



# Parkland Events Task Force

## Final Report Briefing

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OVERVIEW PRESENTATION TO:  
PARKS AND RECREATION BOARD  
JANUARY 24, 2017

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

# Overview and Scope of Work

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- ❑ Austin City Council resolution No. 20150305-025, adopted March 2015
- ❑ 30 Meetings held in 5 locations around Austin
  - ❑ Meetings started August 25, 2015, through September 27, 2016
  - ❑ 65 hours of public meeting time
  - ❑ 1,125 volunteer and staff hours at meetings
- ❑ The Parkland Events Task Force (PETF) was subject to the provisions of the Texas Open Meetings Act, and all meetings were open to the public and included opportunities for public comment.
- ❑ 8 categories included in scope of work

# Meetings & Input, and Final Recommendation Categories

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- ❑ Collected public input via multiple mechanisms.
  - ❑ Email
  - ❑ Online- SpeakUpAustin Forums – Over 850 comments
  - ❑ Text Survey – “Events in Parks” - 514 people, and over 2,772 texts
  - ❑ Targeted Business Survey – 48 responses
  - ❑ In Person Formats
    - ❑ Small Group – 5 Conversation Corps gatherings hosted
    - ❑ Scheduled PETF Meetings – 30 meetings
    - ❑ Public Hearings
  - ❑ [www.austintexas.gov/petf](http://www.austintexas.gov/petf) - public access portal with data, agendas and information requests.
- ❑ 17 pages of line item recommendations in 9 subject categories
  - ❑ Applications and Permits
  - ❑ Planning and Coordination
  - ❑ Environment
  - ❑ Fees
  - ❑ Limits on Events on Parkland
  - ❑ Alternative Venues
  - ❑ Impacts
  - ❑ Fee Waivers and Co-Sponsored Events
  - ❑ Items Recommended for Inclusion in the Citywide Special Events Ordinance
  - ❑ Other Actions and Work Products – fee study, citywide event economic study, park funding

# Applications and Permits / Planning and Coordination Recommendations

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- Establish criteria for approving events (event evaluation matrix)
- Adopt an Ordinance to require a majority vote by Council to override staff approval/denial of event applications
- Establish a standing committee to review and plan events at the Long Center, Palmer Events Center and Auditorium/Vic Mathias Shores

# Environment and Green Events

## Recommendations

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- Policies to protect parkland trees, vegetation, and environmentally sensitive areas should be enhanced and enforced; and “green events” policies to protect air and water quality, promote recyclable materials and reduce landfill waste should be emphasized. PETF recommendations include the following:
  - Staffing/resources for implementation and enforcement.
  - Training and certification program for organizers and contractors, with future expansion to include citywide permit process training, and conducting events in Austin.
  - Develop parking/traffic solutions to reduce usage of green spaces in parks.
  - Create a citywide green event planning manual. Recommendation areas can be divided as follows:
    - Existing Parks and Recreation Department (PARD) Requirements / Code : 16 existing regulations
    - Draft Special Event Ordinance : 8 recommended regulations
    - Parkland Events Task Force (PETF) : 10 recommended regulations

# Event Limits Recommendations

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Events reduced through attrition

at the following parks:

- ❑ Auditorium/Vic Mathias Shores
- ❑ Zilker Park
- ❑ Festival Beach

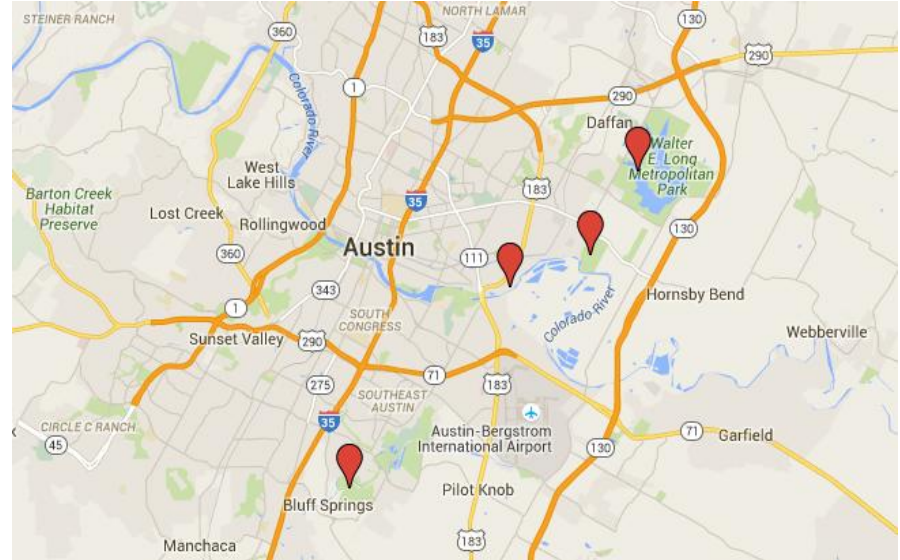
## SUMMARY RECOMMENDATIONS

Park	Proposed Event Day Limits (current status)
Zilker Park	Proposed 24 event day limit via attrition/ incentives (Currently 29 event days)
Auditorium/ Vic Mathias Shores	Proposed 17 event day limit via attrition/ incentives Retain overall 25 event-day limit (Currently 20 event days out of 25)
Fiesta Gardens/ Festival Beach	Proposed 17 event day limit via attrition/ incentives (Currently 19 event days)

# Alternative Sites Recommendations

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- ❑ Bolm Road District Park
- ❑ John Trevino Jr. Metropolitan Park at Morrison Ranch
- ❑ Onion Creek Metropolitan Park
- ❑ Walter E. Long Metropolitan Park
- ❑ Affected neighborhoods should have a formal role in the decisions about and planning for events at nearby parks.



# Event Impact Recommendations

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- Impact reduction/mitigation measures recommended:
  - Establish impact zones
  - Special Event Permit Parking
  - Increase fines – parking/traffic violations, unpermitted vendors
  - Increase towing, towing resources
  - Traffic management center staffing
  - Flagger teams
  - Pedicab traffic flow zones
  - Streamline set up/tear down
- Sound enhancements – “C” weighting requirements, funding sound meters/monitoring systems, curfew extension changes
- A pre-event and post-event evaluation matrix was developed and should be utilized by PARD to identify the economic and community benefits events provide and to mitigate the impacts. City staff will use the planning evaluation matrix when reviewing potential and recurring events.
  - Matrix categories include:
    - Park Use and Timing
    - Economy and Tourism
    - Community Impact
    - Quality of Life Impact
    - Green Initiatives
    - Transportation



# Economic/Fee Study Recommendations

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- The City should conduct a citywide economic study of City events
- The City should conduct a comprehensive financial analysis of the fees for events to ensure they are sufficient to cover all of the City's costs associated with events including, but not limited to:
  - ▣ Use of Parkland
  - ▣ Closures of Public Right-Of-Ways, Street, Road, and Park Trails
  - ▣ Police Department
  - ▣ Fire Department
  - ▣ Emergency Services
  - ▣ Traffic and Parking Management
  - ▣ Short- and Long-term Maintenance



## Questions, Comments, and Feedback

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