
APPENDIX D - PUBLIC INVOLVEMENT PLAN (PIP)



CITY OF AUSTIN AQUATICS MASTER PLAN PUBLIC INVOLVEMENT PLAN (PIP)

Submitted By
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The City of Austin Parks and Recreation Department (PARC), and the consultants with whom it has partnered for an Aquatics Master Plan to be conducted in 2015 are committed to an open, inclusive, proactive and transparent program of public engagement. This Public Involvement Plan (PIP) forms the basis for a common approach to communications and outreach. It includes goals and objectives to be achieved and strategies and tactics to be deployed by City staff, members of the consultant teams, and other communication partners as appropriate.

D.1 GOALS AND OBJECTIVES

Goal 1

To provide users, neighbors, and other direct stakeholders served by each existing pool facility with sufficient opportunity to contribute their input to the City of Austin and its consultants to inform and help shape the results of the Master Plan:

Objective 1-A

Utilize and expand upon the extensive community engagement gained through the SWIM 512 process and utilize the stakeholder contacts from this process in further engagement strategies.

Objective 1-B

Informing stakeholders about the Master Plan; the processes and timelines; the goals, objectives and anticipated outcomes; and their ongoing progress.

Objective 1-C

Collecting stakeholder input that aids in assessing and defining current characteristics, conditions and needs of each district.

Objective 1-D

Collecting stakeholder input that aids in developing a vision that defines the desired physical, functional, aesthetic and cultural character of each district.

Objective 1-E

Collecting stakeholder input to aid in identifying enhancement needs, including recommendations for policy measures, capital investments, and opportunities for collaboration with both public and private partners.

Objective 1-F

Presenting recommendations for public comment, review and feedback.

Goal 2

To ensure that traditionally underrepresented and hard-to-reach populations and groups have sufficient opportunity to engage in the Master Plan process. This goal will involve using targeted and customized outreach strategies to ensure opportunities to participate for populations and groups including the following:

Objective 2-A

Environmental justice (EJ) populations.

Objective 2-B

Non-profit, faith-based and other community-serving organizations and their clients.

Objective 2-C

School communities (students, parents and staff) for campuses served by each facility. Utilize AISD and PTA contacts established in the SWIM 512 Process.

Goal 3

To maintain communications and outreach between the City and its consultants and other aquatics providers, government agencies, and key public and private partners, including:

Objective 3-A

Targeted outreach to public officials and key decision-makers to inform them of Aquatics Master Plan goals, objectives, anticipated outcomes, process and timeline.

Objective 3-B

Coordination and collaboration between the City and other agencies, providers and partners to leverage the use of the various available communications channels and outreach opportunities.

Goal 4

To communicate and enable opportunities for input for interested citizens throughout the City through appropriate engagement and outreach strategies, including:

Objective 4-A

Informing the public of the purpose and need, process and outcomes for the Aquatics Master Plan and their relationship to the Needs Assessment and the City's overall mobility policies and programs.

Objective 4-B

Providing information and opportunities for engagement for recreational/aquatics advocates and other communities of interest that align with the purpose and need of the Master Plan.

Goal 5

Utilize and expand upon the extensive community engagement and contacts gained through the SWIM 512 Community Conversations, Neighborhood Talks, Community Focus Groups, and Community Survey, and utilize the stakeholder contacts from this process in further engagement strategies.

Objective 5-A

Analyze and utilize the results of the Community Conversations and Neighborhood Talks in the identification of community preferences and identification of alternative scenarios

Objective 5-B

Utilize the Community Preference Survey developed by Dr. Cortez to identify community preferences and priorities.

Objective 5-C

Incorporate the stakeholder lists and AISD contacts in further public engagement.

Objective 5-D

Utilize the findings of the Service-Learning Project in the establishment of scenarios to serve Austin.

D.2 AQUATICS MASTER PLAN STAKEHOLDER GROUPS AND RESOURCES

The Technical Advisory Group* (TAG) is primarily City staff and would include representatives from the following groups/agencies/departments:

- Watershed Protection to address water quality issues and City of Austin existing conditions, such as regulatory and ordinances and emptying to creeks. The person may be Liz Johnson from this group. She is also involved in the Govalle and Shipe projects.
- The Land Development Group is part of Public Works and is involved in the City of Austin permitting. They will identify some of the ramifications of any new or re-developed areas.
- Imagine Austin and Code Next is a big picture organization with emphasis on codes and zoning.
- The Austin Office of Sustainability with a role of environmental awareness. The person representing this group will be Angela Hanson.
- University of Texas Aquatics and Charles Logan will provide their technical expertise on pool operations and would be a possible renter of facilities.
- AISD is a potential partner in the use of the pools.
- A pool aquatics specialist from the construction industry is another potential partner.

The Aquatic Advisory Board* (AAB) is an existing committee of internal stakeholders with a thorough understanding and history of engagement with the pools and programs. There are seven members.

Technical Team* (TT) is primarily the PARD Aquatics Division staff which will review the details and operations of maintenance part of the planning as well as designs. This will include Rey Hernandez, Cheryl Bolin, Wayne Simmons, Pedro Patlin, the Aquatics Supervisor, Paul Slutes of Maintenance, George Moldanado from Facility Services, and Mr. Elbert who leads maintenance.

District Representatives Group (DRG) – There will be one representative from each of the Council Districts.

BCI Consultant Team – The contracted consulting team consisting of Brandstetter Carroll Inc., Architecture Plus, Adisa Communications, JLJ Enterprises, and Chan & Partners LLC.

SWIM 512 Process – PARD contracted with Dr. Laura Cortez of Cortez Consulting Services prior to the Master Plan contract being awarded. The purpose of her team's engagement was to start the process while the 2015 summer swim season was still open and to engage users. The SWIM 512 process also included: facilitation of focus groups, community conversations, neighborhood talks, assistance in establishing the District Representatives Group, AISD presentations, a service learning project to identify national trends in aquatics, and development of a survey instrument which could be used by the Consultant Team as part of the public engagement process.

Austin Public Information Office (COA-PIO) will assist with promotion of the public engagement process and development of a video of the existing conditions.

PARD Public Information Office (PARD PIO) will work with the Consultants and Master Plan Team in the promotion of the public engagement process and logistics for public engagement meetings.

Master Plan Team* - The Master Plan Team is comprised of the Aquatic Advisory Board, Aquatic Division Technical Team, and the Technical Advisory Group.

D.3 STRATEGIES AND TACTICS

Stakeholder Outreach

This strategy includes all activities that are specifically targeted to defined individual stakeholders and groups of stakeholders, such as neighborhood groups, business groups, adjacent property owners, elected officials and the groups serving them, etc. This outreach will be a vital component of the overall engagement strategy for the Master Plan and is intended to complement and enhance engagement opportunities designed for broad public participation (see Strategy 2 below). Tactics to be deployed include:

1. Developing stakeholder databases and contact lists. Initial lists of identified stakeholders for each District will be developed by the PARD and Consultation teams with input from the City. These lists should include sufficient coding to identify particular stakeholder groups, allowing for multiple codes for individual records. All persons who would receive standard notification of a City land-use action (e.g., adjoining property owners, identified registered neighborhood groups) should be included and appropriately coded in stakeholder databases. Members of the public who sign up to participate online or in person should, where possible, be appropriately coded as stakeholders. Participants in the SWIM 512 process from the Community Conversations, Neighborhood Talks, and Community Focus Groups will be included in further engagement. Stakeholder lists and databases should be maintained using tools and systems that allow for interchange of data as necessary between City and Consultant teams.
2. Individual and small-group meetings with identified stakeholders. These include meetings hosted by the City and consultant teams to which identified stakeholders are invited, or those (e.g., neighborhood association meetings) held by stakeholders to which the Aquatics Master Plan team is invited. In either case, a presentation and discussion guide should be developed to allow for consistent, structured input by all participating stakeholders. Detailed notes from these meetings should be prepared as work product for internal use by the City and consultant teams; input received should be summarized for public use. These meetings can include efforts to reach traditionally underrepresented and hard-to-reach populations as described in Goal 2 above.
3. Targeted information pieces. Both print and electronic should be developed as needed to supplement general project communications and address issues of specific relevance to defined stakeholder groups. These pieces should be developed to be consistent in look, feel, and tone with general project communications.
4. Technical Advisory Group meetings. This group will serve as a working group to provide input in the details of the Aquatics Master Plan.

Public Outreach

This strategy includes activities that are intended to be accessible to all interested citizens, even if those activities are programmed to emphasize the needs and interests of specific groups. Tactics include:

1. Initial Public Meeting to be Held City-Wide

This meeting should use an open-house format to communicate the purpose and process of the Master Plan, allow participants to sign in and sign up to receive ongoing project updates, and collect feedback and input using standardized techniques (e.g., comment forms). Meeting notices (including print and electronic mailings, flyers, posters and push cards for distribution in the study area); letters to public officials; and media release announcements to publicize these meetings should be distributed with sufficient notice to maximize participation. All records of participation and comments received should be documented and made available for internal use and summarized for public use. The primary purpose of this meeting will be part of the process to identify community values and priorities.

2. Participation in other Public Meetings

Opportunities for outreach provided by other public meetings and events in the Aquatics Master Plan areas should be leveraged where appropriate. These could include meetings being held as part of other City or partner agency initiatives or other types of community events. Exhibits developed for open-house

meetings, comment forms, and other such tools should be used. Participation should be documented and summarized as is feasible.

3. Public Workshops on the Aquatics Master Plan

A series of public workshops will be held to assist the City with planning for the Master Plan by engaging stakeholders and users of the system. These widely publicized meetings can be held in the quadrants of the City in order to encourage participation. Topics can include:

- Community Values
- Aquatics System Needs Assessment Results
- Alternative Aquatics Service Delivery Scenarios

4. Final Public Meeting (Draft Plan presentation)

A final public meeting of the Aquatics Master Plan will be held to present draft recommendations and allow for public feedback and comment. The format of this final public meeting, including the techniques used to collect feedback, should be determined as appropriate for the Master Plan, as long as this feedback is adequately collected, documented, and summarized. Notification and outreach to encourage participation should be conducted as outlined above.

5. Presentation to City Boards, Commissions, and City Council

The City Aquatics staff and consultant teams will conduct outreach as needed to support public awareness as well as take advantage of opportunities to engage City boards and commissions through briefings and presentations.

Print and Electronic Communications Materials

The City and consultant teams will develop necessary print and electronic materials for ongoing communication and education about the Master Plan to both general and specific audiences. Tactics include:

1. General interest list

Interest lists to be used for distribution of print and electronic materials should be maintained in conjunction with stakeholder databases as described in Strategy 1.

2. Fact sheet

Update the existing fact sheet template with consistent branding and messaging.

3. Website

Information for Master Plan will be hosted, maintained and made available at PARD website.

4. Initial Paper Survey

To be administered at community meetings in a face-to-face environment throughout the first 2-3 months of outreach. For the paper survey, the process would use the questions from the SWIM 512 Community Preference Survey. Dr. Cortez will be responsible for providing a final version of the Community Preference Survey in both English and Spanish based on the input provided from PARD and the BCI Master Plan Consultant Team. Adisa would be responsible for administering the survey. The City would be responsible for compiling the results. Results from the paper survey are intended to bolster minority and underrepresented populations' participation, particularly in East and South Austin.

5. Online/Electronic Survey

To be administered as part of the Master Plan during the Scenario Selection phase of the project. Adisa would work with the City of Austin to develop, administer, and compile results from the online survey.

D.4 ROLES AND RESPONSIBILITIES

Generally, responsibility for activities to implement this PIP will be allocated between the City and the consultant team as outlined below.

City of Austin Staff

- Stakeholder identification, including provision of customary City notification lists
- Coordination of dates and locations for public meetings
- Preparing questionnaires, discussion guides, sign-in-sheets, comment forms, etc. for use in public meetings
- Distribution of meeting notices, letters to public officials, media releases
- Maintenance of web presence

Consultant Team

- Public involvement plan
- Stakeholder identification and database development /maintenance
- Interest list (mailing list) development and maintenance
- Exhibits for public and stakeholder meetings
- Staffing and logistics for public and stakeholder meetings
- Development of meeting notices, letters to public officials, media releases
- Documenting participation and input received at public meetings
- Development of print and electronic communications materials and Web content

D.5 ANTICIPATED PUBLIC INVOLVEMENT TIMELINE

November – December 2015	<ul style="list-style-type: none"> ▪ PIP development ▪ Materials/Web development ▪ Initial stakeholder database and interest list development ▪ Planning/logistics for first public workshop ▪ Initial stakeholder meeting – Kick off with Aquatics Advisory Committee and Master Plan Team ▪ Focus Groups (by Dr. Cortez)
January 2016	<ul style="list-style-type: none"> ▪ Process Plan presentation and approval
February 2016	<ul style="list-style-type: none"> ▪ Promotion of Workshop and Stakeholder Meetings ▪ Distribution of Community Preference Surveys ▪ Launch SpeakUp Austin Questions

March 2016	<ul style="list-style-type: none"> ▪ Public Workshop #1 – Plan Overview and Community Values ▪ Distribution of print/electronic information materials ▪ Additional stakeholder database and interest list development ▪ Additional stakeholder/public meetings as needed
April – June 2016	<ul style="list-style-type: none"> ▪ Meetings with Technical and Council Advisory Groups, Master Plan Team ▪ Print/electronic project updates ▪ Web content ▪ Illustrate Alternative Scenarios (May) ▪ 4 Regional Public Workshops - Alternative Scenarios (June) ▪ Launch online survey regarding scenarios
July – August 2016	<ul style="list-style-type: none"> ▪ Preliminary Recommendations ▪ Meetings with Technical and Council Advisory Groups, Master Plan Team ▪ Draft Action Plan (August) ▪ Public Workshop #6 – Draft Master Plan (August)
September - October 2016	<ul style="list-style-type: none"> ▪ Goals, Objectives and Strategies ▪ Action Plan ▪ Print and electronic project updates ▪ Review by Master Plan Team and Input Groups ▪ Master Plan presentation to City boards, commissions, and City Council

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Figure D-1: Project Schedule

Phase / Task	October	November	December	January	February	March	April	May	June	July	August
Process Development Phase											
Prepare a Process Plan / Schedule and review with PARD Staff; Refine Scope of Services	■										
Review current directions, policies, goals, objectives and reactions to the Needs Assessment with PARD Staff and Master Plan Team											
Prepare a Preliminary Public Engagement Plan in cooperation with the COA-PIO			■								
Aquatics Advisory Board Approval of PIP (12/1/2015)			■								
Park Board and Land, Facilities & Programming Sub-Committee Meetings				●	●						
Technical Memorandum No. 1 to summarize previous steps.											
PARD Aquatics Master Plan Team review meeting					■						
Planning Context Phase											
Review Aquatics Needs Assessment											
Review of demographic changes, neighborhood conditions, interests, and priorities											
Discussions with PARD Staff to assist in the following:											
Facilitate a SWOC Analysis with PARD Staff											
Review Aquatic Programs attendance, costs, locations, etc.											
Review operations and maintenance practices											
Identify health, safety and welfare issues											
Identify existing environmental concerns and sustainability BMP's											
Analysis of current use agreements and partnerships											
Stakeholder Group Orientation Meeting (orientation & identify HSW, environmental, and sustainability concerns)											
Technical Memorandum No. 2 to summarize previous steps.											
PARD Aquatics Master Plan Team review meeting											
Strategic Vision, Goals and Objectives Phase											
Initial City-wide Public Workshop											
Implement SWIM 512 Survey											
SpeakUp Austin, Web Engagement, Community Stakeholder Groups											
Prepare a Draft Vision, Goals, and Objectives											
Technical Memorandum No. 3 to summarize previous steps.											
PARD Aquatics Master Plan Team review meetings											
PARD Park Board and Land, Facilities & Programming Sub-Committee Meeting											
Preliminary Analysis and Recommendations Phase											
Identify alternative scenarios for the overall Aquatics System											
Review with PARD Aquatics Master Plan Team											
Identify and refine stakeholder/user groups and neighborhood groups based upon impacts											
Conduct second round of Stakeholder Meetings (Estimated ten meetings)											
Review meetings with AAB, DRG, TAG											
Regional Public Workshops (4 meetings)											
Prepare a Draft Preliminary Recommendations Report (Technical Memorandum No. 4)											
Review meetings with the PARD Master Plan Team, AAB, DRG, Tech Team											
Public presentation of Preliminary Recommendations											
Public review of Preliminary Recommendations											
AAB, TAG, DRG, and Master Plan Team review											
PARD Park Board and Land, Facilities & Programming Sub-Committee Meeting											
Action Plan Phase											
Refine recommendations based upon review process											
Prepare a Draft Action Plan (Phased Implementation Plan)											
Prepare long term goals, objectives, and priorities											
Prepare an Action Plan organized by Goals, Objectives, and Strategies,											
Submit Draft Action Plan (Technical Memorandum No. 5)											
Review Draft Action Plan with PARD Aquatics Master Plan Team, AAB, DRG, Tech Team, TAG											
PARD Park Board and Land, Facilities & Programming Sub-Committee Meeting											
Final Master Plan Phase											
Refine Action Plan based upon review comments											
Identify potential funding scenarios and mechanisms											
Identify probable cost projections of recommendations (capital, revenues, and operations)											
Prepare a Draft Master Plan to summarize all of the previous phases											
Review of Draft Master Plan with PARD Aquatics Master Plan Team											
Refinements based upon PARD Master Plan Team review											
Land, Facilities & Programming Sub-Committee and Park Board Presentation											
Public Presentations											

■ Review Meeting with PARD Aquatics Master Plan Team and/or others

● Land, Programming and Facilities Sub-Committee; or Park Board Presentation

★ Public Presentation

Legend

PIP = Public Engagement Plan
 SWOC = Strength, Weaknesses, Opportunities, & Challenges Discussion with Staff

Key Stakeholder Groups Abbreviations

AAB = Aquatic Advisory Board TT = Aquatic Division Technical Team PARB = Park and Recreation Board
 DRG = District Representatives Group TAG = Technical Advisory Group LF&P = Land, Facilities and Programming Sub-Committee of PARB

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