



## Celebrate the Park: Summary of Community Meeting No. 4

### MASTER PLAN FOR JOHN TREVIÑO JR. METROPOLITAN PARK

The final community meeting for the John Treviño Jr. Metropolitan Park Master Plan took place on Saturday December 7, 2019 at a heritage barn within the heart of Treviño park. Friends and family of John Treviño Jr., 13 members from the master planning team (including representatives from PARD, GGN, dwg., Siglo Group, DAVCAR Engineering, and HVJ Associates), 8 community partner groups, and over 173 participants came together to build community and celebrate the park.

The event was held at the location of an existing barn and water tower in the park. Informational boards featured the preliminary master plan, sketch illustrations of proposed character of different areas, and detailed information about ecology, access/circulation, and priorities for future park development. Clear transparencies printed with different park zones provided visualizations of how phased development might look like on the site.

Community partners shared information about their work, how they envision engagement with Treviño Park in the future, and offered a variety of activities for children and adults. Partners included representatives from the Austin-Bastrop River Corridor Partnership, Austin Parks Foundation, Austin Youth River Watch, Emma S. Barrientos Mexican-American Cultural Center, Girl Scouts of Central Texas, Native Prairies Association of Texas, Skate/biking advocates, and the Travis Audubon Society.

During the event, participants were invited to join a guided walking tour that introduced “Treviño’s Walk,” an opportunity to serve as a living legacy of John Treviño Jr. This proposed 1-mile accessible trail through Treviño Park would loop through the park’s primary program spaces and varied ecologies. More than 40 participants walked through former ranchland and potential Post Oak Savanna restoration areas with the master planning team as well as representatives from the Travis Audubon Society and Austin Fire Department.

# Inventory of materials presented for engagement

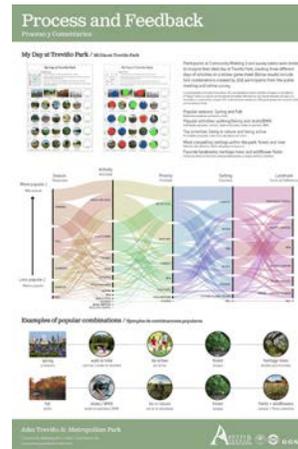
Participants learned about the preliminary master plan through conversation with the master planning team, informational boards, a tactile transparent sheet activity, and a guided walk through the park. All boards from prior community meetings were also available on site for review.

Public meeting materials are available in full size at [www.austintexas.gov/JohnTrevinoMetroPark](http://www.austintexas.gov/JohnTrevinoMetroPark).



## Process and Feedback (1)

- Summary of 4 preliminary concepts (Ranch, Town, Floodplain Forest, Clearing) presented at Community Meeting #2
- Preferred schemes based on public meeting and online survey poll results: Ranch and Forest Fields



## Process and Feedback (2)

- Summary of findings from "My Day at Treviño Park" activity presented at Community Meeting #2 and through online survey



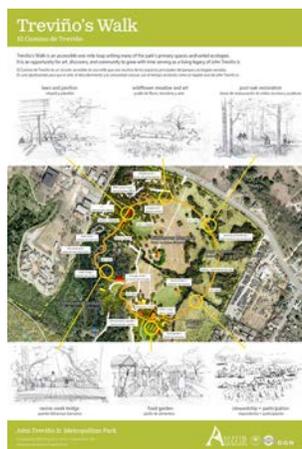
## Preliminary Masterplan (1)

- Overall site plan and overview of program zones



## Preliminary Masterplan (2)

- Upper site level programming details



## Treviño's Walk

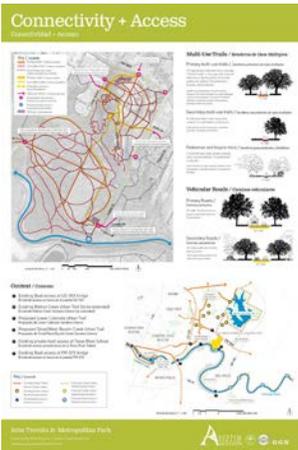
- Sketch ideas accompanying map of Treviño's Walk, a trail that commemorates the legacy of John Treviño Jr. through a diverse series of program zones and ecological areas



## Ecology

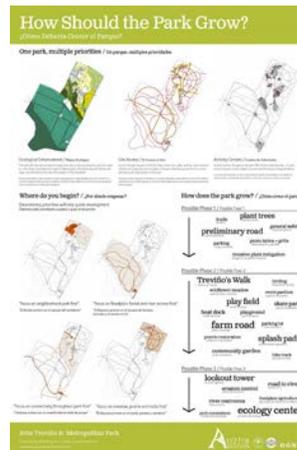
- Map of ecological areas with descriptions of plant communities and management goals
- Ecological evolution goals over time shown with illustrated section graphics
- Description of adaptive management practices recommended for Treviño Park

# Inventory of materials presented for engagement



## Connectivity + Access

- Map of proposed vehicular and multi-use trails throughout the site
- Road and trail typologies
- Context showing connectivity from river, transit, and urban trails to Treviño Park site



## How Should the Park Grow?

- Maps showing ecology, connectivity + access, and activity centers
- Example scenarios to illustrate different ways to understand priorities for park development through several phases



## The Field

- Illustrative sketch showing wildflower meadow + picnic areas in the Field



## The Ravine

- Illustrative sketch showing forest trails + nature play in the Ravine



## The Farm

- Illustrative sketch showing community resource + gathering areas in the Farm



## Treviño Park Entrance, Looking South

- Illustrative sketch showing bird's eye view of Treviño Park



## Map Handout: Treviño's Walk

- Handout for participants who joined the guided walk
- Illustration of proposed route for "Treviño's Walk" and dotted line outlining route taken during the event



## Transparency Activity

- Series of printed transparency sheets to visualize what development in separate area zones might look like at the park

# Public engagement process for Community Meeting No. 4

The master planning team used a variety of engagement strategies to develop initial connections beginning in March 2019:

- Established connections with family members and friends of John Treviño Jr.
- Developed an ongoing project stakeholder and interested parties contact list
- Utilized existing community databases and relationships developed during other master planning efforts and development projects in the area
- Developed small-group discussions to gather perspectives and feedback from potential project “champions” with an interest in or identification with the following categories: Activities and Enrichment, Heritage and Culture, Local Neighborhood, and Nature and Ecology
- Met with project’s technical advisory group (TAG) to ensure inter-agency governmental stakeholder input

To advertise Community Meeting #4, the team used the following public outreach strategies:

- Sent 4,131 EDDM (Every Door Direct Mail) fliers to individuals and households living in park vicinity in November
- Follow-up e-mails with small-group discussion attendees and TAG group
- E-mail invitations to individuals listed on project stakeholder list, neighborhood associations and community leaders
- Personal emails and phone calls to project “champions” developed in small group discussion events
- PARD social media invitations
- Advertisement on PARD website
- Word of mouth
- Held three small group discussions on December 5 and 6 for the following categories: Nature and Ecology; Neighbors and Activities/Enrichment; and Heritage, Culture, Community and Family
- Met with TAG on December 5, 2019

Pink Consulting, the public relations lead on the master planning team, additionally executed the following public outreach and engagement strategies leading up to and following Community Meeting #4:

- One-to-one engagement with community leaders
- One-to-one engagement with family members of John Treviño Jr.
- Showcasing event on Pink Consulting and personal Facebook page, requesting friends to share
- Personal invitation e-mails to neighborhood association leadership, school principals, and local parent-teacher associations requesting distribution to neighborhood memberships
- Dropped off event fliers and posters at Dottie Jordan Recreation Center, Turner-Roberts Recreation Center, Overton Elementary, Barbara Jordan Elementary, East Austin College Prep, University Hills Library, YMCA East Communities, JD’s Supermarket, and Donn’s BBQ.
- Requested local organizations to promote event in e-newsletters to their memberships: Las Comadres Network, U.S. Hispanic Contractors Association (Austin Chapter), LULAC Chapters, Austin-Salttillo Sister Cities Association, East Austin Lion’s Club.
- Participation in Barbara Jordan Early College Prep School Fall Festival, St. Julia Catholic Church and Greater Calvary Bible Church services, two January Mobile Food Pantry events, Calle Limon Holiday event.

# Event participant representation by zip code (from 173 names on sign-in sheet)



Participants were greeted at the event entrance by Bobbie Garza-Hernandez and Courtney Enriquez of Pink Consulting, the public relations lead on the master planning team.

## Number of participants by zip code:

78724*: 23	78621: 4	78653*: 2	Other represented zip codes: 78460, 78613, 78615, 78617*, 78640, 78641, 78664, 78729, 78733, 78734, 78735, 78738, 78744*
78725*: 15	78727: 4	78660: 2	
78745: 14	78751: 4	78681: 2	Zip code not provided: 9
78758: 11	78753: 4	78701: 2	
78723*: 10	78703: 3	78722*: 2	
78621: 9	78737: 3	78728: 2	
78704: 8	78741*: 3	78748: 2	
78702*: 7	78752*: 3	78749: 2	* indicates zip codes within 5 miles of John Treviño Jr. Metropolitan Park.
78731: 5	78757: 3	78756: 2	

## Around the barn: preliminary plan information boards



ABOVE Boards showed potential options for the park through a series of illustrative sketches in the proposed program zones.

LEFT Meeting participants fill out a survey that will guide priorities for future development at Treviño Park.

## Around the barn: community partner tables



ABOVE Julissa Gonzalez with Girl Scouts demonstrates a knot tying technique.

BELOW, LEFT The Trevino Riders provided breakfast tacos and coffee alongside information about BMX/skate activities.

BELOW, RIGHT Kevin Anderson with the Austin-Bastrop River Corridor Partnership shares information about the Colorado River's unique features around the site.

# Treviño's Walk



ABOVE A mowed path from the barn and water tower area follows the route of a proposed trail named "Treviño's Walk".

BELOW, LEFT Meeting participants gather before a guided walk featuring discussion about the site's ecology and design.

BELOW, RIGHT Stephanie Treviño (right) provides an introduction to her grandfather, John Treviño Jr., and his vision for the park.

# Community survey: How Should the Park Grow?

Help the master planning team understand your priorities for development at John Treviño Jr. Metropolitan Park.

The first phase of work will focus on getting basic access to the park. What comes next?

Place a red sticker ● on the priority that represents your preferred focus for future park development.

Use a blue sticker ● to mark your second priority, and a green sticker ● to mark your third priority, which represent later phases of development.

## How Does the Park Grow?

Within each zone that you prioritized on the previous sheet, place a check mark ✓ next to the elements that matter most to you.

Distributed Throughout Park	
<input type="checkbox"/> Art installations	<input type="checkbox"/> Hiking/walking trails
<input type="checkbox"/> Biking trails	<input type="checkbox"/> Vehicle access + parking
<input type="checkbox"/> Environmental stewardship	<input type="checkbox"/> Other _____

**A Field**

- Birding
- BMX pump track
- Dog park
- Playground
- Post Oak Savanna restoration
- Tailgate picnic + pavilions
- Treviño's Walk
- Wildflower meadow planting
- Other \_\_\_\_\_

**B Ravine**

- Bluff views
- Ecology center
- Nature play
- Ravine creek bridge
- Skate park
- Other \_\_\_\_\_

**C Community Farm**

- Agriculture + food garden
- Cafe concession
- Central pavilion + learning kitchen
- Event lawn + pavilion
- Playground/splash pad
- Prairie restoration
- Wildflower meadow planting
- Other \_\_\_\_\_

**D Home**

- Bluff views
- Picnic meadow
- Ponds/picnic pavilion
- Prairie restoration
- Existing bluff house venue rental
- Other \_\_\_\_\_

**E Flood Plain Forest**

- Agriculture + existing hay shed
- Birding
- Community partner plots
- Floodplain Forest planting
- Lookout tower
- Oxbow outdoor classroom
- Other \_\_\_\_\_

**F River**

- Boardwalk
- Boat launch
- Fishing pier
- Picnic pavilion
- Playground
- River concession
- Other \_\_\_\_\_

During and following the December 7 Community Meeting, 428 community stakeholders and event participants completed a survey (presented in paper and digital options with English and Spanish) to guide the master planning team in developing priorities for future park development. The first section (above, left) asked survey takers to pick their top three priorities by zone, and the second section (above, right) included specific program and ecological areas within these zones that matter most to each individual. General comments and demographics were also recorded through the survey.

Throughout the master planning process, some information and enthusiasm regarding potential park programs was shared publicly by groups other than PARD or the design team. Information shared without PARD participation in some cases did not reflect the master planning team's intent for park development. This has resulted in a combination of both advocacy and concerns raised through email correspondence with PARD, conversations with the master planning team at small group discussions and community meetings, an online petition, and individual survey feedback.

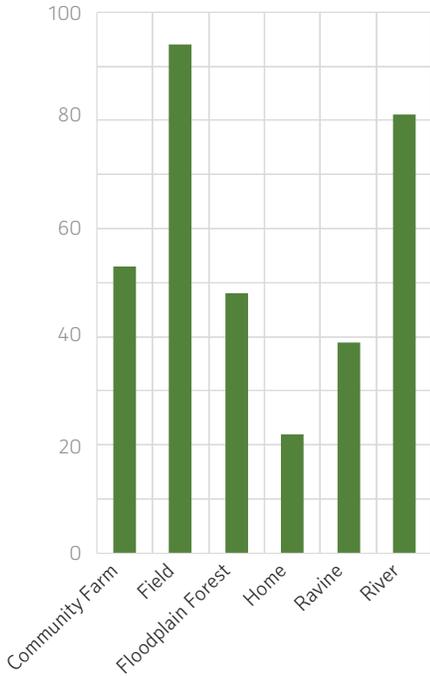
There has been demonstrated enthusiasm and support for incorporating more skate, BMX and mountain bike infrastructure into Austin parks, particularly on the East Side where there is less availability for these opportunities. There have also been many concerns raised about whether BMX/skate programming is suitable or aligned with the set of vision and values developed for Treviño Park. For more information on the content of these community comments, please see the Survey Report for "How does the Park Grow?" from SpeakUp Austin. PARD recognizes the importance of addressing these voiced community desires and opinions, and will continue to assess which spaces in the area are most suitable for accommodating skate, BMX and mountain bike programs. The forthcoming Final Master Plan for John Treviño Jr. Metropolitan Park will reflect the City of Austin's understanding of potential opportunities for the park based on assessment of available resources and feedback from community members. Later park development phases will provide ongoing opportunities for community input.

**GGN**

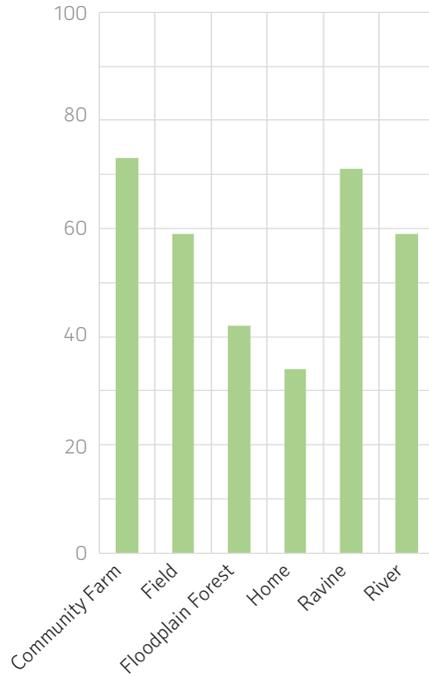
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# Survey feedback summary: park zone priorities

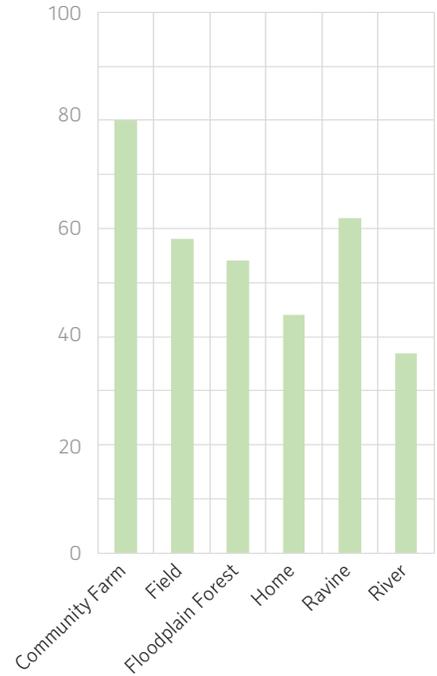
1st Priority Park Zone



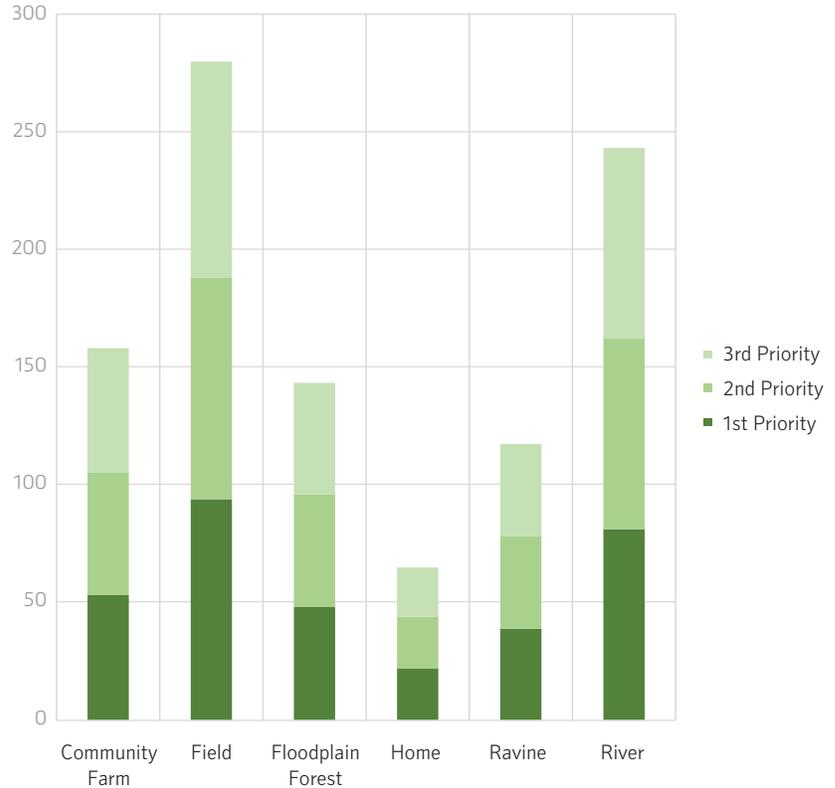
2nd Priority Park Zone



3rd Priority Park Zone

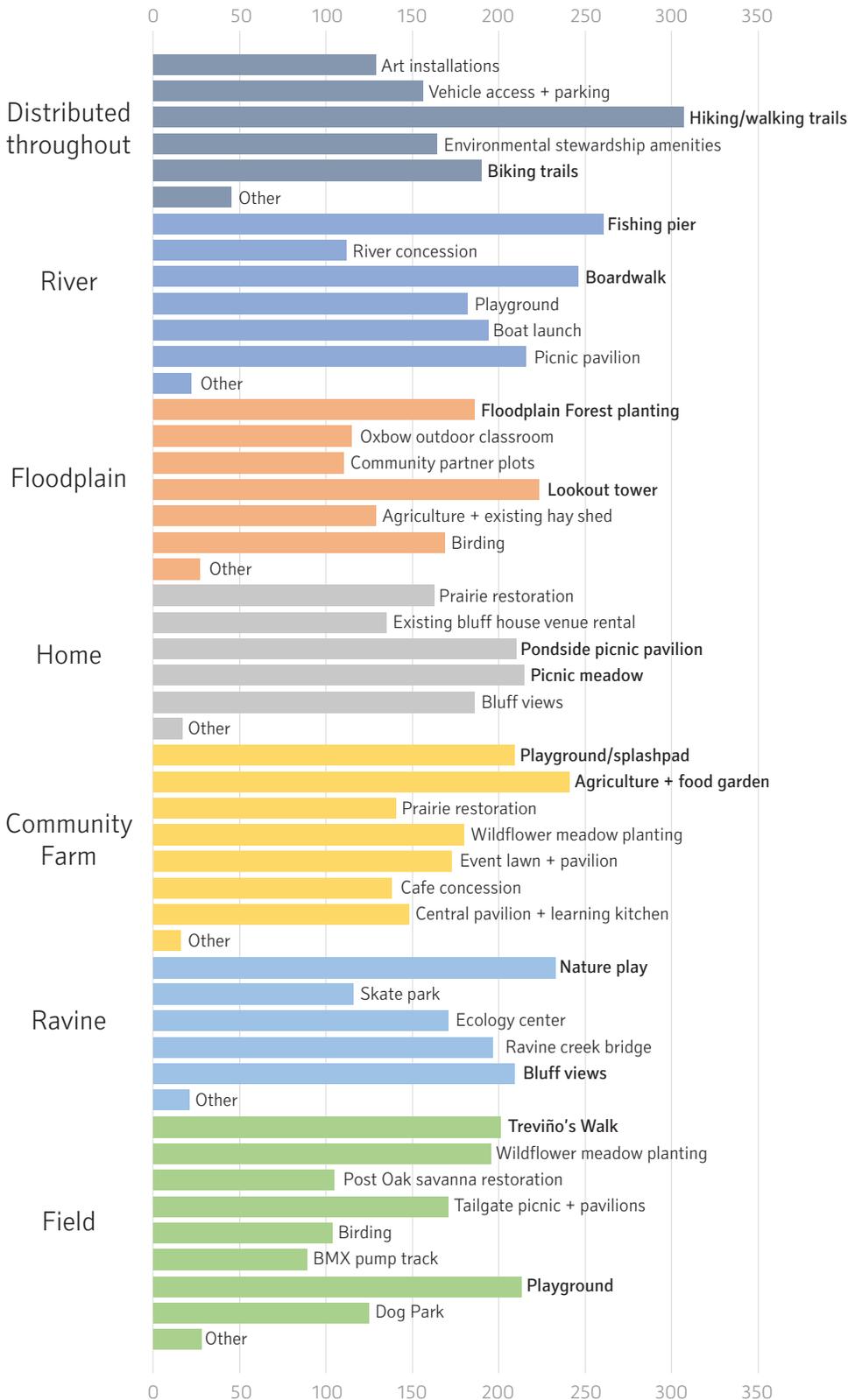


Combined Priority Park Zone



The proposed **Field** and **River** zones of Treviño Park were both emphasized as a first priority zone to focus on, and also have shown to be the two highest priorities overall when 1st, 2nd and 3rd priorities were all combined.

# Survey feedback summary: program priorities by park zone



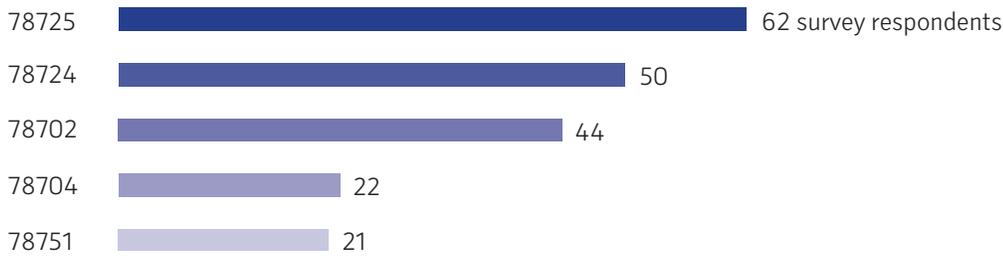
The top five priorities overall for specific programming were **Hiking/walking trails, Fishing pier, Boardwalk, Agriculture + food garden, and Nature play**. The top two priorities of each zone are bolded in the bar graph on the left.

Written comments on the survey included support for a **family-friendly park, ADA access, housing, nature, and trash maintenance**.

The fishing pier, river access, and trails were additionally highlighted in these written comments, while there were mixed opinions (both local and city-wide) on whether or not Skate/BMX elements should be a part of park programming.

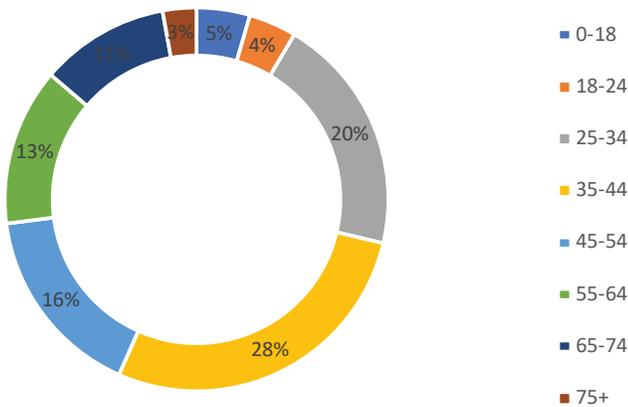
# Survey feedback summary: demographics (1 of 2)

## Representation by Zip Code

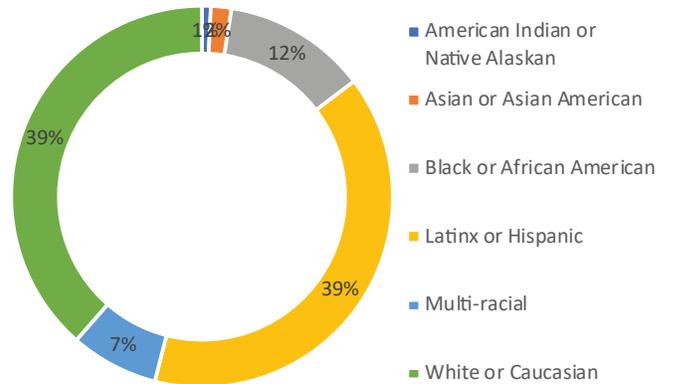


Other zip codes represented are: 78600, 78610, 78613, 78617, 78620, 78621, 78634, 78640, 78653, 78660, 78664, 78665, 78681, 78701, 78703, 78705, 78721, 78722, 78723, 78726, 78727, 78728, 78730, 78731, 78734, 78735, 78741, 78744, 78745, 78746, 78747, 78748, 78749, 78750, 78752, 78753, 78754, 78756, 78757, 78758, 78759

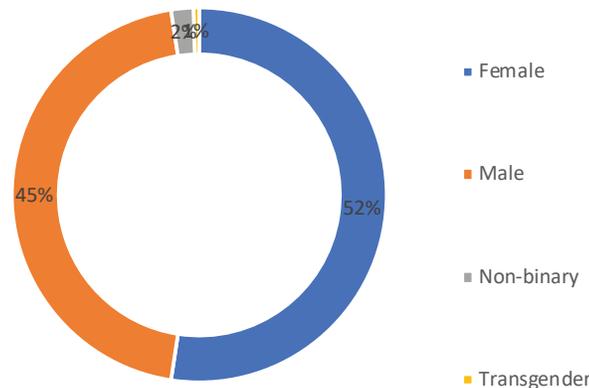
## Respondant Age:



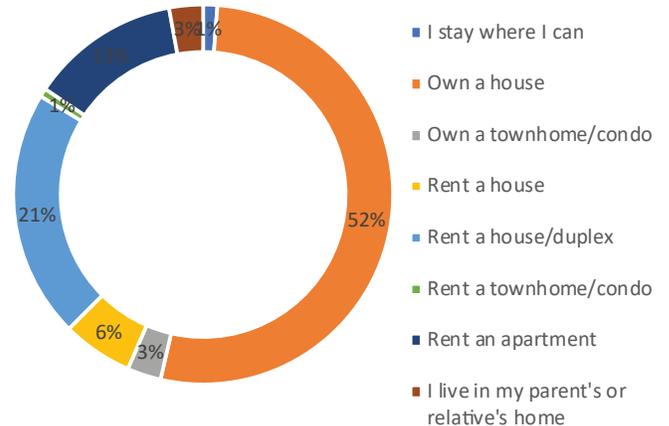
## Respondant Race:



## Respondant Gender:

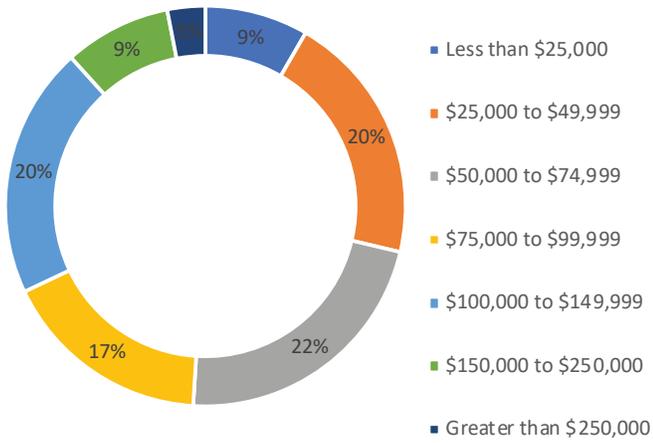


## Respondant Housing:

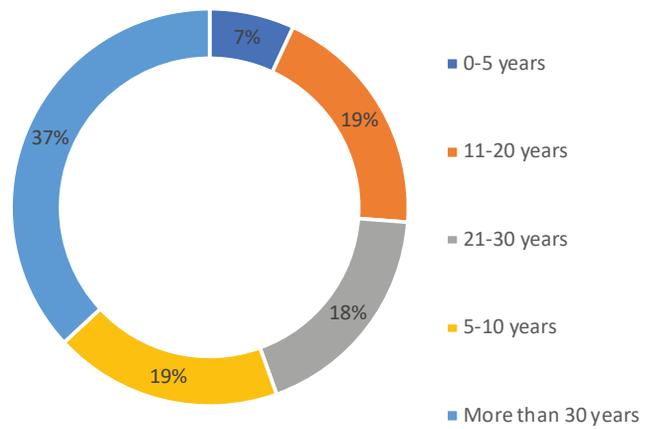


# Survey feedback summary: demographics (2 of 2)

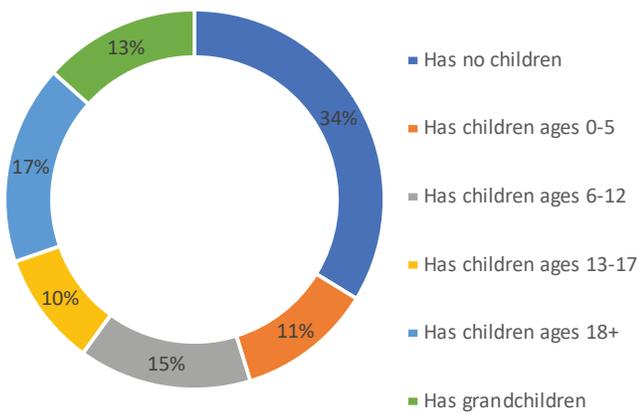
Respondant Household Income:



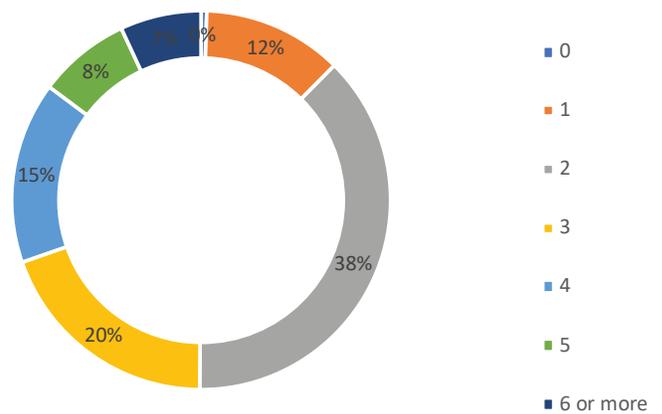
Respondant Time in Austin:



Respondant Parenting Status:



Respondant Household Size:



# Public engagement subsequent to Community Meeting No. 4

Following Community Meeting #4 on December 7, 2019, the team did some additional outreach - both in-person and online- to encourage response to the feedback survey. Outreach work was done by PARD, the design team (especially Pink Consulting), other park advocates, and family and friends of John Treviño Jr. The following activities were conducted:

## Tabling Events:

- Central Texas Food Bank Mobile Pantry in St. John's neighborhood (the mobile pantry in close proximity to Trevino Park neighborhoods (December 12, 2019)
- Calle Limon Holiday Celebration (December 21, 2019)
- Santa Barbara Catholic Church (Hornsby Bend) set up survey station in community hall for access prior to and after Sunday Masses (January 12, 2020)

## Meetings with Community Groups:

- Greater Calvary Bible Church congregation. Surveys were completed after Sunday service. A significant percentage of this congregation lives in the Colony Park area. (January 5, 2020)
- Central Texas Food Bank Mobile Pantry in St. John's neighborhood the mobile pantry in close proximity to Trevino Park neighborhoods. (January 9, 2020)

## Emails/Phone Calls:

In addition to PARD's wide distribution of the survey link via email and on social media, the team did the following:

- Emails with survey link to Trevino Family & Friends and stakeholder list
- Emails with survey link to neighborhood associations in close proximity of Trevino Park
- Phone calls to Community Leaders and Neighborhood Association Reps
- Las Comadres Network distributed the survey link and deadline to their large membership via internet Social media
- Posted the survey link and deadline on PINK Consulting and BGH Facebook pages.