

Agenda

Comprehensive Plan Participation Workshop

Wednesday, August 5, 2009

The talking before the workshop

- I. Introductions – Mike Hockmuller, City of Austin
- II. Overview of the Comprehensive Plan
 - o Garner Stoll, City of Austin
 - o John Fernsler, Wallace, Roberts, & Todd

The workshop

- III. Guidelines for the activity – Greg Claxton, City of Austin

Someone from each table should volunteer to be the **Scribe**, who has the responsibility for writing out the table's answers and for staying with the table throughout the evening. Everyone else is a **Mover** and changes tables after every question.

The questions:

1. What would make this interesting, engaging and meaningful enough to participate? (10 min.)
2. What is the easiest way for you to participate? (10 min.)
3. Who needs to be involved that normally isn't? (15 min.)
4. What are some ways to get them involved? (15 min.)

- IV. Close-out and review – Mike Hockmuller, City of Austin

Next steps

Results from tonight will be posted to the Comprehensive Plan website by the end of the day Thursday. On Friday, PDR staff will host a webchat to discuss the workshop, the results, and the participation plan.

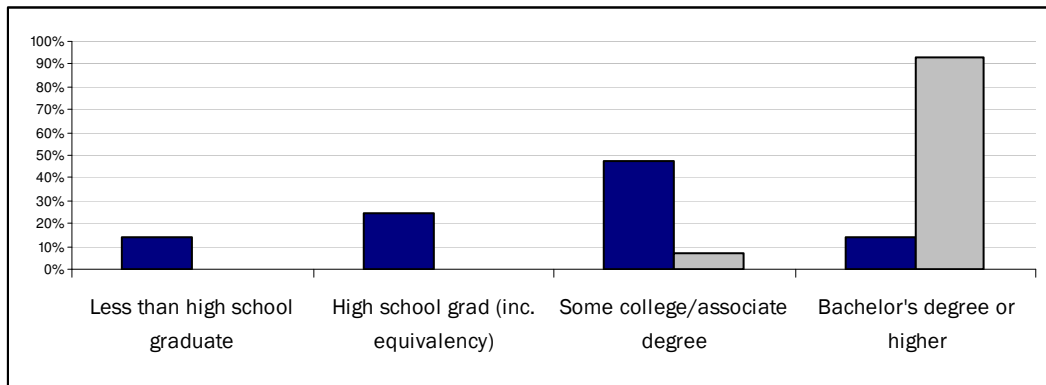
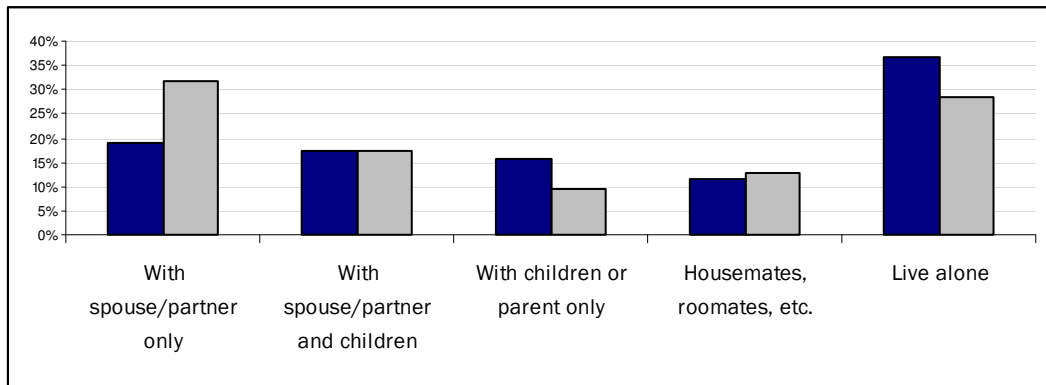
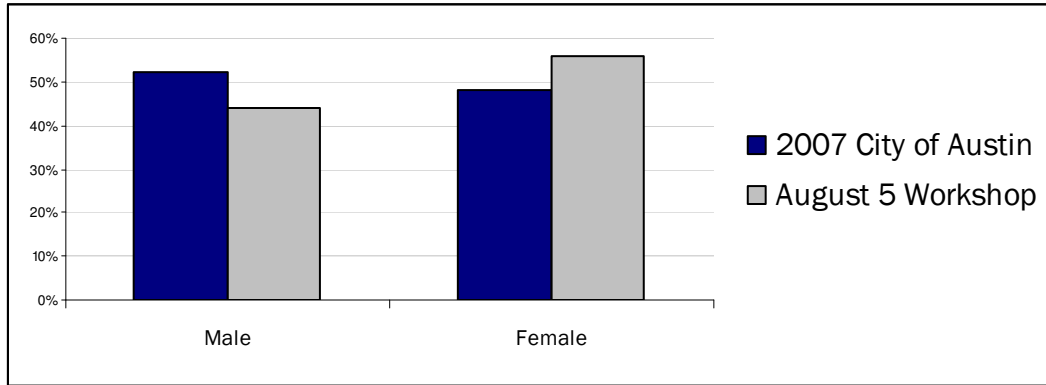
Webchat: Friday, August 7, 2:30 – 3:30.

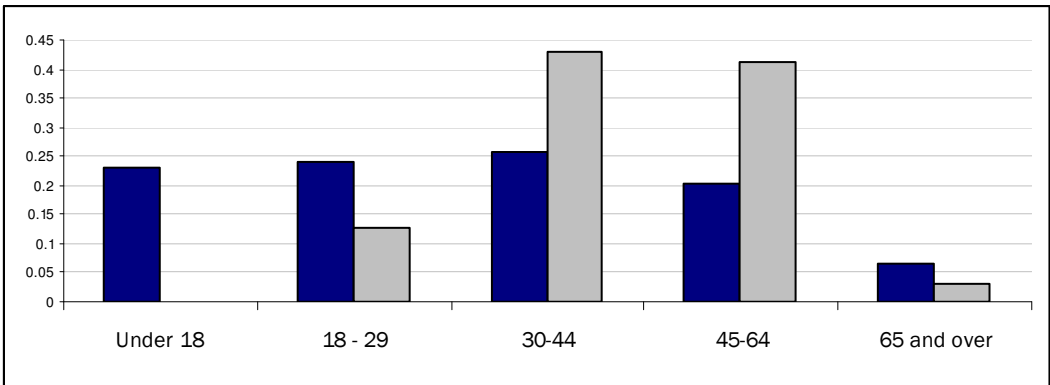
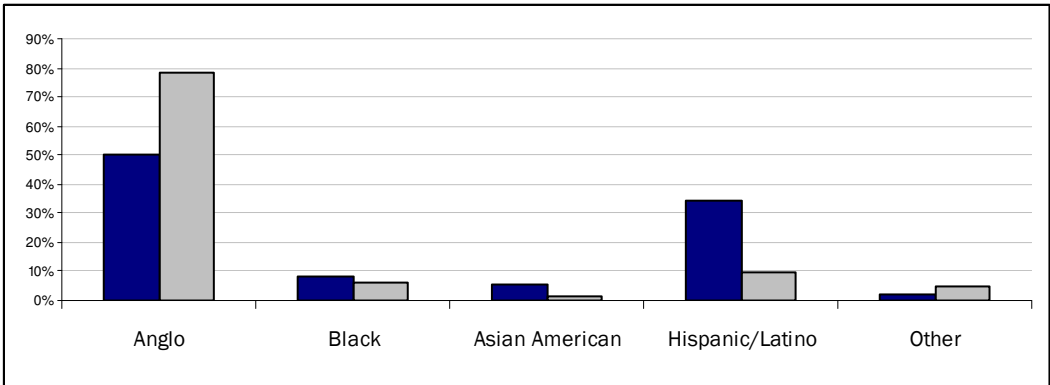
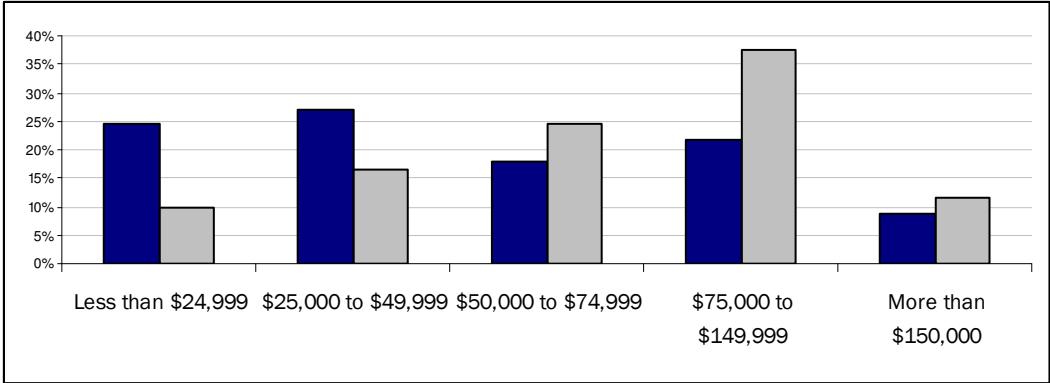
Visit the Comprehensive Plan website to participate:
<http://www.cityofaustin.org/compplan>

Still have more to say? Email Mark Walter at mark.walters@ci.austin.tx.us or Greg Claxton at gregory.claxton@ci.austin.tx.us.

Who attended?

The following bar charts compare the demographics of who attended this meeting with the demographics of the City of Austin in 2007. Participants also indicated where in the city or region (or even beyond, for one person) they lived; that information will be available shortly. Suffice to say, attendants primarily came from Austin's urban core.





Question 1

What would make this interesting, engaging and meaningful enough to participate?

Top Priority Answers from each table

- Getting feedback from comments
- Real impact with enough info to make real impact
- If we knew the plan would be implemented (bond, codes/ordinances, etc)
- Progressive, creative process and takes a global concentration
- Follow a traditional comprehensive planning approach, with traditional chapters/emphasis (along with “Austin” unique ones) that really affect quality of life – and the need to coordinate between them
- Being able to work with a demographically diverse group and hear different ideas and opinions
- We need results with consistent inclusion of new participants, and decision-makers
- Being convinced that plan will affect quality of life:
 - peak oil & climate
 - income impacts
 - green jobs
- We must be assured that there is equal weight to each voice
- Knowing that “my” input will be taken into account
- Being convinced that we will be listened to by offering tangible result at end of meetings
- The Comp Plan needs to be action-oriented + implementable. The plan should be as specific as possible, with clear benchmarks to gauge process.
- Use visual forms of communication: drawings, models, graphic representations
- Make it clear that the city/plan cares about “my” area – reach out/engage all areas of Austin
- Tools: Visual Aids
 - Design charrettes
 - Maps – historic tracking
 - Imagery choices
 - Demographics (\$s, #'s, etc.)
- Create a space that allows visualization, interaction & education
- Transparent and well-defined process with meaningful/relevant data
- Knowing that the plan will reflect public input & that the plan will determine city priorities, i.e. Budget, etc.
- High energy
- variety of venues
- creativity
- Different places and target groups
- different ways of interactions: visual, engaging
- Emphasize the impact the plan will have on their lives including:

1. City Spending (tax dollars)
 2. Choices that will affect individuals
- Tie the 2012 bond referendum to the outcome of this plan

- Feedback Loop
 - Accountability
 - Process
 - Assurance that public's participation is taken seriously & not just lip service
 - Small group discussions

 - A way to be heard
 - Convince people their voice makes a difference
 - Make it empowering
 - Know you are being heard
- Organize events through community leaders (bus's, schools, churches) that are less like meetings and more fun

Starred Answers from individuals or tables

- Include families, generational exercises and then bring together
- The process is high energy and includes way more Hispanic people, poor people and members of the younger than 35 community. Humor helps!
- To not just meet in formal meeting spaces, but have a variety of contexts – eg. Schools
- Includes artists
- Small group discussion
- Regular engagement with staff
- Generic model that can be tweaked as time progresses
- Collecting all ideas and making them public
- Infrequent meetings that cover significant issues
- If meetings never last more than 2 hours
- A physical space to review progress – storefront
- Food
- Everyone's input needs to be heard and addressed
- Being able to see results and see how I or a person affects the process
- Restrict time and stick to agenda = more likely that I'll return
- Knowing your input makes a difference
- Transparent process and well defined process

All Other Answers

- Hard data about costs of growth projections, existing capacity in terms of zoning, infrastructure, and resources (e.g. water)
- Design show it, don't just say it. Compare city models, use visual examples of implemented plans

- If design was considered – graphic, and beauty – I would enjoy it more
- To have good info at hand to inform discussions
- Variety of change locations/approach in target focus- ex. Golfers, fraternities churches, families
- Being able to see how the input is being integrated in the interim products
- Not just talk – we really do “get to ownership”
- If the planning process was done collaboratively and community input was really valued
- If the council made it a priority and coordinated City resources and their time
- To know that the comp plan will really have an impact
- Within the next 18 months, we define a specific path for economic and resource-based sustainability and figure out how to fully fund and implement it (water + energy)
- Meeting a lot of different, new to me people
- Creative and varied venues... Barton Springs, Zilker Hillside, +++
- Feedback that participation being taken seriously (not necessarily individual, but group)
- True participation, not lip service! i.e. a real seat at the table (not Brack tract!)
- Clear agenda and backup data, upfront in advance
- Citizen ownership of process
- Design charettes
- Very flexible – time, easy to follow
- Visual aides with various scenarios of how the city could look – examples from inside and outside Austin
- Easily understood common goals via visual aides
- Involvement of others outside the usual suspects
- Vision, imagination, creative process (like this [one])
- Enough information to believe we wouldn't be doing this again in 5 years
- Variety of field in focus
- Real impact
- The knowledge that I made a difference
- The thought that our public input would really be considered
- Having food/snacks provided
- A process for kids to be involved (from all ages) youth to teens
- Being confident the results of meeting would make a difference in the process
- Movie series
- Education, concessions, event sponsors, visionary of, kids, college follow, neat spaces
- Visualization → movies, lectures, best practices
- education about issues
- opportunities
- Downtown exhibit space (with neighborhood hubs, satellites)
- Sponsors

- Each event must involve “doing” and create a spirit of openness, possibility and action
- Children, children, children must be involved
- Innovate Austin/Make Austin Weirder
- a central space for innovation, learning, sharing, and gathering
- neighborhood chose a satellite locations
- an Austin planning bus
- Bringing in other demographics
- Interesting → lots of helpful info that eliminates redundancy (Austin and elsewhere)
- Engaging → get community leaders on board as conduits to the process
- Meaningful → define parameters and limitations of process
- The Comp. Plan needs to be action-oriented + implementable
- The plan should be as specific as possible with benchmarks to gauge process
- On channel 6 – community discussion
- Engaging each board and commission
- Understand – links to advisory committee
- Understand weighting of influences
- Equal weight to each voice
- If I believed that ordinary citizens views and desires had equal weight with the development “bent” of city management
- Knowing the plan wont sit on a shelf
- If I had trust that citizen’s input would be heard and incorporated into the plan’s implementation via code and ordinance changes
- Assurance that implementation is a key part of the process, i.e. that it’s tied to and directs the next bond issue
- If I believed that the plan developed would be implemented
- Bringing voices not normally heard to table
- If children’s viewpoints were also heard as part of the process
- Instant feedback or date collection during “event”
- If outside experts are responsible to citizens in testing ideas and measuring consequences
- If I learn new things
- Frequent updates between forums – transparency
- A blog
- If we hold meetings relevant to the plan in Austin’s parks, libraries and public facilities
- Being convinced that the plan will allow Austin to thrive through peak oil and climate change over the next 25 years, survive and rise above global crises
- Being convinced we’ll be listened to
- Convince people the Comp Plan affects their income (quality of life)
- Understand how plan will impact quality of life
- Tangible result or outcome at the end of meeting

- Tell people it could make a tangible, impactful difference in their life i.e. give up car, workable public transportation at hand!
- A way to be heard
- Convince people their voice makes a difference
- Empowering!
- Know you're truly heard
- Know up front that 2012 bong referendum will be tied to outcome of this plan – follow the \$\$\$
- Illustrate impact on their lives, including city \$\$\$, choices by city that affect individuals
- Interaction with consultants
- The planning process needs to be FUN (why do I want to be here?)
- Confidence in the process
- Engaging areas of town not usually engaged
- Neighborhood leadership
- Not the same old predictable positions, but grappling together for thoughtful solutions
- If implementation was a real priority and it followed every discussion throughout the planning process
- Real participation – not just group information presented
- Participation Activities at hours working folks can attend without using vacation
- Public input has as much weight as everyone else's
- Some educational background offered to base our input on
- Big Ideas & No Dogma
- Balanced approach that seeks to educate on issues, opportunity and best practices – not just be the receptacle of uninformed opinion
- Removal of “neighborhood focus” = global focus
- Comprehensive rather than isolated planning
- Progressive mindset – what could this city become? Rather than restore it to the way it was on X date that I arrived
- Use our time well
- Getting feedback from comments
- Be able to discuss ideas
- Being able to work with diverse group (age, race, education, renters)

Question 2

What is the easiest way for you to participate?

Top Priority Answers from each table

- Small group conversations at meetings at alternative locations around Austin (food and childcare help!)
- Analog
 - Various locations
 - Child care
 - Small groups
 - Consistent time
 - Humor
- Evenings and weekends in easily accessible sites
- Convenience and variety for all
- Web You Tube
 - Facebook
 - Wiki
 - Online Forums
 - Online Meeting Events
- Bring the process to the people
- Make it easy for me
 - Offer transportation
 - Offer Food
 - Childcare
 - Etc.
- Variety of time, communication, style, location
 - Web forums
 - Topic-specific meetings
- Engage when you want
 - Come to me
 - Door to door
 - Congregations, Neighborhood Centers,
 - Places I already go
- Online 24-7
- Make a Diverse program
 - Times
 - Dates
 - Languages
 - Locations
- Web-Based Forum
- Go where people are and communicate the way they communicate (place, language, speech. Don't rely on just the web.
- Interactive

- Dynamic
- Online Blog
- Open Access Website for posting of Information
- Feedback & comments, questions, etc.
- Online, in small “think-tank” discussion groups, and forums (with the forums, not too frequent; perhaps monthly)
- Make it convenient
 - Online survey
 - Email
 - Need strong visuals
 - Models
 - Drawings
 - Photos
- Online Surveys w/ educational materials provided along w/survey
- In person meetings, with a variety of times and days scheduled
- Broad media outreach, i.e. Twitter, Facebook, TV, Forum
- Fun community hosted events at local/neighborhood gathering places
- Engage people where they are
 - Neighborhood Associations
 - Churches
 - Associations
 - PTA
 - Social groups
 - Non-profits
- Online/web-based fun (!) interactive activities (Survey/ Social networking)
- If it is fun and if I know about it (i.e. tonight was not well-publicized) and I can get to it (including mass transportation)
- Take the meetings to the people for the hard-to-reach/apathetic constituents

Starred Answers from individuals or tables

- Web Survey
- All COA meets together rather than divide and conquer
- Storefronts throughout town that you can just walk into
- Ability to focus interests (not have to sit through every meeting on every topic- have meetings on specific topics)
- Positive, aspirational and vision vs. reactionary problem fixing

All Other Answers

- Participate if friends participate, engage peer groups
- Empower and go to neighborhoods for community (design meetings) events that will be hosted stakeholder groups. Make them fun and neighborhood oriented.
- Have the meetings be events, have hosts, not always by COA, some grassroots.
- Neighborhoods would have city reps. Come to stakeholders meetings i.e. churches, non-profits and neighborhood associations.

- Connect the larger process to local community hosted events.
- Broad media outreach, i.e. web-based
- Traditional and new medias for participation
 - Twitter, Facebook
 - TV, Radio, Forum
- Announcement at Neighborhood and other community meetings
- User-defined surveys, with questions submitted by citizens
- Online Forums/Discussion Boards
- Schedule all meetings (including pre-planning) throughout the city
- Provide choice of what type and how much we participate
- Multi-modal communication
 - Online survey
 - Focus groups
 - Hearings
 - Visual presentations
 - Marketed in media
- Internet quick surveys (when paying bills)
- Emails
- Combo meetings – 10-15 minute update w/ PTA, neighborhood meeting
- At the beginning of the process
- Via email
- Via community forums
- Engaging in community events
- Email/Online survey
- Via email; internet
- In person; small group meetings
- Telephone reminder to people
- Email all your mail groups
- Convenience; within my own neighborhood or other social organizations (example: clubs, schools, churches)
- Have the planners come to me
 - Visit neighborhood meetings
 - Churches
 - Barton Springs/Public pools
 - Non-profits
 - Associations
- Online and email is easiest, but human interaction is preferred. Neighborhood meetings w/ social component (food, children) are most fun, thus easy!
- Provide educational materials with online surveys* (* although they can have serious flaws)
- In person
- Night meetings (also daytime too)
- Through Boards and Commissions
- Community Forum-Brainstorming

- Physical Space
- Evening meetings scheduled well in advance and coordinated with other major COA meeting Schedules
- Multiple meetings on same topic so I can find meeting time that meets my schedule
- Meetings come to me (work, neighborhood)
- Website/Blog with open participation, not only COA consultant posting!
- Email
- Multiple Hubs
 - Central Space – Displays always open
 - Web
 - Something to pull me in – FOOD?!!
 - Show me VISION and steps to get there!
- Have my input and feedback come through a sector rep
- Most fun way is face to face
- Close to where I live- in my neighborhood
- At times other than the M-F, 8-5 workday
- Multiple transportation options
- “Easiest” is the wrong question – how about “most effective”?
- Centrally located meetings
- Through the schools and our kids
- Evening meetings or weekend in your neighborhood
- Time convenient for citizens
- Online 24-7
- To participate thoughtfully in writing
- Online Surveys
- Go to the churches, synagogues, mosques
- Radio Talk show – take caller’s ideas
- In the evening
- Surveys in coffeehouses
- Meetings at schools
- Combine this with neighborhood meetings
- If I feel informed and prepared
- Meetings in “my” neighborhood
- Video Booth
- Public Building
- Email
- Bring the process to the neighborhoods and commissions
- Having “tables” at large Austin events where people are already going to be
- Geographically diverse (Re voting stats)
- Equity and income
- “Who” could be social orgs
- Facebook!!!
- Online Chat room

- You Tube (live and archive)
- Multiple choices - Online meeting and events in different areas of Austin
- Sense of humor (good job w/ cartoons tonight for example)
- Web – Wiki
- Have fun meetings at grocery store, school or other everyday location (with snacks!)
- Easiest way – in person, small group
- Childcare, please!!!
- Infrequent meetings at various locations
- Consistent time, day, week of month
- Regional meetings
- Web surveys
- Small group discussion
- Evening meetings
- Local meetings
- Utility bill inserts
- Existing Neighborhood Groups/Associations – work through networks
- Have a potluck!
- Make it fun
- Not getting lost in shuffle and see how our input will be utilized; know I/we can make a difference
- Small, community based meetings (@ public libraries) (accessible by public transit)
- Alternate meeting and event locations throughout the Austin area - go places (the City doesn't usually go)
- Regional kiosks i.e. at libraries
- Directly after work w/ food and childcare
- Public meetings
- Innovative approaches to help people visualize change/growth
- Taking into account what other cities have done to avoid their pitfalls and repeating their mistakes
- Parking!
- Viable public transportation- special shuttles that evening
- Offer food (even for purchase)
- Childcare
- Web forums
- Variable dates, times and locations; change up things
- Locate meeting on public transit
- Go to where people are- can't rely on just web – 20% households don't have one (computer? internet access? ^{is}) – more don't use it for city boards
- If the material was put in Spanish or other? Vietnamese?
- Provide a variety of ways to comment on the plan and give your ideas
- Have meetings while students are in class
- An office on a convenient location on bus line where people could drop in and talk to someone

- Videotaping meetings and putting them on the website or public TV
- On topics I'm interested in (specific topic meetings)
- Relevant and accessible topically
- In person in the evening
- Open house style meeting
- Present info in my language
- Time Hours – weekdays
- Place – convenience (church, PTA's, schools)
- Come to me
- Places I already go (i.e. farmers market, blues on the green, etc.)
- Web-based activities
- Feeling confident that everyone is taken into account
- Other ways to engage people beside in person

Question 3

Who needs to be involved that normally isn't?

Top Priority Answers from each table

- Young people. High school students. Middle school students.
- People who lack leisure time (i.e. single moms with kids, people working multiple part-time jobs, musicians, students).
- AISD
- Marginalized people (by choice or by circumstance).
- Other governing agencies and quasi-judicial organizations and agencies (e.g. school districts, TxDOT, Cap Metro, CAPCOG, UT). Persons representing greater geographic diversity.
- Business community.
- Socioeconomic barriers: single parents, poor/homeless, elderly, culture/language.
- Those not here tonight.
- Geographic: low voter turnout, rural areas, public transit access.
- Those uninterested and politically inactive.
- All underrepresented groups: families, renters, low income, disabled, seniors, Spanish-speaking communities, high transit users.
- Big landowners that don't report to the City. UT decision-makers. State of Texas.
- Non-English speakers.
- Citizens outside the urban core.
- Involve those who normally don't participate: underrepresented, churches, college students, people who don't normally get invited. Also, people moving to the suburbs, that don't understand the ramifications of poor planning, irresponsible growth.
- Children participation.
- Communities outside the core and traditionally excluded communities.
- Non-English speakers, the unorganized neighborhoods, City Council, other public entities, those missing on tonight's charts.
- People who work evenings, ETJ residents, renters, seniors, 8th graders, small and large businesses, single moms.
- Apathetic neighbors (feel disempowered).
- Kids of people who are not attending these meetings.
- Civic infrastructure: schools, utilities, transportation authorities, neighborhood institutions (as perceived by neighborhoods).

Starred Answers from individuals or tables

- Families.
- Renters.
- Low-income families.
- High transit users.

- Low income families: seniors (monthly income \$480), disabled, veterans.
- Spanish-speaking community.
- Provide childcare and pizza to attract families and single parents (that would provide an opportunity for older kids to provide their ideas about what they'd like to see via fun activities).
- Cap Metro.
- Night-time workers.
- Representatives of everyone who isn't represented on the map: minorities, lower income, elderly.
- Lower-income residents.
- Persons without access to the internet.
- Renters, transient citizens.
- Kids.
- People living on the outside edges of the City; commuters.
- Different cultural communities – find where they gather and craft a meeting around it.
- Young people – through schools and families.
- Artists – recruit them through CreateAustin.

All Other Answers

- Forgotten neighbors.
- The disenfranchised.
- College students.
- Youth.
- Ethnic and racial diversity.
- Renters.
- Engage the church/synagogue leaders so they encourage their congregations to participate.
- People who can't afford (economically) to invest time to invest in their future.
- Union leaders, educators, low wage workers.
- All organized Austin's neighborhood associations.
- Anyone who doesn't normally participate.
- Minorities and other normally under-represented groups.
- Families with small children.
- Children and family advocacy. It seems as if families and children keep coming up as essential participants of community building...how do we include a child's perspective?
- Families and people with kids.
- People of a variety of demographics: age, ethnicity, background.
- Mothers, children, two-job holders, elderly, low-income, lower-education attainment, Spanish-speakers, everyone that's not here tonight.
- Renters: families, single, students.
- Including a broad audience is a matter of accountability for the process as a whole.

- Youth (high school).
- Underrepresented groups: non-English speakers, less educated.
- University of Texas decision-makers.
- State of Texas complex users.
- People from all areas of the city.
- People who work jobs with non-traditional hours.
- A broad spectrum: homeowners, developers, public transportation users, rich people, poor people
- West Austinites – Hill Country – the rich folks!
- Young professionals.
- Edge of town people – “Joe the plumber.”
- The non-vocal citizenry (not the same old folks).
- AISD.
- AISD, business leaders, media, churches.
- Organizations.
- Business community.
- Search out the key decisions-makers, connectors who haven’t been involved in planning efforts.
- Leaders of other municipalities.
- Go to the young college students, handicapped, seniors, people with young kids.
- Digital divide, people with families.
- People Austin doesn’t care about (e.g. East Side), minorities, non-English speakers, people that have been marginalized.
- Business community.
- People who don’t live in Austin proper.
- Immigrants.
- Geographically diverse.
- Children, suburbs, rural! Important they don’t know what’s coming to them.
- Poor people.
- Language barrier, cultural barrier.
- Mothers, elderly.
- Children, homeless population.
- Where there is a low voter turnout.
- Young people.
- Families.
- Folks who are public transportation-dependent.
- Different cultural communities.
- Quiet neighbors, seniors, renters, teens, schools.
- AISD, schools.
- Arch/Des/Planning community in a more concrete and specific way – establish leadership.
- Artists (creatives – offers a variety of presentation methods).
- Apathetic neighbors.

- My neighbors, the people in my community who think that the process is not important because they don't feel their input is important. They also don't attend any neighborhood meetings.
- Austin utilities and transportation.
- More folks from poorer neighborhoods.
- Anyone who's lacking on tonight's demographic charts.
- 8th graders – old enough to understand, but still the future.
- Renters.
- City Council.
- Other public entities.
- People who work evenings and those with children (single moms).
- Seniors.
- People who don't speak English.
- Small and large businesses.
- Neighborhoods that aren't organized or don't have associations.
- ETJ residents.
- Anyone not well represented on the charts.
- Hispanic community with no access to the internet, tv, paper, etc.
- High school students, middle school students.
- Young people.
- High school and middle school students.
- Look at the dots dammit!
- Outlying neighborhoods.
- Single moms of young kids.
- Apartment dwellers.
- People who work non-traditional hours.
- '03 elite who think others will take care of it.
- Poor people.
- Tons of under 35, way more people of Hispanic heritage, way more people making less than 50k per year, way more "bubbas."
- Arts.
- Local businesses.
- Citizens from areas thus far not well represented (by attendance at meetings such as this).
- State agencies.
- Extreme ends of the multi-spectrums: intellectually and highly gifted AND special needs, very wealthy AND very poor, old AND young, the tiniest minorities.
- Tourists.
- Non-English speaking residents.
- Non-college educated.
- Churches.
- Children and schools and university students.

- Look for areas and demographics who have not yet been involved (ages, neighborhoods, income and intellectual levels, etc.) at these meetings and get them.
- Children.
- Suburbs.
- Geographic diversity.
- Economic diversity.
- Lower-educated population.
- Small business owners.
- Business community.
- Students: UT, ACC, etc.
- People below the bachelor degree line
- Bicyclists
- 20 somethings
- Those of us without 9-5 jobs
- Spanish
- Youth (under 18)
- Renters
- Bicyclist
- People without Bachelor's degrees
- People outside the core

Question 4

What are some ways to get them involved?

Top Priority Answers from each table

- Help people understand/visualize change. Convince them that their input matters
 - Incentive, competition for turnout by areas, neighborhoods, i.e. prizes, etc
 - Using local spaces, i.e. churches, people, community centers, schools
- Go to them instead of having them come to you
- Connect to topical plan issues – appeal to their concerns
- Incentives/disincentives – raffle
 - Big exciting “lottery” prize
 - You’re entered to win if you come
 - Free babysitting
 - Celebrity appearances
 - Free transportation on cap metro to locations (on routes)
 - Select locations with diverse “captive audiences” – municipal court building, Laundromats, DMV waiting lines
 - Parks where kids can play safely during meetings
 - Choco chip cookies
 - Turn off their power unless they send back survey in utility bill
 - Ticket them if they don’t come! (or waive parking and traffic fines for those who do)
- Break down the barrier!
 - Provide childcare/food/transit/translators
 - Schedule at alternate times of day/evening
- Meeting people where they are:
 - Use Spanish language TV and newspaper to explain process and invite
 - Notification in multiple media in multiple languages – mail, fliers, phone, internet, posters. And at churches, laundry, community centers, daycares, schools, etc.
 - Go to them (church, schools, etc) and tell them about the process and why it’s important (in their language if necessary)
 - Go to non-meeting events and places: festivals, farmer markets, libraries, grocery stores, mall, thrift stores, coffee house, school events, senior housing, house parties, focus groups
 - Fast food chains help in spreading word...ads on bag
 - Rotate time and day
- Be creative (fun!) and thoughtful (sensitive to time and energy)
 - Go where people have time to kill
 - Door to door
 - House parties/meetings
 - Tap into existing grassroots organizations
- Go ask the people who are not here tonight how best to involve them – find out what matters to them

- Morning radio shows on a broad spectrum of stations – PSA’s (country, rock, tejano, KUT, classical, Spanish)
- Family friendly gatherings: PTA, churches, libraries, child care
 - “What do you want Austin to be for your Children?”
- Convenience
 - Personal contact
 - Childcare
 - Multiple locations
- Accessibility
 - Multiple ways to be involved
 - Understandable process
 - Emotional engagement
 - Different languages
- Sustainability engagement
 - Ask-- campaign for their involvement
 - Give people role: host a party! Focus group! Collect surveys!
 - Think about and respond to barriers [\$, transportation, children
 - Pizza & children
 - Make it fun → time commitment short!
- Make user friendly
 - Put info on utility bills/bus ads/PSA’s
 - ESL versions
 - At meetings, have visual interactive tool i.e. computer models
 - Bring meetings to the community at church socials, school events, etc. with food, transit, etc.
- Use a community organizing approach. Work through community leaders
- Reach out: go to them
- Work with existing organizations: YMCA, school mtgs., neighborhood mtgs.
- Bring info to people
 - Comp Plan bus
 - School curriculum
 - Store fronts
 - Get input where people are
- Educate citizens beforehand and throughout – big fun pep rally with celebrity appearances
 - Go to where people are engaged (parks, schools, churches)
 - Planning-mobile (w/ ice cream)
- Active motivation (demonstrate impact) why it matters to them
- Go to where people are instead of making them come to us
 - e.g. a) hold events at public places, libraries, parks, etc.
 - b) provide display cards w/ info at bus stops, fast food stores, schools, ER
- Need central, grand repository for displays, info and computer access (e.g. at City Hall). Provide volunteer docents to answer questions, help gather feedback. Provide satellite set-ups throughout city to provide similar info/service.

Starred Answers from individuals or tables

- About kids – “Youth Planner” Internships – Paid!!!
- Framing:
 - “Invest in Your Future!”
 - “Do or Die!”
 - “The World is run by those who showup!”
- Identify Community Leaders, Gatekeepers
- Schools → curriculum 8th grade and up
 - Utility bill – internet/checkoff box with into
 - Food
 - Host w/another event
 - Have someone involved with city speak
 - Interactive/visualization tools
 - Models – diagrams that pinpoint/visual issue
 - Map
 - 3D
 - What if-show changes
 - Model to scale
- Go to them, don’t expect them to come to you
- Cultural festivals & events
 - Mexican independence
 - Bengali New Year
 - Etc...
- Tap into community organizations with membership that we want to reach out to like Unidos, how-to, etc
- All the various chambers and professional groups: LGBT, Hisp, Black, Asian
- Church: African-American, Hispanic, Vietnamese

All Other Answers

- Children and Families
 - YMCA
 - Big Sis & Bros
 - TAP
 - Community/Neighborhood
- Help people understand/visualize the change that they could cause with their involvement/contributions, e.g. case studies, plans from other cities, tell us what worked in other places
- Convince them that their input matters
- Go to them.
 - Reach out thru community leaders or representatives – church, schools, ethnic groups
 - community stations at areas with low involvement
 - multi lingual
 - cultural events
- Babysitting (free)

- Transportation (free)
- Rotate locations determined by votes tied to commitment
- Punishment
- Educate them first
- Iphone app
- Go to them
- Creative way for P.R.
 - UT
 - Raffle
 - ACL
- Advertise – libraries, churches, Starbucks, dog parks, club, listservs, HOH's
- Create a clear plan section for categories that have not historically been involved
- Penalty for nonparticipation (incentives for participation)
- Personal Interviews
- Places with captive audiences and low-income people:
 - Municipal court lobby
 - Laundromats
 - DMV waiting lines
 - Suburban grocery stores & Blockbusters on Sat.
 - Make it a form of Community service
 - Provide choc. Chip cookies
 - Parks where kids can play alone while adults meet
 - Waive parking traffic tickets if you attend
- Convince them they can make a difference
- Go to where they are – parks, schools, churches, different neighborhoods
- Offer food and drinks with other childcare
- Make it look fun – good posters and other advertising
- Give better notice – ads in paper
- Find ways to illustrate the impact of the issues in specific and meaningful ways
- Planning-mobile w/ice cream
- Use established community leaders to outreach (influencers)
- Have non –traditional exercises at community events
- Pay groups to reach people that aren't normally involved - help them do outreach for you
- Self organization!!! Put the information out so people have the tools to further the planning process
- Have meetings at locations that are easily accessible
- Deal with transportation issue – meet where they are or offer transportation options to get people there
- Have to make this fun
- Connect to people's everyday services
- Go ask them (those who aren't here – ask them Questions #1-Q4)
- Go to places where people have time to kill
 - vary timing of events

- door to door
- places where people have time to kill
- Austin Interfaith
- house parties/meetings
- Engage them emotionally, as well as thru the pocketbook, or the intellect
- Multiple types of opportunities to get involved
- Speak different languages
- Make the steps in the process clear and accessible. Show what we've done; what we're doing, what's next
- Make it part of other meetings/orgs.
- Events locally and at neighborhood institutions/gathering places
- Variety of meetings
 - place
 - time
- Community organizations given resources to organize
- Make it easy for them
 - childcare
- Make it easy to participate
- Hold meetings at community centers (i.e. churches, rec centers, etc.)
 - -AISD
 - - People outside the urban core
- Info Ads in Neighborhood Newsletters
- Coffee House Tours
- Get involved where they live and work
- This is a community event – no need for childcare
- Plan events just for kids
- Distribute info through schools
- Recast this process as fun + family-oriented
- Distribute info at Farmers Markets
- Work through churches and embedded civic service providers
- Need central, grand repository with satellite setups
- Airstream/planning bus (e.g. Storycorps and mobile book bus)
- Comp Plan bike team- ride in local rides
- Have comp plan twitter and facebook online presence
- Display cards at bus stops, fast food stores
- Hold events at public places – libraries, parks, etc.
- Going to where people are, instead of making them come to us
- To involve renters, approach rental companies on including information in community centers, newsletters, etc.
- Evening rather than day time meetings
- Push mailers
- Randomly selected people providing a good cross-section of the city demographically and geographically – and run them through a deliberative policy process

- Take the planning activity to their area of interest ex: parents, outdoor enthusiasts, homeowner, renters
- Engage un-involved WIFM (Whats In It For Me?) Demonstrated what is at stake for various groups. Ex: those outside urban core neighborhoods. Active engagement
- Idea fair- where all ideas from process for vision displayed in kiosks at the convention center. Everyone will want to see their idea considered, remembered, etc.
- Traveling displays
- Competition and prizes for turn-out
- Use/using local spaces, i.e. churches, people, community centers, schools, etc.
- Incentive, competition for turnout by areas, neighborhoods, i.e. prizes
- Churches
- Bring the process to people
 - - community groups
 - - churches
 - - schools
 - - recreation centers
- Meetings in local neighborhood sites (i.e. community centers that people have sense of ownership of...)
- Bring the process to the people
- Have some sort of day care for the kids so stakeholders can participate
- Advocates from their community telling them they will be heard
- Give them multiple ways to get involved
- Working thru the schools
- Free food/pot lucks
- Fun activities
- Utility bill inserts
- Questionnaires
- Phone survey – English, Spanish
- Variable meeting times
- Day care provided
- Store front staffed 12 hours/day
- Comp plan bus → park and popular locations throughout town (shopping centers)
- Bring it to them! Have community meetings
- Youth
 - Do workshops in schools
 - Camera project
- Offer info booths at commonly attended events –farmers’ markets, etc.
- Translate website and plan into Spanish
- Send info through schools, churches, other neighborhoods institutions where people gather for information
- Provide transportation
 - Cap and trade your interest
 - Web based media outreach
 - Convey the importance to their lives (explain planning)

- Host with other neighborhood events. Special neighborhood even for enjoying in information gathering and receiving
- Co-host with other events i.e. safety/school/voting
- Host with another event
- Schedule at alternate times of day/evening
- Provide childcare/food/incentives/transit
- Make it fun
- Make it easy
- Info on popular Austin Blogs and ethnic newspapers
- Post signs/Ads at library computers (online interactive city site)
- PSA on variety of TV channels and variety of radio stations – talk, latino, classic, etc.
- Morning radio shows
- Attractive, inviting “ads” in public libraries, public transportation, and grocery stores
- “parent” friendly location
- different times day & night
- PTA, schools and child care centers
- Hold meetings at places with childcare
- Young professionals’ socials (beer)
- Get young folks involved by using Facebook & Twitter, hold meetings at Geringman, etc.
- Strong public outreach/PR effort
- Guerilla Marketing
- Working families – government service offices like Tax Assessor collects office or DPS
- Door to Door (like Census)
- Offer a variety of meeting formats and let folks know there is no pressure to talk
- “working” families and individuals Foundation Communities Apartments
 - Personal outreach
 - Hold in alternate settings
- Limit meetings to 2 hours
- Online and in person interactive website
- To have a 12-hour/day storefront with staff
- “My friends are going”
- Not lots of emails- inform at pivotal points in the process
- Hold meeting on UT or ACC campus
- Childcare at meetings
- Meetings for children – specifically around 3:30 pm that also work the parents in
- Feed people
- Rotate location

Out of the box ideas

- Tracking and showing plan attendance as a metric (zip codes)
- Make the budget available on-line to see what resources there are for this!
- Walking/bike/bus tours in different parts of town about the issues → educational opportunities
- Events vs. meetings – Celebrate the process (Free beer!)
- The Comp Plan should be on Facebook & Twitter
- We need more interdisciplinary studies at UT & ACC & other institutions participating
- Survey captive audiences (DPS)
- Change people's citizenship status to "illegal alien" if they don't get involved.
- We need single-member districts* (not in full agreement)
- Leaders education workshop – train leaders to go back and lead a discussion in their community and bring back results.
- Everyday language not "industry speak"
- Print information about the plan and meetings on the power bill or somewhere else that EVERYONE receives and reads.
- Find out about what other cities have done.
- Lets ask all the people who used to live in Austin City Limits and moved [to] the suburbs. Do they understand the effects of irresponsible growth and bad planning? They should weigh in – so we can try to adjust/fix perceptions and problems.
- Deliberative polling for informed input
- Use artists in various ways: graphic representation, facilitation, creative exercises.
- Meals
- Redundant input modes to provide feedback.
- Using (architectural) physical models to see what Austin would look like in various scenarios.
- Understanding the carrying capacity of the environment as baseline.
- Deliberative polling
- Council make it a priority and coordinate city resources and their time and energy.
- Idea fair – where all ideas from vision process are displayed in kiosks at the convention center. Everyone will want to see their ideas considered, remembered, etc.