

OUR FUTURE 35

Austin's Cap and Stitch Program



CORRIDOR
PROGRAM
OFFICE

DECEMBER ENGAGEMENT REPORT

FEBRUARY 3, 2023

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1.0 WHAT WE DID

On August 27, 2022, the **Our Future 35 Program** held an in-person public open house and launched an online companion survey (which closed on September 25, 2022) to provide updates to the community about the current status of the project, to share past engagement efforts and future input opportunities, and to co-create initial project themes and goals.



During the in-person session and September online survey, participants were invited to:

- Provide input into the **project vision** by providing statements, keywords, and imagery.
- Review **five project themes** and preliminary goals developed from previous I-35 cap and stitch studies and engagement efforts.
- Begin to identify **measures of success** associated with the project themes.
- Undertake a simple public open space/park **programming exercise** to begin to consider what could be placed on future caps and stitches.

1.1 WHY WE REOPENED THE SURVEY

A demographic analysis of initial survey respondents indicated the project team had not yet proportionately heard from all community members. As a result, the project team conducted additional targeted engagement sessions and online outreach in December 2022 to help increase opportunities for underrepresented community members to provide input on the Our Future 35 Program's vision and goals.

1.2 ENGAGEMENT EFFORTS

Our Future 35 made a concerted effort to engage more of Austin's Hispanic and Spanish-speaking residents, as well as other residents we had not heard from yet (such as youth and families) through the following events and mediums:

- The Villager newspaper ads
- Downtown Stroll tabling
- People's Market at Republic Square tabling
- 101.7 La Z collaboration and tabling at Fiesta Mart
- 101.7 La Z commercials in Spanish
- Facebook ads in English and Spanish
- Spanish version of ourfuture35.com

2.0 WHO WE HEARD FROM

Participant demographics have been compared against official census data on Austin's population. This provides a reference point to review the data. It is not the intention to try and match these percentages exactly, however, this comparison does provide insight into where we need to continue to provide increased focus and effort regarding community engagement activities throughout the project duration.

It is extremely important to the engagement process that we maximize and encourage participation across all communities and ensure all voices are heard, especially in communities that are directly impacted by the project. This analysis has helped to identify community groups that have not yet provided input and with whom we aim to engage further and encourage participation.

2.1 PARTICIPANT ZIP CODE OF RESIDENCE

- The Our Future 35 in-person public open house in August attracted 314 attendees from across the city and from as far as Fredericksburg.
- The online survey in September reached a wider audience, with 1,388 respondents.
 - While 73% resided in ZIP codes within Austin, people from other cities including San Antonio and Temple also contributed.
 - A higher concentration of participants was seen from communities near the study area, with a similar underrepresentation of participants further to the east.
- The December survey yielded 72 responses.
 - Underrepresented zip codes from the August/September effort included: 78721, 78724, 78742, and 78756
 - The December survey yielded:
 - 3 respondents from 78721
 - 4 respondents from 78724
 - Still 0 from 78742
 - 4 respondents from 78756

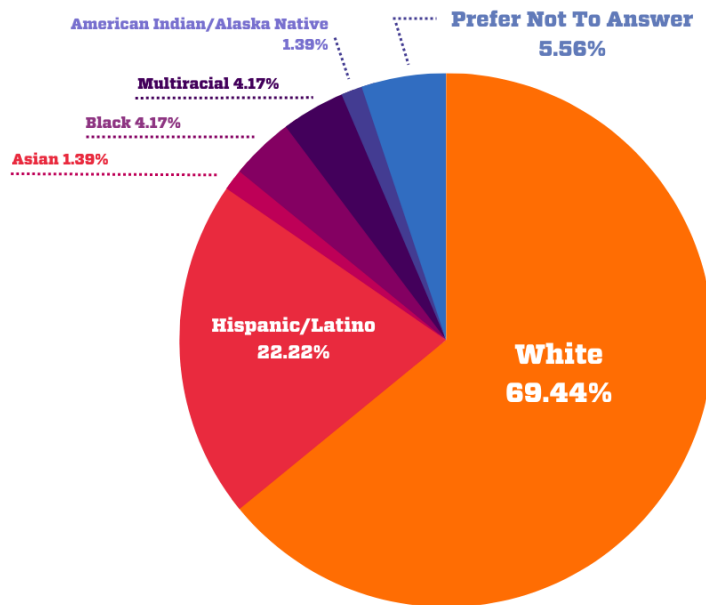
2.2 RACE AND ETHNICITY

- Out of the 72 responses, 67 completed the survey in English, and 5 completed it in Spanish.
- December responses fell within 10% of Austin census data in Hispanic/Latinx sampling; much improved from September's numbers.
- December surveys increased the overall proportional representation of Black, Asian, Multi-Racial, and American Indian respondents.
- Both December and previous efforts oversampled Austin's white population.

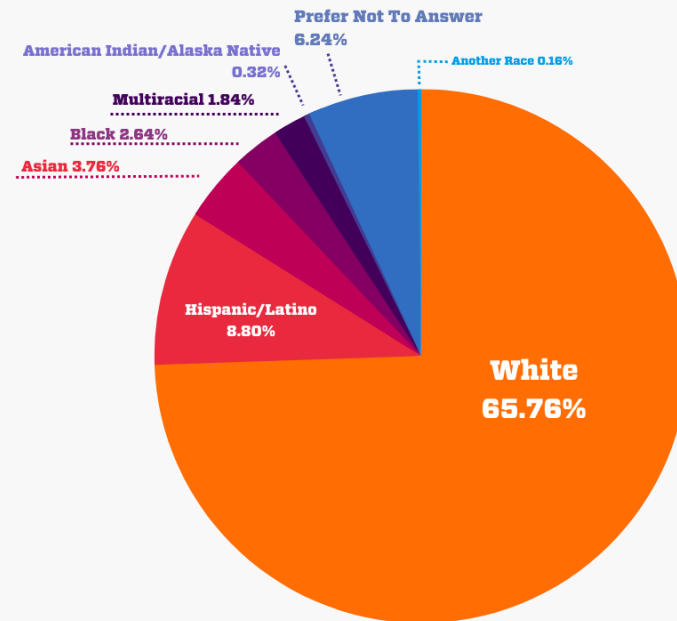


SURVEY REPORT DATA - RACE

DECEMBER 2022 SURVEY



OVERALL AUG & SEPT SURVEY EFFORTS



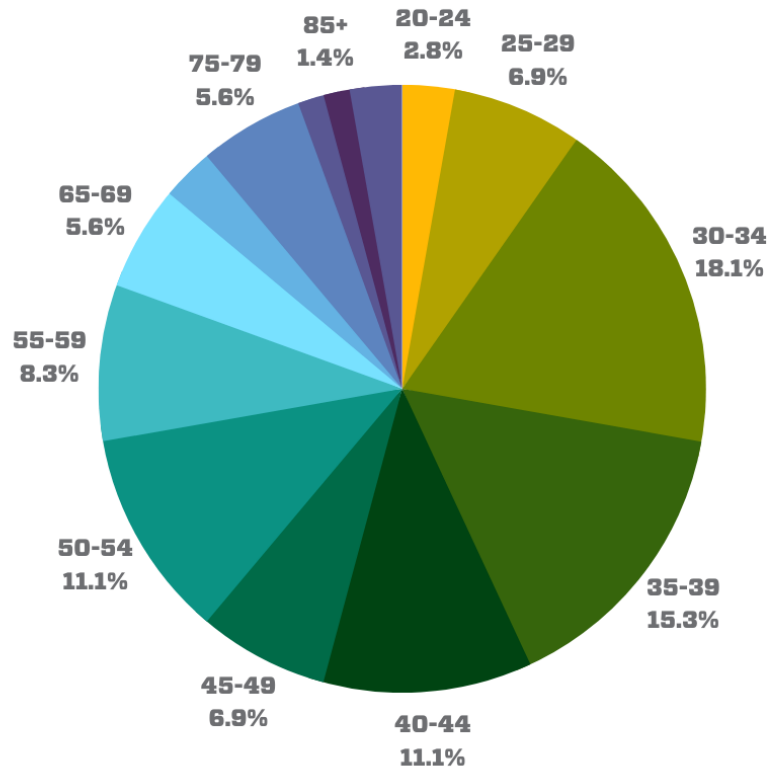
2.3 AGE

- Most respondents fell within the 30-59 age range, with the highest turnout of 30-34—identical to that of the September survey.
- December surveys DID reach more folks in the 75-79 range.

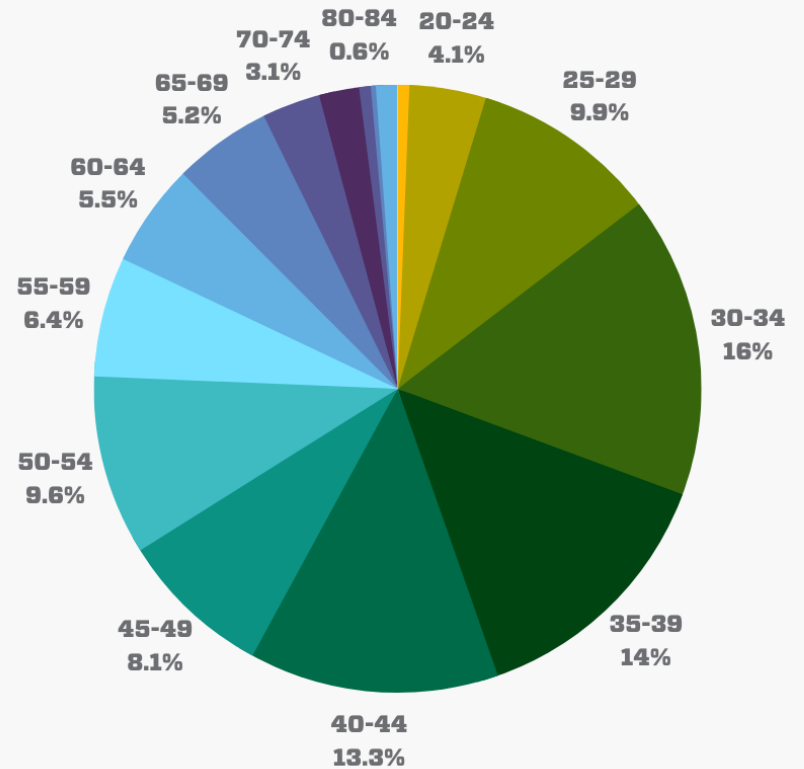


SURVEY REPORT DATA - AGE

DECEMBER 2022 SURVEY



OVERALL AUG & SEPT SURVEY EFFORTS



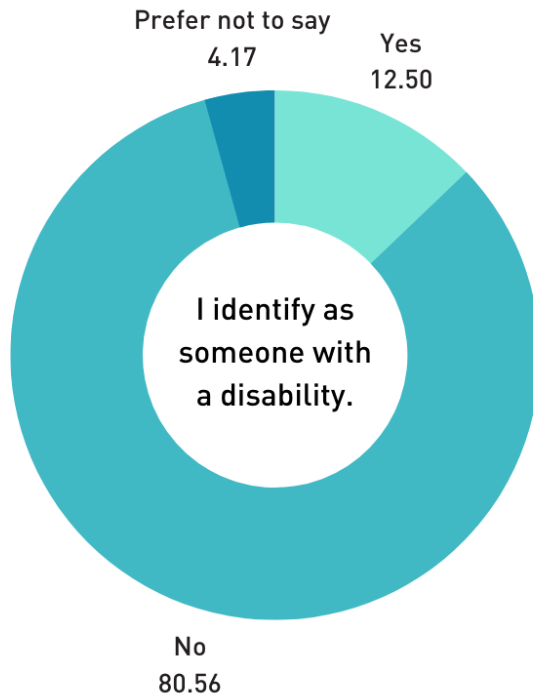
2.4 DISABILITY

- 12% of respondents in December said they identified as someone with a disability, increasing the overall representation of persons with disabilities (across all engagement efforts) to 5.76%.

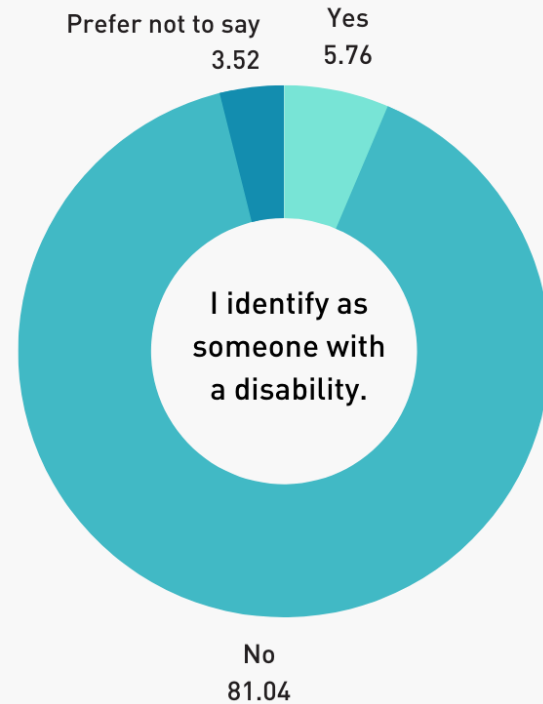


SURVEY REPORT DATA - DISABILITY

DECEMBER 2022 SURVEY



OVERALL AUG & SEPT SURVEY EFFORTS

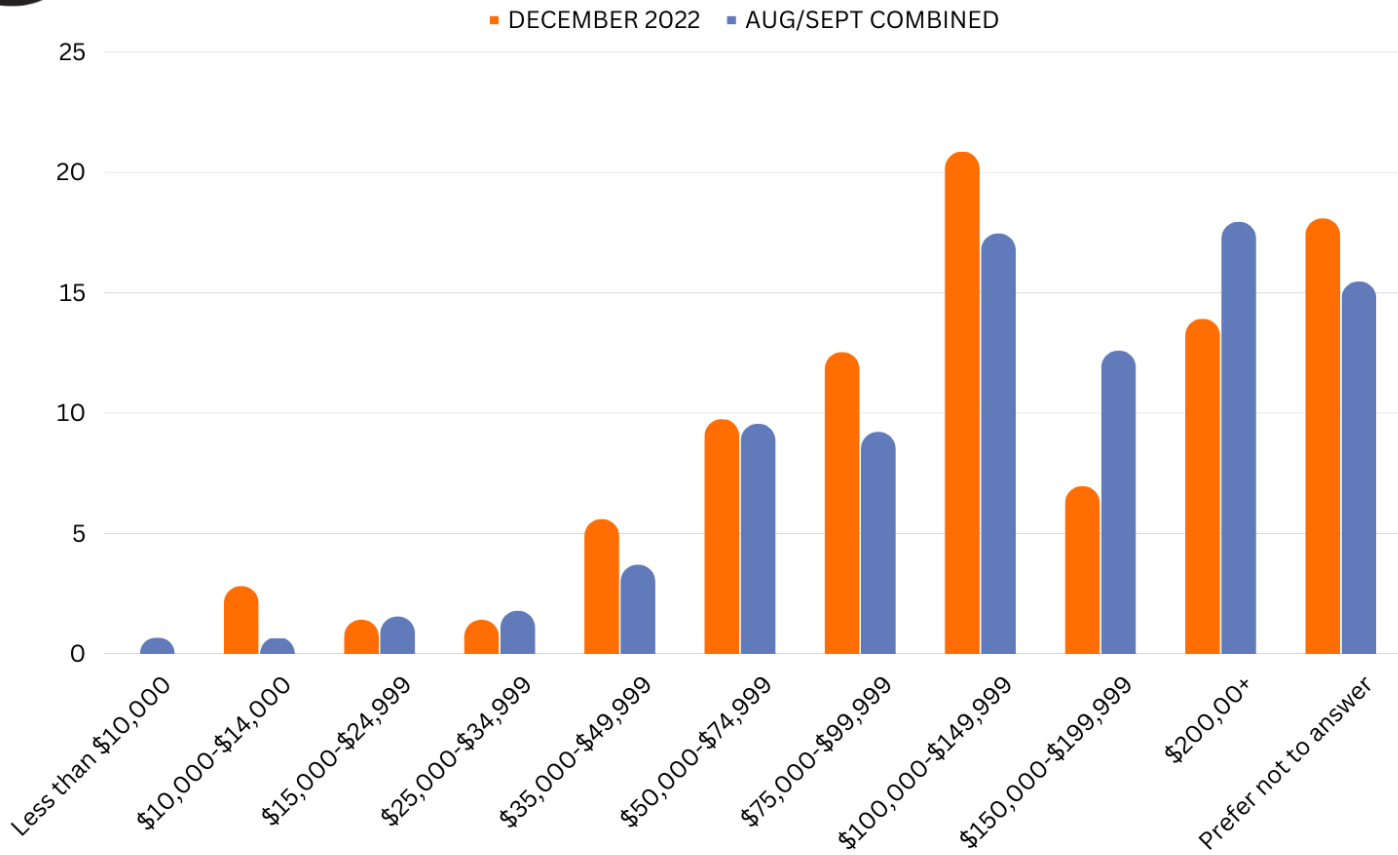


2.5 INCOME

- Income distribution of December survey takers mirrored the September ones, with most folks falling between \$50K-\$150K.



SURVEY REPORT DATA - INCOME



2.6 KEY POINTS

- December surveys DID increase representation from Hispanic/Latinx and Spanish-speaking residents, as well as seniors and persons with disabilities slightly.
- December survey DID NOT significantly increase representation for youth or lower-income residents.
- December survey DID reach a very small number of folks in focus/targeted zip codes, increasing overall representation in 4 of the 5 targeted areas.

3.0 WHAT WE HEARD

The rankings of initial themes and comments about program priorities did NOT differ significantly from those reported at the Fall 2022 public open house and survey.

3.1 RANKING INITIAL THEMES

Before the public open house and online survey, the project team undertook a review of relevant previous studies, planning documents, and community engagement about I-35. This exercise aimed to develop initial themes that respond to the recommendations from these studies and prior community input. During the public open house and both online surveys, participants were asked to review each of these themes and provide comments on potential measures of success for each.

1. Create safe local access to, across, and along the corridor that improves safety for the most vulnerable people, provides a quality experience, and supports multi-modal transportation choices.
 - Ranked “Highest Priority” among the greatest number of respondents
2. Support equitable development that builds sustainable community wealth for people of color.
 - Ranked “High Priority” among the greatest number of respondents
3. Rectify environmental justice issues of the I-35 construction: improve community health and wellbeing, quality of life, and resilience to climate change.
 - Ranked “High” or “Highest” Priority by many respondents
4. Co-create a vision for the corridor with the community.
 - Ranked “Neutral” “High” or “Highest” Priority by many respondents
5. Preserve, celebrate and enhance the historical and cultural fabric of the community
 - Ranked “Neutral” among the greatest number of respondents
6. Develop a funding and operations plan grounded in equity, inclusivity, and transparency.
 - Ranked “Low Priority” among the greatest number of respondents
7. Maintain affordability and the social, economic, and racial diversity of the corridor communities.
 - Ranked “Lowest Priority” among the greatest number of respondents

GOAL PRIORITY RANKINGS

Create safe local access to, across and along the corridor that improves safety for the most vulnerable people, provides a quality experience, and supports multi-modal transportation choices.

1

Support equitable development that builds sustainable community wealth for people of color.

2

Rectify environmental justice issues of the I-35 construction: improve community health and wellbeing, quality of life, and resilience to climate change.

3

Co-create a vision for the corridor with the community.

4

Preserve, celebrate and enhance the historical and cultural fabric of the community

5

Develop a funding and operations plan grounded inequity, inclusivity and transparency.

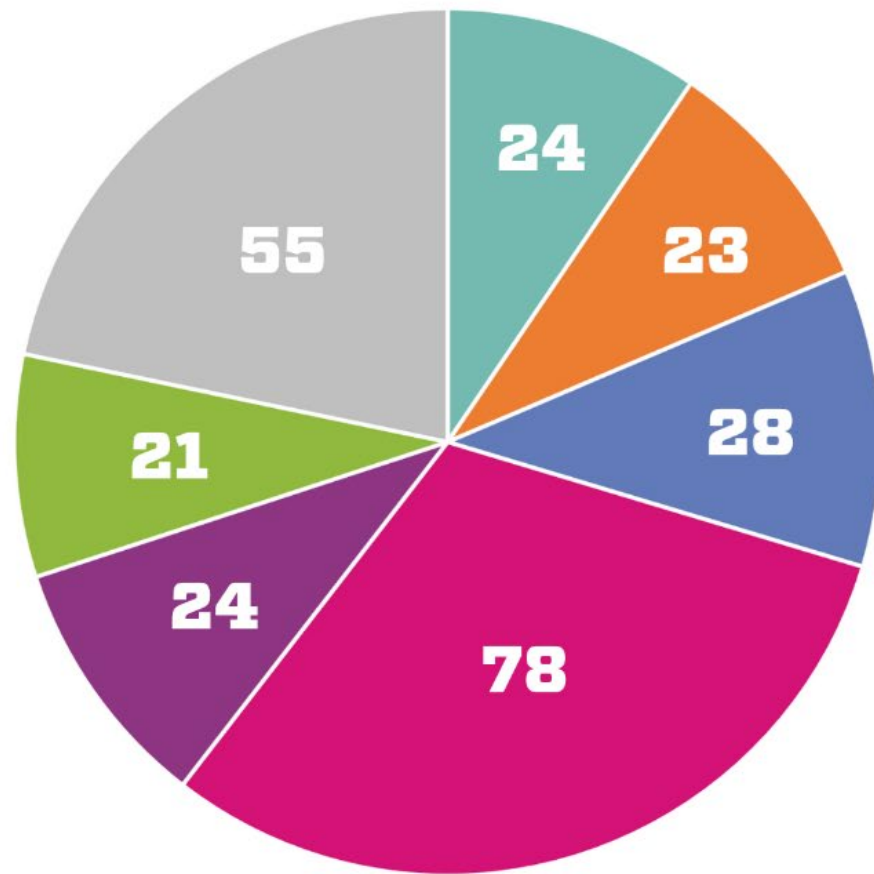
6

Maintain affordability and the social, economic and racial diversity of the corridor communities.

7

3.2 COMMENTS BY CATEGORY

Just like at the August Open House and in the September Survey, December survey takers were asked to review each of these initial themes and provide comments on potential measures of success for each. The following graphic summarizes key input provided by community members regarding the vision and goals for Our Future 35. The Our Future 35 Community Steering Committee has since used this input to shape the program's refined vision and goals (see [HERE](#)).



3.3 CAP AND STITCH PROGRAMMING EXERCISE

During the public open house and online survey, participants were asked to engage in a high-level programming exercise to begin to identify the types of features people are interested in seeing on future caps and stitches. This included suggesting where parkland programming such as trees, recreational facilities, community services, performance spaces, sports pitches, and playgrounds would be most desirable. In addition to a list of typical parkland programs, there was an opportunity to add new features and cast a series of votes.

As demonstrated by the tables below, public feedback regarding preferred cap and stitch elements (both location-based and overall) received via the December 2022 extended survey outreach mirrored the feedback received during the Fall 2022 public open house and survey.

Location	August Open House & September Survey	December Survey
LADY BIRD LAKE – E 11th	Trees Bike Amenities Jogging/Walking Trails Basic Comfort Shade	Trees Bike Lanes Transit/Mobility Hub Jogging/Walking Trails Grocery Store
E11TH ST – E DEAN KEATON ST	Trees Bike Amenities Jogging/Walking Trails Basic Comfort Shade	Trees Bike Lanes Transit/Mobility Hub Jogging/Walking Trails Grocery Store
E DEAN KEATON – E 46 th ST	Trees Bike Amenities Jogging/Walking Trails Basic Comfort Shade	Trees Bike Lanes Jogging/Walking Trails Transit/Mobility Hub Grocery Store

3.3 TOP 10 OVERALL DESIRED FEATURES

August Open House & September Survey	December Survey
<ol style="list-style-type: none">1. Trees2. Bike Lanes3. Jogging/Walking Trails4. Basic comfort (wayfinding, seating, water fountains, etc.)5. Shade6. Transit/Mobility Hub7. Noise Reduction8. Renewable Energy Generation9. Bike Amenities (racks/storage)10. Small Retail/Local Businesses	<ol style="list-style-type: none">1. Trees2. Bike Lanes3. Jogging/Walking Trails4. Transit/Mobility Hub5. Grocery Store6. Basic comfort (wayfinding, seating, water fountains, etc.)7. Shade8. Bike Amenities (racks/storage),9. Renewable Energy Generation10. Noise Reduction

3.4 NEXT STEPS

The Our Future 35 Cap and Stitch design team will continue to work with the community to develop ideas and design options as the project progresses, however, the results from these exercises and survey data demonstrate clear consistencies across engagement efforts and confirm community priorities for future caps and stitches.