



# Holly Shores/ Edward Rendon, Sr. Park at Festival Beach Master Plan Community Outreach and 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 parties
- ◆ 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 parties
- ◆ 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 parties
- ◆ 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)
- ◆ 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



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