Asian American Resource Center
Phase 2 Improvements: Performing Arts Center
Community Engagement Plan

Contents

Project Description

This project focuses on expanding the Asian American Resource Center (AARC), Phase 2, as prescribed in the Council-approved AARC Master Plan 2019 (2019 Plan). The project seeks to increase programmatic possibilities for the popular AARC through the addition of a live performance theater and associated programming and parking. The goal is to expand the AARC as a space of belonging and healing for Asian American communities in Austin and beyond.

Recognizing that the implementation of Phase 2 comes shortly after the 2019 Plan, where significant community engagement efforts took place, the Phase 2 engagement efforts will focus on consulting key stakeholders to determine the size, scope and programs associated with a live performing arts theater.

Project Resources and Funding

Council awarded $7 million in the 2018 General Obligation (GO) Bond. These funds will be used for the facility expansion and associated improvements. Unfortunately, the funds are not enough to implement the full scope of Phase 2 as outlined in the 2019 Plan, which has an estimated cost just over $17 million.

To maximize funds for implementation of the plan, project funds do not include a budget for a community engagement consultant. City of Austin staff members will guide the engagement efforts.

The Design Team includes Trahan Architects as the lead architectural firm and Flintco LLC as the construction manager at risk.

Purpose

The overall purpose of Phase II is to expand the AARC facilities by beginning implementation of the 2019 Plan elements prioritized by community members, specifically a new performing arts theater.

Phase 2 Implementation can be summarized into four key parts:

1. **Develop Community Engagement Goals and Project Kickoff:** Identify goals and outcomes that the engagement process will aim to accomplish.
2. **Building Programming**: The initial programming phase of the project will focus on building programming, working with community members to identify aspects of the 2019 Plan to be implemented in accordance with the 2018 GO Bond funds of $7 million.
3. **Building Design**: Once the building programming has been identified, the project will proceed to the design elements.
4. **Permitting and Construction:** During permitting and construction, communication will continue to provide updates to community members.

The purpose of community engagement is to inform communities of the Phase 2 statuses until its completion, and to consult them for input on programming and design of the performing arts theater.

Participation Objectives

- Provide information to community on how the schematic design was created and provide a rationale for these choices.
- Obtain community input on the schematic designs proposed by Project Team.
- Share the final design with a clear description of the rationale and how the public input from 2019 and 2022 was used to influence the decision.
- Provide ongoing updates through the process and project completion.

The community engagement process should accomplish the following outcomes:

Goal:	Achieved through:	Measured by:

Raise awareness and educate the community about the AARC Facility Expansion Plan, AARC programming, AARC needs, and the breadth of cultural and ethnic communities who the AARC serves.	Website, community presentations, community-led small groups, social media.	Attendance numbers, surveys completed, website visits
Educate community around the process of community engagement, design and construction, previous engagement efforts, and opportunities for input.	Website, community presentations, community-led small groups.	Attendance numbers, surveys completed, website visits
Create opportunities and seek input from diverse communities served by the AARC, focusing on language access, and connections that supplement traditional meeting structures.	Small group discussions led by community leaders, outreach in other languages, connecting to community leaders.	Attendance numbers and surveys completed representatives of different community groups.
Identify and connect to APA artists across Austin for input specific to current and future programming needs.	Outreach to current groups and artists.	Attendance numbers and surveys completed representatives of different community groups.
Identify potential conflicts in needs among groups and allow opportunities to reflect on best uses.	Small group discussions led by community leaders, outreach in other languages, connecting to community leaders.	Attendance numbers and surveys completed representatives of different community groups.
Create deeper connections to the AARC and strengthen arts groups and collectives.	Collaborative programming with local artists and organizations.	Follow-up conversations, future program and event attendance.

Scope of Community Engagement

The scope of engagement for each Phase 2 part is articulated below.

1. **Developing Community Engagement Goals and Outcomes and Project Kickoff:** Thinking carefully and early in the process about what an engagement initiative should achieve is critical for success. The co-creation of expected outcomes and goals will ensure that the key stakeholders are a part of the team, engaged along the way. These key stakeholders, along with the Project Team, will identify what questions remain from the 2019 Plan and what guidance the Plan already provides.
    a. Developing Community Engagement Goals
        i. **Level of Engagement:** Involve
        ii. **Key Stakeholders:** AARC Staff members, AAQOL Commission AARC Working Group
        iii. **Promise:** The Project Team will work together with AARC staff and AAQOL Working Group to ensure that their concerns and aspirations are directly reflected in the community engagement goals developed and use these goals to assist in evaluation of the process.

iv. **Process:** Meet with AARC staff to develop outcomes hoped for through engagement process. These were identified in June 2021. PARD met with the AARC Working Group to further develop outcomes in late June and early July to identify goals, which are outlined in the table below under subsection "Participation Objectives." This will guide the development of this Community Engagement Plan and continue to the Kickoff.

    b. Project Kickoff
       i. **Level of Engagement:** Involve
       ii. **Key Stakeholders:** AARC Staff members, PARD staff members
       iii. **Promise:** The Project Team will work together with internal stakeholders to ensure that their concerns and aspirations are directly reflected in the community engagement goals developed and use these goals to assist in evaluation of the process.
       iv. **Process:** Led by City of Austin Public Works Department Architecture Project Management Division (APMD) and PARD with Trahan Architects to introduce the Project Team to project, discuss vision, goals, expectations, introduce decision-makers, and outline schedule

2. **Building Programming:** For the initial building programming phase, the Project Team will rely heavily on the final 2019 Plan and the input from community members during this time. The Project Team will consult with identified key stakeholders to confirm the program priorities identified in the 2019 Plan that can be achieved within the budget for the performing arts theater (Program Verification). Once the building program has been decided, the Project Team will present these findings to the community and evaluate the process in alignment with the community engagement goals.

    a. **Level of Engagement:** Consult
    b. **Stakeholders:** AARC Staff members, AAQOL Commission AARC Working Group, NAAO members, performing arts organizations, independent artists and performers, AARC collaborators and partners, and non-user community members across various Asian and Pacific Islander communities in Austin.
    c. **Promise:** The Project Team will keep community members informed, listen to and acknowledge concerns and aspirations, and provide feedback on how community input influenced the recommendations in the Building Programming guide. Guidance will be provided from input received during the 2019 planning process and the Community Engagement Goals.
    d. **Challenge:** During the Building Programming phase, a short timeline is the primary factor limiting additional engagement; however, significant efforts will be made to hear from the identified key stakeholders.

3. **Building Design:** The purpose of this phase is to generate building and site design ideas that align with the mission, vision, and values of the project. This phase will not begin until the Program Verification Document has been approved. Building Design includes both Schematic Design and Design Development project aspects. Schematic designs will be presented in various formats to community members, allowing community members to provide comments for the Project Team to consider. Once project moves to Design Development, engagement will shift to an informing process.

    a. **Level of Engagement:** Consult initially; transition to Inform
    b. **Stakeholders:** AARC Staff members, AAQOL Commission AARC Working Group, NAAO members, performing arts organizations, independent artists and performers, AARC

collaborators and partners, and non-user community members across various Asian and Pacific Islander communities in Austin.

    c. **Promise:** The Project Team will seek feedback on proposed schematics and provide feedback on how community input influenced the recommendations in the Design Schematics. Guidance will be provided from input received during the 2019 planning process and the Community Engagement Goals. The Project Team will seek feedback on proposed schematics to confirm alignment with goals and previous feedback received.

    d. **Transition:** Once the proposed schematic designs are approved by the City of Austin, community engagement will transition to primarily inform the community of progress, providing information to assist them in understanding the project progress.

4. **Permitting and Construction: Ongoing Project Communication:**
   a. **Level of Engagement:** Inform
   b. **Stakeholders:** AARC Communications Group (see Appendix B)
   c. **Promise:** Once design is complete, the project team will keep the community informed of the projects as it progresses through permitting and construction. Upon completion, the project team anticipates a grand opening celebration will be held.

Decision Makers and How Decisions Will Be Made

The recommendations of the Phase 2 Building Programming Phase will be reported by the Project Team and approved by the PARD Director. Community feedback will inform the final report to the director. The Asian American Quality of Life Advisory Commission will be one of the key stakeholders that will be consulted in the final building programming report. Approval by City Council is not required unless the project deviates from the previously approved 2019 Plan.

Project Team

The Project Team consists of representatives from the following groups:

1. City of Austin
   a. Public Works Department
      i. Architecture Project Management Division (APMD)
      ii. Public Information Office
   b. Parks and Recreation Department
      i. Development Architecture Division
      ii. Asian American Resource Center
      iii. Communications and Engagement Unit
2. Design Consultant Team and Construction Manager at Risk
   a. Trahan Architects
   b. Flintco (CMAR)

Roles and Responsibilities

The following roles and personnel are poised to be present throughout the project:

Parks and Recreation Department Roles and Responsibilities

PARD Associate Project Manager and Project Liaison: Christina Bies

- Represent PARD as project sponsor and subject matter experts (SME) on the specifications of the project.
- Provide technical expertise for the facility.

- Acting as a liaison between PARD and project team members.
- Deliver the best possible Phase 2 Implementation possible.
- Coordinate with Public Works Department Project Manager to ensure timeliness of process.
- Draft project website content updates

PARD Community Engagement: Justin Schneider

- Provide guidance and timely dissemination of information to community members about upcoming engagement opportunities.
- Support outreach efforts of AARC staff.
- Inform media outlets of opportunities for community engagement.

PARD Museums and Cultural Programs Staff: Laura Esparza, Division Manager; Bianca Galvan, Acting AARC Culture and Arts Education Manager

- Identify key stakeholders.
- Develop community champions and organizations outreach lists.
- Share messages and opportunities with AARC participants.

Public Works Department (PWD) Roles and Responsibilities
PWD Architectural Project Management Division represents City of Austin Project Management and is ultimately responsible for the success of Capital Improvement Projects.

PWD Project Manager: David Nicks

- Work collaboratively with the internal and external Project Team members.
- As a Capital Project Delivery Project Manager, oversee and supervise all project work (PWD Project Personnel/Sponsor Project Personnel/Design Personnel & General Contractor Personnel) to successfully execute the contract.
- Manage the project timeline and Design Team efforts.

PWD Public Information Specialist: Elizabeth Ferrer

- Provide additional support for outreach of project information and engagement opportunities.

Design Consultant Team and Construction Manager at Risk
The awarded design consulting team is Trahan Architects. This firm will identify priorities during the Building Programming phase before managing the Building Design phase.

Architect: Trahan Architects

- Engages with identified key stakeholders to define the building program
- Engages with the community to obtain input on the schematic design
- Presents a final deliverable which illustrates how community and stakeholder input was utilized to develop the project design
- Creates project deliverables for public presentation

Construction Manager at Risk: Flintco

- Attends stakeholder and community events for the project
- Solicits the community to obtain SMBR subcontractors
- Assists in providing the community with informative updates during construction
- Delivers the best possible constructed performing arts theater

Stakeholders and Key Topics

Identified Key Stakeholders

The efforts that have resulted in the current and future AARC facility span decades. During the process that resulted in the 2019 Plan, community members provided significant input that resulted in the final plan. The history and the voices who have contributed to this point provide the base of the work to be accomplished during Phase 2 Implementation. PARD recognizes that different approaches for outreach and community engagement techniques should be used in ways that best connect with identified stakeholders.

- Facility Users and Visitors
  - Renters
  - Performers and Organizations
  - Artist and Creatives
  - Program Collaborators/Partners
- AARC non-users
  - Cultural Groups looking for theater space
  - Performers and Organizations who do not use AARC
  - Community members who are not aware of AARC
  - Limited English Proficiency communities that are less aware of AARC

Key Issues in the Community, Relationships, and Social Environment

Austin Asian American community leaders from the Network of Asian American Organizations/AARC nonprofit collaborated with the City of Austin to have the AARC site established many years ago.

The AARC is a very well used facility that opened in 2013 on a 15-acre site and serves a large, actively engaged Asian American community in Austin. This center represents a long-awaited dream for many in the community and was made possible through an Austin voter-approved 2006 Bond Package for $5 million with a $750,000 investment from the U.S. Department of Commerce's Economic Development Administration. Members of the local Asian American Pacific Islander community contributed pro-bono services for the design. The AARC continues to be a place of gathering for this population and holds a high level of importance to them.

The 2019 Plan was completed with significant community involvement. However, not everyone was satisfied with the final outcomes. We anticipate that some of the topics or areas of the 2019 Plan may want to be reopened through this process. Since the 2019 Plan was approved by City Council, deviation from the plan will require additional City Council Approval.

Finally, the COVID pandemic continues to impact the entire Austin community with brown and black communities hit disproportionately hard. Significant challenges in outreach to interested stakeholders continues to be difficult and should be identified through the process.

Outreach Efforts

Outreach efforts will be conducted primarily through the stakeholder lists of AARC participants who have been involved with programs and events in the past. AARC has identified about 100 individuals and 100 organizations throughout Austin. The Project Team will contact them directly to solicit their interest.

> **Email notices:** Primary outreach will occur through emails to established listservs. Email notices will keep the community up to date on the process and informed of relevant engagement opportunities.

Social Media: The project team will post and maintain the content on [PARD] AARC's digital platforms, including: the project website, Nextdoor, Facebook, Twitter, SpeakUp Austin, and the AARC website.

Press/Media Releases: The Project Team will provide media releases with information about how to get involved. These efforts will happen in advance of and during each of the public engagement opportunities. Efforts should include targeted media groups as outlined in Equity Strategy.

Flyers, Posters, Banners, and other Physical Notices: In order to help address the digital divide issues listed in the Equity Strategy, flyers and posters will be created and posted at the AARC and other locations that may be allow flyers posted.

Direct Contact: Where possible and in alignment with Equity goals, efforts should be made to reach out to key stakeholders by phone or in-person when safe to do so. This effort is the most effective but time-consuming, so strategies will be used to align with goals of this engagement plan.

Community Champions

According to the Parks and Recreation Department's "Community Engagement Operations and Procedures, FY 2021-2022," "Community Champions" are defined as "community leaders who are committed to involving more people from their community. Champions encourage increased involvement by more people rather than positioning themselves as representatives of larger groups of people."

The Project Team will solicit interest of community champions during and after the initial Public meeting. The Project Team acknowledges that such commitment entails volunteering of time and other resources. As such, the team needs to be mindful of the depth and the extent to which the community champions are being asked to contribute. For example, the Team may encourage or prompt the champions to leverage their existing social media platforms. In addition, the team may provide the champions with the content of the engagement, such as meeting invitations or project status updates.

Community Engagement Techniques and Events

Due to COVID-19 restrictions, community engagement opportunities may be restricted to online activities or events where health protocols are observed. Additional opportunities for individuals without access to digital platforms will be made upon reasonable request.

Community Engagement Activities

At each project phase, updates to the communities will take place via the Newsletter, social media, and the AARC website. Below are the anticipated opportunities for community members to provide input for the project.

1. **Develop Community Engagement Goals and Project Kickoff**
   a. *Community Engagement Goals Workshop:* Two virtual workshops were held in June 2021 to identify community engagement goals; one with the AAQOL AARC Working Group and one with AARC staff. From these workshops the goals above were created.
   b. *Design Team Announcement:* Email sent to AARC email list announcing selection of design consultant team and construction manager at risk.
   c. *Community meeting Announcement:* Email and promotion of the Initial Community Meeting via the Newsletter, social media platforms, the AARC website, as well as the community news outlet.

2. **Building Programming**
   a. *Four virtual Program Verification Key Stakeholder Small Group Discussions*

i. *Program Verification Internal Stakeholder (PARD) Meeting:* Internal stakeholders will include COA project team members who are responsible and capable of making decisions about the program and building operations. Program verification conversation about theater, classroom, and gallery spaces, including questions about how the spaces will be used, adjacencies, technical requirements of the spaces, storage requirements, and confirm capacity.

ii. *Program Verification Key Stakeholder Meetings:* External stakeholders will participate in program verification conversation about site use, experience, parking, and interface with existing building. The following meetings will take place:

1. *Asian American Quality of Life Commission*
2. *Network of Asian American Organizations*
3. *Austin Creatives and Artists*

b. *Program Verification Community Survey:* Based on the information from the 2019 Plan and verification meetings, the Project Team will develop a community-wide survey as part of the Building Program verification process. Input received will be considered by the Project Team and incorporated and acknowledged where possible. Results will be posted on the project webpage. Survey will be translated into appropriate languages for AARC visitors and stakeholders.

c. *Community Kickoff Meeting (Initial Community Meeting)*: This first meeting will aim to inform AARC users/nonusers, present background information, discuss community engagement methods, and to identify community champions for additional outreach.

d. *Language Access Small Group Gatherings:* In alignment with the Equity Strategy as outlined below, three small group gatherings will be held to increase access for AARC visitors with limited English proficiency. These gatherings will provide opportunities for community members to discuss the Building Program in their preferred language, using the survey as a guide. Meeting hosts (interpreters) will provide notes and comments in English to the Project Team, which will be incorporated with other feedback. Initial languages to include in this process are:

i. *Vietnamese*
ii. *Korean*
iii. *Burmese (Myanmar)*
iv. *Additional meetings may be added if community champions can be identified to help facilitate meetings.*

3. **Building Design**
   a. *Community Meeting: Presentation and Listening Session:* The Project Team will share "what we've heard," the building program and associated goals, and present the design to the community. The Project Team will elicit feedback based on the presented ideas.
   b. *Follow-up Survey:* After the meeting, a follow-up survey will provide an opportunity for additional community members to respond to the questions posed at the meeting. The Project Team will review all comments. Survey should align with the Equity Strategy section. Survey will be translated for AARC visitors and stakeholders.
   c. *Integrated design Charette (internal COA):* This meeting will invite relevant design team members, PARD decision-makers, and internal stakeholders. Together, in one room, we will gather for a ½ day to discuss important topics for the project which will be determined during program verification. The goal is to walk away from the day with a

shared goals and vision – we will always come back to these shared goals as a road map for the project

    d. *Community Meeting: Sharing the Design:* Project Team will share the proposed schematic design, which will include a walk-through of the new building and improvements to current facility and how Project Team developed the schematic design based on feedback. In addition, an updated timeline and next steps will be described along with Watershed Protection Department project. Participants can share their overall impressions and how community members anticipate utilizing the space.

    e. *Final Design Presentation to Boards and Commission:* Once schematic design is completed, the Project Team will be presented to the Asian American Quality of Life Commission, Design Board, and other entities. Opportunities for community members to attend these presentations will be emailed and available on the project webpage along with the presentation and any available recordings afterward.

4. **Permitting and Construction**

    a. *AARC Communications Group:* After Design is completed, the Communications Group will begin to keep stakeholders informed of the process. See Appendix B for a description of this group.

    b. *Ongoing Updates:* Through the process of permitting and construction, information will be sent to the community via the Newsletter, social media, and the project webpage.

    c. *Additional Presentations*

        i. **Asian American Quality of Life Advisory Commission meetings**: Provide presentation on final drafts of deliverables (programming, schematic design and design development): Input received and decisions recommended

        ii. **Design Commission (DC):** Provide a presentation to the DC to illustrate how the projects aligns with city and sustainability standards and the Urban Design Guidelines

All Virtual Engagement Activities will be recorded for viewing by community members. The online video presentation will allow for additional community members to view the information and provide feedback on their schedule prior to the deadline.

Equity Strategy and Language Access

The Parks and Recreation Department's "Community Engagement Operations and Procedures, FY 2021-2022," defines **Racial Equity** as "the condition when race no longer predicts a person's quality of life outcomes in our community." It further states "the City recognizes that race is the primary determinant of social equity and therefore we begin the journey toward social equity with this definition." Meanwhile, **Asian American Resource Center** exists to "provide spaces, services, resources, and programs through an Asian and Pacific Islander perspective."

By way of making AARC possible, the city of Austin has made a tangible stride towards achieving racial equity. That is, the city provides a cultural space where a racial group may fulfill their cultural needs. However, the equity work is far from being done. AARC recognizes that not all APA communities in Austin utilize public resources equally. This was revealed at the AAQOL Commission Survey conducted in 2016. This is also true when examining the usage of AARC spaces and programming across different APA communities.

The AAQOL Survey found that community members with limited English proficiency, or LEP, are less likely to use crucial services that impact quality of life, such as healthcare. The Survey further identified Koreans and Vietnamese to be two ethnic groups with a high proportion of seniors with LEP. AARC meanwhile has learned that Burmese and Myanmar communities, which largely consists of refugees

settled in Austin within the last 10 years, are also one of the underserved, at-risk APA community groups. We refer to this group as Burmese communities.

Strategies for Outreach and Community Engagement

In addition to the engagement with the typical user groups as outlined in the 2019 Plan, the Project Team will reach out to and engage with the three community groups—Burmese, Vietnamese and Korean—as identified above. To make the engagement process meaningful, the team may employ methods, to list a few, such as the following:

- Conduct one small group discussion for each of the three groups in their native language.
- Design a survey questionnaire in a way that accounts for cultural variations in the understanding of performing arts center.
- Consider how the survey questionnaire is disseminated and presented to the communities. That is, online versus in-person.
- Partner with the local news outlets with readership that consists of either Koreans, Vietnamese, or Burmese.
- Partner with local religious or other social organizations which the community members entrust.
- Consider a need to build trust ahead of the consult phase.

The Team will make such considerations and adopt them based on the project needs as well as the project constraints, such as budget, timeline, and staff availability.

The typical user groups are identified in contact lists managed and monitored by both AARC staff and PARD Communications and Engagement Unit in the forms of the AARC newsletter listserv and social media followers.

Digital Access

PARD also acknowledges there is a digital divide when it comes to access to online materials. While many individuals do not have home computers, data shows the digital divide is shrinking, especially when considering smartphone access. Online efforts should accommodate smartphone dimensions.

With the shift to online only engagement activities, opportunity for connection "offline" are a continued need. All Zoom meetings will have a call-in option. In addition, Austin 3-1-1 will be a resource for people to call in to share feedback.

Anticipated Timeline and Events

Timeline

Step 1: Engagement Goals and Communication Before Kick-off

Goal Development   July 2021

- AAQoL AARC Working Group
- AARC Staff

Announcements   July to August 2021

- Project Announcements: Trahan, Flintco
- Notices for upcoming engagement
- Development of Community Engagement Plan

Watershed Protection Department Project Community Meeting   August 2021

Step 2: Building Programming   **January to April 2022**

- Design Consultant Notice to proceed
- Primarily focused on data collection

- 4 Small Group Discussions
- Community Survey
- Community Kickoff Meeting
- 3 Language Access Small Group Gatherings

Building Program Book   April 2022

Step 3: Building Design (Design Phase)   **Spring to Fall 2022**
- Community Town Hall: Presentation and Listening Session
- Follow-up Survey
- Integrated Design Charette
- Final Design Presentation to Boards and Commissions

Step 4: Permitting and Construction   **Fall 2022 to Spring 2024**
- Community Communications Group
- Additional presentations to Boards and Commissions

Anticipated Site Construction Initiation   Fall 2022
Substantial Completion   Spring 2024

A Grand Opening Event will be planned when project is completed.

Reporting

All engagement opportunities will be recorded and posted on the project webpage at their completion.

The final draft of the Building Design recommendation will identify the community input received from the 2019 Plan and Phase 2 engagement activities, naming where community input influenced recommendations. The final achievement of the first step is a Program Book deliverable.

The final draft of the Proposed Design Schematics will identify the community input received from the 2019 Plan and 2022 engagement activities, naming where community input influenced recommendations. The final achievement of the building design phase will be the final construction documents developed at the conclusion of the Design step of implementation and issued for the building permit.

Appendix A: Terms and Definitions

Below are a list of terms and definitions used in the community engagement plan.

Community Engagement Terms

Asian Pacific Americans (APA) is used to include the diverse Asian diaspora, including but not limited to South Asian, Southeast Asian, East Asian, West Asian, and Pacific Islander communities.

Champions are community leaders who are committed to involving more people from their community. Champions encourage increased involvement by more people rather than positioning themselves as representatives of larger groups of people.

Community Engagement is the practice of directly involving the community in a decision-making process. Community engagement can take many forms and approaches, but broadly speaking is a practice that aims to recognize the importance of public input to the development of public policies, decision-making and planning. The City of Austin PARD will consult, involve, listen and respond to the community through ongoing relationships and dialogue. Communities may participate with other partners to develop solutions, shape and design projects, programs, facilities, and services in order to be involved in shared decision-making. Community Engagement can also be referred to as "public participation," any process that involves the public in problem-solving or decision-making and uses public input to make sustainable decisions. Community Engagement should always remind us that we are stewards of the land, not owners. It is the community that owns it.

Community Engagement Plan is a detailed work plan that includes specific engagement activities based on overall strategy; identifies goals, resources, and action items; and defines issues, roles and responsibilities, and audience. Developing a community engagement plan is required for all projects that need community input.

Decision-Maker is the person or group ultimately responsible for responding to the purpose identified in the project. In some cases, this person can be the Project Manager, PARD Executive Team, or City Council.

Inclusive Engagement requires a thoughtful approach to engagement activities that considers all possible participants and takes an equitable approach to include community members who are often not involved in traditional approaches.

Outreach is the process by which the City of Austin PARD will inform the community of engagement opportunities by means of social media, stakeholder communication, online information, and other strategies.

Public Involvement and Equity Strategy (PIES) is the element of the Community Engagement Plan that identifies potential audiences for the engagement process and uses an equity lens to identify and acknowledge residents who may be harder to reach. In addition, PIES informs the Outreach Activities that are developed for the Community Engagement Plan.

Racial Equity is the condition when race no longer predicts a person's quality of life outcomes in our community. The City recognizes that race is the primary determinant of social equity and therefore we begin the journey toward social equity with this definition. The City of Austin recognizes historical and structural disparities and a need for alleviation of these wrongs by critically transforming its institutions and creating a culture of equity.

Scope of Community Engagement defines the parameters of the community engagement for the project. Sometimes called "community engagement scope of work," the scope identifies where and how the public can influence decisions and how to define stakeholders during outreach and engagement.

Stakeholders are community members who are affected directly or indirectly by the project or program. They can be individuals, organizations, or social groups that have a stake in PARD management of parkland. Stakeholders can be both internal to PARD and City of Austin and external as members of the Austin community.

For Phase 2,

> *Internal Stakeholders* are City of Austin units;

> *Key Stakeholders* are Asian American Quality of Life AARC Workgroup, AARC Staff;

> *Targeted Stakeholders* are NAAO members, performing arts organizations, independent artists and performers, AARC collaborators and partners, and non-user community members across various Asian and Pacific Islander communities in Austin.

Techniques are the methods of sharing and receiving information through the community engagement process. Common techniques include surveys and community meetings. Techniques should be designed based on the level of public participation and accessibility for participation by community members.

Project Management Terms

> **Construction** is the process of building a structure

Construction Manager at Risk is a delivery method which entails a commitment by the construction manager to deliver the project within a Guaranteed Maximum Price (GMP)

Design Phase includes the process of creating a solution to a project narrative and then preparing instructions allowing that solution to be constructed. This process includes multiple phases within including:

> **Building Programming** is the research and decision-making process that helps to identify the scope of work to be designed and performed, which will be presented in a program book and defines the project parameters.

>> **Program Book** is the deliverable that shows what the building program will be and the process of how it was decided

> **Schematic Design** is a rough construction drawing that offers a general overview of a project's basic features and construction cost estimates, allowing a determination to be made if the concept fits within the project budget. With schematic designs, the team turns ideas into physical drawings that you can look at and edit to help craft the construction project and prepare for the next phase of the architectural plan.

> **Design Development** is when the design advances significantly, defining and developing the important aspects of the project. The deliverable in this phase is a much more detailed set of drawings than the schematic phase (it looks like they're done, but they're not).

> **Construction Documents** are developed as a result of the design development phase and include details that will provide instruction for the contractor to actually build the project.

Permitting is the process through which construction documents are reviewed by regulating authorities and determined to comply with regulations and codes.

Point of Contact (POC) or Single Point of Contact (SPOC) is the main contact on each project who is responsible for ensuring communications with the community occur within the guidelines of the Community Engagement Operations and Procedures manual. Some projects that crossover multiple City departments may have a POC for each department.

Project refers to an initiative that requires public participation. It can include, among others, a project to update and improve programming, develop a vision or concept plan, strategic planning, or design for capital improvements.

Project Purpose or Problem outlines the reasons for projects to go through the community engagement process. It clearly defines what the outcomes of the project should be. It can also be referred to as the purpose of the project.

Project Manager (PM) will lead the planning, execution, and closing of PARD projects. This person is responsible for the outcomes of the project.

Project Sponsor is the City of Austin department who is providing the funding for the project and will maintain and operate the resulting built project once it is complete.

Appendix B: AARC Community Communications Group

The AARC Community Communications Group is an ongoing community engagement technique aimed at informing community representatives of the ongoing project process. The group will be comprised of a fixed number of designated community representatives, City of Austin Project Team members, a Design Team member and a Construction Team member to provide updates, receive feedback and answer questions from the public. This group will remain in place through the completion of construction. The group will supplement and support broader community communications.

The Public Works Department (PWD) and Parks and Recreation Department (PARD) will work together in coordination to create an unofficial (non-COA governing body) community communications group for the project. The Communications Group will include designated representatives from community leaders, key public stakeholders, and citizens that are reflective of the end users of the AARC.

Purpose

As the building program moves to Design, this group will provide a vehicle for ongoing engagement with the designated community representatives who can in turn share with their communities.

The AARC Community Communications Group will convene on a monthly basis to provide insight to the Project Team, receive updates on progress, share updates and activate a dialogue with community members, and provide a forum for discussion in a constructive and informed manner, allowing each member to understand the range of perspectives and viewpoints.

Specific objectives of the Communications Group include:
- Maintain transparency with the community,
- Continue regular communication,
- Identify community expectations,
- Assist in explaining the design and construction process, and
- Provide project details that arise in between public meetings.

The designated Project staff's contact information is to be posted online and to be shared with the Group to allow the community to contact the team at any point.

Participants or Members

The AARC Communications Group will be a small group of representatives of different interests or perspectives who can provide informed insights to the project team and are committed to keeping their community informed throughout the Phase 2 Implementation process. Members of the Groups should represent a broad range of perspectives and commit to keep their communities informed of progress.

Members should represent various characteristics, such as geography, demography, and relevant perspectives. Suggested members should be provided by COA staff. Membership should be between 8 to 12 individuals, not including Project Team members.

Implementation

COA Facilitator will help moderate and guide the communications group as it conducts meetings. Meetings are expected to take place virtually through 2021. Determinations beyond 2021 will be made when closer.

The PWD Lead Project PIO Representative, Elizabeth Ferrer (Public Information Specialist, Senior) is tasked with leading these monthly meetings. The CDPM, David Nicks, and PARD Project Sponsor/designated Project Liaison, Christina Bies will join Elizabeth Ferrer in leading monthly meetings.

The Design Team and Construction Manager at Risk are to send a minimum of one representative to these recurring meetings to provide additional support. If a City staff member leading the meeting

cannot answer a question, they can defer to the subject matter expert in attendance. The attendance of the Design Team and CMAR shows high level of commitment by the private entities that are responsible for the successful delivery of the project.

Initial Meeting
- Introductions and overview
- Schedule of meetings
- Outline of expectations and roles

Future Meetings
- Roles
- Guidance
- Techniques

Documentation and Transparency
- Meetings will be recorded and posted on project webpage
- Notes will be taken and published
- Members can share updates