



Holly Shores/ Edward Rendon, Sr. Park at Festival Beach Master Plan

Community Workshop Outreach & Engagement Efforts

Community Workshop 1:

August 20, 2012
At the Emma S. Barrientos Mexican American Cultural Center

- ◆ Notified CAG (49 Representatives of 29 Organizations)
- ◆ Notified organizations on Community Registry
- ◆ Posted information on the project website
- ◆ Posted information on the PARD website
- ◆ Email notice sent at request of interested list
- ◆ Posters and fliers displayed and distributed at:
 - Camacho Activity Center
 - Metz Recreation Center
 - Pan Am Recreation Center
 - Zaragoza Recreation Center
 - Expedition School
 - Cepeda Library
 - Terrazas Library
 - Emma S. Barrientos Mexican American Cultural Center
 - Fiesta Gardens
 - Back to school celebration event at Metz
- ◆ Austin Notes
- ◆ Press Release (Spanish and English news)
- ◆ Radio Interview (KUT)-Chris Yañez
- ◆ Participants of pláticas notified by project staff

Community Workshop 2:

November 14, 2012
At Martin Middle School

- ◆ Notified CAG (49 Representatives of 29 Organizations)
- ◆ Notified organizations on Community Registry
- ◆ Posted information on the project website
- ◆ Posted information on the PARD website
- ◆ Email notice sent at request of interested list
- ◆ Posters and fliers displayed and distributed at:
 - Camacho Activity Center
 - Metz Recreation Center
 - Pan Am Recreation Center
 - Zaragoza Recreation Center
 - Cepeda Library
 - Terrazas Library
 - Emma S. Barrientos Mexican American Cultural Center
 - Fiesta Gardens
 - Back to school celebration event at Metz
 - Austin Notes
- ◆ Press Release (Spanish and English news)
- ◆ Radio interview (KUT)- Ricardo Soliz
- ◆ PARD Facebook
- ◆ Online community calendars
- ◆ 2 street banners (on 7th Street and on Riverside Dr.)
- ◆ 6 meeting notice signs posted in the park
- ◆ Every Door Direct flier delivery service (4,180 delivered)
- ◆ Over 1,500 fliers provided to neighborhood reps for distribution
- ◆ Invitations provided at community events and meetings (15 events)
- ◆ Fliers distributed at youth events
- ◆ Participants of pláticas notified by project staff

Community Workshop 3:

February 25, 2013
At Metz Elementary School

- ◆ Notified CAG (49 Representatives of 29 Organizations)
- ◆ Notified organizations on Community Registry
- ◆ Posted information on the project website
- ◆ Posted information on the PARD website
- ◆ Email notice sent at request of interested list
- ◆ Posters and fliers displayed and distributed at:
 - Camacho Activity Center
 - Metz Recreation Center
 - Pan Am Recreation Center
 - Zaragoza Recreation Center
 - Cepeda Library
 - Terrazas Library
 - Emma S. Barrientos Mexican American Cultural Center
 - Fiesta Gardens
- ◆ Austin Notes
- ◆ Press release (Spanish and English news)
- ◆ PARD Facebook
- ◆ 2 street banners (on 7th Street and on Riverside Dr.)
- ◆ 6 meeting notice signs posted in the park
- ◆ Every Door Direct flier delivery service (4,150 delivered)
- ◆ Over 600 fliers given to neighborhood reps for distribution
- ◆ Invitations provided at community events and meetings (15 events)
- ◆ Fliers distributed at the Pan- Am Recreation Center Thanksgiving Dinner
- ◆ Despierta Austin interview on Univision - Rey Hernandez
- ◆ KXAN interview- Ricardo Soliz
- ◆ Participants of pláticas notified by project staff
- ◆ Invitation to next community workshop given at end of Community Workshop 2

Community Workshop 4: May 20, 2013 At Martin Middle School

- ◆ Notified CAG (49 Representatives of 29 Organizations)
- ◆ Notified organizations on Community Registry
- ◆ Posted information on the project website
- ◆ Posted information on the PARD website
- ◆ Email notice sent at request of interested stakeholder list
- ◆ Austin Notes
- ◆ Press release (Spanish and English news)
- ◆ PARD Facebook
- ◆ 6 meeting notice signs posted in the park
- ◆ Every Door Direct flier delivery service (4,154 delivered)
- ◆ Fliers distributed
- ◆ Invitations provided at community events and meetings
- ◆ Participants of 3 pláticas notified by project staff
- ◆ Invitation to next community workshop given at end of Community Workshop 3
- ◆ Exhibits /Displays of preliminary concepts at various locations



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