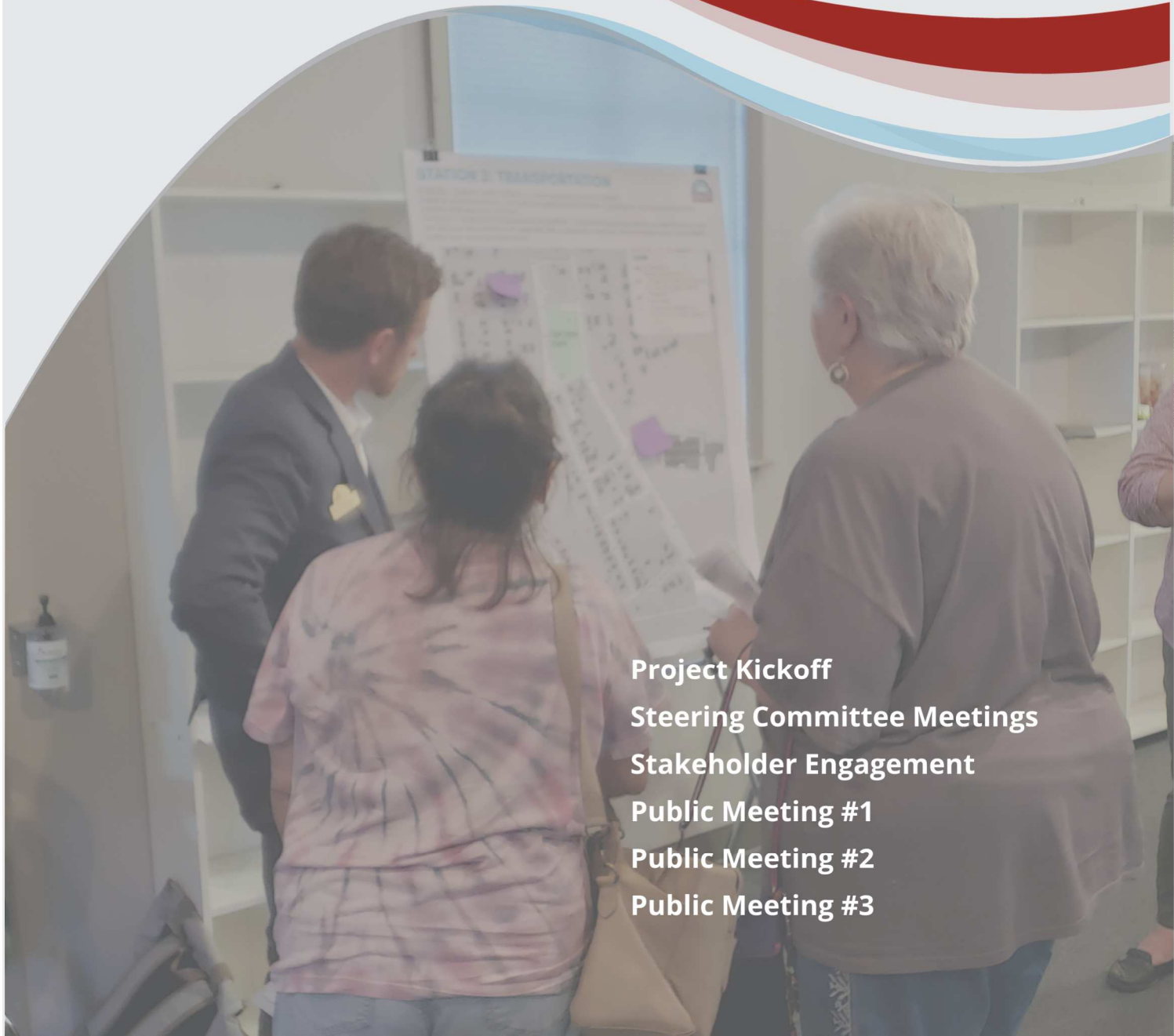


# Community Voices



**Project Kickoff**  
**Steering Committee Meetings**  
**Stakeholder Engagement**  
**Public Meeting #1**  
**Public Meeting #2**  
**Public Meeting #3**

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# Steering Committee Meetings

## Project Kickoff

The first Steering Committee meeting, held on May 3rd, 2021, served as a project kick-off to educate members on the project's scope and responsibilities. Steering Committee members provided information on stakeholders, goals, expectations, issues, and concerns. Input exercises from the meeting are summarized below.

### Exercise: What are your Goals & Expectations for this project?

The Steering Committee wants to see the history and culture of San José shared and celebrated, and have an improved space to hold community events. They would also like to see a vision for the neighborhood with action steps that help reach that vision. Additionally, the Steering Committee wants to see home values and property taxes stabilized to the neighborhood resident's current incomes and create additional safety measures to ensure the neighborhood is safe for both cars and pedestrians.



Source: APD Urban Planning and Management

### Exercise: What are your goals for successful outreach and community engagement during this project?

Members felt that mailouts, flyers, and email are the most effective way to reach San José residents, in addition to door-to-door contact. Members thought that an open house meeting and focus groups were the most effective way to facilitate community feedback from residents in San José. Members view online engagement as the least effective way to engage residents in San José.

### Exercise: What do you like the most and the least about your neighborhood?

Members like the history and culture of San José, including the family oriented atmosphere of the neighborhood. Members also like their neighbors in San José.

Members dislike the rising property taxes, trash, and vacant lots in the neighborhood, and traffic issues such as parking and speeding. Members also dislike the reputation that San José has a lot of crime, as this is a misconception.



Source: APD Urban Planning and Management

### Exercise: Strengths, Weaknesses, Opportunities, Threats (SWOT)

Members feel that San José Park, the rich history and culture of the neighborhood, and its residents are all strengths of San José. Weaknesses include the trust factor between neighborhood residents and the City of Georgetown, and unclear property titles, which the Steering Committee sees as a significant issue in the neighborhood.

Opportunities for San José include celebrating the history and culture of the neighborhood through events and other means, better activating the underutilized railroad track, and homeowner education that teaches residents how to appeal property taxes and the importance of having a clear title and a will. Threats to the neighborhood include rising property tax assessments, and storm-water management issues throughout the neighborhood.

## Steering Committee Asset Mapping Activity

Steering Committee members completed an asset mapping activity to help identify important areas in the community. Steering Committee members identified assets, such as places of worship, gathering spaces, community centers, historic sites or events, and concerns such as crime, litter, and traffic issues. These assets and concerns are summarized below, and numbered with their locations illustrated in Figure 27. The number of instances a Steering Committee member mentioned the community asset or concern is indicated in parenthesis.

### *Community Assets*

1. San José Park (5).
2. Splash pad in San José Park.
3. Annie Purl Elementary School (2).
4. San José Community Church (5).
5. Historic Altar to San José (4).

### *Community Concerns*

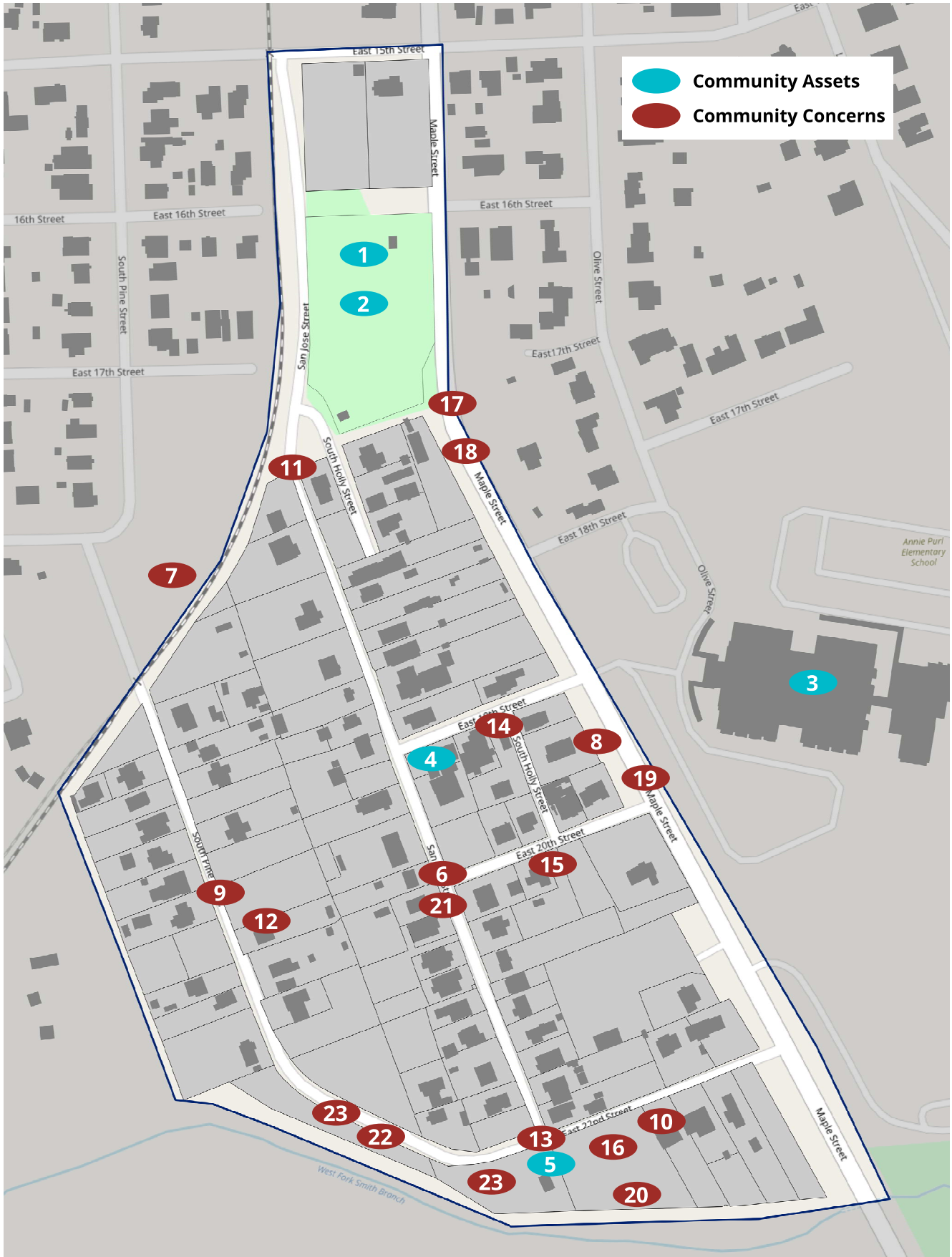
6. Vacant lots.
7. Litter along railroad tracks.
8. Litter in ravine along Maple Street.
9. Litter in vacant lots on Pine Street (2).
10. Number of cars parked along East 22nd Street (2).
11. Traffic along San José Street (2).
12. Vacant and abandoned property along South Pine Street (2).
13. Infrastructure issues (2).
14. Infrastructure issues on East 19th Street.
15. Infrastructure issues on East 20th Street.
16. Litter along East 22nd Street.
17. Speeding along Maple Street near San José Park.
18. Drainage issues.
19. Traffic congestion in the mornings and afternoons.
20. Drainage issues.
21. Traffic.
22. Crime (2).
23. Litter (3).

### *Neighborhood-Wide Concerns*

- Narrow streets.
- Limited pedestrian infrastructure.
- Litter.
- Vacant and abandoned lots throughout the neighborhood.
- Limited parking.
- How to highlight the history and culture of the neighborhood in an equitable way.



Figure 27: Summary of Comments

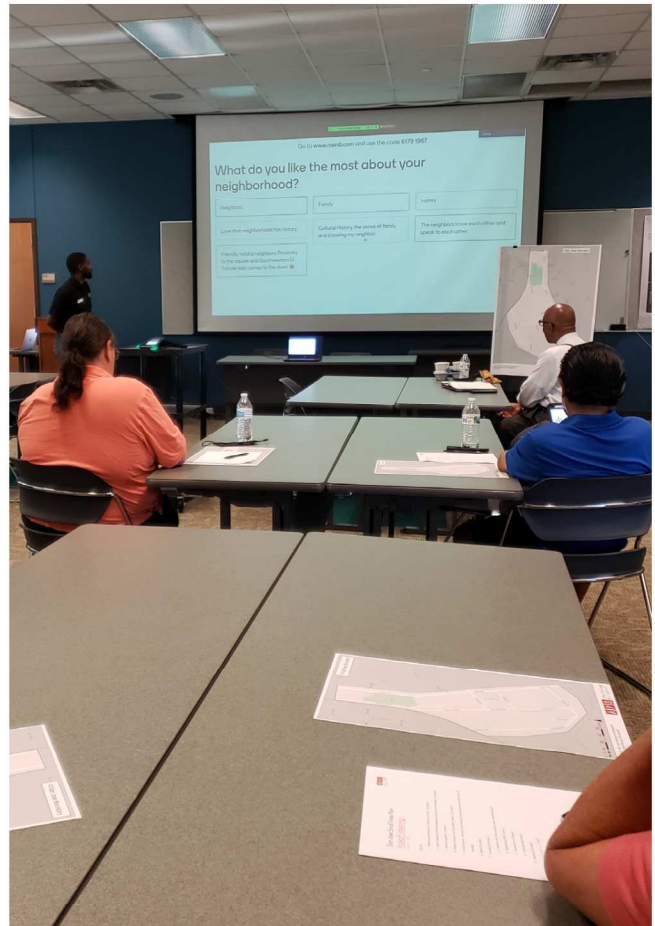


## Conclusion

Feedback from the Steering Committee helps illuminate the assets and concerns in San José and the strengths and weaknesses of the neighborhood, as well as opportunities and threats. Their feedback also guides the creation and distribution of outreach material and the public meeting format. Initial takeaways from the kickoff meeting include:

- There should be bilingual and direct communication with the neighborhood;
- There is a strong desire for community building and the Steering Committee to be heavily involved in the process; and
- Major concerns for neighborhood residents include rising property taxes, drainage issues, and traffic.

Additionally, Steering Committee feedback was used to craft materials shared at the first public meeting.





## Additional Steering Committee Meetings

### Steering Committee Number Two

At the second Steering Committee meeting, members reviewed the initial findings from APD-U's first visit to Georgetown, the draft Community Outreach and Engagement Guide, and the stations created for the first public meeting.

### Steering Committee Number Three

At the third meeting, the San José Steering Committee reviewed the project kick-off and the first community meeting summary, existing conditions, and the material for the upcoming community meeting number two.

### Steering Committee Number Four

At the fourth Steering Committee meeting, community meeting two results were shared, the draft vision and goals were discussed, and a discussion was held on flooding that occurs in the neighborhood.

### Steering Committee Number Five

The San José Steering Committee confirmed the vision and goals and reviewed the neighborhood's market analysis and land use and zoning recommendations at the fifth Steering Committee meeting.

### Steering Committee Number Six

The sixth Steering Committee meeting provided members with market scan updates and reviewed the material for the final public meeting. The next steps in the planning process were also reviewed.

### Steering Committee Number Seven

The seventh Steering Committee meeting was a joint meeting between the TRG and the San José Steering Committees. The joint meeting provided an opportunity for the two Steering Committees to meet and discuss the planning process and learn more about the specifics of each neighborhood plan. A review of the overall planning process and a preview of the third public meeting was completed. Then, the TRG and San José committees split up and reviewed the draft recommendations and implementation plan.

### Steering Committee Number Eight

At the final Steering Committee meeting, members reviewed and provided feedback on the draft plan.

The San José Steering Committee provided invaluable feedback throughout the planning process and helped shape the recommendations included in the final plan. As the San José Neighborhood Plan transitions into implementation, the continued support of Steering Committee members is essential. The ultimate goal is for each member of the Steering Committee to become a champion of the plan and support its implementation.



Source: APD Urban Planning and Management



Source: City of Georgetown



Source: City of Georgetown



Source: APD Urban Planning and Management

## Stakeholder Engagement

An important task of the engagement process was meetings and interviews with specific stakeholders, with groups and other individuals who live and work in the San José neighborhood and the City of Georgetown. Both one-on-one meetings and focus groups were held with the stakeholders. The following stakeholders were engaged\*:

- Boys and Girls Club;
- The Caring Place;
- Catholic Charities of Central Texas;
- City Council Members;
- City of Georgetown Parks and Recreation Department;
- City of Georgetown Police Department;
- City of Georgetown Planning and Zoning;
- City of Georgetown Public Works Department;
- Georgetown Public Library;
- City of Georgetown Arts and Culture Department;
- Georgetown Health Foundation;
- Georgetown Housing Initiative;
- GTX Connect;
- Habitat for Humanity;
- Local Banks;
- Local Developers;
- Local Churches;
- Private Property Owners;
- Salvation Army; and
- YMCA.

\*The Stakeholder list provides an idea of the type of organizations involved in the planning process but is not an exhaustive list of all stakeholders involved.

# Community Meeting Number One

The first public meeting for the San José Neighborhood Plan was an open house held on Wednesday, June 30th, 2021, at the Getsemani Community Center. Six (6) stations covered several major topics identified by the Steering Committee and through previous surveys.



Most & Least



History



Land Use and Housing Concerns



Vision



Transportation



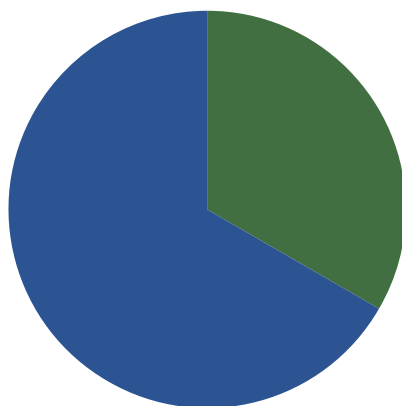
Public Investment

The meeting was held between 6:30 pm and 8:30 pm in a flexible format that allowed participants to give input on different stations related to the above topics. The six (6) stations consisted of a total of ten (10) exercises. Members from the consulting team and the City of Georgetown facilitated the station discussions and documented comments received.

Upon arrival, attendees were asked to sign in and answer several questions. The first question asked attendees to place a sticker on a map to show where they live and work. Results from this question are shown in Figure 28. All attendees who participated in this exercise live in the San José neighborhood. The majority of attendees who participated in this exercise stated they also work in San José.

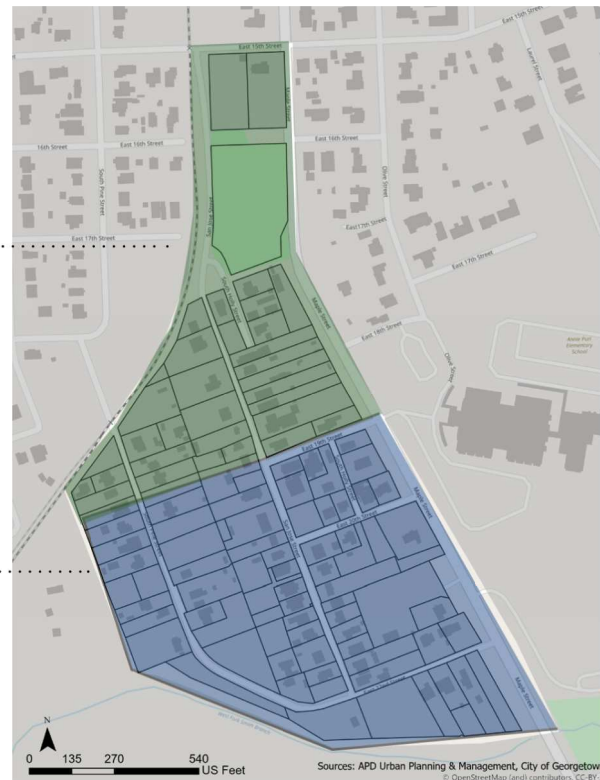
## Where Do You Live?

Figure 28: Where Do You Live Results



North 33%

South 67%





## Most and Least

The Most/Least exercise asked attendees to describe what they like the most and least about San José. The table below summarizes the results from this exercise.

What you like the MOST
Good neighbors
Location
Everyone knows each other
Neighborhood feel
The neighbors
The people
The park
The culture

What you like the LEAST
Empty Lots
Abandoned homes
People do not clean their homes
Traffic
Speeding on Pine Street

### Major takeaways

Attendees like the strong sense of community in the San José neighborhood and dislike the high number of undeveloped lots. Input received at this station was used to ensure that the plan recommendations help reinforce what stakeholders like most about their community and address what they like the least about the neighborhood.



Source: APD Urban Planning and Management



Source: APD Urban Planning and Management



## Make a Wish for San José

Figure 29: Attendees Comment Summary Word Cloud



### Vision

The vision station had two (2) different exercises. Exercise 1 asked attendees to make a wish for the San José Neighborhood. The results are summarized below, into four (4) general categories.

#### Infrastructure

- Streetlights
- Sidewalks
- More parking on Maple Street for the park

#### Community Development

- Help to repair homes in need
- Community mural or historic plaque
- Cultural awareness
- Community block parties
- Financial education on property ownership
- Events that draw visitors and locals to share the neighborhood's history
- Do not raise taxes

#### Recreation

- Soccer goals
- Summer program for kids
- More covered picnic tables and a cover for the playground area
- More gazebos

#### Access to Goods and Services

- Community garden
- Grocery store

In Exercise 2, attendees created their own vision statement for the San José neighborhood. Thirty-six (36) cards were presented to attendees, and they arranged their top twelve (12) cards on a large board and then recorded their top twelve (12) cards using pens and a tiered placemat. The top ten (10) words selected by participants are below.



Multigenerational



Affordability



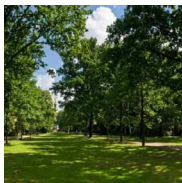
Family



Community



Traditional



Green Space



Culture



Safety



Heritage



Parks

#### Major takeaways

Both exercises at Station One prompted attendees to depict their desires for the future of San José. The results helped develop a vision statement and goals for the San José Neighborhood Plan, which guide recommendations.





## History

The history station asked attendees to share a memory of San José. This exercise was intentionally left open-ended so attendees could share any memory they wanted, no matter how big or small. Memories shared at the public meeting are included below and identified in Figure 30.

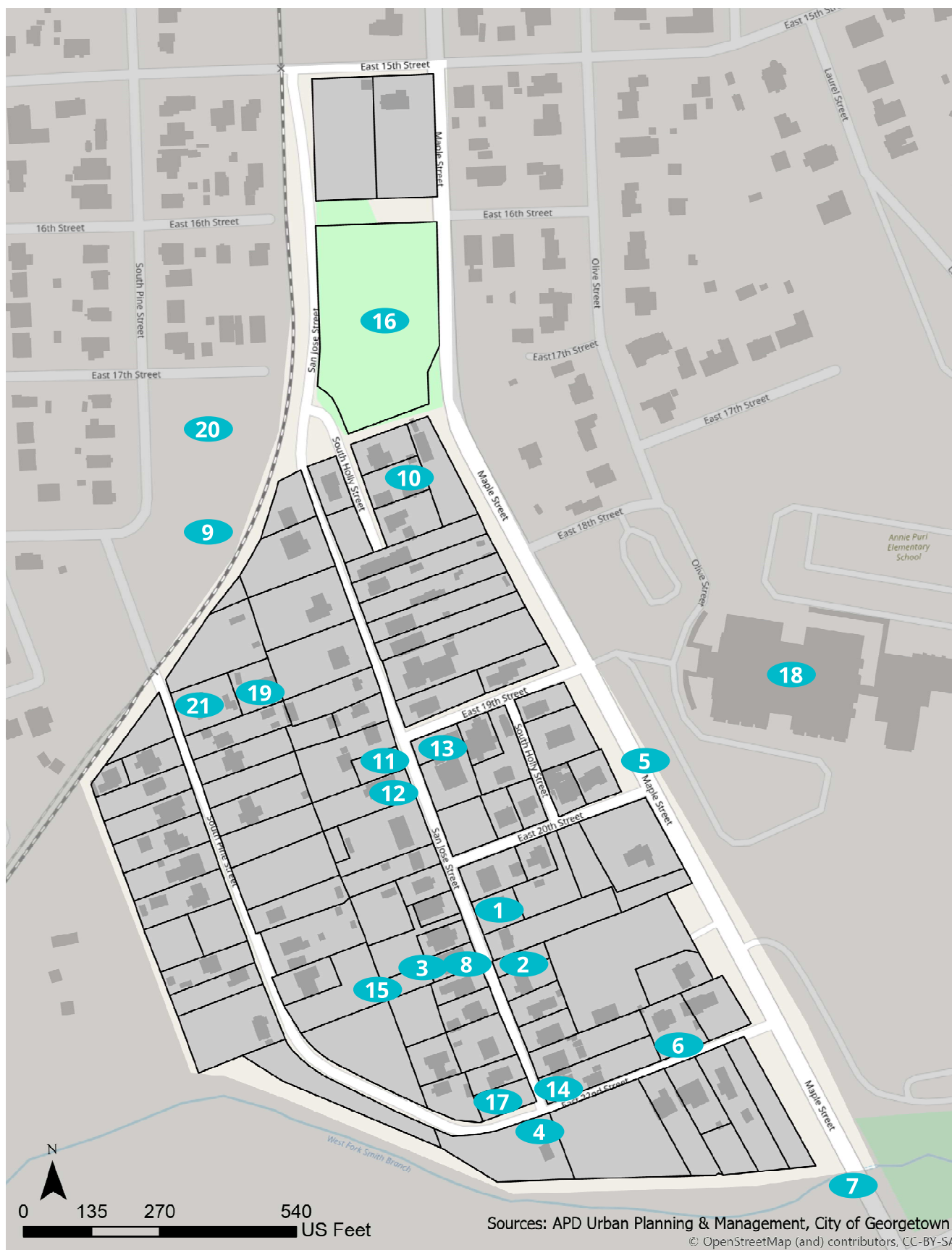
1. San José Grocery Store (Lopez Grocery).
2. Grocery Store (Maldonado).
3. Empty lots where kids from both streets could gather and play.
4. Unidos Club Little Saint.
5. Maple Street used to be the railroad track and the kids would cross the tracks and field to get to school. They made their own trail.
6. Lived in the same house for 40 years. Had four girls and three boys who all attended Annie Purl.
7. Burned out train bridge.
8. Baseball and football field.
9. Original houses from 1936 were here. Families came from Mexico in the 1930's, sometimes stayed with existing families.
10. Lopez family-grandfather and aunt lived here.
11. Where Shorty grew up. The home is no longer there.
12. Valdez family lived here.
13. Church was constructed in 1956. Pentecostal Church was for everyone.
14. 1954 Valdez was born on the corner of San José and 22nd. Built a church then lived across the street (see number 11).
15. Alter used to be a vacant lot.
16. Was a park but mostly vacant land with some swings before the City of Georgetown built a new park.
17. St. Helen's owns this property. Donated by the Zavales.
18. Used to be a Halloween Carnival at Annie Purl with hayrides and costumes.
19. House was built in 1937.
20. Used to be a two-story farmhouse.
21. Grandparents lived here in a farmhouse and had cows, chickens and goats.

### *Major takeaways*

Attendees shared a wide variety of memories that showcase the history of the neighborhood. Comments from attendees show that existing residents have extensive and fond memories of San José, and remember when the community had local neighborhood markets for neighborhood residents. This information can be used to promote the neighborhood's history through marketing and branding and cultural tourism.

# Community Memories of San José

Figure 30: Summary of History Comments





## Transportation

The transportation station provided attendees with the opportunity to give input about areas of concern within the neighborhood.

Attendees located intersections and areas of specific safety concerns within San José. Three (3) roads and three (3) intersections stood out, as shown in and Figure 31, and Figure 32. The number of instances an attendee mentioned the safety concern is indicated in parenthesis.

### Roadways

1. Maple Street
  - o Speeding (4)
  - o Blind spot (1)
  - o Dangerous intersection (3)
2. San José Street
  - o Speeding (9)
  - o Dangerous pedestrian crossing (1)
  - o Blind spot (3)
3. East 22nd Street
  - o Speeding (6)
  - o Dangerous pedestrian crossing (2)
  - o Blind spot (2)

### Intersections

4. East 15th Street and Maple Street
  - o Dangerous intersection (1)
5. Maple Street and East 19th Street
  - o Speeding (1)
  - o Dangerous intersection (1)
6. Maple Street and East 22nd Street
  - o Dangerous pedestrian crossing (2)

### Major takeaways

Most transportation concerns are on Maple Street and San José Street, particularly around San José Park and between East 19th Street and East 20th Street. Safety concerns near the park, and Purl Elementary include the lack of pedestrian infrastructure and speeding. Speeding is also a concern on East 22nd Street between San José and Maple Street.

## Roadways of Concern

Figure 31: Transportation Concerns



## Intersections of Concern

Figure 32: Transportation Concerns





# Housing Typologies and Housing Concerns

The housing typologies and housing concerns station had two separate activities designed to understand participants' specific preferences on housing types and the particular concerns about housing in the neighborhood.

## Housing Typologies

The first exercise asked participants to rank their preferred housing density and style. Four (4) styles of housing were provided for three (3) different housing types. The three (3) housing types included on the board were single-family, duplex, and triplex, and are shown in Figure 33. Attendees were provided 1-6 stickers and asked to place a sticker next to the housing style they most preferred with sticker number one (1) and the housing style they least preferred with sticker six (6).

Points were then allocated to each ranking. For example, a style with one 1st priority vote would have 10 points in total. The scores for each ranking are shown in Table 9.

Overall, attendees prefer single-family homes, with image three (3) receiving both the highest number of first preference votes and the highest number of votes overall. Image four (4) received the second-highest votes overall, but received fewer first preference votes than image number one (1), which received the second-highest number of first priority votes. Both image three (3) and four (4) are existing homes in San José.

Image six (6) received the third-highest number of votes, primarily driven by attendees' second preference.

### Major takeaways

- Single-family homes that resemble existing housing stock in San José is most preferred; and
- A duplex ranked in the top three (3). However, upon reviewing the results of the first community meeting with the Steering Committee, it was determined that attendees liked the style of house six (6) but did not understand it was a duplex and do not support duplexes in the neighborhood.

## Image 3 Ranked the Highest

Figure 33: Housing Typologies



## What is Your Most Preferred Housing?

Figure 34: Housing Typologies Voting Chart

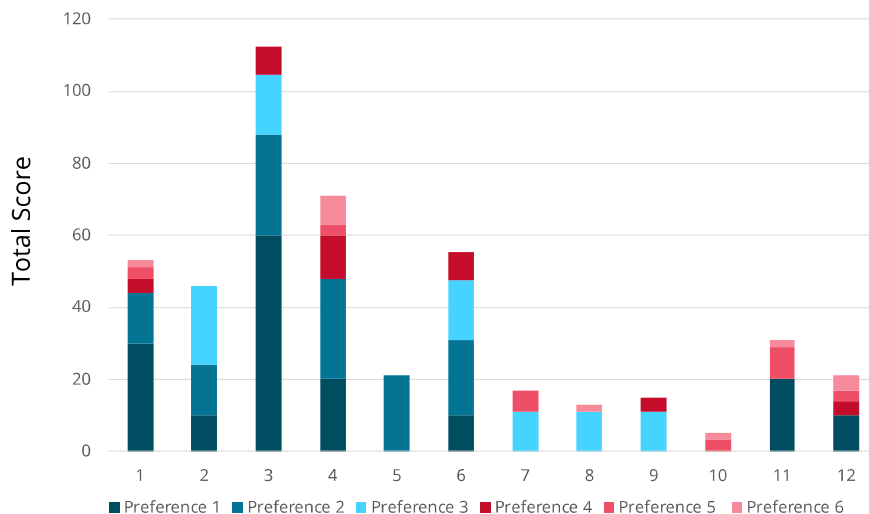


Table 9: Ranking Points

Preference Rank	Points
1st	10
2nd	7
3rd	5
4th	4
5th	3
6th	2



## Housing Concerns

The second exercise at this station asked participants to select their top housing concerns. Participants were allowed to choose six (6) concerns from nine (9) options and rank these six (6) concerns by priority preference. Points were then allocated to each ranking. For example, a concern with one first-priority vote would have 10 points in total (Table 10). The scores for each ranking are shown in Figure 35.

The nine (9) concerns for ranking by the community included:

1. Back taxes: homeowners are behind on their property taxes;
2. Property tax increases: concern about existing homeowners ability to pay increased property taxes;
3. Unclear titles: concern about the number of homes that do not have a clear title;
4. Single-family home deferred maintenance: homeowners are unable to afford routine maintenance on their home;
5. Lack of a will for property disposition: homeowners do not have a valid will that details the disposition of their property and other assets when needed;
6. Lack of affordable for-sale housing: there is a lack of affordable housing in the neighborhood for first-time home buyers;
7. Lack of affordable rental housing: there is a lack of affordable rental housing in the neighborhood;
8. New development: concern about the way new homes look; and
9. Rental property deferred maintenance: landlords are not providing routine maintenance on their property.

Property tax increases were the most significant concern for meeting participants, receiving all but one first-priority vote. Single family deferred maintenance was the second-highest concern, followed by a lack of a will for property disposition. Third-priority votes drove the high ranking of both of these concerns. Single-family deferred maintenance received one first priority vote and lack of a will for property disposition received no first priority votes.

### Major takeaways

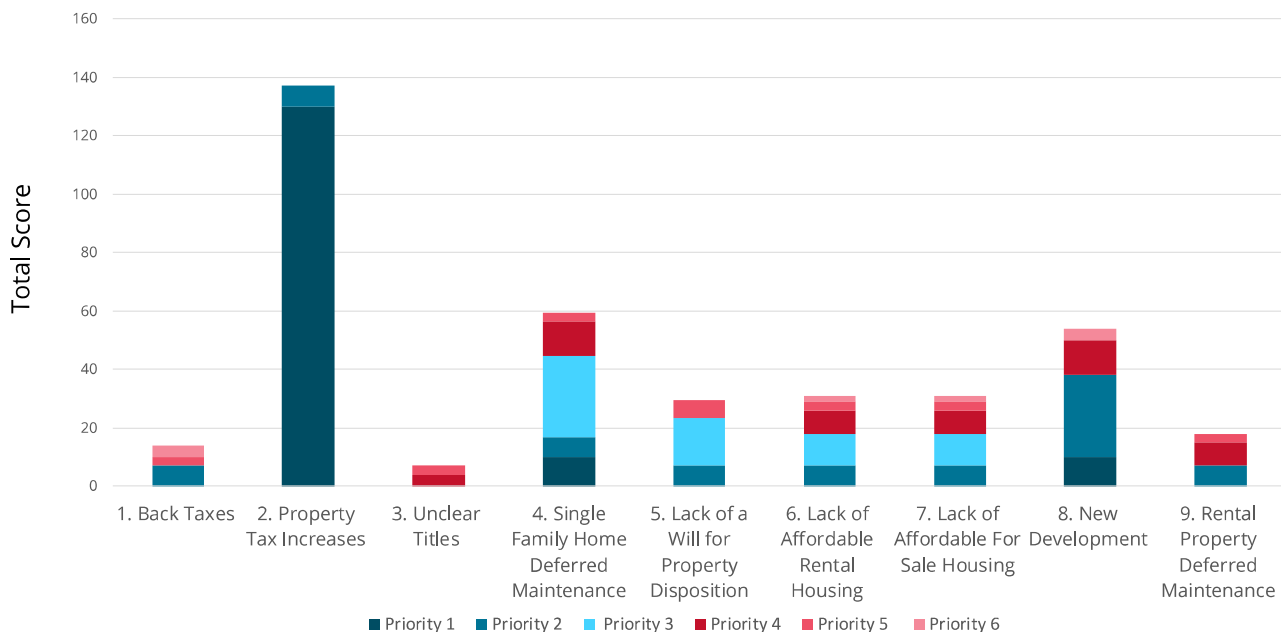
- Property tax increases are a major concern;
- Single-family home deferred maintenance is the second highest concern;
- Unclear titles and back taxes received the least number of votes; and
- These results suggest that residents are concerned about being able to stay in their homes and pass ownership down to their heirs.

Table 10: Ranking Points

Preference Rank	Points
1st	10
2nd	7
3rd	5
4th	4
5th	3
6th	2

### What are Your Housing Concerns?

Figure 35: Housing Concerns Voting Chart





## Public Investment

The public investment station sought input using two (2) exercises on major areas where tax dollars should be spent. The first exercise introduced participants to the topic through categories, and the second exercise sought more specific public investment ideas.

### Public Investment Opportunities

This exercise asked participants to identify one (1) specific issue or opportunity for public investment within the study area. Participants then identified the location of the issue or opportunity on the map. The issues and opportunities are summarized below, and located by number in Figure 36. The number of instances an attendee mentioned the public investment opportunity is indicated in parenthesis.

#### *Infrastructure*

1. Flooding (6).
2. Drainage (1).

#### *Transportation*

3. Airport style broad speed bumps to prevent speeding through stop signs (1).
4. Traffic along Maple Street (2).
5. Sidewalks along Maple Street (1).
6. Sidewalks east and west of park (1).
7. Blind spot on curve is very dangerous (1).
8. Parking (3).
9. Traffic from parents waiting on children at the elementary school (1).

#### *Recreation*

10. San José splash pad (1).
11. More gazebos at San José Park (1).
12. More parking needed at San José Park (2).
13. Walking trail for the neighborhood (1).
14. Opportunity for green space (1).
15. Family friendly exercise course for fitness at San José Park (1).

#### *Safety*

16. Blighted property (1).
17. Drug activity (1).
18. Loud music from cars (1).
19. Trash and dumping (1).
20. Drag racing on San José / speeding ignoring stop signs (1).
21. Access to property is closed. The old road has been blocked (1).

#### *Community Development*

22. Community events/ celebrations (3).
23. Community garden (1).
24. Neighborhood cleanups (1).
25. Historic markers along railroad tracks (1).
26. Keep all residents single-family (1).

# Community Events are an Opportunity to Bring People Together

Figure 36: Summary of Comments

