



**San Pedro Creek Culture Park  
Advisory Committee  
December 14, 2023**





**AGENDA**  
**DECEMBER 14, 2023**  
**SPCCP ADVISORY COMMITTEE MEETING**  
**SAN ANTONIO RIVER AUTHORITY**  
**9:00 A.M.**

1. Welcome and Introductions – Kendall Hayes, SARA (5 minutes)
2. Subcommittee Business (5 minutes)
3. Citizens to be Heard (5 minutes)
4. Approval of the Minutes (2 minutes)
  - a. September 2023
5. Update on River Foundation's Additional Interpretive Elements– Frates Seeligson & Ashley Mireles, SARF (10 minutes)
  - a. Design Update
6. Design and Construction Activities – Pablo Garza, SARA (10 minutes)
  - a. Phases 2 & 4.1 Update
  - b. Phase 3 Construction Update
7. Public Art – Elizabeth Ibarra, SARA (10 minutes)
  - a. Projects Update
8. Events – Nicole Marshall, SARA (10 minutes)
  - a. Upcoming Events
9. Calendar Items
  - a. Mondays at 6:00 PM – Yoga on the Creek
  - b. April 2024 – CreekFest
10. Committee Schedule and Future Communications – Kendall Hayes, SARA (5 minutes)
11. Adjourn



# Subcommittee Business



# Citizens to be Heard





# Approval of the Minutes

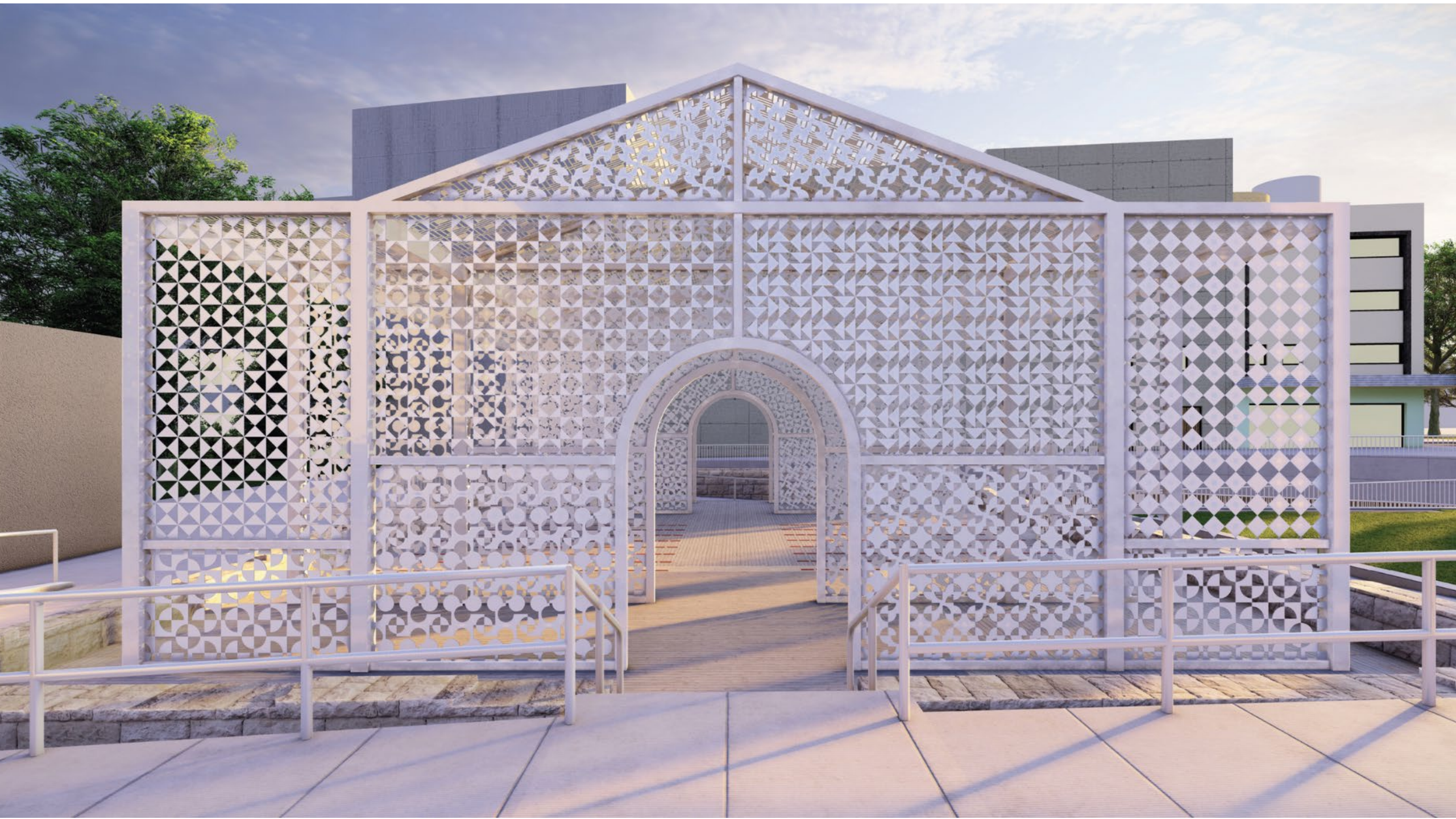


# Update on the River Foundation's Additional Interpretive Elements

**Frates Seeligson & Ashley Mireles**  
San Antonio River Foundation











**GORDON HUETHER + PARTNERS, INC.**  
**Lead Artist**



**ANDREA "VOCAB" SANDERSON**  
**Community Engagement Liaison & Poet**

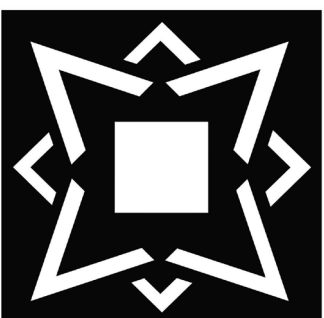
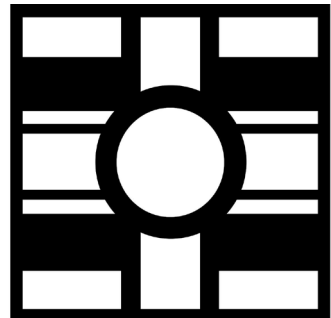
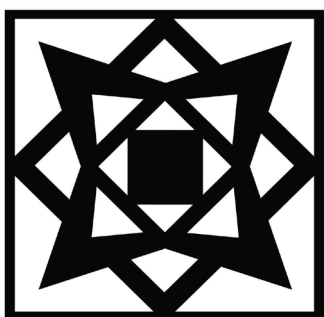
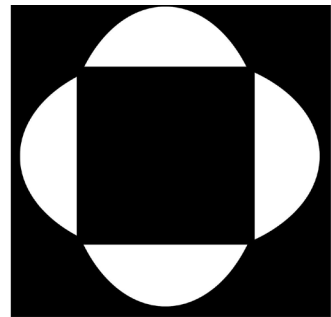
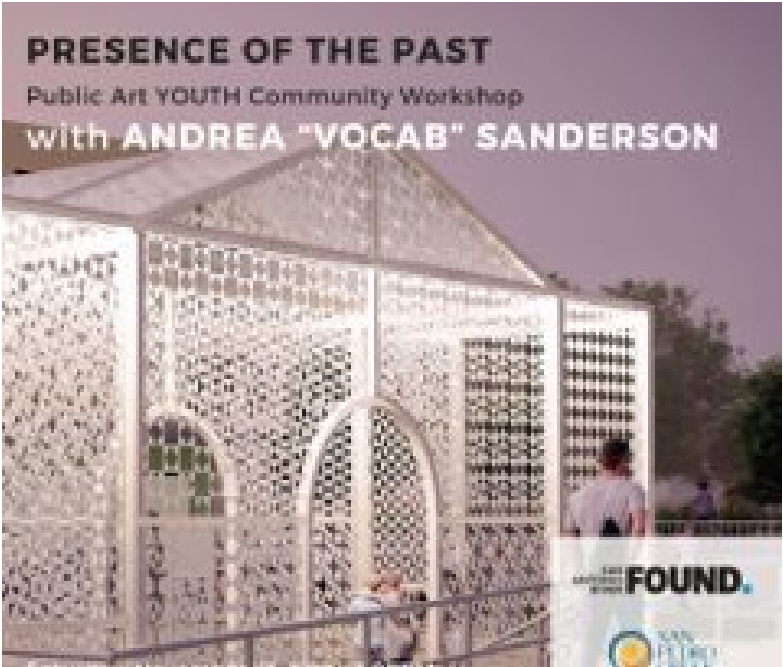












# TIMELINE

- Jun 16 - Sep 1: Artist Selection Process
- Sep 4 - Oct 20: Contract Negotiation
- Nov 16 - Dec 1: Complete Site Visit and Community Engagement
- Dec 4 - Apr 26 (2024): Design Process (Schematic Design, Design Development, Construction Drawings)
- Apr 29 - Oct 11: Fabrication
- Dec 9 - Jan 3 (2025): Ship artwork
- Jan 6 - Feb 14: Installation
- Dedication: TBD





# BUDGET

- Project Management: \$74,000.00
- Digital Design: \$75,000.00
- Engineering: \$73,000.00
- Community Engagement: \$15,000.00
- Materials & Fabrication: \$850,000.00
- Shipping & Installation: \$140,000.00
- Contingency: \$70,000.00
- **Total Artist Budget: \$1,297,000.00**
- *Electrical and Lighting: \$200,000.00*



# Questions





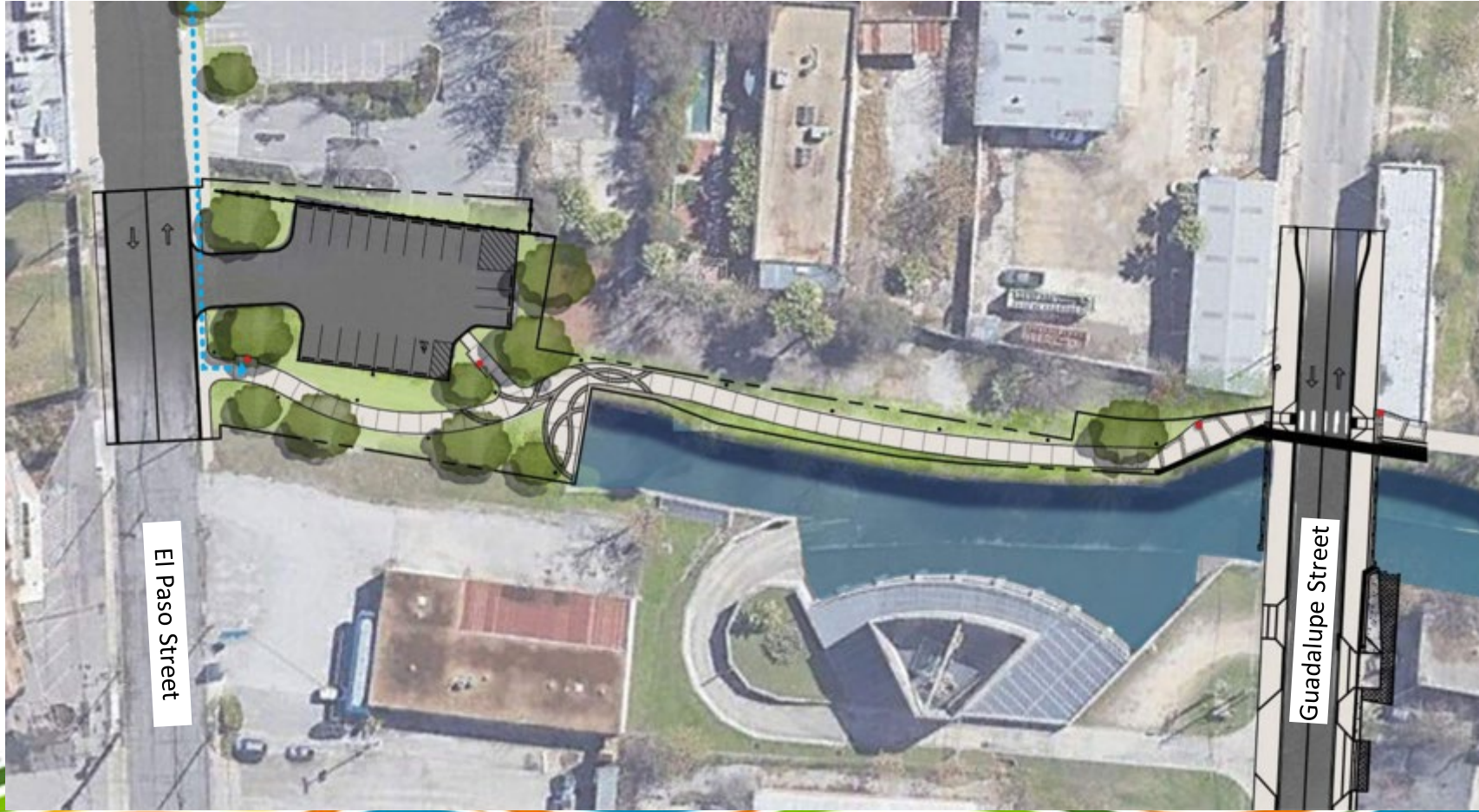
# Construction Updates

**Project Engineer - Pablo Garza, PE**



# San Pedro Creek Project: Phase 4.1

*El Paso Street to Guadalupe Street*





# San Pedro Creek Project: Phase 4.1

*El Paso Street to Guadalupe Street*



Tiled Benches



Flood Tunnel outlet as seen facing north





# San Pedro Creek Project: Phase 4.1

*El Paso Street to Guadalupe Street*

## Punch List Items

- Waiting on installation of the trailhead art piece

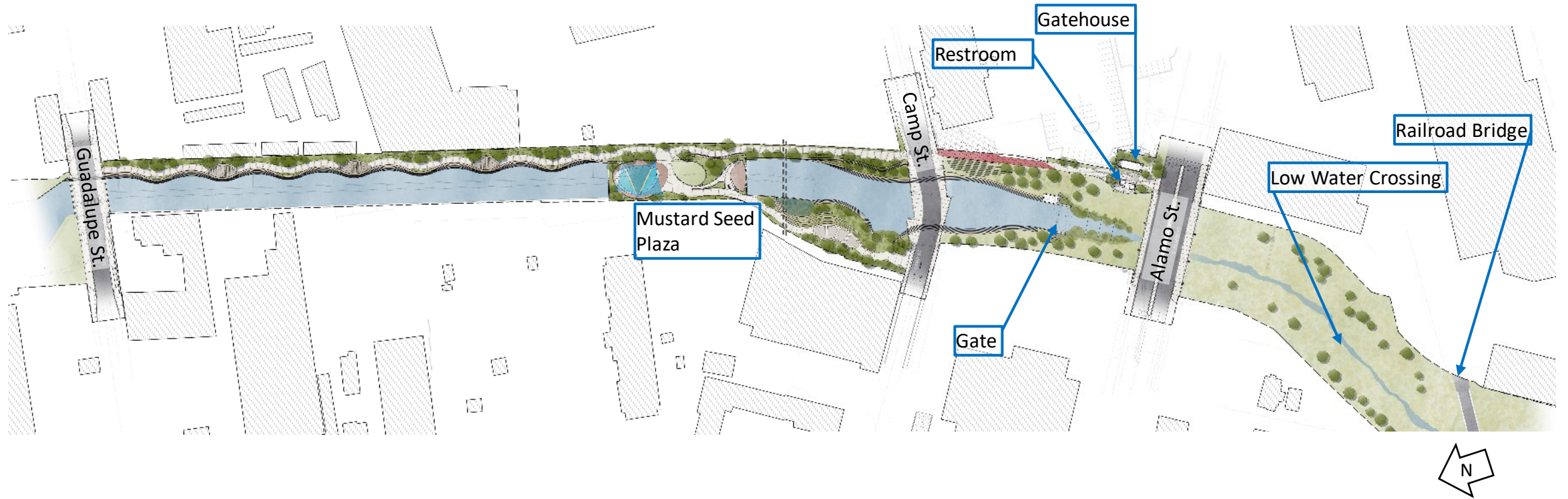


Paseo as seen facing north towards the parking lot



# San Pedro Creek Project: Phase 2

*Guadalupe Street to S. Alamo Street*





# San Pedro Creek Project: Phase 2

*Guadalupe Street to S. Alamo Street*



Paseo south of Guadalupe Street



West bank of the Phase 2 channel, north of Camp Street





# San Pedro Creek Project: Phase 2

*Guadalupe Street to S. Alamo Street*



Mustard Seed Plaza as seen facing north



Mustard Seed Plaza as seen facing south





# San Pedro Creek Project: Phase 2

*Guadalupe Street to S. Alamo Street*

## Punch List Items

- Plant seasonal vegetation and aquatic plants in the remaining patches



Near the Alamo Gatehouse and Ruby City facing north





# San Pedro Creek Project: Phase 3

*Alamo Street to Confluence w/ Apache Creek*

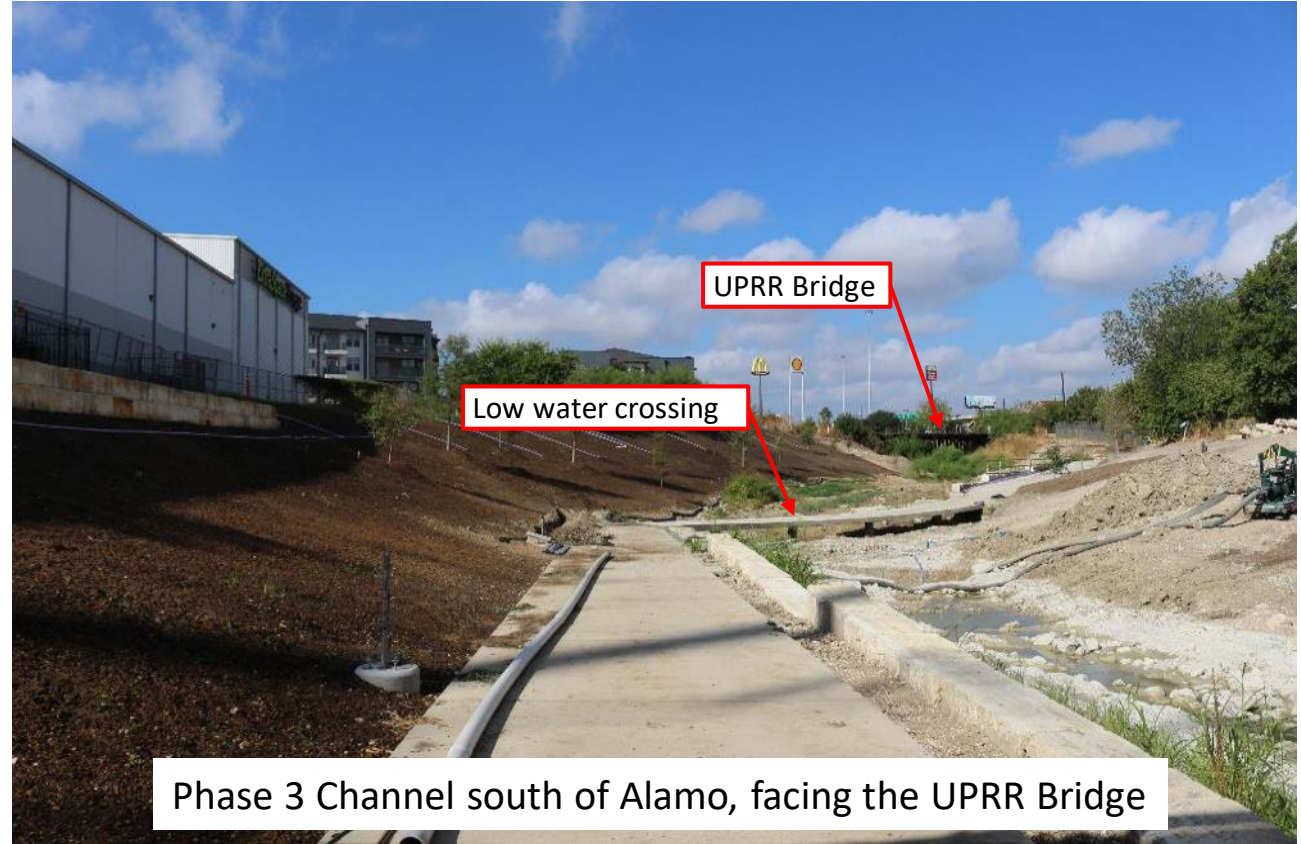




# San Pedro Creek Project: Phase 3

## *Alamo Street to Confluence w/ Apache Creek*

- Paseos and walls are nearing completion. There's only a small section of paseo under I-35 that has not been placed, to allow the contractor equipment access
- The storm drain penetrations in the slopes of the creek channel are completed
- Irrigation lines are completed
- Most of trees and vegetation have been planted



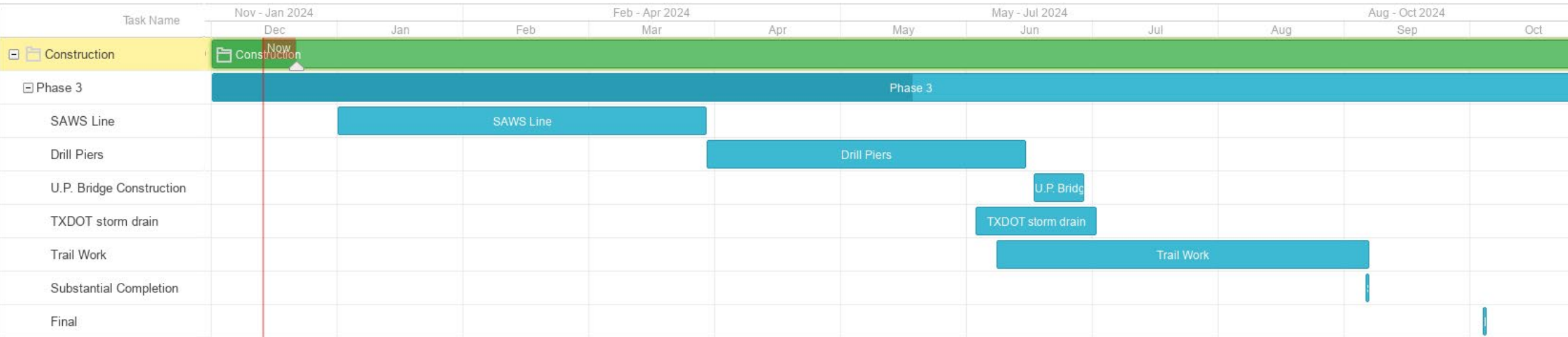


# San Pedro Creek Project: Phase 3

*Alamo Street to Confluence w/ Apache Creek*



# Updated Project Timeline





# Questions



# Public Art Update

**Elizabeth Ibarra**

SARA, SPCCP Art Project Manager





# Overview





# *Canopy, Phase 2 – Rikkianne Van Kirk*





# *Metal Screens, Phase 4 – Elizabeth Carrington*





# *Poetry, Phase 2 & 3 – Eduardo Vega*



Picture is of the I-35 Location (Phase 3)

## **3 locations for poetry:**

- **Mustard Seed Plaza (Phase 2)**
- **Camp Street (Phase 2)**
- **I35 (Phase 3)**





## *Tiles, Phase 2 & 4 – Leticia Huerta*



Picture is of Phase 4 location





# I-35 Bridge Overpass, Phase 3 – Mark Reigelman



Material: Corten Steel

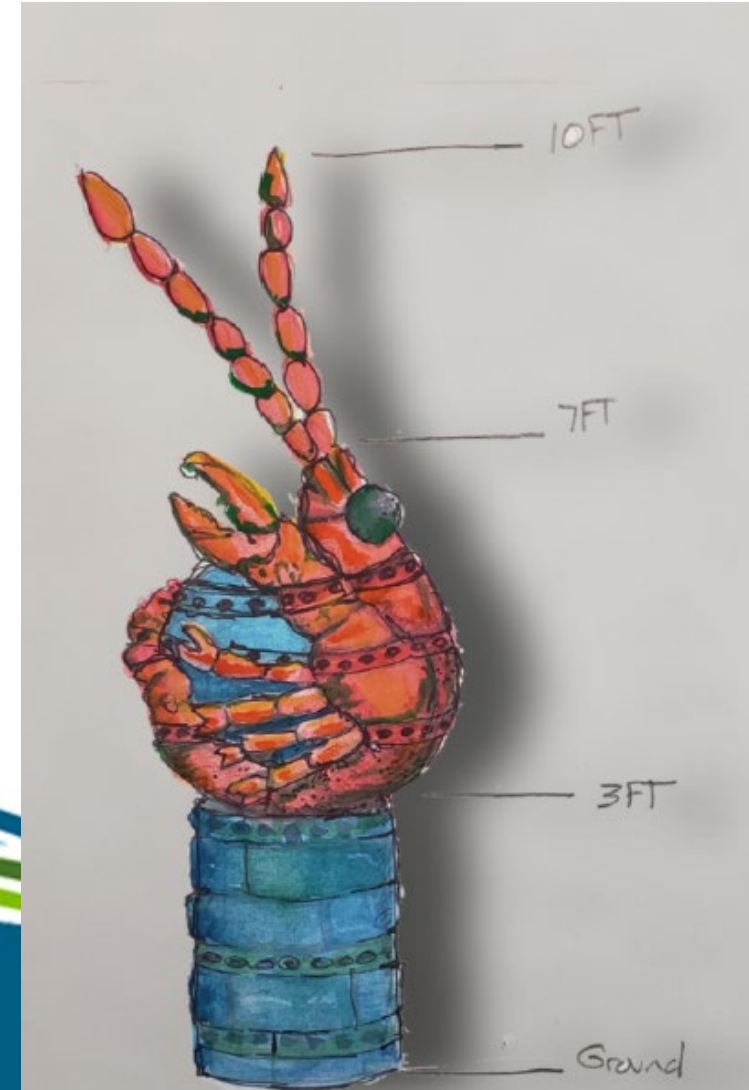




# *El Paso Street Trailhead, Phase 4.1 – Diana Kersey*



Final Design – Crawfish Sculpture



# Questions





# Events Update

Nicole Marshall





# 2024 Fiesta Medal







# Volunteer Celebration Mixer

Friday, November 10, 2023 - Ruby City, Phase 2 SPC





# Drum Circle

November 14, 2023





SAN ANTONIO  
RIVER AUTHORITY  
**RIVER CL**  
PHOTO CONTEST



DEVON JULIUS SORIANO - 2023 SAN ANTONIO RIVER AUTHORITY RIVER CLIKS PHOTO CONTEST, STUDENT CATEGORY WINNER

## Upcoming Events

- YOGA on the Creek - Mondays @ 6pm
- Drum Circle - February 13, 2024
- CreekFest - April 13, 2024
- Grand Opening Update - Fall 2024





# Interactive Proposal

## San Pedro Creek Culture Park

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December 2023





# Metrics & Research



# Combined Metrics at a Glance

April 1, 2018-September 15, 2023  
Apple AppStore and Google Play Store

2807

Total Installs\*  
(lifetime)

97%

Churn Rate\*

56

Monthly Avg Active  
Sessions\* (lifetime)

72

Current Installs\*

3%

Retention Rate\*

3,645

Total Active Sessions\*  
(lifetime)

38

Monthly Avg Active  
Sessions\*\*

20

Monthly Avg Active  
Devices\*\*

2023 YTD


\*Opt-in only

\*\* 2023 only





# Key Mobile App Statistics & Takeaways

- An average smartphone owner uses 10 apps per day and 30 apps per month.
  - The combined number of mobile apps on the Google Play Store and Apple App Store exceeds 5.7 million.
  - The average app loses 77% of its daily active users (DAUs) within the first 3 days after install.
    - Average Month 1+ churn rate – 55%
    - Average Month 3+ churn rate – 68%
  - Top reasons for deletions:
    - Crashes, freezes, or other major errors
    - Takes up too much memory
    - Too slow
- 
- Google, Facebook, Amazon, and Apple make up over 30% of total app usage time.
  - Only **0.5%** of apps are successful. The marketplace is saturated, which means competition is high and apps fight for attention .
  - Achieving good retention rates requires a robust app retention strategy that include:
    - Consistent app updates
    - Regular interface/feature enhancements
    - User feedback collection and implementation builds value



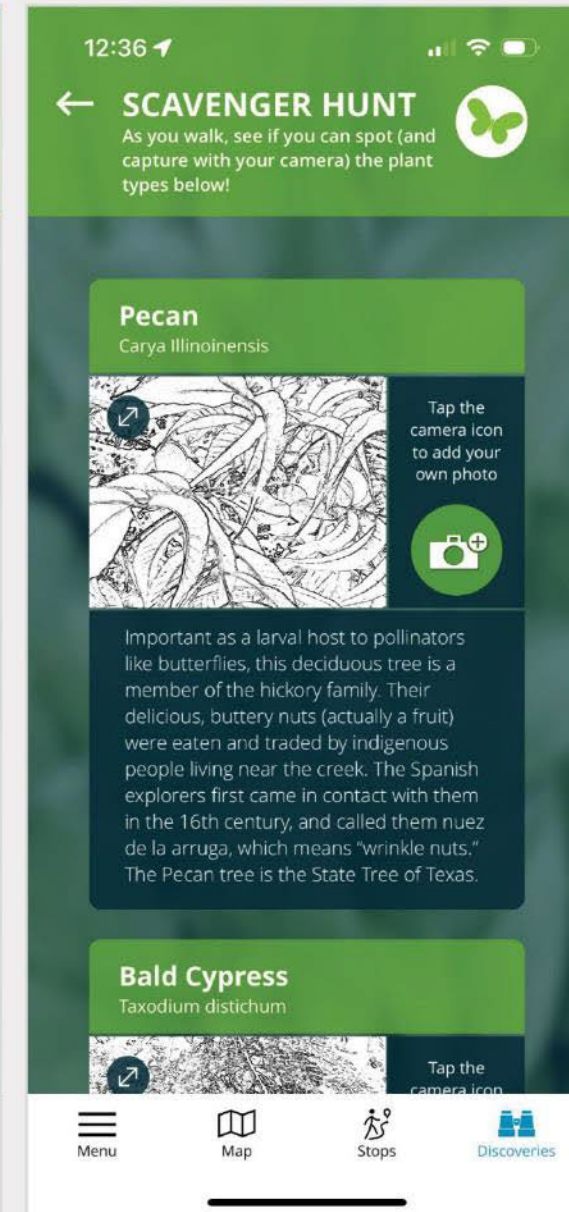
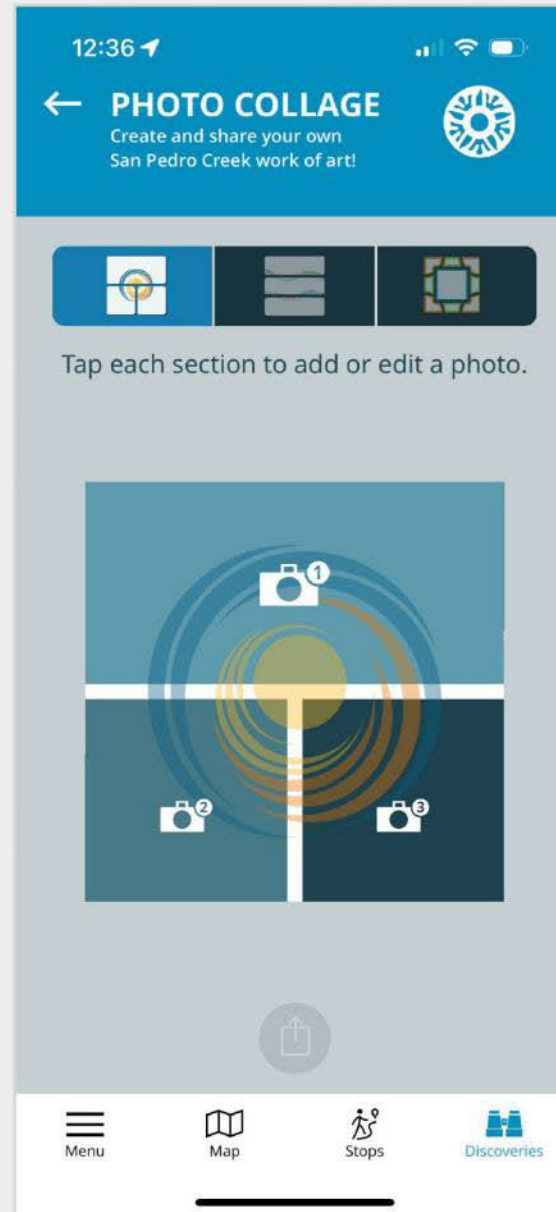
# SPC App Maintenance Cost

- Per month- \$4,500 on maintenance only
- 12 months of maintenance- \$54,000 (existing features only)
- New feature requests would be additional costs





Current App Screens







# Mobile-first Experience



# Objectives

## Design and Development

- Repurpose content from current phone app
- Do not require any additional downloads
- Create a mobile-first design with the understanding that all content can be accessed on desktop and mobile
- Make each point of interest easily navigable containing supplemental content, videos, audio, photos
- Keep in-person and at-home audiences in mind
- Highly trackable





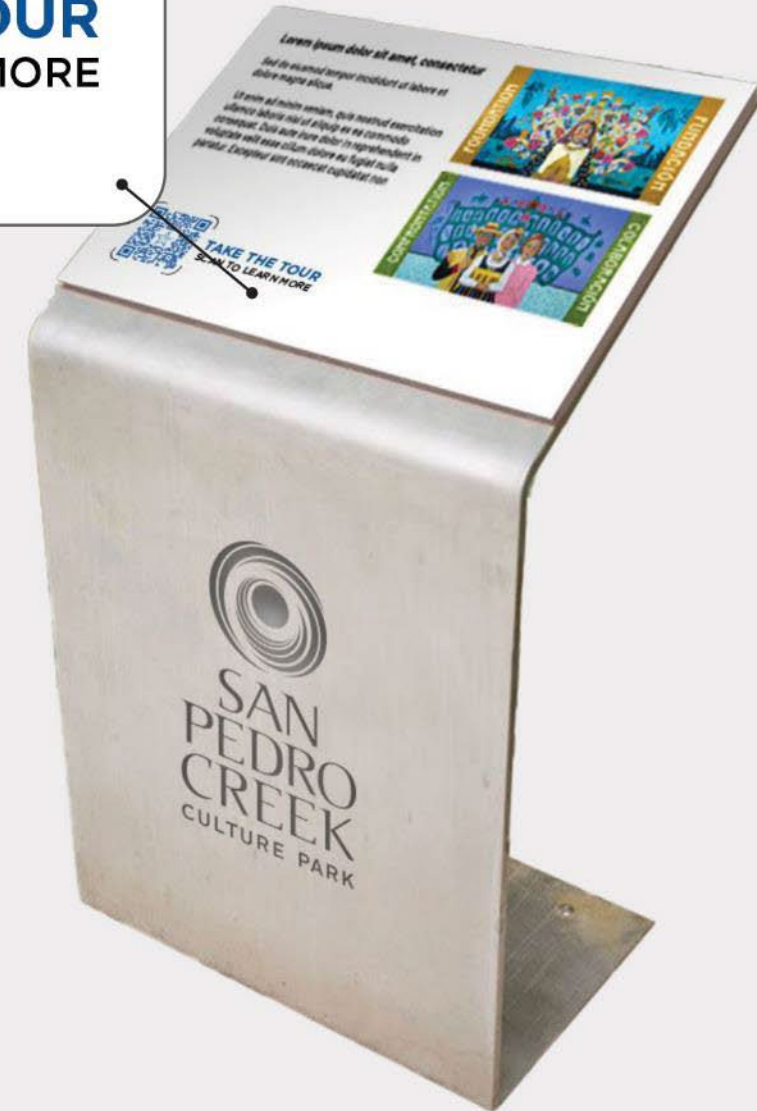
**TAKE THE TOUR**  
SCAN TO LEARN MORE

# How it Works

## Sign Support

QR codes throughout the park's existing and new signage launches supplemental material like:

- Additional Content
- Photos
- Videos
- Audio Narration





# Example

Video Launch

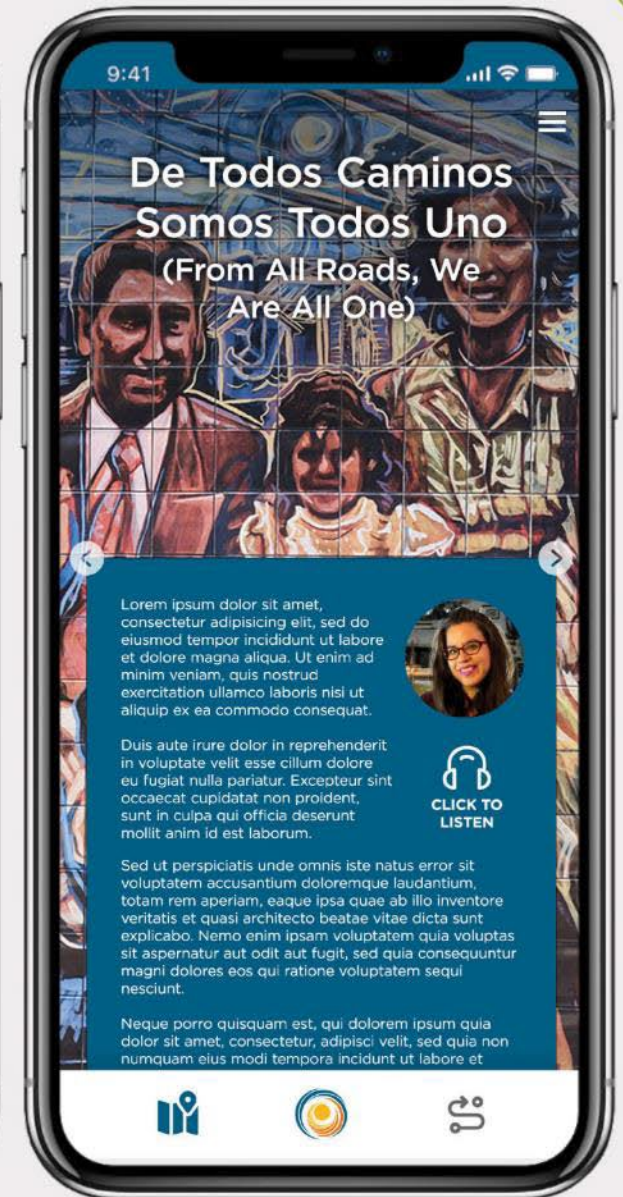
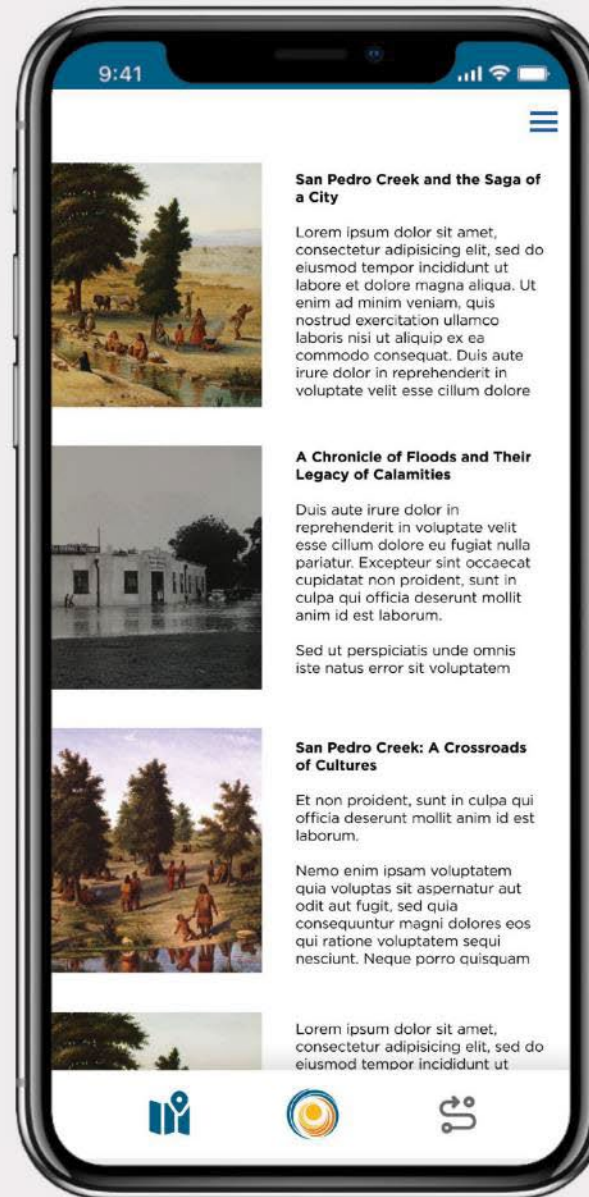
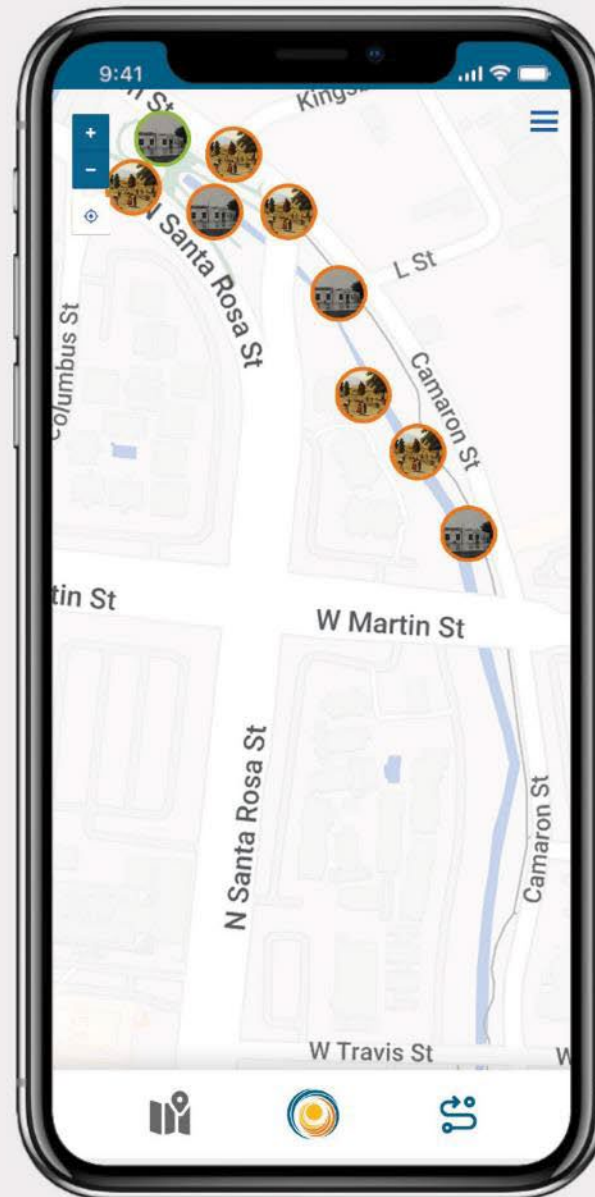






# Screens

## Interface Design





# Desktop Experience

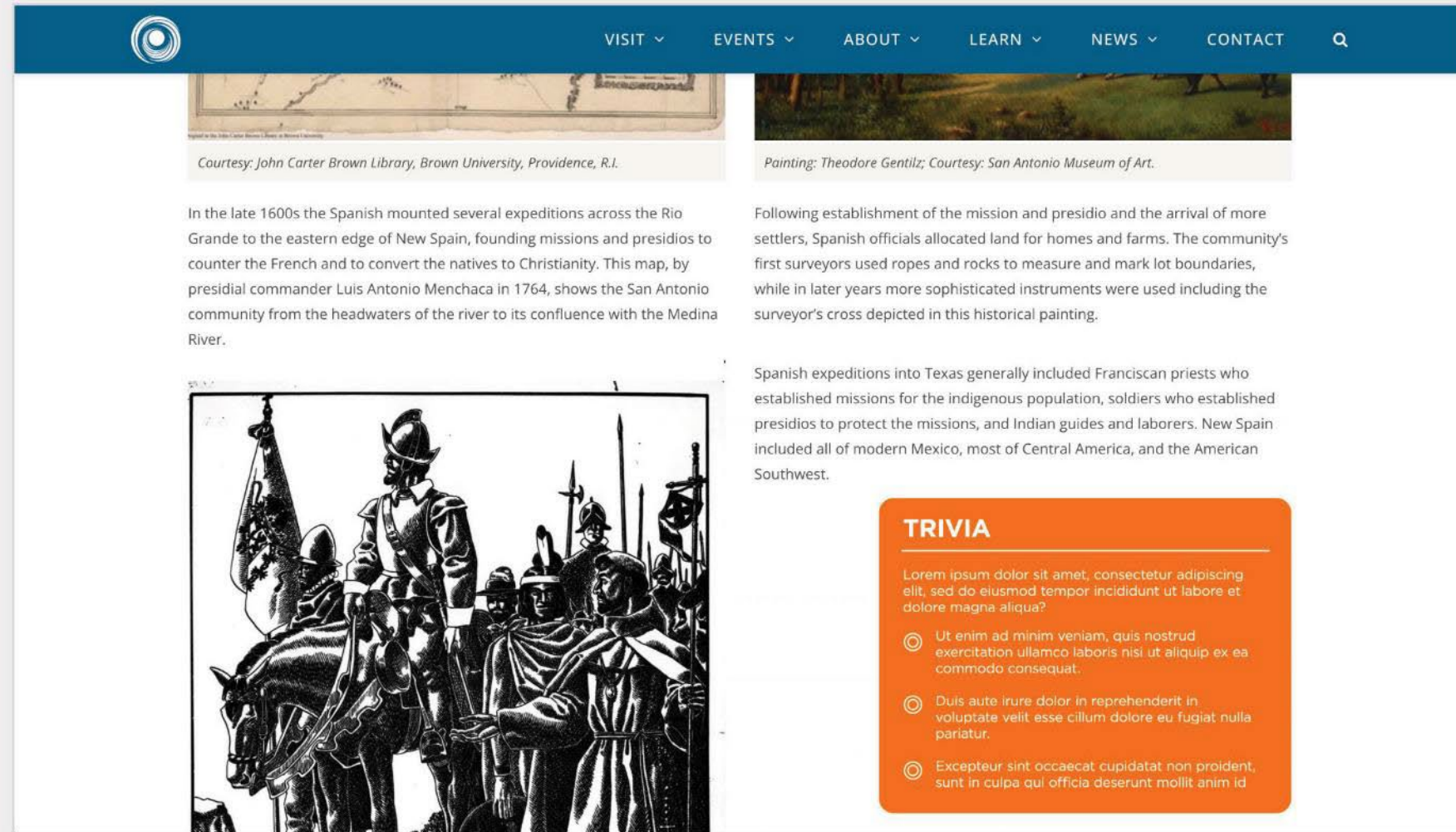




# Trivia

## Website Addition

Repurpose the trivia questions and answers throughout the website in quick interactive mini-quizzes to engage visitors.



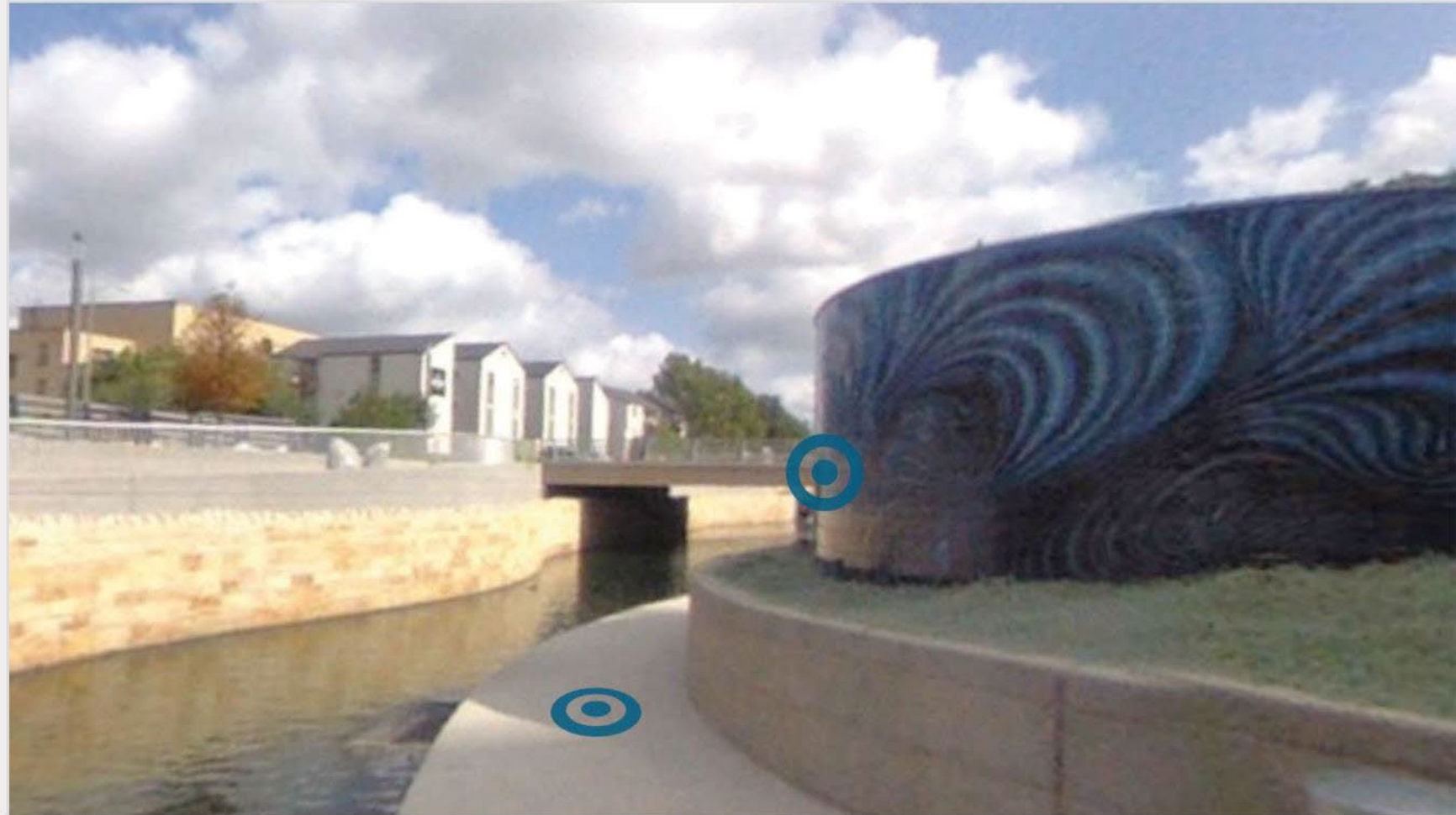


# Virtual Tour

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## Website Addition

360° photography of the entire park creates an interactive, self-guided tour to help explore major points of interest for online visitors.














# Planning



# Timeline

JAN-MAR		APR-JUN		JUL-SEPT		OCT-DEC	
Design							
Content Creation							
Development							
		QA/Testing					
		Revisions					
				Launch			
				Promote & Maintenance			





# Next Steps

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- Site visit to audit all stops
- Assess signage locations
- Finalize scope
- Determine launch and finalize timeline
- Set planning meetings
- Research and secure vendors
- Begin content creation



Thank You



# Questions



# Committee Schedule and Future Communications

Kendall Hayes





# Recommendation for Advisory Committee's 2024 Schedule

- January to April – Regular Email Engagement
- May – In-Person Committee Meeting
- September\* – Phase 3 site visit before the Grand Opening
  - Date of the walk-through is contingent on the completion of Phase 3 and Grand Opening schedule





**HAPPY**

*Holidays*

**ADJOURN**