



Parkland Events Task Force (PETF)

Co-chair Update Briefing

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OVERVIEW PRESENTATION TO:
AUSTIN PARKS AND RECREATION BOARD
April 26, 2016

<http://www.austintexas.gov/petf>

PETF- Purpose

As required by the City Council resolution creating the Parkland Events Task Force this update will provide:

- Meetings and public input to date
- Current progress and achievements
- Timeline for final report/deliverables



PETF- Overview

- ❑ Austin City Council created the Parkland Events Task Force on March 5, 2015.
 - ❑ Resolution No. 20150305-025
 - ❑ Included an initial March 2016 deadline (1 year).
 - ❑ Created a diverse 17 member task force.
- ❑ The resolution provided objectives for the task force. Examples include...
 - ❑ Inventory, number, size and scope of events.
 - ❑ Impact to neighborhoods, businesses, and infrastructure.
 - ❑ Fees and policies



PETF – Meetings and Input

- ❑ Task Force meetings started in August 2015.
 - ❑ 16 meetings hosted to date.
- ❑ Collecting public input via multiple mechanisms.
 - ❑ Citizen communication at task force meetings.
 - ❑ SpeakUpAustin (<http://speakupaustin.org/>)
 - ❑ Text survey. (approx. 514 people responded with over 2700 text messages about events)
 - ❑ Business Impact Survey (web survey and in person)
 - ❑ Comment submittal by email.
 - ❑ City of Austin Conversation Corp engagement.
 - ❑ Public Hearing (to be scheduled).
- ❑ www.austintexas.gov/petf - public access portal with data, agendas and information requests.



PETF – Timeline and Current Progress

1. Created inventory of events at parks including number of events, participants, and days that each park is unavailable for general park use.
2. Reviewed park policies for events including scheduling, coordination, contracts, etc.
3. Studied costs, maintenance, repairs, and fees:
 - Limited to actual cost of services.
 - Cannot include “profit”.
 - Created subcommittee to drill down into costs and fees (*including post-event issues and road closures*).



PETF – Timeline and Current Progress (cont.)

4. Analyzed alternative public and private venues:
 - Identified four existing publicly owned potential park sites (Walter E. Long/Expo Center, Onion Creek, Bolm Road, John Trevino).
 - Developed inventory of public and private venues (COTA, Palmer Events Center, Long Center, Austin Convention Center, Austin American-Statesman etc.).
 - Created subcommittee to develop specific recommendations for each potential site.



PETF – Timeline and Current Progress (cont.)

5. Developed preliminary definitions:

- Open: Full access to public – no events.
- Closed: No access to public – ticketed events, maintenance/recovery, etc.
- Partially open: More than 50% of park accessible without ticket; unfenced.
- Minimally open: More than 50% of park closed to public – only available to ticketed patrons.
- In Use: No fences, no barriers; but significant portion of the park reserved or impacted by event.



PETF – Timeline and Current Progress (cont.)

5. Developed recommendations to date as follows (abbreviated):

- For the new Master Plan for Walter E. Long Metropolitan Park, include in the scope of work evaluation of using Walter E. Long Metropolitan Park as an alternative event venue for hosting large special events.
- Include funds in the Fiscal Year 2017 budget for studying the feasibility, requirements, and estimated costs for developing the existing publicly-owned land at Bolm Road and the Johnny Trevino Metropolitan Park as alternative event venues that can accommodate large special events.
- Include funds in the Fiscal Year 2017 budget for a fee study to determine whether fees charged for hosting special events in public places are appropriate for covering the cost of city-provided services and maintenance.

PETF – Looking Ahead

- Looking ahead:
 - ❑ Define limits: Number of events, and Size of events.
 - ❑ Analyze impact of events on neighborhoods, businesses, public, and infrastructure.
 - ❑ Develop recommendations on:
 - Fees, limits, impacts, and policies.
 - Alternative public and private venues.
 - Legacy and new events.
 - ❑ Hold public meetings on draft recommendations.
 - ❑ Produce and distribute the final report with recommendations by end of August 2016.
 - ❑ Present report to Council Committees.



PETF – Thank You!

Thanks to:

- Larry Schooler
- Cara Fischer
- Mike Suda
- Jason Maurer



PETF – Questions?

Thank you for your feedback, comments, and support!





Questions?

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