
655565	Move Proposed Sports Courts	5
655421	Sports (N)	89
663420	Sports (N)	1
662681	Sports (N)	20
655651	Sports (P)	42
663452	Sports (P)	5
667569	Sports (P)	9
655413	Parking (N)	57
663482	Parking (N)	1
655537	Parking (N)	22
662392	Parking Garage (N)	1
655416	Parking Garage (N)	146
667507	Parking Garage (N)	38
655453	Parking Garage (P)	83
655571	Parking Garage (P)	75
663433	Parking Garages (P)	16
655528	Parking Garages (N)	98
655499	Needs More Parking	18
655581	Needs More Parking	22
663430	Need More Parking	7
655633	Needs enclosed dog park	2
662190	Off Leash Dogs (N)	5
662372	Off Leash Dogs (P)	2
655912	needs wayfinding	2
667628	needs wayfinding	5
670114	Wayfinding	2
655522	Pedestrian Bridges (N)	18
655531	Pedestrian Bridges (N)	7
663460	Pedestrian Bridges (N)	1
655483	Pedestrian Bridges (P)	89
663438	Pedestrian Bridges (P)	4
655541	Pedestrian Bridges (P)	18
655893	Land Bridge (N)	11
669754	Land Bridge (N)	7
655482	Land Bridge (P)	99

Appendix B. Accurate Tag Count of PublicInfo.com Data

655427	Disagree with Plan	40	663423	Land Bridge (P)	10
656146	Disagree with Plan	10	655587	Land Bridge (P)	31
655417	Do Nothing	117	662439	Habitat bridge	1
655534	Do Nothing	93	662564	Picnic Area (P)	3
662148	Disc Golf (P)	9	663421	Playscapes (N)	1
663512	Disc Golf (P)	1	667542	Playscapes (N)	3
667512	Disc Golf (N)	6	655907	Playscapes (P)	7
655411	Proposed Disc Golf (N)	196	663424	Playscapes (P)	9
667544	Proposed Disc Golf (N)	33	667775	Playscapes (P)	2
663515	Drainage Improvements (P)	1	669630	Playscape (P)	1
655458	Ecological Uplift (P)	64	655428	Southside Playscapes (N)	51
663434	Ecological Uplift (P)	6	655570	Southside Playscapes (N)	12
655586	Ecological Uplift (P)	32	663473	Private Partnership (N)	2
655557	Ecological Uplift (N)	2	655473	Private Partnerships (N)	49
663458	Ecology	4	655545	Private Partnerships (N)	60
655419	Nature-Ecology	97	663020	Proposed Girl Scout (P)	1
655563	Nature-Ecology	55	655449	Proposed Hillside Theater (N)	30
655494	More trees	5	663468	Proposed Hillside Theater (N)	1
655431	More Open Fields	19	655532	Proposed Hillside Theater (N)	15
663427	Open Space	1	655519	Proposed Hillside Theater (P)	16
655664	Sustainability	33	663499	Proposed Hillside Theater (P)	1
655538	Sustainability	9	670131	Proposed Hillside Theater (P)	1
655438	Equity	62	655854	Proposed Rowing Dock (N)	27
663455	Equity	6	667640	Proposed Rowing Dock (N)	5
655536	Equity	23	667779	Proposed Rowing Dock (P)	1
655472	Event Closure (N)	24	656153	Rowing Dock	1
663540	Event Closure (N)	1	655479	Public Transportation	35
655527	Event Closure (N)	39	663431	Public Transportation	5
669616	Event (P)	1	655556	Public Transportation	40
667891	Funding (P)	1	667897	Road Closure (N)	1
655510	Worried about cost	63	663529	Road Closure (P)	1
655529	Worried about cost	42	655602	Road Closures (P)	10
655433	History-Culture	42	655959	Road Closures (N)	5
655572	History-Culture	24	662712	Road Closures (N)	4
663429	Internal Circulator	7	655888	Road closures (P)	13
663503	Internal Circulator (N)	1	655412	Road Diet (N)	175
663495	Internal Circulator (P)	2	663432	Road Diet (N)	4
667842	Internal Shuttle (N)	1	655530	Road Diet (N)	102
663537	Shuttle	1	655414	Road Diet (P)	67
655474	Shuttle (N)	1	663514	Road Diet (P)	1
667526	Shuttle (N)	1	662682	Road Diet (P)	17
655616	Shuttle (P)	33	662364	Stratford Drive (N)	6
663453	Shuttle (P)	2	663505	Stratford Realignment (P)	2

Appendix B. Accurate Tag Count of PublicInfo.com Data

655547	Shuttle (P)	19
655763	Zilker Eagle (P)	8
669620	Zilker Eagle (P)	2
663454	Interpretive Storyline	1
655652	Lighting (P)	2
663492	Lighting (P)	1
655598	Lighting (N)	1
655783	More ADA clarity	4
655525	More ADA clarity	8

663436	Trails (P)	7
656110	Welcome Center (N)	24
655540	Welcome Center (N)	11
655905	Welcome Center (P)	8
663484	Welcome Center (P)	1
667626	Welcome Center (P)	4
655720	Worried about maintenance	8
655607	Worried about maintenance	11
663448	Youth Programs	1
676265	Proposed Volleyball (N)	1
655574	Educational Signage (P)	1
667880	Implementation	1