



Shoal Creek Trail: Vision to Action Plan Community Workshops
Public Outreach & Engagement Strategies Employed: May to November 2017

Community Workshops Dates & Attendance:

- **June 21, 2017** at Cirrus Logic Conference Center downtown, Estimated attendance: over 80 people
- **September 13, 2017** at Congregation Beth Israel at 38th Street, Estimated attendance: over 100 people
- **November 15, 2017** at Rock Rose Hall at the Domain, Estimated attendance: over 50 people

Overarching:

- Shoal Creek Conservancy coordinated all outreach with City of Austin Public Works PIO.
- A Community Advisory Group (CAG) and Technical Advisory Group (TAG) guided development of the Plan. Each group meet three times during the planning process.
 - TAG members served as subject matter experts and guided the creation of the plan by providing information and reviewing plan concepts and drafts. The TAG consists of representatives of 19 City of Austin departments and divisions as well as other public entities with an interest in Shoal Creek.
 - The CAG consists of representatives of 71 neighborhood associations, major employers and nonprofit organization and other stakeholder groups with an interest in Shoal Creek and the trail.
 - A list of CAG and TAG members is available at www.shoalcreekconservancy.org/trailplan.

Engagement Strategies Employed:

Leveraging Partnerships:

- Emailed over 25 partner nonprofits and businesses to inform them of the meetings and to ask them to help with promotion through newsletter articles, facebook posts and other outlets (such as Downtown Austin Alliance, Chamber of Commerce, Bike Austin, Austin Parks Foundation and others)
- Sent targeted emails to key stakeholder group contacts asking them attend workshops
- Emailed all 41 neighborhood association presidents and/or newsletter contacts within the watershed to ask them to share information on nextdoor, through listservs and in newsletters
- Asked Community Advisory Group members to assist with promotion of workshops to their networks
- Requested opportunity to give a presentation/share materials about the Trail Plan at meetings of all 41 neighborhood and homeowners associations in the watershed as listed on the City's Community Registry.

Presentations given and scheduled to date include:

- Brentwood Neighborhood Association Labor Day Parade - September 4, 2017
- Highland Park Neighborhood Association Meeting - September 11, 2017
- Crestview Neighborhood Association Meeting - September 11, 2017
- Brentwood Neighborhood Association Steering Committee Meeting - October 4, 2017
- Ridgelea Neighborhood Association Meeting - October 16, 2017
- Pemberton Heights Neighborhood Association Picnic - October 21, 2017
- North Shoal Creek Neighborhood Association Meeting - November 7, 2017
- Wooten Neighborhood Association Meeting- November 13, 2017
- Allandale Neighborhood Association Meeting - December 6, 2017
- Asked targeted contacts in neighborhoods to post information about the Trail Plan and workshops on NextDoor
- Requested assistance from Council Members Pool, Alter and Tovo in promoting workshops to their constituents. Council Member Pool's office assisted with outreach to neighborhood associations. Each office is represented on the Community Advisory Group.

Utilizing Conservancy Outlets:

- Maintained Shoal Creek Conservancy web page with up-to-date project information, all meeting materials and a map of community feedback: www.shoalcreekconservancy.org/trailplan
- Promoted the workshops on the Conservancy website homepage and events pages, blog posts



- Consistent posts on social media outreach on Conservancy platforms including: regular Facebook posts and paid boosts (20140 likes), weekly Instagram posts (535 followers), weekly Twitter (500 followers)
- Included information about the Trail Plan in the Conservancy's e-newsletter each month, list includes 1,315 email addresses with an open rate of 30%
- Sent e-blasts to Conservancy's email lists of 1,455 stakeholders focusing on the workshop and Trail Plan

Additional Strategies

- Hosted workshops in different locations within the watershed to increase geographic representation, including Cirrus Logic downtown, Congregation Beth Israel at 38th Street and the Domain
- Secured food donations and arranged kids activities by Austin Youth Riverwatch to encourage attendance at the first two workshops
- Utilized an open house strategy for the second and third workshop to allow people with less time to attend
- Posted events details on free Austin online calendars, such as Austin Chronicle and Austin 360
- Distributed over 400 flyers about the workshops throughout the watershed. Strategies included:
 - Posting flyers at businesses and public meeting spaces, such as coffee shops, sporting goods stores, UT Campus and other locations
 - Distributed flyers about the workshops at SCC attended and hosted public events
 - Distributed media advisories to all Austin media outlets prior to the workshops and distributed a press release following the first workshop, resulting the below coverage available at www.shoalcreekconservancy.org/trailplan:
 - June Workshop coverage: Austin American-Statesman and Community Impact
 - September Workshop coverage: Austin Monitor and KXAN
 - November Workshop coverage: CBS
- Posted 4 "yard signs" with information about the workshop along the trail (at 6th Street, Duncan Park and 38th Street) prior to the September meeting

Questions? Please contact Joanna Wolaver, Executive Director at Shoal Creek Conservancy at joanna@shoalcreekconservancy.org or 512-474-2412.