



≡ EQUITY-BASED ≡ PRESERVATION PLAN

Report of Public Involvement and Feedback

Updated July 2, 2024



PLANNING
DEPARTMENT



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Executive Summary

The draft Equity-Based Preservation Plan was created by community members as part of the Preservation Plan Working Group, as directed by Austin's Historic Landmark Commission. This public engagement report outlines the comprehensive efforts undertaken to inform and engage community members around the draft plan in spring 2024.

The four-month engagement window ran from February through May 2024 and built on previous multi-year outreach and engagement (Appendix A). The primary objectives were to raise local awareness of the plan's creation and gather feedback on the draft plan's goals and recommendations. Public outreach and engagement were executed by the City of Austin, community engagement consultant CD&P, community ambassadors, and mini-grant Partner Organizations, collectively referred to as the engagement team.

The draft plan was developed to be accessible and applicable to all community members, not only the historic property owners and preservation advocates currently involved in local preservation initiatives. The number of self-identified preservationists in Austin is relatively small. In developing the draft preservation plan, the City of Austin, Preservation Plan Working Group, and Historic Landmark Commission sought to expand the number, racial/ethnic, and geographic diversity of people who are aware of and interested in historic preservation in Austin.

In keeping with this goal, the engagement process around the draft plan was designed to be inclusive. It was a priority to reach and hear voices from all communities, particularly those who have been marginalized by the City of Austin and who are underrepresented in local historic landmarks and districts.

Recognizing that English is not the first language of many Austinites, the engagement team made concerted efforts to ensure that all residents could stay informed and engaged throughout the process. The plan website was professionally translated into four languages (Spanish, Simplified Chinese, Hindi, and Vietnamese) with dozens of other languages available through machine translation. Online plan resources and printed plan materials were all made available in Spanish and some in Traditional Chinese.

Themes from community feedback included:

- Concerned with the loss of Austin's history and "old Austin."
- Understanding the importance of preservation but not knowing where to start.
- Wanting to learn more about the preservation of homes, buildings, churches, schools, parks, and businesses, especially in East Austin.
- Prioritizing helping longtime residents and businesses to stay in their current spaces.
- Political, logistical, and resource concerns about whether the plan would be implemented.

Throughout the engagement process, several important lessons emerged:

- Pop-up events reached greater numbers of community members than City-hosted events. However, the community events and deep dives offered more opportunities for in-depth discussions and feedback.
- The most successful methods to engage historically marginalized communities included outreach by trusted organizations and community members, such as the mini-grant Partner Organizations and community ambassadors. Outreach from these partners, as well as at cultural celebrations and events where people were already gathered, resulted in a higher number of survey responses and in-person engagements from historically marginalized communities.
- It is difficult to engage people quickly about the details of a long plan.
- It is more effective to ask the public about their priorities and goals than to ask for feedback on something they are unfamiliar with, as demonstrated by a short, accessible community survey.

Community Engagement Objectives

Objectives for community engagement included:

- **Inform the public:** Proactively raise awareness about historic preservation and the preservation plan among the community and key stakeholder groups, including providing necessary background.
- **Gather community feedback:** Gather community input on the draft recommendations, gaps, and priorities to inform revisions to the draft Equity-Based Preservation Plan, particularly from historically marginalized communities and other key stakeholders.
- **Move the plan forward:** Build awareness of the preservation plan among community members, allied organizations and institutions, City departments, and City decision-makers, leading to the plan's adoption by the City Council and subsequent implementation by City departments and allied stakeholders.

The engagement process sought to consult and involve the public in revising the draft Equity-Based Preservation Plan. See Appendix B for a graphic of IAP2's Public Participation Spectrum that helped guide the Public Engagement Plan and informed public engagement implementation.

Most early preservation advocates were white. They focused on preserving the large homes and prominent institutions of white, wealthy people. The historic preservation field has since expanded to value ordinary buildings and neighborhoods and to tell the stories of racially and culturally diverse communities. Today, we are still making up for lost time. This is one reason—among several—that the Historic Landmark Commission initiated the creation of this plan. With this background, priority groups are defined as:

1. Historically marginalized communities: Communities of color, people with disabilities, LGBTQIA+ communities, low-income households, and renters
2. People directly impacted by the plan: Historic property owners and tenants; designers, developers, builders, and other real estate professionals; and City departments

Metrics for Success

In December 2023, the engagement team and partners created a public engagement plan to guide the four-month process. The plan included metrics for success to evaluate and measure public engagement based on the following:

Is the engagement purposeful?

- Number of engagement opportunities across all stakeholder categories and priority groups: 192+
- Hours of engagement: 200+

Is the engagement inclusive?

- What % of survey participants came from priority groups?
 - 54% came from members of communities of color.
 - 18% came from people affected by a disability.
 - 14% came from members of the LGBTQIA+ community.
 - 21% came from members of low-income households.
 - 26% came from renters.
 - 3% came from historic property owners or tenants.
 - 4% came from developers or builders.

- Did participant demographics, based on survey parts/feedback) reflect Austin's demographics? Note: demographic information sourced from the 2022 American Community Survey.
 - A greater percentage of participants were people of color compared to Austin demographics.
 - A greater percentage of participants were affected by a disability compared to Austin demographics.
 - The economic situation of Austin community members was not reflected by participant demographics, with fewer participants from lower-income households compared to Austin demographics.
 - The living situation of Austin community members was not reflected by participant demographics. A majority of people living in Austin are renters, while the majority of participants were homeowners.
- How many ZIP codes were represented by participants?
 - 41 of 64 ZIP codes were represented by participants.

Is the engagement transformative?

- What % of people on the preservation plan email list are opening emails and clicking on links?
 - 52% open rate and 4% click-through rate.
- Interaction with social media posts (Is the audience active? Did we grow the audience?)
 - 80 survey respondents shared that they learned about the plan from social media.
 - Social media post had a good rate of engagement.
- What feedback are people providing after events and other engagement opportunities? Have they learned how the preservation plan supports their priorities? *Feedback based on exit survey from Nuts & Bolts Open House and event interactions.*
 - Participants noted they appreciated the opportunity to speak with those involved in the creation and promotion of the plan.
 - Participants noted they appreciated events with an open house format.
 - Participants noted the need for a summary of the preservation plan for people who have no prior knowledge of the plan or need an overview.
 - A majority of participants felt events helped them better understand the Equity-Based Preservation Plan.
- What % of comments led to a change to the draft plan?

Engagement Summary

- **2,083** community surveys completed (online and paper copies) with 3,317 comments
- **2,409+** people engaged through plan-related outreach
- **1,000+** people engaged with at pop-ups by the engagement team
- **440+** people engaged by community ambassadors and mini-grant Partner Organizations at community meetings, in small-group conversations, and 1-on-1
- **Nearly 350** people engaged at City-hosted events
- **316** community comments added to board “What is a Place in Austin that Matters to You?”
- **150+** people engaged at events hosted by community ambassadors and mini-grant Partner Organizations
- **48** presentations by City staff to City boards and commissions, community groups, and professional stakeholder organizations

Partners

The Equity-Based Preservation Plan was developed and shaped by multiple groups within the community and the City of Austin. Four internal groups shaped the draft plan and advised on community outreach and engagement: the Preservation Plan Committee of the Historic Landmark Commission, the Preservation Plan Working Group, Historic Preservation Office staff, and the Technical Advisory Group. Two external groups—mini-grant Partner Organizations and community ambassadors—were contracted to help engage the public around the draft plan, with a focus on reaching historically marginalized communities.

Preservation Plan Committee

The three-member Preservation Plan Committee provided project guidance and regular reports to the Historic Landmark Commission. The committee and commission will collaborate with the Preservation Plan Working Group to revise and finalize the draft plan, with the commission having final decision-making authority on what to recommend to the City Council. The committee consists of:

Raymond Castillo, Chair

Roxanne Evans

Ben Heimsath

Preservation Plan Working Group

The 26-member Preservation Plan Working Group was appointed by the Historic Landmark Commission and charged with developing the plan. The working group will collaborate with the Preservation Plan Committee and the full Historic Landmark Commission to revise and finalize the draft plan based on community and stakeholder feedback. Members of the working group include:

Michelle Benavides	Meghan King	Misael Ramos
Justin Bragiel (2)	Jolene Kiolbassa (1)	Mary Reed (1)
Noel Bridges (1)	Kevin Koch	Lori Renteria (1)
Julia Brookins	Kelechi Madubuko	Gilbert Rivera (1)
Amalia Carmona (2)	Brenda Malik	JuanRaymon Rubio (2)
Ursula A. Carter	Alyson McGee (1)	Maria Solis (1)
Mary Jo Galindo (1)	Debra Murphy (2)	Erin Waelder (1)
Jerry Garcia (1)	Robin Orłowski (2)	Brita Wallace (1)
Ben Goudy (2)	Leslie Ornelas (1)	Bob Ward (1)
Hanna Huang (1)	Emily Payne	Caroline Wright (1)
Linda Y. Jackson	Rocio Peña-Martinez	

(1) Phase 1 member only

(2) Phase 2 member only

Historic Preservation Office Staff

The Historic Preservation Office staffs the Historic Landmark Commission, facilitates historic zoning cases, and reviews permits for changes to older and historic buildings. Staff members also serve as the plan manager and primary support team for the development of and engagement around the draft Equity-Based Preservation Plan.

Technical Advisory Group

The Technical Advisory Group (TAG) includes City of Austin staff from 14 departments. The TAG reviewed the Public Engagement Plan and advised on cross-promotion opportunities offered by various City departments. The TAG will also assist staff with developing the implementation matrix as part of the final preservation plan.

Departments in the TAG include:

- Austin Energy
- Austin History Center (part of Austin Public Library)
- Austin Resource Recovery
- Development Services Department
- Economic Development Department
 - Small Business
- Equity Office
- Financial Services Office
 - Redevelopment
- Housing
- Law
- Office of Sustainability
- Parks and Recreation
 - African American Cultural Heritage Facility
 - Equity and Inclusion
 - Heritage Tourism
 - Historic Preservation
 - Mexican American Cultural Center
- Planning
 - Communications
 - Demography
 - Inclusive Planning
 - Urban Design
 - Zoning
- Transportation
- Watershed Protection

Mini-Grant Partner Organizations

The mini-grant program sought to engage people from priority group #1: communities of color, people with disabilities, LGBTQIA+ communities, low-income families, and renters. After a competitive application process, five \$5,000 mini-grants were awarded to the following organizations:



Anderson Community Development Corporation was founded by former students of the historic Anderson High School of East Austin. Our organization and the community of former students actively engage throughout the year to support each other as well as the mission of ACDC. Our long-term empowerment initiatives advance support to marginalized populations. Historically, our programs have primarily served the Black and Latino populations, though we welcome all nationalities. We engage throughout the year by offering Education and Training Programs, Mentorship and Support Networks, Financial Assistance and Aid, and Health and Wellness programs.



Creative Action provides opportunities for community-building, dialogue, education, and cultural preservation, especially in the East Austin area. Inclusion and equity are central to Creative Action's mission, values and intergenerational approach. We celebrate and amplify the history and culture of historically Black, Indigenous, and People of Color (BIPOC) through community-led public art projects that focus on placekeeping by empowering community members to tell their unique story. Driven by our core values, we create arts-based activations, from large-scale community murals to free community arts events that invite community members to dream big, create community, stand up against injustice and spark joy.



East Austin Conservancy works to preserve the people, history and culture of East Central Austin. Equity is at the core of what we do, especially with our focus on the legacy homeowners who live in this area of Austin due to the 1928 City Master Plan that institutionalized racial segregation with a division of the city from west to east. The EAC has been around for more than 10 years and has historically worked by word of mouth. This has allowed the organization to be a trusted name for the neighbors served. Recently, EAC has partnered with organizations to reach the larger community and hard-to-reach community members such as seniors.



TAP-ATX (Taiwanese American Professionals – Austin Chapter) helps to

develop community-oriented young professionals into leaders! Our work demonstrates that culturally specific groups do not just serve their named demographic, but are key lynchpins in the greater communities they are embedded in. Our group has fostered young professional-aged leaders in the leaders that gather and learn from each other 1-2 times a year. Our community talks often and passionately about how to persevere and preserve history so that it's not only told by those with more power, money, or authority.



Tomorrow's Promise Foundation (TPF) is committed to addressing the unique challenges faced by Black and Brown communities, with a particular focus on improving mental health outcomes for marginalized and at-risk youth. TPF recognizes the intersectionality of various

systems that impact these communities, including incarceration, poverty, violence, and inequitable access to mental health support. TPF has a deep understanding of the cultural and heritage issues affecting Black and Brown communities and actively works toward breaking barriers and providing access to resources and opportunities for marginalized communities. By actively involving individuals with similar lived experiences as leaders and mentors, TPF promotes equity and representation in decision-making processes.

Outreach and engagement by Partner Organizations included:

- More than 192 people were engaged at 10 organization-hosted events.
- 196+ people were reached via presentations at 12 community meetings and other events, including flyer distributions and more informal discussions to small-groups.
- Tabling at 23 community events reached more than 1,260 people.
- More than 165 flyers were distributed.
- 224 community surveys were completed and attributed to Partner Organization outreach.

General feedback on the draft plan collected by mini-grant Partner Organizations included:

- Concerns about past and ongoing displacement in East Austin, with doubts about the plan’s ability to reverse these trends.
- Strong demand for accountability, with fears that the plan might only serve as a “checkbox” exercise without real follow-through.
- Widespread mistrust of the City of Austin, stemming from past perceived failures and broken promises.
- Skepticism about the power of community voices to influence decisions, due to previous experiences of being ignored or overridden.
- Desire for better coordination with other City policies and departments to avoid contradictory efforts and ensure cohesive implementation.



Representatives from Partner Organizations (left to right): Darwin Brown and Bill Wallace, Tomorrow’s Promise Foundation; Stephanie Chavez-Noell, Creative Action; Cheryl Anderson and Eva Lawler Esparza, Anderson Community Development Corporation; Catalina Berry, East Austin Conservancy; Hanna Huang and Melody Chang, TAP-ATX; and Cynthia Simons, Tomorrow’s Promise Foundation.

Community Ambassadors

Like the mini-grant program, the community ambassador program sought to engage people from priority group #1: communities of color, people with disabilities, LGBTQIA+ communities, low-income families, and renters. After a competitive application process, 12 community ambassadors were selected. Early attrition led to a cohort of nine ambassadors who raised awareness and collected feedback throughout the engagement period.



Sally Acevedo es una estratega en marketing digital y redes sociales con una amplia trayectoria enfocada en el mercado hispano y latino. Su experiencia abarca el desarrollo de estrategias digitales efectivas y la educación en marketing digital. Reside en Austin, Texas, donde participa activamente en la comunidad, siendo vicepresidenta de la Asociación de Vecinos de Mueller y voluntaria en causas sociales. Además, disfruta de la natación, el ciclismo y explorar Austin, demostrando su compromiso con el bienestar físico y la cultura local.



Megan Barbour has called Austin home for over 23 years. Originally from the Northeast, five generations of her family lived in the greater Pittsburgh area before her parents moved to Connecticut. Upon graduating high school, she set out to explore the world, happily landing in beautiful Central Texas! Megan enthusiastically became immersed in understanding the history of Austin. She believes that rich knowledge of diverse experiences of place create context to inform policy solutions in contemporary society. She is passionate about building civic engagement around housing and food justice. Megan is a transplant, but she has grown deep roots in Austin. Every day she wakes up committed to helping create an inclusive, peaceful, prosperous, vibrant ATX for all.



Ashley Besic, the Senior Associate of Market Transformation at the Building Decarbonization Coalition (BDC), is a seasoned professional dedicated to driving impactful change. Leading initiatives that engage policymakers, the building industry, and consumers, she pioneers zero-emission lifestyle solutions, aiming to eliminate reliance on fossil fuels and significantly reduce climate pollution.



I'm **John Cervantes Jr.**, born and raised in Austin, Texas. For many generations my lineage has serviced Austin with civil rights movements, underground libraries, political affiliation, and common activism. I love the city and the land it sits on. Indigenously deriving from Kickapoo and other tribes, the lands mean everything to me. Austin's springs and natural settings are sacred, as are the historic events that often go untold. My life's work has become this, and the Equity-Based Preservation Plan ambassadorship is no exception. I look forward and am optimistic about how this will make change in the communities I am a part of as an Austin native.



My name is **Dianna Dean (Nurse Dean)** and I am a Licensed Vocational Nurse with over 45 plus years' experience in health. Twelve of those years were spent as campus nurse for Huston-Tillotson University. I enjoy using my skills to contribute to community work and health/wellness. I graduated from Austin Community College in 1980. My tireless inspiration is driven by service to my East Austin community and family.



Earth Culture Dancer **Daniel Llanes** is an Austin based renaissance performance artist and arts educator, specializing in dance, music & poetry. A prolific writer, choreographer, composer and multi-instrumentalist, his original offerings are produced live in a variety of venues ranging from one man shows and exhibits to ensemble multi-disciplinary productions. He is an experienced community organizer deeply involved in many local organizations and neighborhood efforts. A Community organizer, Mr. Llanes is Chair of River Bluff Neighborhood Association, Coordinator of Govalle/Johnston Terrace Neighborhood Contact Team, a community member of PODER (People Organized in Defense of Earth and her Resources), the Austin Raza RoundTable, and is on the executive committee of the Austin Neighborhoods Council.



Rocio Pena-Martinez: Through my community health work with Austin nonprofits and local government, I became more involved in Historic Preservation. The link between loss of home/community and illness became apparent in my work. Folks I work with are often eager to share their memories of a rapidly changing environment, not just for posterity but for survival. As a history nerd I am so grateful to work on a more equitable Preservation Plan and hear all these stories! In my spare time I research Indigenous Heritage, soak up the sun and have long meals. Find me outside.



Ava Pendleton: Hi, I'm Ava! I'm currently focused on community building and cultural preservation through food, creating diverse and inclusive economic and creative spaces for emerging creators, and increasing access to culinary training and resources. With an eye on respectfully 'maintaining cultural heritage for the benefit of all generations,' I look forward to empowering fellow community members to engage with the Equity Based Preservation Plan.



Kiounis Williams, aged 28, originally hailing from Center, Texas, has called Austin home since 2018. As a devoted father of two and happily married for five years, he has seamlessly blended family life with a successful career in Health and Wellness. Kiounis holds a Bachelor's degree in Health and Wellness Management from East Texas Baptist University and furthered his education with an MBA in Small Family Business from LSU-Shreveport. Currently serving as the Fatherhood Program Coordinator for the Austin Housing Authority, he passionately contributes to the well-being of families in the community.

Outreach and engagement by community ambassadors included:

- Six ambassador-led events that engaged over 56 community members.
- 10 presentations that were held at community meetings reaching over 86 community members.
- Small-group and 1-on-1 conversations engaged more than 79 people at 25 locations and events.
- Tabling and flyering engaged more than 80 people at 20 events ranging from farmers' markets to the Si Se Puede Cesar Chavez Day of Action to a statewide green building webinar.
- Community ambassadors assisted at all six City-sponsored events.

General feedback on the draft plan collected by community ambassadors included:

- Concerns over East Austin’s history and the impact of gentrification, with a preference for cultural preservation.
- Frustration and distrust due to past City policies, with historically marginalized communities feeling excluded.
- Long-term residents are struggling to remain in their homes, with calls for income-based property tax abatement and concerns about lost buildings.
- Worries about sufficient staffing, funding sources, and specific changes for historic property owners.
- General interest and curiosity about the plan, but some found it lengthy and complex, with request for more clarity on related City projects and initiatives.



Community ambassadors (left to right): Sally Acevedo, Dianna Dean, Megan Barbour, Daniel Llanes, and Ashley Besic. Not pictured: Kiounis Williams, Ava Pendleton, Rocio Pena-Martinez, and John Cervantes Jr.

Engagement Activities and Materials Summary

The engagement process sought to engage Austinites equitably by recognizing and mitigating barriers to participation, such as providing plan materials in different languages, offering child-friendly activities at events, holding community events in accessible locations around Austin, and tabling at events in the community that reached priority groups.

The Equity-Based Preservation Plan engagement team used the community survey and the draft plan as two key tools for engagement. The survey, designed to be quick to take with accessible language, was heavily promoted through tabling at community events, community presentations, and small-group and 1-on-1 interactions. Meanwhile, the draft plan was made available on the project website for detailed, recommendation-by-recommendation feedback, and paper copies in English and Spanish were provided in all Austin branch libraries to ensure broad access.

Engagement Activities

45 Pop-ups/tabling: Pop-ups consisted of engagement team members setting up a table or station at a community event and engaging with event attendees by discussing the draft plan, encouraging people to take the community survey, and handing out flyers and other plan collateral. Multiple partners within the engagement team organized and participated in pop-up tabling at events relevant to priority groups and the larger Austin community.

42 Presentations at community meetings: The City of Austin, community ambassadors, and Partner Organizations all conducted short presentations at community meetings, detailing the draft plan, its purpose and contents, and relevance to the community being addressed.

29 Small-group and 1-on-1 conversations: Community ambassadors and Partner Organizations conducted small-group and 1-on-1 conversations with community members at community centers and events to discuss the draft plan personally and share the community survey.

17 Board and commission briefings: Throughout the engagement period, City of Austin staff briefed 17 City of Austin boards and commissions on the planning process and relevant recommendations in the draft plan.

7 Deep dives: City of Austin staff presented to professional stakeholder organizations and community groups, then facilitated discussions to get direct feedback on relevant recommendations.

4 City-hosted events: The City of Austin organized events in accessible locations across the Austin area. They were designed to appeal to all community members interested in the draft plan but especially priority groups, including open houses for individuals to review the draft plan in-depth. Events were staffed with the assistance of community ambassadors and Preservation Plan Working Group members.

Plan Materials

During the engagement period, the engagement team created online materials and printed collateral to share about the draft plan with community members using accessible language and graphics. Physical collateral consisted of flyers, stickers, coloring sheets, and postcard-sized handouts. Online materials consisted of social media graphics and 5 videos introducing, describing, and promoting the plan, including a mini-documentary and a short animated video.

The engagement team worked to mitigate the effects of language barriers in the community that was identified as a key obstacle for participation:

- The plan website was professionally translated into four languages (Spanish, Simplified Chinese, Hindi, and Vietnamese); other languages were available through machine translation.
- All printed plan materials—draft plans, flyers, postcards, stickers—were available in Spanish.
- Plan flyers were also translated into Traditional Chinese.
- The mini documentary on the plan development offered captions in Spanish, Simplified Chinese, Hindi, Korean, and Vietnamese.
- A short promotional animated video was translated into Spanish and Traditional Chinese (captions) and Mandarin (spoken).
- The email newsletter distributed throughout the engagement window was provided in both English and Spanish.

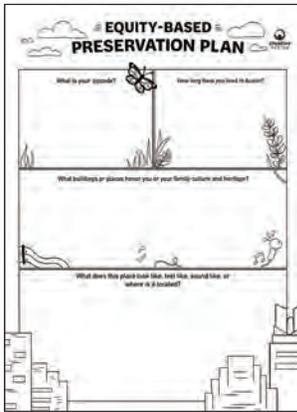
Videos



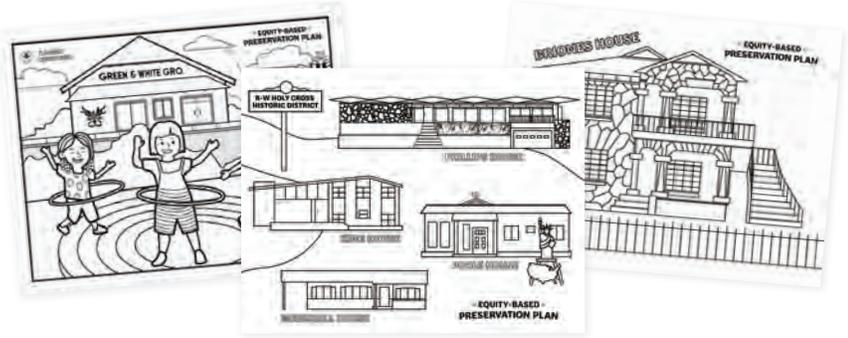
Video credit: ATXN



Art Sheet by Creative Action



Coloring Sheets



Flyers



Handouts



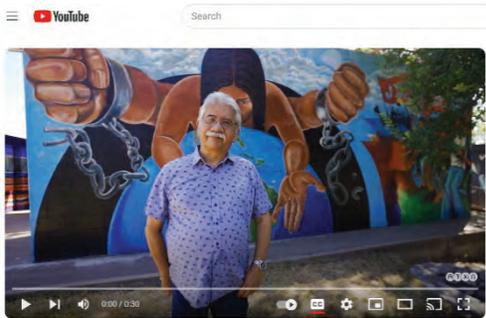
Stickers



Social Media Graphics



Videos



Video Credits: ATXN



What We Heard

The community survey was the primary tool for the public to engage with the Equity-Based Preservation Plan. In addition, detailed recommendation-by-recommendation feedback was collected through the plan website, deep dives, community ambassadors, and Partner Organizations. This plan-specific feedback is not included in this report but will be used to inform the revisions to the plan.

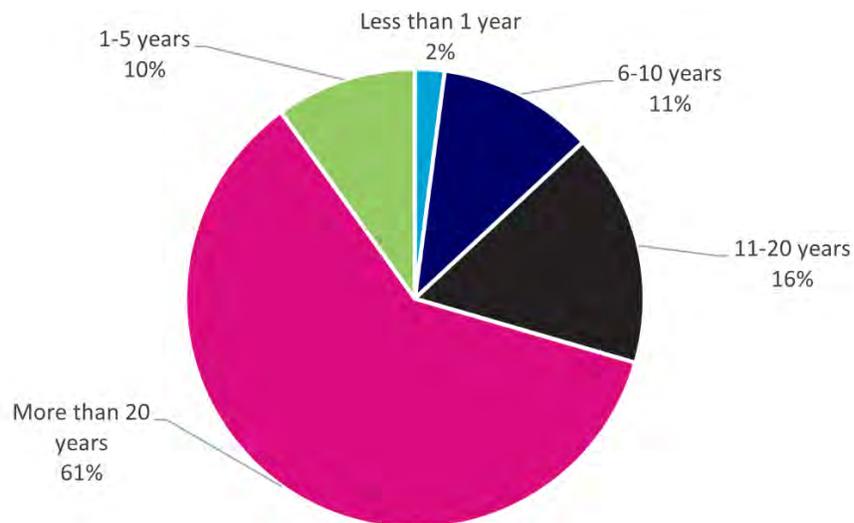
Community Survey

The community survey was open from February 6, 2024 through May 31, 2024 and received 2,083 responses total. The community survey aimed to identify community priorities around historic preservation and the plan goals. The survey was shared by all members of the engagement team and on the plan website. A QR code leading to the survey was included on plan flyers and posted at every City-hosted event. The survey was also shared with 4,000 randomly selected people on Austin Energy's email list, with a 2% response rate. The community survey was developed by Katie Enders, a graduate intern with the City of Austin, in the summer of 2022.

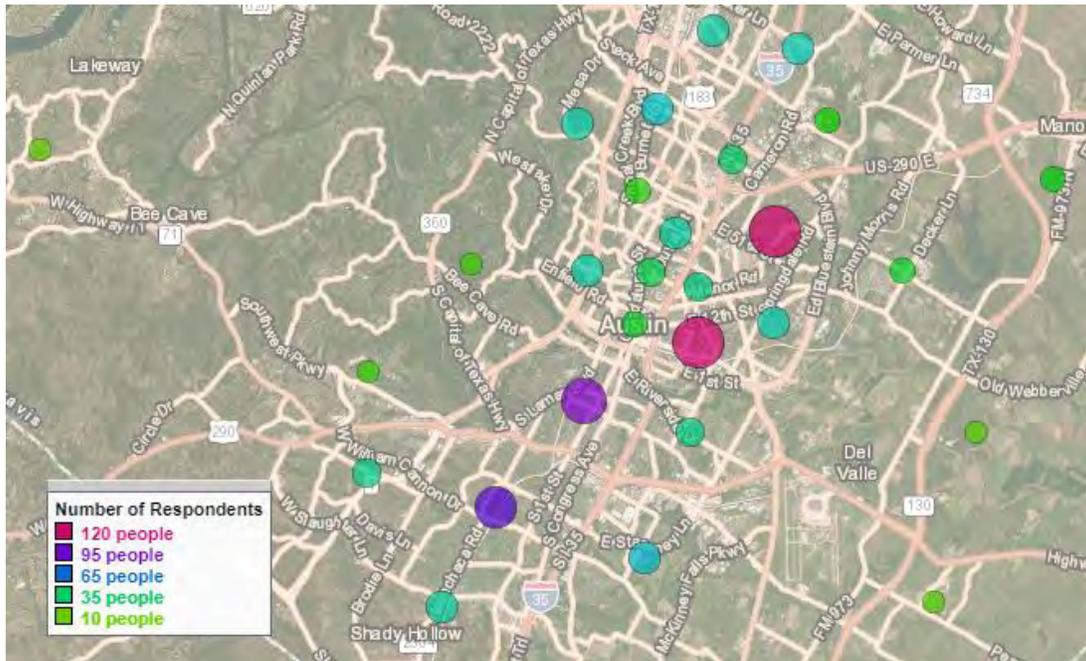
The community ambassadors and Partner Organizations played a vital role in gathering survey respondents, especially those from priority group #1, historically marginalized communities. Community ambassadors digitally entered 86 surveys and 60 surveys mentioned hearing about the plan from a community ambassador. There were 168 community surveys that mentioned a Partner Organization or board/staff member by name as the way they heard about the Equity-Based Preservation Plan.

Results

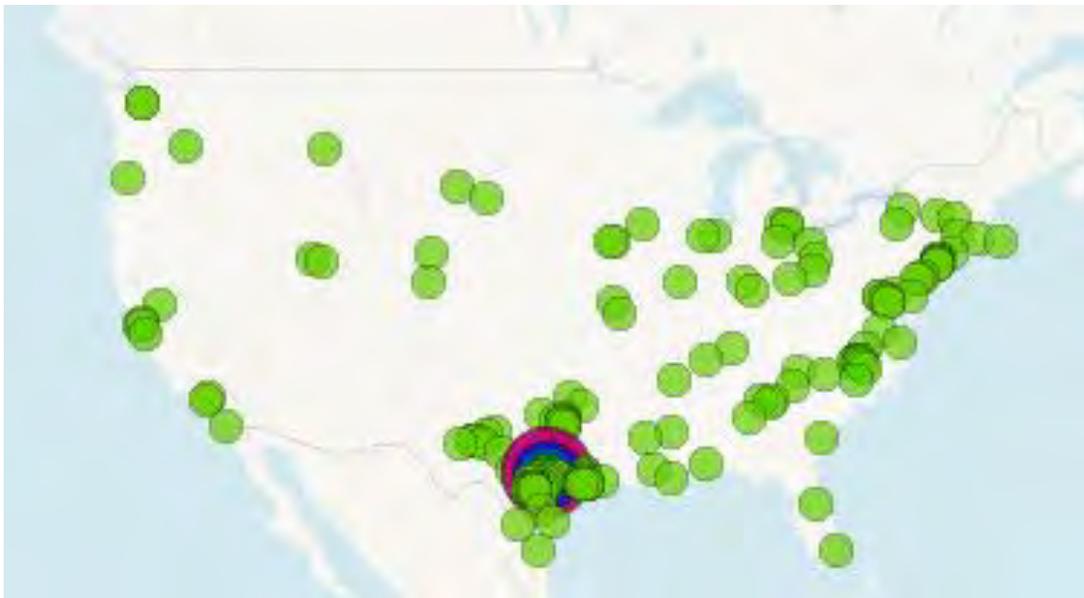
How long have you lived in Austin?



What is your ZIP code?



ZIP codes with the Highest Number of Responses



This map represents the areas in the United States where survey respondents identified their ZIP code. One hundred forty-eight responses were from outside of Texas.

ZIP code	Number of Respondents	ZIP code	Number of Respondents	ZIP code	Number of Respondents
78723	120	78722	41	78754	22
78702	119	78660	37	78729	21
78704	96	78752	37	78756	21
78745	89	78705	34	78735	17
78744	54	78759	32	78746	16
78757	52	78727	29	78617	13
78753	48	78701	28	78725	12
78721	47	78724	28	78717	11
78703	46	78747	28	78738	11
78748	45	78653	25		
78749	42	78750	25		

Of the 64 ZIP codes in the city of Austin, the survey received fewer than 10 responses from people in the following 15 ZIP codes:

78730	78613	78736	78739
78734	78732	78748	78652
78711	78712	78714	78726
78755	78758	78768	

How important are each of the following goals to you?

The survey included 7 goals for respondents to rate on a sliding scale. This served to gauge community members' priorities around the goals, which drew from the 14 goals of the draft plan.

Ensure longtime residents and businesses can afford to stay in their current spaces.



Help older neighborhoods and commercial districts maintain their unique look and feel as Austin grows.



Represent the diverse communities and complex history of Austin.



Encourage environmental sustainability through preservation.



Provide opportunities to learn about local history and culture.



Improve tools that help historical property owners in an equitable way.



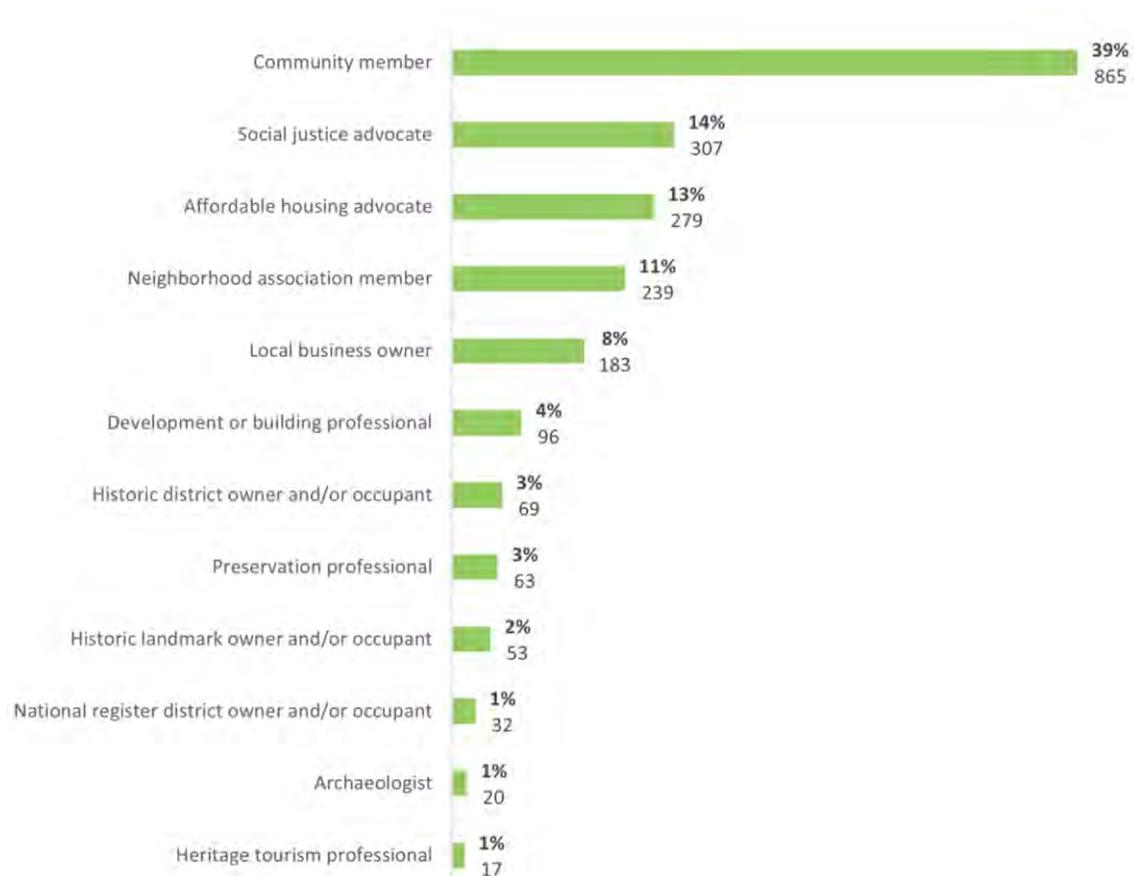
Create connections between people by sharing diverse stories.



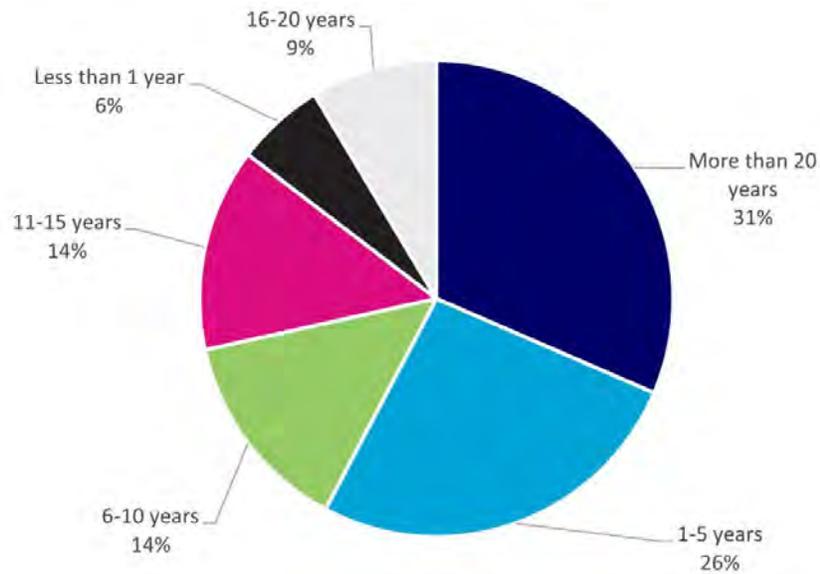
Which one of the goals do you think we should start working on first?



Do any of the following describe you? Choose all that apply to you.



If you selected *local business owner*, how long has your business been operating for?



How would you describe your living situation?

Living Situation	Survey Respondents (1,524)	Austin (2022 American Community Survey)
Homeowner	65.9% (1,004)	44.2%
Renter	26.6% (406)	55.8%
Staying with a friend/relative	3.0% (45)	No Census equivalent
Experiencing homelessness	1.2% (19)	No Census equivalent
Other	1.1% (17)	No Census equivalent
Prefer not to answer	2.2% (33)	No Census equivalent

What is your race/ethnicity? Choose all the apply.

Race/Ethnicity	Survey Respondents (1,452)	Austin (2022 American Community Survey)
White	36.85% (535)	46.8%
Black or African American	21.97% (319)	7.3%
Hispanic	19.35%(281)	33.1%
Asian or Asian American	6.35% (92)	8.1%
Native American, Alaska Native, or Indigenous	3.65%(53)	0%
Another Race	2.06% (30)	0.6%
Middle Eastern, Arab, or North African	0.76% (11)	No Census equivalent
Native Hawaiian or Pacific Islander	0.34% (5)	0%
Two or More Races	0	4.1%
Prefer Not to Answer	8.68% (126)	No Census equivalent

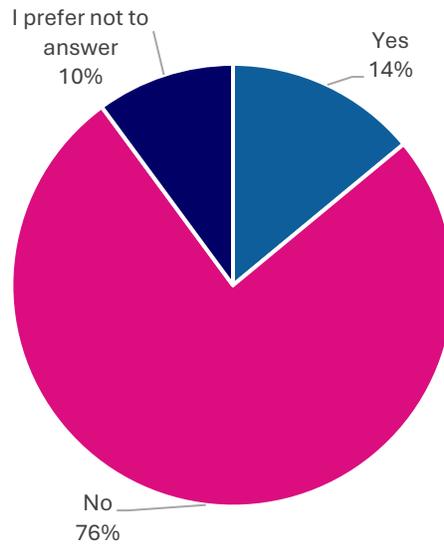
How old are you?

Survey Age	Survey Respondents (1,444)	Austin (2022 American Community Survey)
Under 25 years old	0	28.1%
25-34 years old	15.8% (228)	22.9%
35-44 years old	20.2% (292)	17.1%
45-54 years old	14.7% (212)	12%
55-64 years old	17.8% (257)	9.1%
65+ years old	28.6% (413)	10.8%
Prefer not to answer	2.9% (42)	No Census equivalent

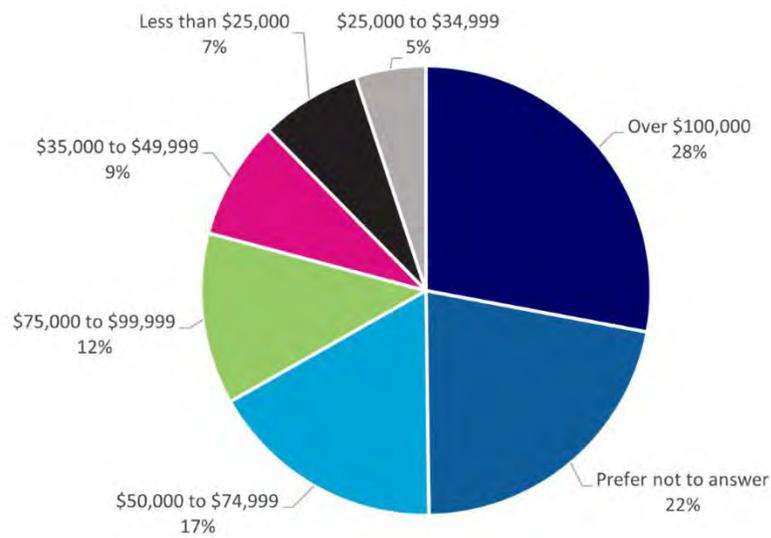
How would you describe your disability status?

Disability Status	Survey Respondents (1,468)	Austin (2022 American Community Survey)
Affected by a disability	18.1% (265)	7.2%
Not affected by disability	67.7% (994)	92.8%
Prefer not to answer	14.2% (209)	No Census equivalent

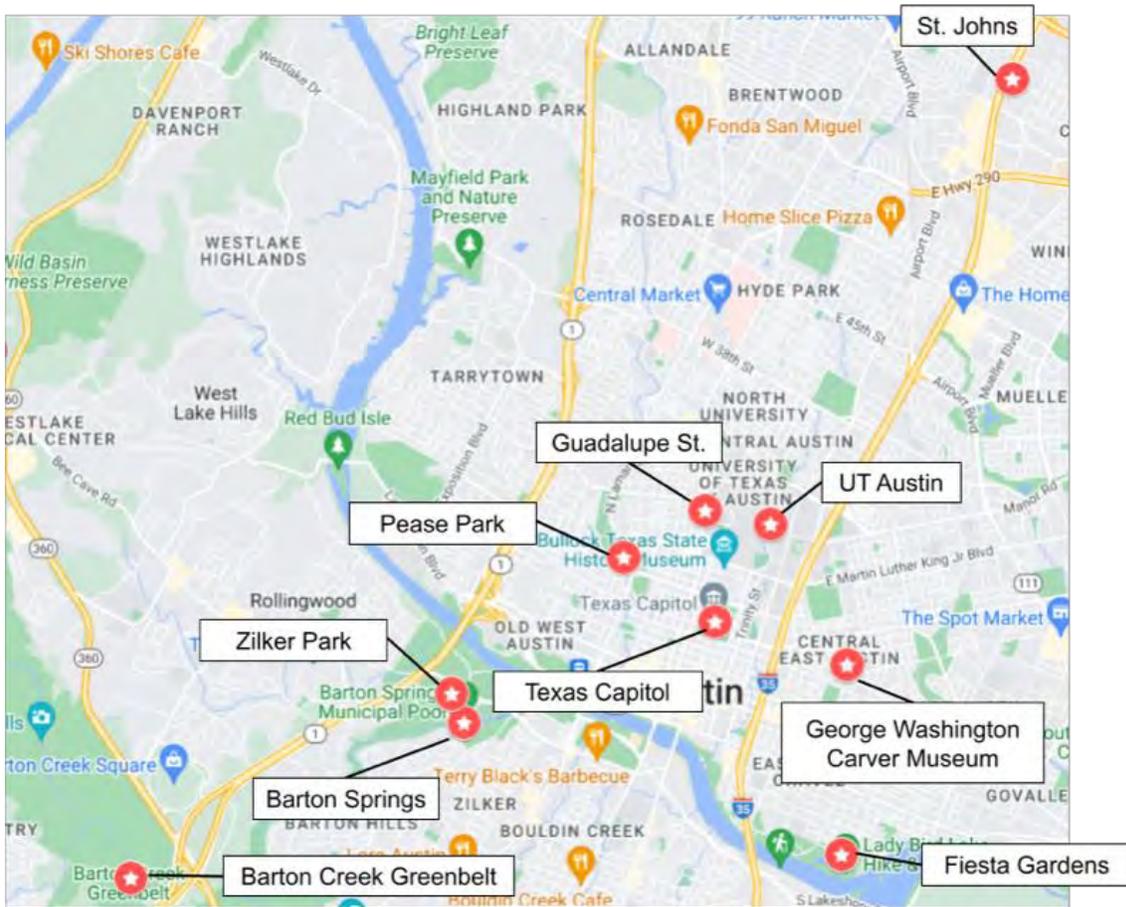
Do you identify as LGBTQIA+ (lesbian, gay, bisexual, transgender, queer, intersex, asexual, or other)?



What is your annual household income?



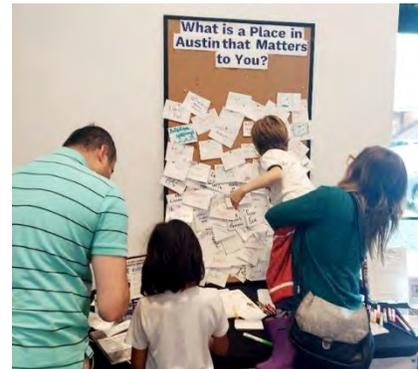
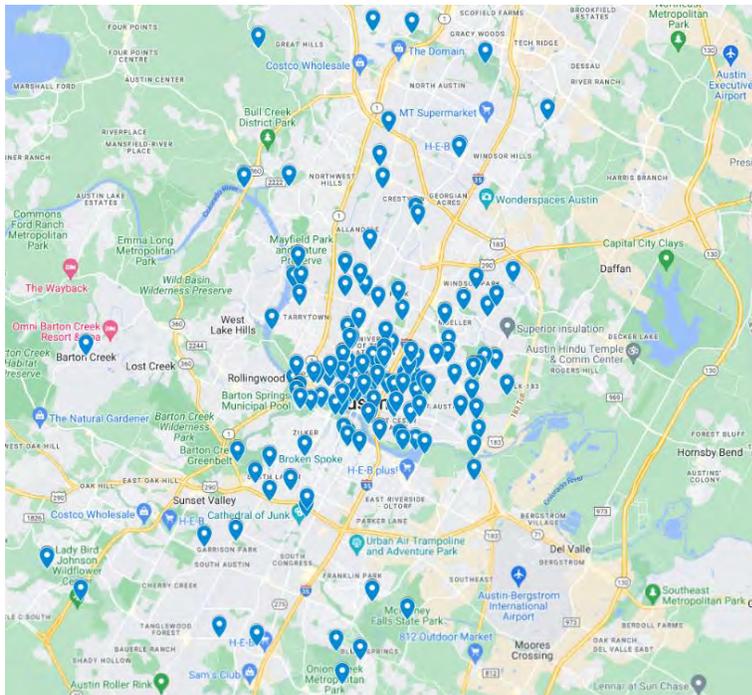
What is a place in Austin that matters to you?



In this map, the red markers represent the most commonly identified locations from survey responses. Each marked location had at least 15 recommendations.

Interactive Board: What Is a Place in Austin That Matters to You?

To encourage participation and conversations at community events, an interactive board asked, "What is a Place in Austin that Matters to You?" People added 316 comments naming places in Austin that are significant to them, ranging from iconic sites to personal landmarks to many lost places, as well as parks, restaurants, and cultural centers. The community board was available at every City-hosted public event and many pop-up events. Places spanned across the city but were concentrated in Central and East Austin, as seen below.



Engagement Overview

Public engagement included a wide variety of opportunities to participate, including city hosted events at pop-up events where community leaders were already gathered, weekday and weekend events, and locations and audiences. Events ranged from large City-hosted events for the general public to pop-up tabling at community events around Austin. City of Austin staff gave formal board and commission briefings, as well as discussions with professional stakeholders and community organizations (deep dives).

A wide variety of community events, presentations and more informal discussions were facilitated by community ambassadors and mini-grant Partner Organizations. This outreach often led to more one-on-one and small group conversations and reached many members of historically marginalized communities (priority group #1). Partner Organizations also did creative engagement at schools and orchestrated strategic outreach partnerships with community organizations such as Meals on Wheels.

In total, at least 2,409 people were engaged through plan-related outreach.¹

Following is a description of each type of event:

- City-Hosted Events: page 27
- Partner-Organization-Hosted Events: page 34
- Community Ambassador-Led Events: page 36
- Presentations at Community Meetings: page 37
- Pop-Ups Tabling Events: page 38
- 1-on1 and Small Group Conversations: page 40
- City of Austin Board and Commission Briefings: page 41
- Deep Dives: page 42
- Flyer Distribution: page 42
- Unique Engagements: page 44

City-Hosted Events

The City of Austin hosted four community events throughout the engagement period. Events were held across the city, with two events in East Austin (both in historically Black spaces), one held in the Hyde Park Historic District, and the final event in South Austin.

¹ Some attendees participated multiple times. However, the proportion of repeat participants was not large enough to significantly affect the overall engagement figure.

Community Kickoff

Tuesday, February 13, 2024 | 6:30 to 8 p.m.

Huston-Tillotson University's King-Seabrook Chapel, 900 Chicon Street

Attendees:  **101** **Newsletter Sign-Up:**  **92**

Targeted Groups: All community members

Description: The event featured a series of 8 lightning talks by speakers who discussed Austin's history, cultural heritage, community stability, sustainability, equitable engagement, and proactively identifying important places, among other topics.

Speakers:

- Linda Y. Jackson, Vice President of Institutional Advancement, Huston-Tillotson University, and Preservation Plan Working Group member provided a welcome
- Ben Heimsath, Chair of the Austin Historic Landmark Commission gave an introduction to the plan
- Alan Garcia, Founder of ATX Barrio Archive
- Hanna Huang, Executive Director of the Austin Asian American Film Festival
- Noël and Will Bridges, Co-Owners and Stewards of Cisco's and Antone's (Noël is a former Working Group member; Will is a Preservation Austin board member)
- Dr. Marla Torrado, Manager in the Displacement Prevention Division, City of Austin Housing Department
- Catalina Berry, Executive Director of East Austin Conservancy
- Ashley Besic, Building Decarbonization Coalition, USGBC-Central Texas Chair, and community ambassador
- Ayshea Khan, Equity and Inclusion Coordinator, City of Austins Equity Office
- Robbie Anderson, Chair of AIA Austin's LGBTQIA+ Alliance and Co-Instigator of Queer Austin Bike Tour

Music was provided by Daniel Llanes, Earth Culture dancer, arts educator, and community ambassador for the plan, accompanied by James Fenner.

The event was recorded by ATXN and broadcast twice on ATXN the week of Feb. 26-March 1. The recording was also posted on YouTube and available on the plan website.



Speakers and attendees at the Community Kickoff.

**EQUITY-BASED
PRESERVATION PLAN**



PHOTO CREDIT: AUSTIN HISTORY CENTER (PICA 29995)



**PLANNING
DEPARTMENT**

Voices in Preservation COMMUNITY KICKOFF

TUESDAY, FEB. 13, 2024 | 6:30-8 PM

**Huston-Tillotson University's
King-Seabrook Chapel**

900 Chicon Street, Austin

Free and open to the public. Light refreshments will be served.

Visit PublicInput.com/ATXPresPlan to add your voice.

Social media graphic invite created for Community Kickoff held Feb. 13, 2024.

Nuts & Bolts Open House

Thursday, March 28, 2024 | 5:30 to 8 p.m.

Baker School, 3908 Avenue B

Attendees:  **66**

Newsletter Sign-Ups:  **60+**

Targeted Groups: Priority group #2 – People who own, occupy, and/or work with historic properties (historic property owners and tenants, design and building professionals)

Description: The Nuts & Bolts Open House focused on how the draft plan could affect historic properties. Eight draft plan review boards featured relevant plan goals and draft recommendations, with room for people to add comments and questions. Attendees could read the full plan and ask questions at a draft review table. Property owners, renters, and design and building professionals spoke with plan representatives from City staff, the Historic Landmark Commission, the Preservation Plan Working Group, and the community ambassador program.

Some people spent over an hour engaging with the community survey and the draft plan recommendations. Attendees provided feedback through sticky notes placed on eight plan review boards related to specific goals and relevant recommendations, paper community surveys (30 completed) and exit surveys (32 completed).

Attendees were also offered the opportunity to engage with different City of Austin departments and relevant organizations. Tabling partners included Preservation Austin, the Economic Development Department's Heritage Tourism Division (now in the Parks and Recreation Department), the Development Services Department, and the Architectural Review Committee of the Historic Landmark Commission.



(Left) In the foreground, community ambassador Daniel Llanes converses with a community member. (Right) Community members review the draft plan and draft plan boards.

Nuts & Bolts Open House

THURSDAY, MARCH 28, 2024 | 5:30-8 PM

Baker School Cafetorium

3908 Avenue B, Austin

Learn how the new plan could affect historic properties
and give feedback.

Free and open to the public. Light refreshments will be served.

Visit PublicInput.com/ATXPresPlan to add your voice.

≡ EQUITY-BASED ≡ PRESERVATION PLAN



PLANNING
DEPARTMENT

Social media graphic invite created for Nuts & Bolts Open House held March 28, 2024.

Block Party!

Saturday, May 18, 2024 | 12 to 4 p.m.

Givens Avenue between Maple and Cedar avenues, in the Rogers-Washington-Holy Cross Historic District

Attendees:  **168** **Newsletter Sign-ups:**  **5**

Targeted Groups: Priority group #1 – Historically marginalized communities, including communities of color; priority group #2 – Historic property owners and tenants; all community members

Description: The City of Austin co-hosted a Block Party with Preservation Austin to engage community members around the draft plan and celebrate the vibrant history of the Rogers-Washington-Holy Cross Historic District. The Equity-Based Preservation Plan team provided free activities for children and set up six plan review boards to explain plan goals and recommendations. With financial support from the preservation plan, Preservation Austin provided free barbecue and cookies from local businesses, coordinated free walking tours of the historic district by Black Austin Tours, and hired a live DJ.

Attendees were offered a free paleta (popsicle) for completing a community survey, creating a building from recycled materials, or completing a coloring page. Fifty-two community surveys were completed on paper, in addition to 70 online surveys completed on attendees' phones. Tabling partners included Austin Resource Recovery, E4 Youth, the City's Financial Services and Parks & Recreation departments, the Home Repair Coalition (Austin Area Urban League and Meals on Wheels, among others), and Where Y'all At Though.



Engagement team members interact with community members at the Block Party.



An imaginary neighborhood was created with recycled craft materials for children and other attendees to create their own structures. Those who created a building received a ticket for a free paleta.

EQUITY-BASED PRESERVATION PLAN

BLOCK PARTY
Saturday, May 18, 12 – 4 p.m.
Givens Avenue in East Austin
Fun stuff for kids & all! | Music by DJ Lauren Light | Snacks by GoodenSweet Cookies | Guided tours of the historic neighborhood

COMMUNITY OPEN HOUSE
Thursday, May 23, 4 – 6:30 p.m.
Broken Spoke, 3201 S. Lamar Blvd.
No alcohol provided by the City

Help shape the plan!

- Review the draft plan online
- Take the community survey

COMMENT BY MAY 31

PublicInput.com/ATXPresPlan

BLOCK PARTY
May 18th 12 PM - 4 PM Givens Ave Rogers-Washington-Holy Cross Historic District

PRESENTED BY PRESERVATION AUSTIN & THE CITY'S EQUITY-BASED PRESERVATION PLAN
Learn more at preservationaustin.org

Social media graphic invites created for the Block Party and Community Open House in May.

Community Open House

Thursday, May 23, 2024 | 4 to 6:30 p.m.

Broken Spoke, 3201 S. Lamar Blvd.

Attendees:  **23**

Targeted Groups: All community members

Description: The Community Open House at the Broken Spoke invited the community to engage with the draft plan, learn more about its recommendations, and provide feedback. The event featured 12 informational boards, a draft review table, a display monitor playing videos about the plan, and brief remarks from Planning Department Director Lauren Middleton-Pratt, Preservation Plan Working Group member Michelle Benavides, and plan manager Cara Bertron. Quesadillas and chips & salsa were served while local artists played live music.

Attendees were invited to provide comments on specific draft plan recommendations by writing comments on Post-It notes and sticking them to plan review boards. Attendees had the opportunity to engage directly with working group members, community ambassadors, and City staff to discuss the draft plan in detail, facilitating high-quality engagement.



Community ambassador Daniel Llanes (left) and Preservation Plan Working Group member Michelle Benavides (right) converses with a community member at the Open House.

Partner Organization-Hosted Events

The independently organized Partner Organization-hosted events did not follow a specific format and were instead tailored to their respective communities, ensuring meaningful participation. As trusted entities within their communities, the Partner Organizations facilitated in-depth feedback from people who might not have felt comfortable engaging directly with City staff. These events highlighted the effectiveness of the mini-grant Partner Organization model in reaching and engaging communities, particularly historically marginalized communities.

Date	Organization-Hosted Event	Participants
2/17/24	Youth gathering held by Tomorrow's Promise Foundation at Chase Bank in Capital Plaza	18
2/21/24	Pearls & Preservation event hosted by Taiwanese American Professionals- Austin Chapter (TAP-ATX)	10
2/24/24	Discussion with parents of school-age children during Black History Bowl at the Austin Area Urban League	21
3/17/23	Presentation and discussion with ambassadors from historically Black churches, facilitated by Anderson Community Development Corporation (Anderson CDC)	9
3/20/24	Focus group at St. James Baptist Church, facilitated by Anderson CDC	14
4/4/24	Pearls & Preservation event hosted by TAP-ATX with The New Philanthropists	10
4/10/24	Focus group at Nineteenth Street Baptist Church, facilitated by Anderson CDC	17
4/18/24	Pearls & Preservation event hosted by TAP-ATX with Filipino Young Professionals	16
4/19/24	Focus group at Mt. Sinai Baptist Church, established in 1899, facilitated by Anderson CDC	42
4/24/24	Creative Action staff lunch & learn (deep dive)	
5/11/24	Community forum hosted by TAP-ATX, held at Austin Taiwanese Presbyterian Church	36

Total Participants: 192+



Pearls & Preservation community forum, May 11, 2024. Photo credit: TAP-ATX



Focus group at St. James Baptist Church, March 20, 2024. Photo credit: Anderson CDC



Focus group at Mt. Sinai Baptist Church, April 19, 2024. Photo credit: Anderson CDC

Community Ambassador-Led Events

The community ambassador-led events consisted of gatherings focused on the preservation plan and organized or co-hosted by community ambassadors in familiar community spaces. These events aimed to inform community members about the plan and encourage their participation. By creating an open and accessible environment, the ambassadors fostered meaningful engagement and ensured that attending community members were informed about the preservation plan and encouraged to participate.

Date	Community Ambassador-Led Event	Participants
3/5/24	ATX Free Fridge Prep session	3
3/19/24	Seniors workshop at Givens Recreation Center	7
3/27/24	Focus group discussion at Willie Mae Kirk Branch Library	8
4/26/24	Presentation and discussion at the Austin Clubhouse (deep dive)	10
5/15/24	Webinar: Preserving the Past, Building the Future: Austin & San Antonio Preservation Plans for Sustainable Decarbonization-U.S. Green Building Council-Texas	25
5/17/24	Focus group and discussion	3

Total Participants: 56+



(Above) Community ambassador Dianna Dean (top) with a group of community participants. Photo credit: Dianna Dean



(Right) Invitation to preservation plan deep dive at the Austin Clubhouse, coordinated by community ambassador Megan Barbour.

Presentations at Community Meetings

Twenty-four presentations were made at existing community meetings. Flyers, postcards, draft plans, and surveys were also distributed, and community members were encouraged to comment on the draft plan.

*Community ambassador presented (10 total)

**Mini-grant Partner Organization presented (8 total)

Date	Presentation	Attendees
2/17/24	Mueller Neighborhood Association meeting*	
2/19/24	East MLK Contact Team monthly meeting*	
2/20/24	Presentation to Go Austin Vamos Austin (GAVA) and neighborhood association representatives** (East Austin Conservancy)	20
2/27/24	Segment on ATXSoul*	
3/9/24	Pecan Springs Neighborhood Association meeting** (Anderson CDC)	9
3/10/24	St. College Height Church** (Anderson CDC)	100+
3/13/24	Black Leaders Collective General Body Meeting** (Tomorrow's Promise Foundation)	
3/13/24	Let's Talk Business event with Kendra Bracken-Ferguson at the Carver Library** (Anderson CDC)	27
3/16/24	Property appraisal event at the University Hills Library** (Anderson CDC)	14
3/25/24	Urban Land Institute (ULI) meeting*	15
3/27/24	Equity Action Team (EAT) meeting	
4/1/24	Austin Zen Center*	
4/3/24	Community Iftaar dinner*	15+
4/5/24	Black Fund at Huston-Tillotson University** (Tomorrow's Promise Foundation)	
4/13/24	Mueller Neighborhood Association meeting*	5
4/20/24	Property Appraisal event at the University Hills Library** (Anderson CDC)	46
4/24/24	Austin Neighborhoods Council meeting	
4/25/24	Old West Austin Neighborhoods Association (OWANA) Zoning Committee meeting (<i>area includes Castle Hill, Harthan Street, and Smoot/Terrace Park historic districts, as well as the Old West Austin National Register District</i>)	
5/6/24	Hyde Park Neighborhood Association meeting	

5/11/24	La Raza Roundtable*	
5/14/24	Rogers-Washington-Holy Cross Historic District meeting	
5/20/24	Team Central Texas event*	11
5/21/24	South River City Citizens Neighborhood Association meeting (area includes Mary Street Historic District, as well as the Travis Heights-Fairview Park National Register District)	
5/23/24	Travis County Historical Commission meeting	

Total Attendees: 262+

Pop-Up Tabling Events

An essential facet of the draft plan’s equitable engagement strategy was bringing engagement to neighborhoods and local community and cultural events, with an emphasis on reaching priority groups. The Equity-Based Preservation Plan team and partners tabled at 45 community events around Austin to reach people in familiar settings. The approximate number of contacts was conservatively estimated to be 1,007. Events were selected based on their relevance to priority groups and community reach (expected attendance and location accessibility). In addition to their own tabling, community ambassadors and mini-grant Partner Organizations suggested potential outreach events for the plan team.

*Community ambassador tabled (2 total)

**Mini-grant Partner Organization tabled (23 total)

Date	Pop-Up	Approx. Contacts
2/24/24	Black History Month Kid’s Day at the Carver Museum	50
2/24/24	Black History Month at the Austin Central Library	30
2/25/24	Youthpreneur Event at Givens Recreation Center** (Tomorrow’s Promise Foundation)	
2/27/24	Greater Austin Asian American Chamber of Commerce, State of the Chamber	30
3/2/24	Friend Fest at Central Market on North Lamar** (Creative Action)	10
3/7/24	Community Resource Event at the Long Center** (Tomorrow’s Promise Foundation)	
3/10/24	Spurs/City of Austin Ribbon Cutting at Walnut Creek Metropolitan Park** (Creative Action)	40
3/11/24	Friend Fest at Meanwhile Brewing	10
3/16/24	Hawk Luck Night Market	15
3/16/24	Mutual Love Rest Fest	40

3/17 /24	Neill-Cochran House Museum – Women in Historic Preservation talk	9
3/23/24	Sustainable Food Center Farmers’ Market downtown	30
3/23/24	Playdate in the Park for Austin Parks Foundation	5
3/23/24	Black Makers Market at the African American Cultural Heritage Facility** (Creative Action)	60
3/24/24	Corinth Missionary Baptist Church’s 86 th Anniversary Celebration Homecoming** (Anderson CDC)	125
3/25/24	St. James Baptist Church 5k Run and Health Fair** (Anderson CDC)	
3/30/24	¡Sí Se Puede! Cesar Chavez March and Day of Action*	30
4/6/24	Portraits of East Austin Gallery Reception** (Creative Action)	45
4/6/24	Martin Middle School Steam Festival** (Creative Action)	
4/10/24	Playdate in the Park at Great Hills Park** (Creative Action)	50
4/13/24	Rundberg Spring Fest at the YMCA** (Creative Action)	35
4/13 /24	Exploring Mural Art & Community	50
4/14/24	Monthly Art in the Park at Givens Park** (Tomorrow’s Promise Foundation)	
4/17/24	Continuing Creativity Class at Alamo Recreation Center** (Creative Action)	
4/20/24	Playdate in the Park at Brentwood Park ** (Creative Action)	
4/20/24	Campbell Elementary Spring Carnival** (Creative Action)	
4/21/24	Mexican American Cultural Center’s La Mujer*	
4/23/24	Second Chance Community Resource Fair*	
4/27 /24	Sustainable Food Center Farmers’ Market downtown	30
4/28 /24	Creative Action: Community Art Sunday	100
4/30/24	Central Texas Opportunity Youth Collaborative at the Carver Library** (Tomorrow’s Promise Foundation)	50
5/1/24	Asian American Employee Network Luncheon	
5/2/24	DECA: How to Leverage Your Local Chambers and Maximize Your Community	8
5/3/24	Asian American Professionals Summit	15
5/4/24	Cinco de Mayo at Fiesta Gardens	
5/4/24	Education with Heart: A Community Celebration at Mendez Middle School	10
5/7/24	Austin Young Chamber’s LEAD Summit	7
5/8/24	ULI Austin’s Marketplace	21
5/8/24	Playdate in the Park at Boggy Creek** (Creative Action)	
5/10/24	Playdate in the Park at Barrington Elementary School Park** (Creative Action)	
5/18/24	CelebrAsia	90

5/18/24	Family Fun Day at Olivet Baptist Church** (Anderson CDC)	
5/19/24	Monthly Art in the Park at Givens Park** (Tomorrow's Promise Foundation)	
5/25 /24	Ney Day	12
5/29/24	Mental Health Fair at St. James Baptist Church** (Anderson CDC)	

Total contacts: 1,007+

1-on-1 and Small-Group Conversations

The 1-on-1 and small-group conversations were conducted by both mini-grant Partner Organizations and community ambassadors, providing a more intimate setting for engagement. Trusted community figures and organizations leveraged their established relationships to have candid discussions with residents, hearing honest thoughts on the preservation plan and Austin's history. These conversations allowed for deeper understanding and ensured that a broader range of community voices was engaged and considered.

Partner Organizations

- Creative Action staff shared the survey with older adults and adults with disabilities who attend the Alamo Recreation Center regularly.
- East Austin Conservancy staff shared information with the Leadership Austin cohort.
- East Austin Conservancy staff shared information with Amigos de Parque Zaragoza.
- East Austin Conservancy staff had 1-on-1 conversations with seniors in East Austin during home visits. Staff offered a \$20 gift card during these conversations.

Community Ambassadors

Date	1-on-1 and Small-Group Conversations	Participants
2/20/24	Local Aztec dance group	
2/23/24	General outreach at an ATX Free Fridge	
2/29/24	Outreach to a local property management company	
3/5/24	Engagement with a local developer	
3/5/24	Engagement with a local property manager	
3/6/24	SB4 puppet-making party	
3/7/24	U.S. Green Building Council-Central Texas meeting	5

3/9/24	Brown Beret meeting	
4/3/24	Brown Beret meeting	6
4/4/24	USGBC-Central Texas members	6
4/10/24	Brown Beret meeting	5
4/13/24	Annual ATX Asian Food Festival	10
4/17/24	Brown Beret meeting	5
4/20/24	Barton Creek Farmers Market	16
4/21/24	Evento Museo Mexicano: La Mujer Celebra	10
4/24/24	Brown Beret meeting	5
4/27/24	Austin Earth Day Festival	
4/30/24	Local fatherhood group meeting (IDADS)	
5/2/24	Metz Neighborhood Park Fiesta	10
5/4/24	Barton Creek Farmers Market	
5/7/24	Local fatherhood group meeting (IDADS)	
5/11/24	Barton Creek Farmers Market	
5/11/24	Holly Shores/Edward Rendon Sr. Park at Festival Beach plan input meeting	
5/21/24	Local fatherhood group meeting (IDADS)	
5/30/24	Mt. Zion preachers meeting	

Total Participants: 79+

City of Austin Board and Commission Briefings

City staff conducted 17 briefings to related City boards and commissions to inform them of the contents and potential impacts of the draft plan. These briefings included presentations on the details of the draft plan and recommendations pertaining to specific interests and constituencies.

Date	Briefing
2/7/24	Historic Landmark Commission
2/20/24	Zoning and Platting Commission
2/21/24	Downtown Commission
2/26/24	Design Commission
3/12/24	Planning Commission
3/19/24	African American Resource Advisory Commission
3/20/24	Downtown Commission
3/27/24	Parks and Recreation Board
4/9/24	Community Development Commission

4/10/24	Tourism Commission
4/12/24	Mayor’s Committee for People with Disabilities
4/17/24	Austin Youth Council
5/8/24	Commission on Aging
5/8/24	Zero Waste Advisory Commission
5/13/24	LGBTQ+ Quality of Life Advisory Commission
5/22/24	Building & Standards Commission
5/28/24	Hispanic/Latino Quality of Life Resource Commission

Deep Dives

Staff presented the draft plan’s goals and recommendations to professional stakeholders and community groups. Presentations were followed by in-depth discussion and feedback from participants on relevant recommendations.

Date	Deep Dive
4/3/24	RECA Policy Briefing
4/4/24	AISD Parent Support Specialist training
4/24/24	Creative Action staff lunch & learn (also listed under organization-hosted events)
4/25/24	Austin Clubhouse (also listed under ambassador-led events)
4/30/24	ULI Austin Convening
5/9/24	ULInsight (Facebook Live)
5/13/24	AIA Advocacy Roundtable

Flyer Distribution

Community ambassadors and Partner Organizations distributed flyers at multiple locations, events and presentations to ensure attendees and community members received reminders and takeaway materials which outlined the purpose of the plan, the opportunity to comment on and review the draft plan and upcoming events and ways to stay informed and have their voices heard.

*Community ambassador tabled

**Partner Organization tabled

Date	Flyer Distribution	Flyers
2/11/24	Mueller Farmers Market	
2/12/24	Black Men Rising meeting at East Pecan Cigars (Tomorrow’s Promise Foundation)	32
2/23/24	Yes in My Backyard Conference*	

2/25/24	Youthpreneur event at Givens Recreation Center (Tomorrow's Promise Foundation)	75
2/27/24	Givens Recreation Center*	
2/24	Posted flyers in East Austin (Anderson CDC)	13
3/1/24	Puerto Rican Facebook group meeting*	20
3/2/24	Bee Cave Farmers Market*	15
3/13/24	Various SXSW events*	
3/19/24	African American Resource Advisory Commission meeting (Tomorrow's Promise Foundation)	35
3/16/24	African American Youth Harvest Foundation (Tomorrow's Promise Foundation)	55
3/23/24	Barton Creek Farmers Market*	
3/23/24	Puerto Rican Cultural Center*	
3/27/24	Goodwill*	
3/29/24	Native Grocery*	
3/30/24	Event in Hyde Park*	20
3/30/24	Barton Creek Farmers Market*	10
4/1/24	Austin Zen Center*	10
4/2/24	First Baptist Church*	
4/5/25	LBJ Latino Policy Research Symposium*	10+
4/14/24	Monthly Art in the Park at Givens Park (Tomorrow's Promise Foundation)	50
4/30/24	Flyer distribution at local housing authority properties*	
4/24	Libraries and recreation center flyer distribution (Anderson CDC)	
4/30/24	Central Texas Opportunity Youth Collaborative at the Carver Library (Tomorrow's Promise Foundation)	50
5/18/24	Barton Creek Farmers Market*	10
5/18/24	Terrazas Branch Library reopening event	10+
5/24/24	Resist I-35 Coalition event at Festival Beach Food Forest*	
5/25/24	Barton Creek Farmers Market*	
5/24/24	HT campus tour distribution (Tomorrow's Promise Foundation)	10+
5/24/24	Equidad ATX in Colony Park (East Austin Conservancy)	30
5/25/24	Barton Creek Farmers Market*	

Flyers Distributed: 455+

Unique Engagements

Additional unique engagements by Partner Organizations included:

- The East Austin Conservancy partnered with Meals on Wheels to share information with homebound clients in East Austin. Case managers met with neighbors, then shared the survey to obtain feedback from about 40 seniors who received H-E-B gift cards in return.
- Creative Action Teaching Artists
 - Two Teaching Artists at Blanton Elementary worked with youth groups, passing out flyers, sharing the plan, and sending the plan to more than 80 families.
 - Maplewood Elementary's 3rd – 5th graders worked on art sheets and created time capsules to preserve what is important to them. Information was also shared with parents for a final share of time capsules on May 10, 2024.
- Creative Action created an art sheet for graphic and text input.
- Creative Action created drop boxes for community surveys and placed them at Austin Public Library (Little Walnut and Willie May Kirk branches) and the Northwest YMCA.
- TAP-ATX board members shared about the plan as part of a panel at the Austin Asian American Professionals Summit on May 3, 2024.
- Anderson CDC board members shared about the plan with branch librarians and The Millennium Youth Entertainment Complex staff.
- TAP-ATX board members asked staff at three AAPI nonprofits to fill out the survey:
 - Asian Family Support Services of Austin
 - Asian American Community Health Initiative
 - Asian Texans for Justice
 - Organizations received a gift card to use for bubble tea at staff meetings or employee mixers.
- Anderson CDC board members made personal phone calls to church leaders and mailed letters.
- Corinth Missionary Baptist Church distributed the plan website and survey link in their weekly online newsletter, following a focus group in March with Anderson CDC.
- The East Austin Conservancy worked with BASTA (Building and Strengthening Tenant Action) to share information with their renters and social media followers (1,914 people).
- Partner Organizations shared about the draft plan on social media (organizational and individual) and in organizational newsletters.
 - A Creative Action youth member created an Instagram post about the plan, which the organization shared on its social media channels in May.
 - TAP-ATX created specialized graphics for its Pearls & Preservation events and boosted ads on Facebook and Instagram.

Plan Communications



31,307
Website views



2,083
Participants



3,317
Comments

Throughout the engagement period, the City shared all information on a PublicInput website (now SpeakUp Austin) that included the draft plan, community survey, and background about the planning process. The website was translated into Spanish, Simplified Chinese, Hindi, and Vietnamese with dozens of other languages available through machine translation.

Over the four-month engagement period, website views nearly quadrupled (4x) from the starting point (from 8,505 to 31,307 views). The number of participants increased 5.5x (from 372 to 2,083); the number of comments grew 5x (from 609 to 3,317); and email subscribers more than doubled (from 537 to 1,315). At the close of the engagement period (May 31, 2024), website views totaled 31,307, with 2,083 total participants and 3,317 comments submitted.

Videos

Five videos were created to increase awareness of the plan, share background information, and encourage community members to learn more and share their input.



341 Views

[Equity-Based Preservation Plan | Introduction](#)

This mini-documentary was developed to introduce the plan, explain the importance of equity in historic preservation, and encourage the community to learn more online. Captions were translated into Spanish, Simplified Chinese, Hindi, Korean and Vietnamese.



188 Views

[Equity-Based Preservation Plan | What is it?](#)

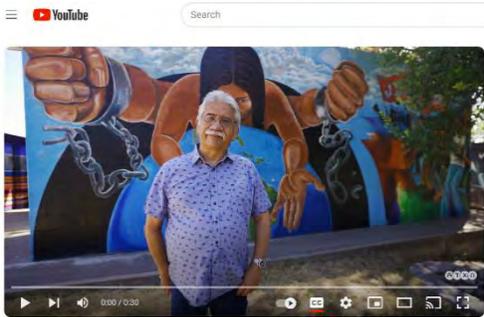
This animated video provides a brief overview of the plan, community engagement process, and encourages people to help shape it. The video is narrated in English, Spanish, and Mandarin with accompanying captions.



252 Views

[Equity-Based Preservation Plan Promo | Brenda Malik](#)

The president of the Rogers-Washington-Holy Cross Neighborhood Association, Brenda Malik, shares why historic preservation matters to her and her neighborhood. Short video captions were translated into Spanish.



206 Views

[Equity-Based Preservation Plan Promo | Gilbert Rivera](#)

Longtime East Austin resident Gilbert Rivera shares locations in Austin that celebrate Mexican American history and are important to him. Short video captions were translated into Spanish.



307 Views

[Equity-Based Preservation Plan Promo | Noël Bridges](#)

The co-owner and marketing director of Antone's Nightclub, Noël Bridges, shares why the Continental Club is important to her. Short video captions were translated into Spanish.

Newsletter

 **1,315**
Subscribers

The preservation plan newsletter was sent to subscribers in both English and Spanish beginning in November 2022. Generally, the newsletter was sent monthly from November 2022 to December 2023. Beginning in January 2024, the newsletter was sent approximately every two weeks. The newsletter included calls to action, information about upcoming events, dives into the draft plan content, and more.

It saw a consistently high open rate of 51.8%, on average, with the highest open rate in the week before the comment period closed on May 31, 2024. Click-through rates averaged 4.26%, with spikes of 13% with the release of the animated explainer video on February 29 and 12% with the release of the draft plan on February 6.

Social Media

Information was shared both organically and via paid sponsored ads on the City of Austin’s social media accounts. Posts promoted the community events in April and May and the community survey. Approximately 80 survey respondents said they heard about the Equity-Based Preservation Plan through social media.

Social media campaign metrics from City of Austin posts on X, Facebook, Instagram, and NextDoor during community engagement:

- Impressions: The number of times the post was displayed on the platform
- Engagements: The number of interactions the post received from users (likes, comments, shares, saves, etc.)



58,537 impressions
45 engagements



29,946 impressions
984 engagements



10,114 impressions
81 engagements



4,521 impressions
123 engagements

Personalized Communication

In addition to broad outreach, the engagement team conducted personalized communication to reach priority groups and community members. The engagement team called stakeholders to engage around the plan ahead of the Nuts & Bolts Open House. Personalized emails were sent to 250+ allied organizations and community leaders, sharing about plan events and calls to action. Emails also were sent to historic landmark owners, historic district contacts, and the City’s Community Registry (262 contacts).

Digital Toolkit

At the start of the engagement period the City of Austin created a digital toolkit to share with partners to provide access to plan materials and language. The digital toolkit was distributed to 250+ partners multiple times and resulted in mentions in the following organizations' newsletters and more:

- City of Austin Equity Action Team
- City of Austin Immigrant Affairs
- City of Austin Development Services Department
- American Institute of Architects—Austin chapter
- Tejano Genealogy Society

City of Austin Resources

The City of Austin utilized its network of opportunities to promote the plan widely throughout different City resources and events, including:

- A hard copy article in Austin Utilities Now newsletter mailed out to households citywide in April 2024.
- The Economic Development Department staff distributed plan information to Small Business Week participants in April 2024.
- A billboard slide was included in rotation on the ATXN broadcast, Austin's government access channel (formerly known as Channel 6). This reached the general community as well as City Hall employees and visitors.
- The mini-documentary and animated video played on rotation on the ATXN broadcast.
- A slide was included in rotation on Permitting and Development Center screens. This reached priority group #2, people affected by the plan, including City staff and contractors/development professionals who visit the building.

Media and Advertising

Targeted media outreach resulted in earned and paid media that helped spread the word about the draft plan and City-sponsored events, and encouraged taking the community survey by May 31. Paid advertisements included:

- **El Mundo, Austin's only Spanish-language weekly newspaper:** Digital and print ads ran for two weeks in May with a total reach of 114,500 readers; 5.5K content interactions and 510 click-thrus.
- **Austin South Asian, Austin's only Asian newspaper:** April and May digital home page (exact page views unavailable). The paper has a circulation of 6K monthly.
- **The Austin Villager, Austin's oldest and only-Black-owned newspaper,** featured both an ad in May and an earlier story in April to promote the plan. The paper has a circulation of 6k readers per week.
- **The Austin Chronicle:** Two weeks of print ads, each with an average readership of 394,315 readers per week. 10,000 web impressions were reported for the co-sponsored calendar listing and targeted e-newsletter outreach over two weeks had over 5,000 average impressions each week. Newsletters were targeted to 19 ZIP codes selected for each of the priority groups.
- **The Austin Monitor** conducted a high-profile digital campaign May 10-23 to promote the Block Party, Community Open House, and end of the engagement period, resulting in over 301K views with a total click-thru rate of 10%.
- **KAZI-FM's "The Morning Grind"** radio show on Austin's oldest community radio and Black-owned and -founded station featured a live 30-minute interview with Preservation Plan manager Cara Bertron and Preservation Plan Working Group member Misael Ramos. The interview promoted the Block Party, the Community Open House in May, and general participation in shaping the draft plan.



Additional coverage included:

- **KUT.org:** An initial piece promoting the February event and launch of the plan ran on KUT.org, followed by a more in-depth interview with local Morning Edition Host Jennifer Stayton. The interview was taped on location at Parque Zaragoza's historic bandstand and featured plan manager Cara Bertron and Preservation Plan Working Group members Julia Brookins and JuanRaymon Rubio. The story aired twice during rush hour programming on May 18 and is available [online](#) at KUT.org. Estimated average rush hour listeners are 10K in May and the podcast was downloaded 290 times.
- **The Austin Monitor** featured a story about [the launch of the draft plan](#) on March 15.
- **The Austin Common**, a grassroots, eco-friendly Austin newsletter reaching over 10K readers per week, promoted the Block Party on May 16.
- **The Daily Texan** featured a [story](#) on February 23 promoting the launch of the plan. It has a daily circulation of 12K.
- **18 Calendar submissions were published** for the City-hosted events in April and May, including Austin Monthly, KXAN/NBC TV, Telemundo, SoulCity, Mexican-American Chamber of Commerce, UT News, KAZI, and Do512.



Areas for Improvement

The following ideas were identified by utilizing metrics from the communications tools and general assessments of outreach. As additional community engagement efforts are undertaken, below are suggestions to consider:

- Secure more advance earned and paid publicity for early events like the Community Kickoff
- Hold virtual/hybrid events to provide greater accessibility and reach more people
- Conduct more focus groups and 1-on-1 conversations for in-depth engagement
- Work with 3-1-1 to allow people to call in and fill out surveys
- Send text reminders and outreach through the PublicInput platform
- Secure more community calendar placements by conducting more personal follow-up calls

Appendix

Appendix A: Building on Previous Work

The public engagement process built on extensive outreach and engagement completed by the City of Austin between spring 2021 and fall 2023. This included:

- A yearlong process to develop the draft Equity-Based Preservation Plan, centered on the 26-member Preservation Plan Working Group
- Well-publicized calls for applications for the working group and three focus groups
- Seven total meetings of three focus groups: legacy businesses, cultural and heritage organizations, and neighborhood associations
- A community heritage survey
- Public presentations to six City boards and commissions
- Newsletters sent out roughly monthly since fall 2022
- Project website with 5,400+ views
- Three short videos from ATXN highlighting important places and stories
- A toolkit with social media language and graphics, a flyer, and three ATXN videos
- Flyers posted at libraries and recreation centers around Austin
- Semi-regular outreach to 200 partner organizations and City departments to publicize engagement opportunities and the toolkit around the draft plan

Existing contact databases from the City of Austin were utilized and expanded upon for this engagement process. Content and materials development incorporated graphics and language from prior outreach.

Appendix B: IAP2 Public Participation Spectrum

IAP2'S PUBLIC PARTICIPATION SPECTRUM



The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.