



INTRODUCTION

This report presents a summary and analysis of the Prop B Parks Virtual Showcase held between July 25, 2023, to August 4, 2023. The aim was to collect public feedback on the Buda Bonds Prop B Parks projects and the preliminary enhancements planned for Garison Park.

PROJECTS OVERVIEW

At the heart of the City of Buda's priorities lies the provision of quality outdoor amenities and green spaces for its residents. Proposition B, the second proposition of the 2021 Buda Bonds Program, focuses on enhancing and expanding local parks and recreational spaces by funding various projects that bring these spaces to life. Prop B projects include the initial phases of Garison Park improvements, the expansion of Garlic Creek Trail, enhancements at Eastside Park, Onion Creek Trail, Green Meadows Park, Stoneridge Park, and the City Park Parking lot.

From July 25, 2023, to August 4, 2023, the City of Buda hosted the virtual showcase on the Buda Bonds website, seeking community feedback through a 15-question survey designed to capture participant insights on the projects. During the showcase, a total of 24 survey responses were collected. Below you will find a summary of the outreach initiatives, complete with data metrics and survey outcomes.

PROMOTION

The engagement activities involved promoting the virtual showcase through invitations and newsletters to stakeholders, along with the Green Meadows Pavilion Ribbon Cutting ceremony, and coverage across press and social media platforms:

Emails and Newsletters

On July 31, 2023, the Buda Viewda newsletter announced the Buda Bonds Parks Virtual Showcase, with a readership that extended to 376 stakeholders. The aim was to encourage Buda residents to provide feedback through the survey.

Between July 14, 2023, and July 25, 2023, 621 subscribers of the Buda Bonds e-newsletter received invitations and reminders. On July 19, 2023, 130 stakeholders received announcements through the Buda Project Dispatch.

Event

During the Green Meadows Pavilion Ribbon Cutting Ceremony on July 29, 2023, City officials encouraged attendees to respond to the survey. Approximately 25 people were in attendance.



Project Dispatch, Issue 7 - July 2023

Dear neighbors,

Construction on the new Green Meadows Park Pavilion is almost completed! Below are some exciting events coming up for you to look forward to.

Buda Bonds 2021 Updates

Community Meetings and Events

Buda Bonds Parks Virtual Showcase



From July 25 to August 4
Where: BudaBonds.com

You are invited to participate in the upcoming virtual showcase for Prop B parks projects, including the preliminary plans for Garison Park. Please visit budabonds.com anytime from Tuesday, July 25 to Friday, August 4 to learn more and share your feedback.

Green Meadows Park Ribbon Cutting Ceremony



Saturday, July 29
From 10:30 - 11:30 a.m.

Help us celebrate the completion of the Green Meadows Park Pavilion! This special occasion marks a significant milestone for the Buda Bonds Prop B Parks and Recreation projects. Come chat with the team and enjoy free snow cone!



GARISON PARK

Dear Neighbors,

The City of Buda invites you to participate in the upcoming Garison Park Virtual Showcase to learn about the preliminary plans and share your feedback.

**Garison Park Virtual Showcase
July 25 - August 4
at BudaBonds.com**



Get ready to be a part of something truly special! You are invited to participate in a virtual showcase for Garison Park, where your input is highly valued. This virtual event will be hosted on BudaBonds.com from Tuesday, July 25 to Friday, August 4.

This prerecorded video presentation will highlight preliminary improvements planned for Garison Park and we need your input. You can submit comments via mail, email or through an online survey. Share your thoughts and feedback, and together, we can create an outdoor space that could become the crown jewel of Buda's outdoor capital.

We will also provide general updates on ongoing Buda Bonds 2021 Prop B Parks and Recreation projects during the virtual showcase.

Your participation and input play a significant role in shaping the future of Garison Park. Mark your calendar and visit BudaBonds.com to learn more and share your input.



July 31, 2023

Municipal Happenings

The 2021 Buda Bonds Parks Showcase Is Online and the City Wants Your Feedback!

Join us for an overview of the 2021 Buda Bonds Prop B parks projects and the preliminary plans for improvements to Garison Park. Please view the presentations below or at BudaBonds.com and [share your comments](#). Your input matters, and together, we can create fantastic outdoor spaces for everyone to enjoy!



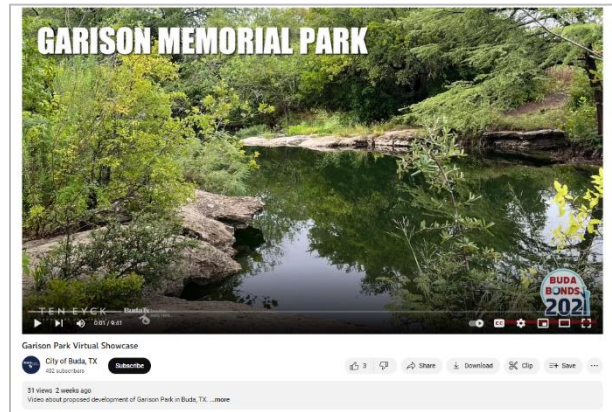
PROMOTION EFFORTS	DATE	REACH
Buda Viewda E-Newsletter	July 31, 2023	376
Project Dispatch E-Newsletter	July 19, 2023	130
Buda Bonds E-Newsletter - Project Buda Bonds Parks Virtual Showcase Invitation and reminder.	July 14 and July 25, 2023	621

EVENT	DATE	ATTENDEES
Green Meadows Pavilion Ribbon Cutting event	July 29, 2023	25



Social Media

The City of Buda used Facebook and Instagram to promote the Buda Bonds Parks Virtual Showcase and gather community feedback.



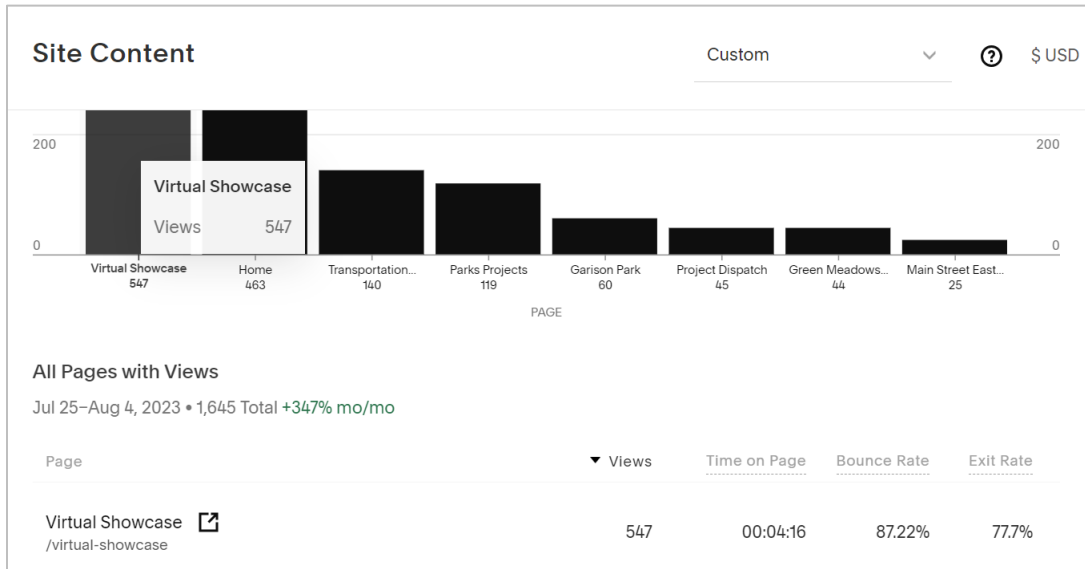
SOCIAL MEDIA OUTREACH	TIMEFRAME	REACH
Facebook	July 26 – July 31, 2023	495
Instagram	July 26 – July 31, 2023	95
YouTube	August 4 – August, 2023	49



Virtual Showcase Webpage

BudaBonds.com

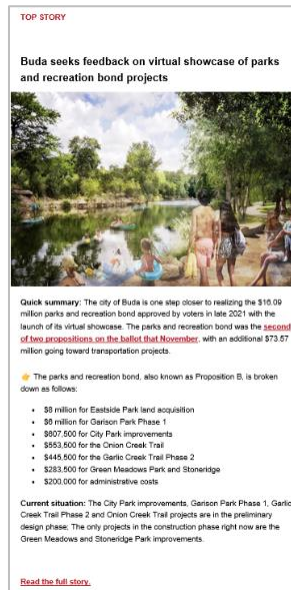
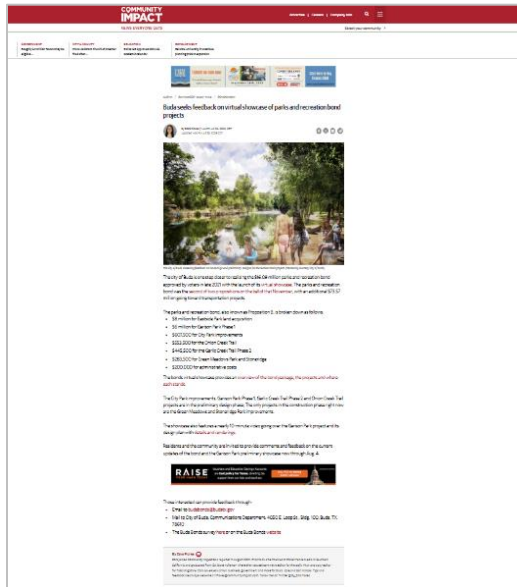
The Buda Bonds website currently hosts the Virtual Showcase for the Prop B Parks projects and the preliminary plans for enhancing Garison Park. Webpage views during the Virtual Showcase (July 25, 2023 – August 4, 2023) are highlighted below.



BUDA BONDS METRICS	TIMEFRAME	VIEWS
Virtual Showcase Page Views	July 25 – August 4	547

Media Engagement

On July 20, 2023, The City’s Communication Department sent a press release to several news outlets informing the public about the Virtual Showcase. As you can see below, the news outlet, *Community Impact*, highlighted the Virtual Showcase in both their newsletter and a news article, aiming to promote survey participation among area residents.



SURVEY SUMMARY KEY TAKEAWAYS

From July 25, 2023, to August 4, 2023, the Buda community had the opportunity to share their feedback on preliminary plans to improve Garrison Park. Overall, the preliminary plans to improve Garrison Park received positive feedback from the Buda community.

Here is what we heard from the community:

Feedback Highlights for Proposed Garrison Park Improvements:

Key Themes:

- Most survey respondents believed that the park's design concepts effectively reflect the community's needs. Other respondents recommended the possibility of eventual additional improvements to ensure the park's long-term usability.
- Survey respondents were enthusiastic about the park's potential to attract visitors who would enjoy its natural beauty.
- Many respondents emphasized the importance of finding a balance between making the park visually appealing and ensuring its sustainability.
- Most respondents agreed that the design is inclusive, offering spaces for educational activities that would cater to a diverse range of people.



- Respondents were particularly excited about features like the swimming hole and the overlook area.
- Participants emphasized the need for access to water, walking trails, and creating a safe environment that could be enjoyed by people of all ages.
- There were suggestions for various events, activities, amenities, and potential partnerships to enhance the park's overall appeal and functionality.

Prop B Parks Improvements Survey: Participants were asked to share comments and questions on any of the following Prop B Parks and Recreation projects:

City Park Parking Lot

Respondents shared opinions about the design and environmental impact of the parking lot, highlighting the importance of minimizing impervious cover and considering multifunctional usage.

Eastside Park Land Acquisition

Respondents noted the need for an appealing park on the Eastside of the City, amenities like indoor recreational centers, pickleball courts, and collaboration with neighboring communities.

Garlic Creek Trail Phase II:

Participants expressed mixed opinions on the trail project. Some favored preserving natural biking trails, suggesting enhancements like an additional crossing over Garlic Creek. Others were excited about the project but urged against paving, proposing educational markers and barriers to prevent motorized vehicle damage.

Green Meadows and Stoneridge Parks:

Respondents noted concerns about the current state of Green Meadows and Stoneridge Parks, noting issues like playground repairs, insufficient lighting, and the use of bond money. Some participants appreciate the construction of the new pavilion.

Overall, the community's feedback on the projects was notably favorable, highlighting a strong sense of enthusiasm, support, and anticipation for the upcoming park improvements and initiatives.

SURVEY	TIMEFRAME	#PARTICIPANTS
Buda Bonds Parks Virtual Showcase	July 25 – August 4	24
Survey Clicks	July 25 – August 4	59