

Seaholm Waterfront (Concept Development & Programming)
Public Engagement Plan (PEP)
June 13, 2017

Project Overview

Sited along the north banks of Lady Bird Lake in downtown Austin, the historic Seaholm Intake structure and its surrounding parkland provides a rare opportunity for redevelopment and adaptive reuse as a civic asset. Originally constructed in conjunction with the Seaholm Power Plant in the 1950s, the Seaholm Intake structure was decommissioned and dedicated as parkland when the power plant was no longer needed to provide power to the City of Austin. Today, the intake structure and parkland represent a unique opportunity to create a vibrant recreational and publicly-accessible destination.

The City of Austin Parks and Recreation Department (PAR) was not allocated funding for rehabilitation of the building, but has undertaken a number of initiatives to position the Seaholm Intake Building and its surrounding parkland for redevelopment. The efforts to date provide an understanding of the opportunities and challenges of the building and site, but additional work remains related to community engagement, programming, financing, and phasing. In the Fall of 2016, PAR engaged long-time partners The Austin Parks Foundation (APF) and The Trail Foundation (TTF) in a planning effort to position the Seaholm Intake Building and surrounding 3-acre site for redevelopment as a public and recreational facility.

APF and TTF have agreed to fully fund the next planning phase in order to meet the following goals:

- Explore precedent studies of similar, national projects involving adaptive reuse of historic industrial facilities for civic use that maintain the architectural and historic integrity of the building.
- Further engage the community to determine the most desired and appropriate use for the building and site, drawing from the 2011 Feasibility Study, previous efforts and ensuring representation of a diverse array of stakeholders.
- Develop a long-range vision for the project with particular focus on the economic, operational and programming needs to develop a world class facility on the banks of Lady Bird Lake.
- Identify a phased approach to the project so that work can begin in the near future and be built out in the coming years.
- Develop construction cost models to determine overall project costs and phasing opportunities.
- Provide recommendations for the redevelopment and sustainable operations and management of the facility looking at a wide array of options ranging from innovative public finance strategies, non-profit and philanthropic investment and partnerships, and the strategic use of concessions and license agreements that support and activate the building and site.

The study area will be span between the Pfluger Bridge and Shoal Creek, and from the lake's edge to Cesar Chavez. At the conclusion of the process, APF and TTF will present the final report to PAR that will provide design possibilities and short-, medium-, and long-term strategies for building, site and programming enhancements.

To adequately and efficiently inform the Study, this comprehensive public engagement process will utilize a variety of tactics to reach and engage stakeholders and the general public to understand their needs and desires. Community member's ideas will be solicited and documented, ensuring their input shapes the concept study for the decommissioned Seaholm Intake structures and accompanying parklands on this nearly 3-acre site.

Public Engagement Approach & Goals

An inclusive engagement process strives to involve a representative and far-reaching portion of the population, and considers the following factors in outreach: age, socioeconomic status, race and ethnicity, educational status, household/rental, different physical abilities, etc. This engagement plan will honor and incorporate the City of Austin Public Participation Principles:

1. Accountability and Transparency
2. Fairness & Respect
3. Accessibility
4. Predictability & Consistency
5. Creativity & Community Collaboration (inclusivity and Diversity)
6. Stewards of Resources

The overall public engagement goal for this effort is to involve the public to ensure their aspirations and desires are understood and considered throughout this process. The specific public engagement goals are to:

1. Educate the community, stakeholders and partners on the opportunities, considerations and project parameters of the Seaholm Waterfront.
2. Increase public awareness of the Seaholm Intake Structure and potential enhancements for the to the building and site, as well as programming potential for the 3-acre parkland area.
3. Solicit input from community members on their aspirations and preferences for activities, experiences, offerings and uses for the site, with consideration of themes from prior input gathering processes.
4. Report findings back to the public on potential strategies for enhancements to the building and surrounding parkland.

Public Engagement Activities

To achieve the public involvement goals, the Engagement Team will involve the community using the following strategies and activities:

1. **Planning Partner Meetings:** There will be two facilitated Planning Partner Meetings during the duration of the project. The first meeting will share information about the study, gain insights on aspirations for the site and building, obtain feedback the public engagement approach and gather ideas and support for outreach efforts. The second meeting will gather feedback on a draft vision for the project and it's potential economic, operational and programming opportunities. Project collateral and interactive discussions will be used for the Planning Partner Meetings for input gathering. The Engagement Team will document input received.
2. **Public Open House Events:** There will be two facilitated Public Open House Events in order to gather input on desirable and appropriate uses for the site and building and feedback on the proposed vision elements for the site.
 - a. The first Public Open House Meeting will be held on June 24 at (4) distributed locations at and around the Seaholm Waterfront to introduce the study and gather public input on desires and aspirations for uses and activities at the building and surrounding site.
 - b. The second Public Open House Meeting will be held in August or September and will bring back the initial vision elements for the site in order to gather additional feedback on potential uses appropriate to support and activate the building and site.

3. **Online Survey:** An on-line digital public engagement survey tool will be used to enable meaningful and far reaching public involvement. The Project Team will promote the surveys to the Outreach List contacts, and through a combination of flyer distribution, posters, and social media activity via team member's social media accounts.
4. **Neighborhood Meetings:** The Engagement Team will conduct up to 5 small-group meetings with area neighborhood groups in order to provide information on the study and seek their insight into needs, concerns and considerations for the site and for engaging their networks effectively in the process.
5. **Outreach at Community Events:** The Project Team will attend community events, such as the Whole Foods Giving Day and the Moonlight Margarita Run, and other prioritized events identified during the project period, to raise awareness and encourage engagement in the process.
6. **Outreach List:** The Project Team will create and maintain a robust Outreach List to update stakeholders and the public on the project, share key dates, promote the survey and send meeting invites. People wishing to receive notification about the Study will be able to sign-up through the PARD Project's website.
7. **Electronic Updates:** Outreach to the list of stakeholders will be primarily through email contact, which will include Public Meeting notices and reminders, and other project updates.
8. **Materials:** Giant Noise will develop the project brand, look and collateral materials, including flyers, to notify stakeholders and the general public about the meetings. Studio Gang will develop exhibits and displays for Stakeholder and Public meetings. The Engagement Team will provide sign-in sheets and comment forms to gather feedback from each meeting. Public input will be compiled and documented. PARD, TTF and APF logos will be on all marketing materials.
9. **Website and Social Media:** The Project Team will post project updates and other content to their respective websites and social media accounts, to keep the public informed and work with PARD to ensure that all city media channels have updated information..
10. **Earned Media:** Earned traditional media is an effective tactic for expanding the reach for public involvement messaging. Giant Noise will distribute media advisories through the appropriate public communications department websites, newsletter, cable access channel and social media accounts, and conduct media outreach to local media ahead of Public Meetings. The goal is to inform the public about the project and promote the Public Meetings to increase attendance.

Audiences / Stakeholders

The Seaholm Waterfront is a unique civic asset situated along Lady Bird Lake. As such, the broadest target audience for engagement is the citizenry of Austin. Within the broad group, there are specific stakeholder subcategories identified to engage, including:

- Park advocates and users
- Nearby businesses, property owners and neighborhood residents
- Relevant Boards and Commissions
- Mexican-American, African-American, and Asian-American community leaders and stakeholders
- Elected officials
- Relevant city staff/departments

- Chambers of Commerce
- Tourism interests
- Historic preservation advocates
- Families & youth
- Underrepresented populations
- Non-profits, faith-based, and other community-serving organizations
- People with access needs
- Transportation, pedestrian, running and bicycling stakeholder groups

Planning Partner Organizations:

A number of organizations will be involved as Planning Partners in order to gather their input on the project and the engagement process, and to help reach their networks to encourage participation. These organizations include:

- American Institute of Architects Austin
- American Society of Landscape Architects
- Austin Community Foundation
- Austin Parks Board
- Asian American Resource Center
- Bike Austin
- Downtown Austin Alliance
- Downtown Austin Neighborhood Association
- Economic Growth and Redevelopment Department, City of Austin
- Greater Austin Hispanic Chamber of Commerce
- Lower Colorado River Authority
- Leadership Austin
- Office of Sustainability, City of Austin
- Preservation Austin
- Shoal Creek Conservancy
- Six Square
- Tejano Trails
- Waller Creek Conservancy

Anticipated Timeline

Month	Tasks
<p>May 2017</p>	<ul style="list-style-type: none"> ● PEP Plan Development ● Outreach Database Development ● Planning for Planning Partner Meeting 1 ● Planning for Public Open House Event 1 ● Public Outreach Materials Developed ● Survey 1 Development

June 2017	<ul style="list-style-type: none"> ● PEP Finalized ● Public Outreach Materials Finalized ● Outreach Efforts for Planning Partner and Public Meeting 1 ● Neighborhood Meetings (up to 5) ● Planning Partner Meeting 1 ● Public Open House Meeting 1 ● Survey 1 launched
July 2017	<ul style="list-style-type: none"> ● Neighborhood Meetings (up to 5) ● Planning for Public Open House Meeting 2 ● Planning for Stakeholder Meeting 2 ● Survey 2 Development
August 2017	<ul style="list-style-type: none"> ● Outreach Efforts for Public Open House Meeting 2 ● Outreach efforts for Stakeholder Meeting 2 ● Survey 2 launched
September 2017	<ul style="list-style-type: none"> ● Public Open House Meeting 2 ● Stakeholder Meeting 2 ● Survey 2
October 2017	<ul style="list-style-type: none"> ● Update Planning Partners and Public via electronic communication on Study results

Ongoing – E-blast communications, social media, website updates, earned media

Roles and Responsibilities

Parks and Recreation Department:

- A. Host city website with unique URL that represents the branded moniker for the project. (1-2 Weeks lead time for set up, 3-4 days lead time for revisions and updates.)
- B. Outreach tools through PARD or Corporate Public Information Office
 - a. Speak-Up Austin (3-4 Days lead time for set up)
 - b. ATXN—City of Austin online original programming (two months lead time for ATXN production calendar)
 - c. NextDoor (1-2 days in advance)
 - d. PARD and City Social Media and Nextdoor (full package social media and outreach plan provided 1 week in advance.)
- C. Meeting logistics (4-6 weeks lead time)
 - a. Reserve meeting space at city facilities, i.e. City Hall, recreation centers, cultural centers
- D. Meeting publicity
 - a. Publicize meeting through media advisories (3-4 days lead time)

The Trail Foundation:

- A. Email Address: TTF will establish a unique email address for the project: SeaholmWaterfront@TheTrailFoundation.org. The email address will be listed on the city website.
- B. Email blasts: TTF will be responsible for email blasts to community promoting project and public meetings.
- C. Media advisories and tracking: TTF will be responsible for developing content of media advisories, however, PARD will assist with distribution as needed. TTF will keep a media log, which documents media inquiries and coverage throughout the process.
- D. Project website: TTF will provide content for city-hosted website
- E. Branding: PARD, TTF and APF logo on all marketing material.
- F. Documentation of public process
 - a. Every meeting presentation and all meeting materials, sign-in sheets and meeting minutes, are provided to city for posting on website within 48 hours. Meeting material is also included in appendix of final plan.
 - b. Every piece of public feedback, including feedback from meetings, online surveys, emails and phone calls, will be documented in appendix of final plan.
- G. Signage: TTF will provide signage near Seaholm Intake and along the trail advertising the project and upcoming meetings
- H. Spanish Translation: TTF will provide engagement consultant who provides Spanish translations of key written and digital material.

Giant Noise:

- A. Creation of public meeting collateral including flyers, postcards, and appropriate meeting signage.

Studio Gang:

- A. Exhibits and materials for public and stakeholder meetings.
- B. Support development of meeting input and survey questions.

Engagement Consultant Team:

- A. Produce the Public Engagement Plan
- B. Support outreach database development
- C. Design and facilitate Planning Partner, Public and Neighborhood meetings
- D. Online survey tool implementation
- E. Documenting participation and input received at Stakeholder, Public and Neighborhood meetings
- F. Community Engagement Summary—At conclusion of project, the Engagement Consultant will provide report that details the goals of community engagement, how the goals were met, and at a minimum, the following information about the participants and/or respondents: Domicile by zip code, race, ethnicity, sex, age.

Project Team Contact List:

Austin Parks Foundation

- Collin Wallis
- Katie Robillard
- Allison Watkins

The Trail Foundation

- Brian Ott

- Beth Carroll
- Al Godfrey

Austin Parks and Recreation Department

- Kim McKnight
- Cara Welch

Studio Gang

- Gia Biagi
- Chris Bennett
- Valentina Mele

Giant Noise

- Elaine Garza
- Elsa Morales
- Amanda Davenport

GO collaborative

- Lynn Osgood

Civic Collaboration

- Diane Miller