



Parkland Events Task Force

Final Report and Recommendations

This document provides the analyses and deliberations of the Parkland Events Task Force, to develop and report recommendations for changes relevant to Austin City Council [Resolution No. 20150305-025](#)



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Executive Summary

The Parkland Events Task Force (PETF or Task Force) was created by resolution 20150305-025 approved by the Austin City Council on June 5, 2015. The Task Force held its first meeting on August 25, 2015, when all seventeen members were seated.

The Council resolution directed the Task Force to “develop recommendations to ensure that all City parks, but most particularly Auditorium/Vic Mathias Shores, Zilker Park, and Festival Beach, remain first and foremost assets for the citizens of Austin to enjoy and that the parks are preserved and enhanced for future generations of Austinites and visitors to experience and enjoy.”

This overarching directive guided the Task Force through its deliberations and informed the following key Task Force recommendations:

- The number of events at Auditorium/Vic Mathias Shores, Zilker Park, and Festival Beach should be reduced through attrition to achieve a better balance between events and public access to these parks.
- Bolm Road Park, John Trevino, Jr. Park, Onion Creek Metropolitan Park, and Walter E. Long Park should be considered as potential sites for events to help ensure that neighborhoods in East Austin have more equitable opportunities for cultural and neighborhood-oriented events and to serve as alternative sites for events at over-utilized urban parks. Affected neighborhoods should have a formal role in the decisions about and planning for events at nearby parks.
- The City should conduct a comprehensive financial analysis of the fees for events to ensure that they are sufficient to cover all of the City’s costs associated with events including but not limited to use of parkland and public right-of-ways; street, road, and trail closures; police, fire, and emergency services; traffic and parking management; and short- and long-term maintenance.
- A pre- and post-event evaluation matrix should be developed and utilized by the Austin Parks and Recreation Department to identify the economic and community benefits that events provide and to mitigate the impacts that they have on public access to parks, traffic, neighborhoods, parkland trees, and the environment.
- 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.
- [*Final Recommendations*](#)

The Task Force 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.

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Executive Summary (continued)

The Task Force referenced a wide array of public input to produce the recommendations. The input ranged from absolutely no events on parkland to enthusiastically more events. The input included comments that some events damage parkland or create noise, parking, traffic, and trash issues in adjacent neighborhoods.

Some input suggested that park rental fees for events should be increased and parkland trees should be better protected. Other input expressed preference for more low-cost, non-profit, and cultural events.

Some input recommended that events should be held at parks in other areas of the City outside the urban core.

It's worth noting the diversity of the 17-member Task Force, with representatives from neighborhoods, music advocates, event producers and environmental advocates. Through all of our discussions and deliberations, there was one constant theme: All 17 members are park and community advocates who want collective and responsible success.

As intended by Council, there were many different viewpoints expressed by Task Force members as represented in the final report. The recommendations before you were in fact adopted by the task force, however, not all were unanimously supported. The success of the Task Force has been predicated on a philosophy of inclusion and not from the standpoint of any one person or group.

The Task Force members appreciate the opportunity to serve our community and produce this report for the Council. We hope these recommendations will be accepted and utilized to help ensure that City parks “remain first and foremost assets for the citizens of Austin to enjoy and that the parks are preserved and enhanced for future generations of Austinites and visitors to experience and enjoy.”



David King, Co-chair
Parkland Events Task Force



James Russell, Co-chair
Parkland Events Task Force

Annotated Final Recommendations

Annotated Final Recommendations Summary Categories

(each line item contains thoroughly detailed recommendations later in this final report)

A. Applications and permits

1. Establish criteria for approving permit applications for events.
City staff will use the planning evaluation matrix when reviewing potential and reoccurring events.
2. Adopt an ordinance to require a majority vote by the Council to override a staff approval or denial of an application for an event on City of Austin parkland.

B. Planning and coordination

1. Establish a standing committee to help plan and coordinate events at the Long Center, Palmer Events Center, Vic Mathias Shores, and Butler Park.
2. Recommendations from the PETF should inform the special events ordinance to help ensure consistent and unified special events policies.

C. Environment

1. Encourage events to utilize green event policies.
2. Protect trees, vegetation, and environmentally sensitive areas.
3. The Parkland Events Task Force recommends the City implement a mandatory certification and training program for event organizers and contractors including tree protection, access and use of park grounds.
4. Develop a parking and traffic solution for parks that would reduce usage of green space parking, such as the Polo Field at Zilker Park.

D. Fees

1. Fee Study Recommendation.

E. Limits on events on parkland

Adopt changes to current limits on events at Zilker Park, Vic Mathias Shores, and Fiesta Gardens.

1. Recommend policy to include outdoor events on Long Center property in limits on events at Vic Mathias Shores.
2. Create incentives for the relocation of events at Zilker Park, Vic Mathias Shores, and Fiesta Gardens that do not require the entire space to other venues to help minimize the impact and closure of streets.
3. Fireworks and impact to trail usage.

Annotated Final Recommendations (continued)

F. Alternative Venues

1. Identify parkland for potential events.
2. Establish criteria for designating a park as a special event venue.
3. Recommend full funding for master planning John Trevino Jr. Metropolitan Park within the FY 17 concept menu.

G. Impacts

As a principle, the PETF supports establishment of higher standards, and provision of required resources towards fees, impact mitigation and limits for heavily used parkland. Thirteen line items are included in the full recommendations.

H. Fee waivers and City co-sponsored events

1. Establish a policy that the Council may not waive damage deposits for events on parkland.
2. Policies to waive fees and expenses for events cosponsored by the Council should be based on specific criteria adopted by resolution of the City Council.
3. Recommend evaluation of policies concerning the provision of complimentary, no-cost or low-cost tickets, badges or passes to events on city parkland to elected city officials, their staff, and City of Austin Boards and Commission members.

I. Items Recommended for Inclusion in the Citywide Special Events Ordinance

1. Require each large event to conduct pre-event planning meetings with stakeholders that will be impacted by the event.
2. Require events to follow “green events” policies recommended by the PETF.
3. Rental and permit fees for street closures should be scaled to the street classification (neighborhood street, corridor street, major road, etc.).
4. Rental and permit fees for right-of-way (ROW) closures should be scaled to the size of the ROW and length of closure.

J. Prior Action Items

1. Funding Parks to national standard levels.
2. Economic study of park and city events.

[See Detailed Recommendations Pages in This Document](#)

Task Force Overview

Introduction

Starting in August 2015, the Task Force held public meetings in various locations in the City to receive input from the public and develop recommendations concerning parkland events. Public input was also received through SpeakUpAustin, text messaging, email, and online surveys. A special-called public hearing was conducted to receive public input on the recommendations.

The Task Force co-chairs provided updates to and received feedback from the Open Space, Environment, and Sustainability Committee (OSESC), Parks and Recreation Board (PARB), and the Environmental Commission.

The Task Force received regular support from the following City of Austin departments:

- Parks and Recreation Department (PARB)
- Transportation Department
- Law Department
- Austin Center for Events
- Austin Police Department

The scope of work for the PETF included:

- 1) An inventory of special events at City parks, including the number of events, number of participants, and number of days each park is unavailable for general park use;
- 2) A review of existing park special events policies as well as existing practices related to events scheduling, coordination, and enforcement of contracts and agreements;
- 3) A comparative analysis of Parks and Recreation Department fees for park use received versus the cost of repair, maintenance, and other costs for each park facility;
- 4) An assessment of the impact that park special events have on surrounding neighborhoods, businesses, and infrastructure, in coordination with the work under way by the City Council's Mobility Committee regarding transportation impacts;
- 5) Identification of opportunities for new public and private venues to accommodate events, including an assessment of their carrying capacities and potential impact on surrounding neighborhoods, businesses, and infrastructure;
- 6) Recommendation of mechanisms that ensure fees collected for special events are sufficient for the maintenance and repairs for any post-event issues;

Task Force Overview (continued)

- 7) Consideration of a policy change to direct fees collected for use of park facilities for a special event be directed to parks maintenance and operations; and
- 8) Determination of whether an adjustment to the number of events held at City parks, most particularly Auditorium Shores, Zilker Park, and Festival Beach, is appropriate.

Membership

Membership of the Parkland Events Task Force (PETF) consisted of:

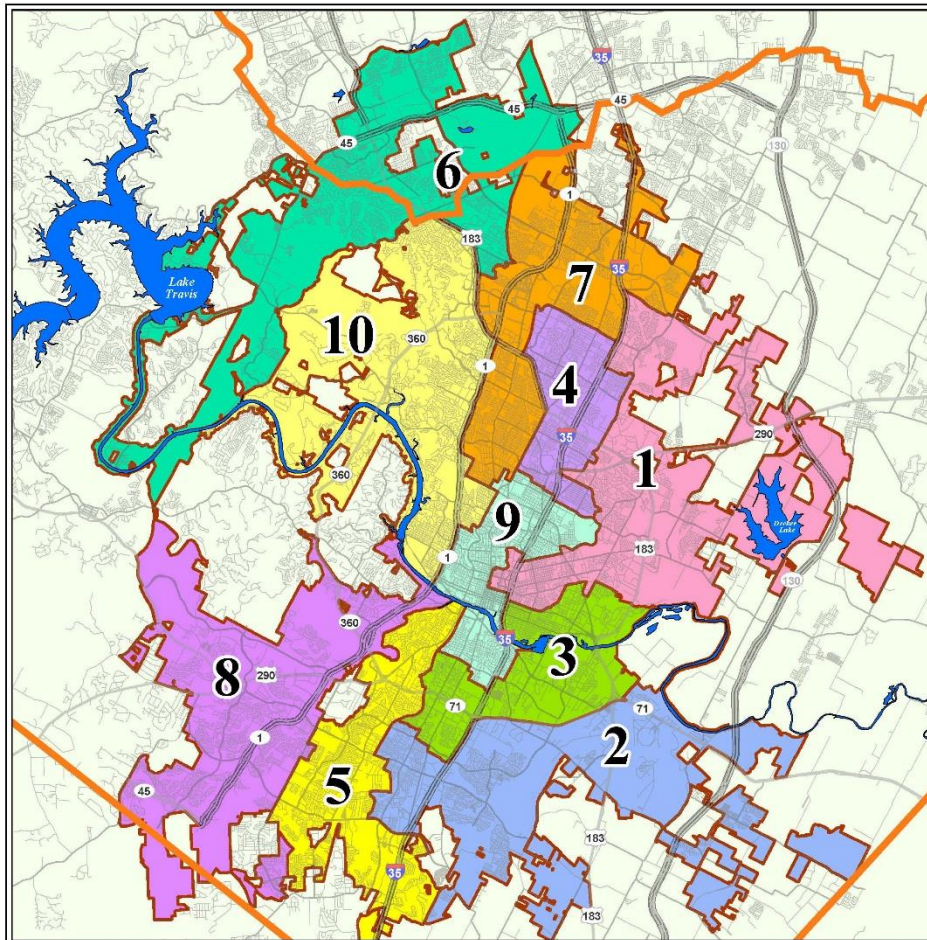
- Eleven (11) members, one appointed by each member of the City Council on the basis of the appointee's experience in park advocacy, special events promotion and planning, landscape architecture, neighborhood perspectives, cultural arts, or economic development
- Three (3) members consisting of one representative each from the Parks and Recreation Board, the Music Commission, and the Environmental Board
- Three (3) members appointed by the City Council's Committee on Open Space and the Environment

Task Force Members	Appointed by:
Colin Wallis	Mayor Adler
Ingrid Weigand	MPT Tovo, District 9
Kannou Curette	CM Houston, District 1
Alykhan Mohamed	CM Garza, District 2
Gergo Perlaky	CM Renteria, District 3
Debbie Stanley	CM Casar, District 4
David King	CM Kitchen, District 5
Stacy Farrugia	CM Zimmerman, District 6
Patrick Brewer	CM Pool, District 7
Michael Joyce	CM Troxclair, District 8
Carol Lee	CM Gallo, District 10
Pam Thompson	Environmental Commission
Buddy Quaid	Music Commission
Rick Cofer	Parks & Recreation Board
Bobby Garza	Open Space, Environment & Sustainability Committee
James Russell	Open Space, Environment & Sustainability Committee
Jeff Smith	Open Space, Environment & Sustainability Committee

Task Force Overview (continued)

City of Austin Council District Map

Source: City of Austin Planning and Zoning [Department](#) Source



**ICRC Final Plan
November 2013**

**City of Austin
City Council
Districts**

Austin, Texas



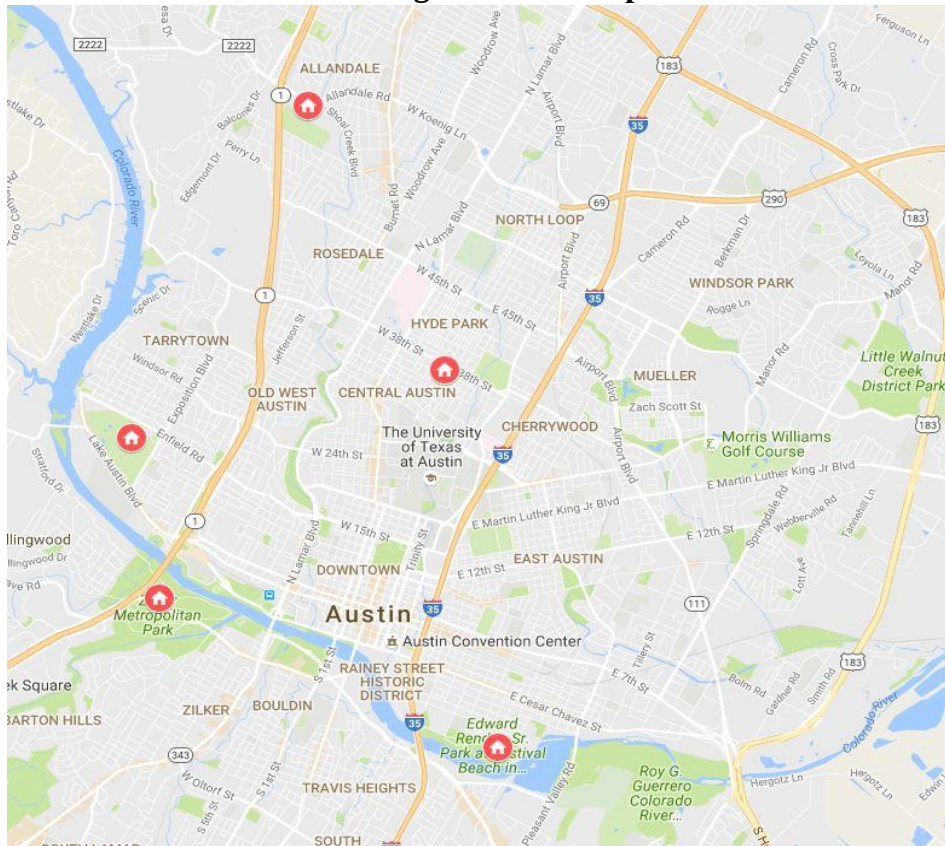
Task Force Overview (continued)

Meeting Details

- Range of Meeting Dates: August 25, 2015 - September 27, 2016
[See full list of meeting dates/times](#)
- Public Meetings: Thirty (30) meetings held
- Public Meeting Hours: Over 65 hours of public meeting time
- Volunteer and Staff Time at Meetings: 1,125 hours
- Number of Meetings: Nine (9) meetings in 2015 and
Twenty One (21) meetings in 2016
- Meeting Locations: 5 locations around the City of Austin

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.

Meeting Locations Map



Red Dots = Meeting Locations

Task Force Overview (continued)

Council Resolution (adopted March 5, 2015)

[See Full City Council Resolution](#)

WHEREAS, Austin's public parks play a critical role in promoting public health and a sense of community, and the parks contribute to the economic vitality of the City; and

WHEREAS, Austin's growing population and the popularity of special events in city parks are placing increasing demands on Austin's public park system; and

WHEREAS, Council created the Policy Committee on Use of Parkland (PGUP) to address the balance between the everyday use of the park system, organized special events, and impacts on neighborhoods near the parks; and

WHEREAS, the PGUP recommended placing a cap of 30, later reduced to 25, special events in Town Lake Park Metropolitan Park; and

WHEREAS, Council resolutions adopted in 2012, 2013, and 2014 have directed studies on the impacts and costs of special events on adjacent neighborhoods, and the establishment of a special events team of City staff to act as a one-stop shop for special events; and

WHEREAS, Analyses done to date have focused more on long-term redevelopment plans for Town Lake Metropolitan Park and less on other issues identified in the resolutions, such as the impact of increasing the number and size of events on the parklands, park event coordination and scheduling, comprehensive traffic and parking studies, mechanisms to ensure fees collected are used for maintenance and repair of the facility used for the event, and opportunities for new venues for events; **NOW THEREFORE**,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

A. The Parkland Events Task Force (PETF) is created to develop recommendations to ensure that all City parks, but most particularly Auditorium Shores, Zilker Park, and Festival Beach, remain first and foremost assets for the citizens of Austin to enjoy and that the parks are preserved and enhanced for future generations of Austinites and visitors to experience and enjoy.

B. The PETF scope of work shall include:

- 1) an inventory of special events at City parks, including the number of events, number of participants, and number of days each park is unavailable for general park use;
- 2) a review of existing park special events policies as well as existing practices related to events scheduling, coordination, and enforcement of contracts and agreements;

Task Force Overview (continued)

3) a comparative analysis of Parks and Recreation Department fees for park use received versus the cost of repair, maintenance, and other costs for each park facility, in coordination with the City Council's Economic Opportunity, Technology, Innovation and Creative Industries Committee and building upon the information gathered pursuant to Resolution No. 20130926-078;

4) an assessment of the impact that park special events have on surrounding neighborhoods, businesses, and infrastructure, in coordination with the work under way by the City Council's Mobility Committee regarding transportation impacts;

5) identification of opportunities for new public and private venues to accommodate events, including an assessment of their carrying capacities and potential impact on surrounding neighborhoods, businesses, and infrastructure;

6) recommendation of mechanisms that ensure fees collected for special events are sufficient for the maintenance and repairs for any post-event issues;

7) consideration of a policy change to direct fees collected for use of park facilities for a special event be directed to parks maintenance and operations; and

8) determination of whether an adjustment to the number of events held at City parks, most particularly Auditorium Shores, Zilker Park, and Festival Beach, is appropriate.

C. Membership of the PETF shall be as follows:

1) 11 members, one appointed by each member of the City Council on the basis of the appointee's experience in park advocacy, special events promotion and planning, landscape architecture, neighborhood perspectives, cultural arts, or economic development;

2) three members consisting of one representative each from the Parks and Recreation Board, the Music Commission, and the Environmental Board; and

3) three members appointed by the City Council's Committee on Open Space and the Environment.

D. The PETF shall be subject to the provisions of the Texas Open Meetings Act, and all meetings shall be open to the public and include opportunities for public comment.

Task Force Overview (continued)

BE IT FURTHER RESOLVED:

The City Manager shall provide reasonably necessary resources and technical assistance to the PETF, including but not limited to the resources listed in the attached EXHIBIT A. In addition, the City Manager shall appoint one member of City staff from each of the following departments to serve as a resource for the PETF on an as needed basis:

- 1) Parks and Recreation Department;
- 2) Economic Development Department;
- 3) Office of Sustainability;
- 4) Austin Water Utility;
- 5) Watershed Development Department;
- 6) Austin Resource Recovery;
- 7) Austin Transportation Department; and
- 8) Austin Police Department.

BE IT FURTHER RESOLVED:

The PETF will provide periodic reports to the Council Committee on Open Space, Environment, and Sustainability and shall provide a draft final report to the Committee not later than June 5, 2015.

The PETF expires upon the completion of its assigned tasks or one year after the effective date of this resolution, whichever is sooner.

Task Force Overview (continued)

EXHIBIT A RESOURCES TO BE PROVIDED TO THE PETF

List of each event held at Auditorium Shores, Zilker Park, and Festival Beach.

Acreage per venue.

Number of attendees per day at each event.

Dates of each event, including any time the park is closed to the public for maintenance, set-up, and break-down.

Contracts for each event.

Community benefits of each event.

Costs to the City associated with maintenance, repair, or rehabilitation of parkland and vegetation as a result of each event.

Revenue the City collects for each event.

Revenues received by Austin Parks Foundation for each event.

Process for City review of events.

Alternative special events venues.

Scope of Work

Per Austin City Council Resolution No. 20150305-025 The PETF scope of work shall include:

- 1) an inventory of special events at City parks, including the number of events, number of participants, and number of days each park is unavailable for general park use;
- 2) a review of existing park special events policies as well as existing practices related to events scheduling, coordination, and enforcement of contracts and agreements;
- 3) a comparative analysis of Parks and Recreation Department fees for park use received versus the cost of repair, maintenance, and other costs for each park facility, in coordination with the City Council's Economic Opportunity, Technology, Innovation and Creative Industries Committee and building upon the information gathered pursuant to Resolution No. 20130926-078;
- 4) an assessment of the impact that park special events have on surrounding neighborhoods, businesses, and infrastructure, in coordination with the work under way by the City Council's Mobility Committee regarding transportation impacts;
- 5) identification of opportunities for new public and private venues to accommodate events, including an assessment of their carrying capacities and potential impact on surrounding neighborhoods, businesses, and infrastructure;
- 6) recommendation of mechanisms that ensure fees collected for special events are sufficient for the maintenance and repairs for any post-event issues;
- 7) consideration of a policy change to direct fees collected for use of park facilities for a special event be directed to parks maintenance and operations; and
- 8) determination of whether an adjustment to the number of events held at City parks, most particularly Auditorium Shores, Zilker Park, and Festival Beach, is appropriate.

Scope of Work and Data (continued)

Data Provided to the Task Force

The City of Austin Parks and Recreation Department staff created a binder and loaded a portable hard drive with documents in order for the Parkland Event Task Force to best understand the current standards, processes, and state of public park usage. The binder was requested to be brought to each meeting in either physical or digital format. The appropriate documents were referred to in agendas for upcoming meetings as well as during presentations and discussions.

The categories of documents provided are listed below and are listed in the appendix of this report ([see appendix here](#)). In addition, a detailed [Parkland Event Task Force - Resource Website](#) was maintained for Task Force members and the public to provide a transparent mechanism for sharing data. Documents were offered at the meetings and posted to the Parkland Event Task Force website as updates became available and information requests were made.

- 1) [Parkland Event Task Force - Resource Website](#)
- 2) List of each event held at Auditorium Shores, Zilker Park, and Festival Beach
- 3) Acreage per venue
- 4) Number of attendees per day at each event
- 5) Dates of each event, including any time the park is closed to the public for maintenance, set -up, and break -down
- 6) Contracts for each event
- 7) Community benefits of each event
- 8) Costs to the City associated with maintenance, repair, or rehabilitation of parkland and vegetation as a result of each event
- 9) Revenue the City collects for each event
- 10) Revenues received by Austin Parks Foundation for each event
- 11) Process for City review of events
- 12) Alternative special events venues

Scope of Work and Data (continued)

Additional Data Requested by the Task Force

Impacts of Events

April 2016 - the Task Force requested the property lineups be adjusted to include a summary of impacts

- [Lineup - Zilker 2015 with impacts](#)
- [Lineup - Shores 2015 with impacts](#)
- [Lineup - Fiesta/Festival Beach 2015 with impacts](#)

Alternative Venue Size and Capacity

(Updated from 09/28/15, and 09/08/15) – Staff added square footage and rough estimate of capacity.

- [Alternative Venues List - other property](#)
- [List of City Fees for Special Events \(09/28/15 request\)](#)
- [Park General Fund Budget Revenue Break Out by Category \(09/28/15 request\)](#)

Environmental Impact Recommendations

- [Green Event Inventory](#)
- [Green Event Planning](#)
- [Greening of Events](#)



Final Recommendations

Final Recommendations by Focus Area

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- C** [Environment](#)
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- E** [Limits on Events on Parkland](#)
- F** [Alternative venues](#)
- G** [Impacts](#)
- H** [Fee waivers and City co-sponsored events](#)
- I** [Items Recommended for Inclusion in the Citywide Special Events Ordinance](#)
- J** [Prior Action Items and Work Products](#)
 - [Funding Parks to National Standard Levels](#)
 - [Economic Study](#)
 - [Green Event Policies Work Product](#)

Task Force Adoption of Final Recommendations: September 27, 2016: Motion to approve - 10 yes, 2 no, 1 abstain. (Other items approved on an individual basis, or on prior dates are noted below the individual item.)

Final Recommendations (continued)

[Final Recommendations Main Menu](#)

A. Applications and permits

As a principle, the PETF supports and encourages low and no-cost events (in terms of ticket price) in the Austin Park system.

1. Establish criteria for approving permit applications for events.

City staff will use the planning evaluation matrix when reviewing potential and reoccurring events.

[See Matrix](#)

2. Adopt an ordinance to require a majority vote by the Council to override a staff approval or denial of an application for an event on City of Austin parkland.

[See Adopting Action](#)

B. Planning and coordination

1. Establish a standing committee to help plan and coordinate events at the Long Center, Palmer Events Center, Vic Mathias Shores, and Butler Park. The committee should include representatives from adjacent neighborhoods, Long Center, Ballet Austin, Austin Symphony, Parks and Recreation Department, Palmer Events Center, Austin Opera, Daugherty Arts Center, event producers, Austin Parks Foundation, and Austin Center for Events (ACE).

“Direct the City Manager to establish a permanent committee that includes the Long Center, PARD, Palmer Events Center, Ballet Austin, Austin Opera, Austin Symphony, Daugherty Arts Center, adjacent neighborhoods, producers for events at Vic Mathias Shores, and Austin Parks Foundation to establish a permanent committee to coordinate and plan events at Town Lake Metropolitan Park. The committee shall include an equitable balance of members.”

[See Full Resolution 05-17-2016](#)

Final Recommendations (continued)

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September 20, 2016 – amendment to original resolution

The prior recommendation is amended to include an equitable balance of members.

“Direct the City Manager to establish a permanent committee that includes the Long Center, PARD, Palmer Events Center, Ballet Austin, Austin Opera, Austin Symphony, Daugherty Arts Center, adjacent neighborhoods, producers for events at Vic Mathias Shores, and Austin Parks Foundation to establish a permanent committee to coordinate and plan events at Town Lake Metropolitan Park. The committee shall include an equitable balance of members.”

[See Resolution Amendment 09-20-16](#)

September 27, 2016 – new resolution to previous actions

“Therefore, be it resolved that the City of Austin enforce existing contract provisions, review the existing lease agreement with the Long Center, and establish an agreement for the use of alienated park for outdoor events,

Be it resolved if the Long Center wishes to establish other new events outside the physical structure of its venue, the City of Austin, (Austin Center for Events, Parks and Recreation Department), the Long Center, as well as the affected neighborhoods will develop a working group to consider gaining permits and approval for such events,

Direct the City Manager to establish a permanent committee that includes the Long Center, PARD, Palmer Events Center, Ballet Austin, Austin Opera, Austin Symphony, Daugherty Arts Center, adjacent neighborhoods, producers for events at Vic Mathias Shores, and Austin Parks Foundation to establish a permanent committee to coordinate and plan events at Town Lake Metropolitan Park.”

[See Full Resolution 09-27-16](#)

2. Recommendations from the PETF should inform the special events ordinance to help ensure consistent and unified special events policies.

Final Recommendations (continued)

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C. Environment

1. Encourage events to utilize [green event policies](#).
2. Protect trees, vegetation, and environmentally sensitive areas. Identify additional staff resources needed to consistently implement and enforce the following:
 - a) Permissible ingress and egress access points for each park.
 - b) Site circulation plan (traffic flow, etc.) for each park.
 - c) Clearly defined No-Go areas for driving, staging, and storage for each park.
3. The Parkland Events Task Force recommends the City implement a mandatory certification and training program for event organizers and contractors including tree protection, access and use of park grounds. The program should be evaluated for expansion to include the citywide permit process, permit requirements and conducting event business in the City of Austin.

[See Full Resolution](#)

4. Develop a parking and traffic solution for parks that would reduce usage of green space parking, such as the Polo Field at Zilker Park.

Final Recommendations (continued)

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D. Fees

(NOTE - State laws and City ordinances limit fees to the actual costs to the City. Cities cannot make a “profit” on fees.)

1. Fee Study Recommendation

“In Fiscal Year 2017 conduct a thorough financial and operational 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 short-term and long-term maintenance of the public property and infrastructure used for the event.”

[See Full Resolution](#)

Considerations for the study should include whether or not the City can:

- a) Base fees on the total area of a park used for an event.
 - b) Charge a premium rate for high-demand parkland.
 - c) Increase user fees for Tier 4 events.
 - d) Recalibrate maintenance and rental fees annually.
 - e) Hold bonds/deposit long enough to identify damage to parkland.
 - f) Direct user fees generated from events on parkland into a special purpose park fund that rolls over to the next parks budget year (without reducing general funds allocations or monetizing the parks).
 - g) Additional items to be answered through analysis of fees:
 - i. Can capital costs for parks be included in fees charged to events?
 - ii. Can fees be calibrated to include total City of Austin costs incurred by events?
 - h) Obtain legal opinion on what mechanisms could be taken to charge rental fees at market rate instead of user fees.
2. Determine if park conservancies and foundations can charge fees that exceed the cost of service for events on parkland.

Final Recommendations (continued)

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E. Limits on events on parkland

Adopt changes to current limits on events at Zilker Park, Vic Mathias Shores, and Fiesta Gardens.

Recommendations for All Noted Sites

- Event producers, neighborhoods and the City will work together to mitigate parking, traffic, noise, trash, and environmental impacts
- Adopt an ordinance requiring a majority vote by the City Council to recommend increases to these limits

SUMMARY RECOMMENDATIONS See full work paper	
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)

1. Recommend policy to include outdoor events on Long Center property in limits on events at Vic Mathias Shores.
2. Create incentives for the relocation of events at Zilker Park, Vic Mathias Shores, and Fiesta Gardens that do not require the entire space to other venues to help minimize the impact and closure of streets.
3. Fireworks and impact to trail usage.
 - a) Establish consistent criteria for display of fireworks in parks.
 - b) Fireworks at Auditorium Shores are limited to the 4th of July and New Year's Eve, and at most one (1) special event day per year to commemorate anniversary or landmark dates of an existing event.

Final Recommendations (continued)

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F. Alternative Venues

1. Identify parkland for potential events. [See Full Resolution](#)

a) Summary of resolution

- i. “In the Request for Proposals for creating a new Master Plan for Walter E. Long Metropolitan Park, include in the scope of work for the Master Plan evaluation of using Walter E. Long Metropolitan Park as an alternative event venue for hosting large special events; and
- ii. 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 John Trevino Metropolitan Park as alternative event venues that can accommodate large special events in addition to providing new public park space for the growing Austin population; and
- iii. In Fiscal Year 2017 conduct a thorough financial and operational 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 short-term and long-term maintenance of the public property and infrastructure used for the event.”

2. Establish criteria for designating a park as a special event venue.

From the Alternative Spaces Subcommittee, the following criteria should be utilized when designating a park as a special event venue:

- | | |
|-------------------------|----------------------------|
| a. Size and capacity | f. Bikeable/walkable |
| b. Development timeline | g. Distance to residential |
| c. Development status | h. Rating for hotel access |
| d. Bond funding | i. Existing infrastructure |
| e. Accessibility | j. Traffic concern |

3. Recommend full funding for master planning John Trevino Jr. Metropolitan Park within the FY 17 concept menu.

Final Recommendations (continued)

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G. Impacts

As a principle, the PETF supports establishment of higher standards, and provision of required resources towards fees, impact mitigation and limits for heavily used parkland.

Working Definitions

Open – full accessibility – normal day in the park without event uses.

In Use – no fences, no barriers, significant portion of the park reserved/impacted by the event. Includes increased pedestrian and vehicular activity.

Partially Open - greater than 50% available without a ticket and unfenced.

Minimally Open - more than 50% closed, only available to ticketed patrons.

Closed – no accessibility - ticketed participation only.

Definitions should apply to all parks.

[See Adopting Action](#)

1. Establish impact zone and special event zone to facilitate planning and management of events on parkland.
2. The task force recommends immediate implementation of a Special Events Permit Parking (SEPP) Program for neighborhoods that are in or adjacent to the special event impact zone with specific priority focus on the Zilker, Bouldin and Festival Beach area neighborhoods. The program shall be established with focus on increased fines for parking, changes to City procedure and practice to encourage effective towing or booting authorization and ticketing by non-sworn personnel. City staff shall pilot the program no later than the fall of 2016.

[See Full Resolution](#)

3. Increase fines for parking and traffic violations in the impact zone.

[See Full Resolution](#)

4. Strictly enforce towing in the impact zone. Increase Austin Police Department's towing capacity during events. This will help reduce response times for towing and allow police officers to spend more time on enforcement.
5. Increase fines for unpermitted vendors located in the special event zone.

Final Recommendations (continued)

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6. Increase staffing for the traffic management center during events to monitor traffic flow and signals in the impact zone for Tier 3 and 4 events that impact major roads during rush hour or peak traffic times.
 7. Establish a temporary flagger team to augment police resources at key intersections during events to provide additional information and assistance to drivers and pedestrians. Incorporate non-sworn personnel where possible.
 8. Amend City codes to establish pedicab traffic flow enhancement zones during events. The traffic flow enhancement zone would designate approved and prohibited routes for pedicabs to help facilitate and enhance traffic flow.
 9. Accommodate general park users that are displaced by events. Install signs to redirect them to nearby parks.
 10. Encourage a sound impact plan for all special events with amplified music.
 11. Encourage stakeholder meetings with affected neighborhoods to help plan and prepare for medium and large events.
 12. Work with event producers to ensure a streamlined setup and teardown process for events.
 13. Sound Ordinance revisions:
 - a. Amend City sound ordinances to require “C” weighting measurement in all sound limit regulations.
- [See Adopting Action](#)
- b. Provide continued funding for a sufficient number of sound meters that have A, and C weighting capabilities.
 - c. Amend Parks code to change sound curfew extension requests from the current 10 pm to 2 am to 10 pm to 11 pm.

Final Recommendations (continued)

[Final Recommendations Main Menu](#)

H. Fee waivers and City co-sponsored events

1. Establish a policy that the Council may not waive damage deposits for events on parkland.
2. Policies to waive fees and expenses for events cosponsored by the Council should be based on specific criteria adopted by resolution of the City Council.
3. Recommend evaluation of policies concerning the provision of complimentary, no-cost or low-cost tickets, badges or passes to events on city parkland to elected city officials, their staff, and City of Austin Boards and Commission members.

[See Adopting Action](#)

I. Items Recommended for Inclusion in the Citywide Special Events Ordinance

1. Require each large event to conduct pre-event planning meetings with stakeholders that will be impacted by the event.
2. Require events to follow “green events” policies recommended by the PETF.

[See Green Events Policy](#)

3. Rental and permit fees for street closures should be scaled to the street classification (neighborhood street, corridor street, major road, etc.).
4. Rental and permit fees for right-of-way (ROW) closures should be scaled to the size of the ROW and length of closure.
5. Fees for street and right-of-way closures should be set so that closures with larger impacts on traffic and public access pay higher fees.

Final Recommendations (continued)

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J. Prior Action Item and Work Products

[08-09-16 recommendation - funding parks to national standard levels](#)

[08-09-16 - recommendation - economic study of park and city event](#)

Final Recommendations (continued)

Final Recommendations Main Menu

Limits Work Product

<u>Notes from discussion</u>	<u>General Notes</u>	<u>Event Days</u> Events Retained Events that Could Relocate	<u>Proposals</u>
Austin City Limits Kite Festival Garden Festival Blues on the Green Trail of Lights Zilker Relays Note – Hillside Theatre (task force did not consider large event)	3 large events	6 days 1 day 2 days 4 days 15 days 1 day 22 days (not considered) 29 days total 5 relocate	Proposed 24 limit via attrition/ incentives
FFF SXSW Urban Music Festival Austin's New Year Austin Reggae Festival 4th of July Tri Rock Triathlon Cap Tex Tri Triathlon Food and Wine Capital 10K Marathon Relay Sunshine Run	5 large events	3 days 3 days 2 days 1 day 3 days 1 day 1 day 1 day 1 day 2 days 1 day 1 day 1 day 20 current 9 relocate	Proposed 17 limit via attrition/ incentives
Veg Fest Cinco de Mayo Bengali Festival (undersized) Heart of Texas Regatta Pride (oversized) Hot Sauce Festival Pumpkinhead Regatta Celtic Festival Diezyseis Ice Cream Festival Head of the Colorado Craft Brewer's Festival Dragon Boat Festival Clean Sweep (undersized)		1 day 2 days 1 day 1 day 1 day 2 days 2 days 1 day 2 days 1 day 2 days 1 day 1 day 1 day 19 current 3 relocate	Proposed 17 limit via attrition/ incentives

Final Recommendations (continued)

[Final Recommendations Main Menu](#)

Limits Work Product (continued)

Zilker Park:

- Retain ACL Fest (two weekends)
- Retain Holiday Trail of Lights (15 days)
- Retain Zilker Kite Festival (one day)
- Move Blues on the Green to Auditorium Shores

Auditorium/Vic Mathias Shores:

- Retain the 25 event-day limit
- Move some smaller events to Waterloo Park when it opens
- Recommend that the City renegotiate the contract with the Long Center to prohibit outdoor events on the Long Center property after 2016

Fiesta Gardens:

- Retain existing number of event days and events

Zilker Park, Auditorium/Vic Mathias Shores, Fiesta Gardens:

- Event producers, neighborhoods and the City will work together to mitigate parking, traffic, noise, trash, and environmental impacts
- A supermajority vote by the Parks and Recreation Board and City Council is required to recommend increases to these limits

Final Recommendations (continued)

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Green Event Recommendations Work Product

Context:

(Parenthetical notes are City Ordinances)

- Austin events provide great value to the community and we want to ensure that their implementation align with community values and policies
- There are more than 100 ways to green events, in categories ranging from Materials Management and Waste Prevention, Air Quality, Transportation Management, Landscape care and more
- Austin has an adopted Zero Waste Strategic Plan (20090115-050)
- Austin has an adopted goal of Net-Zero GHG emissions community-wide by 2050, or sooner if feasible (20140410-024)
- Austin has a range of relevant adopted policies addressing single use bags (20120301-078), glass, smoking (20111215-019), bicycle parking (20121108-055), and water bottles (20080522-024)

New Recommendations, Draft Special Event Ordinance Regulations, and Existing Regulations/Policies:

(Please note the indicated origin coding source for the following section)

Origin Source Key Where Applicable

(dSEO) – draft Special Events Ordinance

(PARD) – existing PARD requirements/code

(PETF) – task force recommendation

Final Recommendations (continued)

Final Recommendations Main Menu

The City should create a comprehensive planning manual that outlines the requirements for a green event, including educational resources about strategies for complying with the guidelines/agreements. **(PETF)**

1. All events must adhere to [park rules](#).
2. An environmental awareness message will be developed by COA staff, special event staff and, if requested, interested stakeholders to encourage special event attendees to take action to reduce their impact while at the festival by reducing, reusing or recycling items that often go into the waste stream and/or a message related to improving air quality by changing their commute to the special event. Where possible the environmental awareness message can be shared with the attendees multiple times each day. Some form of incentivizing these actions while at the festival should be utilized. **(PETF)**
3. A waste management plan is required for all special events and must be based on the number of attendees at a special event and include proof of waste management services that will be provided. A waste plan must be approved by ACE that includes the proposed locations of all the landfill trash and diversion containers. It also includes any clean-up crew education and compliance. **(dSEO)**
4. A waste reduction and diversion plan is required for Tier 2 and Tier 3 special events, must be approved by ACE/ARR **(dSEO)** , and should include:
 - a. Triple bins with clear signage indicating what should be recycled, composted and landfilled.
 - b. Best practice - monitors/volunteers educating people what goes where.
5. All cardboard should be broken down and put in designated recycling location
6. After a special event, an event organizer shall provide proof of waste management services that were provided at the special event. **(dSEO)**
7. Utilize/promote paperless ticketing option (if relevant). **(PETF)**
8. By ordinance, there is no smoking at any park properties unless a City Council authorized designated smoking area is created for events with 1000 or more people, per the adopted rules. **(PARD)**

Final Recommendations (continued)

[Final Recommendations Main Menu](#)

9. When in a burn ban, fires, smoking and use of solid fuel is prohibited by law at any time, at any park. No exceptions. **(PARD)**
10. Single-use carryout bags, as defined in City Code section 15-6-121 (Definitions) may not be provided or distributed during a special event.
11. Expanded polystyrene (Styrofoam) may not be provided or distributed during a special event held at a city facility, streets, sidewalks, or other city right-of-way. **(dSEO) (already exists in PARD regulations)**
12. Events should not use items that are difficult to recycle such as individually packaged handout items “swag”. Encourage capturing contact for future digital communication rather than branded handout items. **(PARD)**
13. Items for distribution must have stickers, cellophane or plastic, or other packaging removed before being presented to the guest. **(PARD)**
14. Promotional stickers should be “presented” to the guest from master/bulk role. Individual stickers at events should have the backing removed prior to presentation. **(PARD)**
15. Glass containers may not be provided or distributed during a special event held at a city facility, streets, sidewalks, or other city right-of-way. **(dSEO)**
16. A trip reduction or Transportation Demand Management plan is required for Tier 2 and Tier 3 special events and must be approved by ACE/ATD. **(dSEO)**
17. Provide sufficient off-site parking or shuttle service, or both, when required to minimize any substantial adverse impacts on general parking and traffic circulation in the vicinity of the event.
18. Tier 4 special events shall provide ACE the following **(dSEO)** :
 - a. waste reduction and diversion plan that includes recycling and organics composting
 - b. emissions reduction plan
 - c. A transportation demand management plan and facilities for bicycle parking
 - d. any other information required in rules adopted pursuant to Chapter 1-2 (Adoption of Rules)

Final Recommendations (continued)

[Final Recommendations Main Menu](#)

19. Provide suitable protection around storm water inlets to prevent debris from entering the storm water system. **(dSEO)**
20. For water-based events and shoreline-based events, implement prevention of litter and water pollution, and provide for clean-up post event. **(PETF)**
21. No application of pesticides, herbicides, or other related or similar chemicals to be applied to any city property directly or indirectly without the written consent and approval of the City, and as required, other regulatory agencies. **(PARD)**
22. Protect trees and critical root zones. **(PARD)**
23. Ground mats should be picked up at the end of each day to allow the turf/grounds underneath and reset the following day. **(PARD)**
24. Parking/Driving on Park grounds is restricted ONLY to vehicles with a City Parks permit. Organizers will direct you to the closest paved loading/unloading area. Please plan ahead by bringing items such as garden-type flatbed wagons. There is NO authorization to directly drive on park land without a permit. **(PARD)**
25. Vendors should clean their general locations/sites regularly in addition to health codes. All landfill trash must be removed and fully cleaned, including a full area grounds check each day. **(PARD)**
26. Food & Beverage Service
 - a. Events are discouraged from using items that are difficult to recycle or compost (such as utensils and straws), and are encouraged to select bulk products as alternatives to the following: Individually packaged condiments; picnic packs of plastic-wrapped fork, knife, napkin and pepper/salt; drink/juice boxes and pouches. **(PARD)**
 - b. Consider serving foods that do not require plates or utensils. If necessary, biodegradable service ware is strongly preferred. **(PARD)**
 - c. Promote cup refills and non-single-use bottles. **(PARD)**
 - d. Make water dispensers available with compostable cups and organics collection bin adjacent. **(PETF)**
 - e. Encourage inclusion of vegetarian and vegan options, and where possible source using local, seasonal, sustainably-raised food. **(PETF)**
 - f. Have a food donation strategy lined up prior to event. **(PETF)**

Final Recommendations (continued)

[Final Recommendations Main Menu](#)

- 27. Encourage electric over diesel or gas generators. For Example...Check out the Austin Energy 1000 watt solar trailer. **(PETF)**
- 28. No idling unless necessitated by medical, public safety or food preservation needs. **(PETF)**
- 29. Provide new staff support for a green event certification program or event-based equivalent of the Green Business Leaders program that includes incentives. **(PETF)**

Public Outreach and Gathering Public Input

Over the course of its existence, the Task Force utilized several different tools to gauge public sentiment around events at Austin’s parks. Beginning on the eve of the 2015 Austin City Limits Music Festival, the Task Force began an online discussion at [SpeakUpAustin.org](#) ([see link here](#)), in which they asked the public about the most significant benefits and challenges associated with parkland events and what changes the public would recommend be made to the permitting of events on Austin’s parkland. The Task Force received more than 300 comments in response to these questions. The public could also respond to these questions via the HeartGov text message platform. Several hundred responses came in via text, many from attendees of the Austin City Limits festival.

Separately, the Task Force conducted a survey of businesses whose primary location is in close proximity to either Zilker Park, Vic Mathias Shores, or Fiesta Gardens. Staff visited businesses in person to get their responses to questions on the survey. The responses are included as an appendix to the report.

Additionally, the Task Force asked for public comment via [SpeakUpAustin.org](#) ([see link here](#)) on a set of park spaces that Task Force members wanted to consider as alternative event venues to Zilker, Auditorium/Vic Mathias Shores, and Fiesta Gardens. The Task Force received nearly 200 responses to questions posed about these four spaces (Walter E. Long Park, John Trevino Jr. Park, Bolm Road Park, and Onion Creek Metropolitan Park).

Finally, the Task Force requested public comment via [SpeakUpAustin.org](#) ([see link here](#)) on its final recommendations and utilized that feedback to revise its draft.

[See all Public Input Data Summaries in Appendix](#)

Public Outreach and Gathering Public Input (continued)

Summary Results of Outreach by Method

Email Submissions – In each of the requests for commentary from the public the email address Reservations@austintexas.gov was offered for feedback submission. The comments were collected by staff and shared with the PETF.

- Date(s) Input Accepted: August 25, 2015 – September 27, 2016

Ongoing Citizen Communication – The first fifteen minutes of each PETF meeting was dedicated to commentary from the general public. Any member of the public was allowed to speak during the given time and the public was welcome to attend each meeting.

- Date(s) Input Accepted: August 25, 2015 – September 27, 2016
- In-person comments received: 22 comments

Targeted Business Impact Survey – Businesses that may be affected by events on parkland were contacted with a request to fill out a survey describing the impact of special events. The responses were shared and analyzed during task force meetings.

- Date(s) Input Accepted: December 3, 2015 – March 31, 2016
- Responses received: 48 responses
- [Appendix Graphical Responses](#)
- [Appendix Survey Locations](#)
- [Business Survey Results](#)

SpeakUpAustin Forums – This online forum serves as a place to pose a question to the public, receive commentary, and allows responses from staff. Three (3) SpeakUpAustin Forums were hosted during the term of the task force work.

- Date(s) Input Accepted: October 2, 2015 – December 23, 2015
 - Events in Parks: 3 topics ,480 responses [SpeakUpAustin Summary](#)
 - [\(see link here\)](#)
 - [Appendix Media Advisory](#)
 - [Appendix Word Cloud](#)
- Date(s) Input Accepted: June 20, 2016 – July 16, 2016
 - Alternate Locations: 4 topics, 277 responses
 - [\(see link here\)](#)

Public Outreach and Gathering Public Input (continued)

SpeakUpAustin Forums (continued)

- Date(s) Input Accepted: August 31, 2016 – September 16, 2016
 - Final recommendations: 3 topics, 94 responses
 - ([see link here](#))
 - [Appendix Media Advisory](#)

Text Survey – The general public was invited to text responses to a topic. The texts were aggregated by staff and common themes were noted.

- Dates Input Accepted: October 2, 2015 – November 12, 2015
- Responses Gathered: 514 people with over 2,772 text messages
- [Appendix Word Clouds](#)
- [Text Survey Summary](#)

Conversation Corps – Each month, the public is invited to attend one-hour long conversations held at different locations around the city. Conversations are facilitator led on various topics and summary of input is shared with topic decision-makers.

- Five (5) conversations with a total of Twenty Five (25) attendees
- [Appendix Flyer](#)
- [Conversation Corp Summary](#)

Public Hearing – Upon completion of the Draft Recommendations, the PETF invited the public for commentary. Invitation for comments was posted through a press release, Online citywide with the Nextdoor application, Social Media, SpeakUpAustin as well as emailed via Austin Notes, Posted at Parks and Recreation Facilities, distributed by PETF members, and through 3-1-1 operators.

- Date(s) Input Accepted: 09/05/2016 – 9/13/2016
- Responses gathered: Ten (10)
 - Three (3) citizens commented in person at the Public Input meeting
 - Seven (7) citizens sent emails in relation to the Public Input meeting
 - [Business Survey Summary](#)

Work Plan

During the course of regular meetings draft recommendations were created from an aggregate list of ideas, thoughts, and extended conversation topics among Parkland Event Task Force (PETF) members. The list was categorized and presented by the co-chairs to the PETF as a list of draft policy recommendations that were then discussed and approved or dismissed by the PETF. After discussing the draft recommendations, the PETF requested public input to help guide the final recommendations.

Given the scope of work in Resolution Number 20150305-025 the Parkland Event Task Force found it helpful to create three focus areas. Resolution item numbers 3, 6, and 7 were deemed as relevant to park expenses and fees. Resolution item numbers 1 and 5 were deemed relevant to special event parkland and possible alternative spaces. Separate subcommittees were formed, met to discuss each grouping, and presented on progress to the PETF during regularly scheduled meetings. Resolution items number 2 and 4 were discussed among the group at large.

Work Groups and Subcommittees

Focus Area 1 - Scope Item Number: 3, 6, and 7

Fees Subcommittee (established 10-13-2015)

Members: James Russell, Alykhan Mohamed, Jeff Smith, Buddy Quaid, Carol Lee, Bobby Garza, Pam Thompson, Stacey Farrugia

Council Resolution Scope of Work Focus Items

- 3) A comparative analysis of Parks and Recreation Department fees for park use received versus the cost of repair, maintenance, and other costs for each park facility, in coordination with the City Council's Economic Opportunity, Technology, Innovation and Creative Industries Committee and building upon the information gathered pursuant to Resolution No. 20130926-078;
- 6) Recommendation of mechanisms that ensure fees collected for special events are sufficient for the maintenance and repairs for any post-event issues;
- 7) Consideration of a policy change to direct fees collected for use of park facilities for a special event be directed to parks maintenance and operations;

Subcommittee Results: Recommendation Number: 20160419-E1

- In Fiscal Year 2017 conduct a thorough financial and operational 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 short-term and long-term maintenance of the public property and infrastructure used for the event.

Work Plan and Structure (continued)

Focus Area 2 - Scope Item Number: 1 and 5

Alternative Spaces Subcommittee (established 1-12-2016)

Members: Patrick Brewer, Pam Thompson, Jeff Smith, Colin Wallis, Gergo Perlaky

Council Resolution Scope of Work Focus Items

- 1) An inventory of special events at City parks, including the number of events, number of participants, and number of days each park is unavailable for general park use;
- 5) Identification of opportunities for new public and private venues to accommodate events, including an assessment of their carrying capacities and potential impact on surrounding neighborhoods, businesses, and infrastructure;

Subcommittee Results: Recommendation Number: 20160419-E1 ([appendix research](#))

- In the Request for Proposals for creating a new Master Plan for Walter E. Long Metropolitan Park, include in the scope of work for the Master Plan 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 John Trevino Metropolitan Park as alternative event venues that can accommodate large special events in addition to providing new public park space for the growing Austin population

Focus Area 3 - Scope Item Number: 2 and 4

Council Resolution Scope of Work Focus Items

- 2) A review of existing park special events policies as well as existing practices related to events scheduling, coordination, and enforcement of contracts and agreements;
- 4) An assessment of the impact that park special events have on surrounding neighborhoods, businesses, and infrastructure, in coordination with the work under way by the City Council's Mobility Committee regarding transportation impacts;

Developed Definitions for park accessibility:

The Task Force found it helpful to create definitions of park accessibility that specifically define the nature and availability of use to the public during a park special event. The definitions also serve an important role in unifying the language used to describe park uses during events, versus widespread varying terms/beliefs currently used by the public.

Work Plan and Structure (continued)

Definitions

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

Pre and Post Evaluation Measuring Event Impact: ([see matrix here](#))

The Task Force sought to determine the amount of impact to the parks, the surrounding neighborhood, and the visiting population during special events. The following categories were determined to offer a gauge of the positive impacts and challenges created by public events in parks.

- | | |
|------------------------------|--------------------------------|
| • Park Accessibility | • Community Enhancement |
| • Length of Park Use | • Citizen Engagement |
| • Post Event Recovery | • Trash and Recycling Provided |
| • Cost of Post Event Repairs | • Additional Greening Effort |
| • Time of Year | • Roads and Parking |
| • Local Service Providers | • Additional Parking Plans |
| • Economic Impact | • Amplified Sound |
| • Event Tenure | |
| • Cost | |

References

[Parkland Event Task Force Website](#)
[Park Special Events Website](#)
[City Stage – Austin Center for Events Website](#)
[Austin Center for Events Guidebook](#)

City Council and Board Updates and Briefing Presentations

[February 24, 2016 – Open Space, Environment and Sustainability Committee](#)
[April 26, 2016 – Austin Parks and Recreation Board](#)

Public Input Summaries

[SpeakUpAustin Summary](#)
[Text Survey Summary](#)
[Conversation Corp Summary](#)
[Business Survey Results](#)

Appendix (continued)

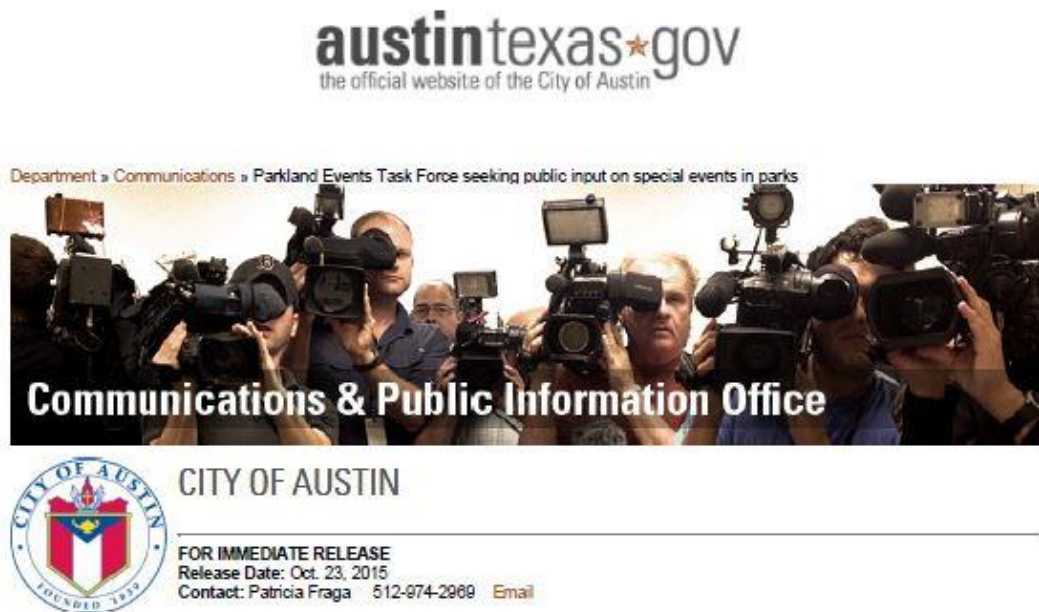
Meeting Dates, Times, and Locations

The below chart depicts meeting dates, hours served, meeting times, and the locations of each meeting. Agendas, supporting documents, and past meeting minutes were posted on the Parkland Event Task Force website for each of the meetings. While public hearings are noted on the chart, public commentary was encouraged at each meeting.

Meeting Number	Meeting Date	Hours Spent	Meeting Hours	Place
1	8/25/2015	2.00	3-5 pm	Fiesta Gardens Building
2	9/8/2015	2.00	4-6 pm	Fiesta Gardens Building
3	9/28/2015	2.00	4-6 pm	Fiesta Gardens Building
4	10/13/2015	2.00	4-6 pm	Northwest Recreation Center
5	10/20/2015	2.00	4-6 pm	Fiesta Gardens Building
6	11/3/2015	2.00	4-6 pm	Northwest Recreation Center
7	11/17/2015	2.00	4-6 pm	Fiesta Gardens Building
8	12/1/2015	2.00	4-6 pm	Northwest Recreation Center
9	12/15/2015	2.00	4-6 pm	Fiesta Gardens Building
10	1/12/2016	2.00	4-6 pm	Zilker Botanical Gardens
11	1/26/2016	2.00	4-6 pm	Zilker Botanical Gardens
12	2/23/2016	2.00	4-6 pm	Zilker Botanical Gardens
13	3/8/2016	2.00	4-6 pm	Fiesta Gardens Building
14	3/22/2016	2.00	4-6 pm	Fiesta Gardens Building
15	4/5/2016	2.00	4-6 pm	Fiesta Gardens Building
16	4/19/2016	2.00	4-6 pm	Fiesta Gardens Building
17	5/3/2016	2.00	4-6 pm	Fiesta Gardens Building
18	5/17/2016	2.00	4-6 pm	Fiesta Gardens Building
19	6/7/2016	2.00	4-6 pm	Fiesta Gardens Building
20	6/14/2016	2.00	4-6 pm	Lions Municipal Golf Course
21	6/28/2016	2.00	4-6 pm	Fiesta Gardens Building
22	7/12/2016	2.00	4-6 pm	Lions Municipal Golf Course
23	7/19/2016	3.00	4-7 pm	Lions Municipal Golf Course
24	8/2/2016	3.00	4-7 pm	Zilker Botanical Gardens
25	8/9/2016	3.00	4-7 pm	Zilker Botanical Gardens
26	8/23/2016	3.00	4-7 pm	Sparky Park
27	8/29/2016	4.00	4-9 pm	Sparky Park
28	9/13/2016	2.00	6-8 pm	Zilker Botanical Gardens
29	9/20/2016	3.00	4-7 pm	Lions Municipal Golf Course
30	9/27/2016	2.00	4-6 pm	Zilker Botanical Gardens
30 meetings total	8/25/15 - 9/27/16	67.00		5 Different Locations

Appendix- Public Input

Shortly after the Task Force held its first meeting a press release was published to be disseminated among media outlets including the City of Austin website, Nextdoor, and Speak Up Austin. The intention of the press release was to continue the momentum of feedback the public submitted in response to individual Task Force members calling for public commentary regarding special events at parks.



PARKLAND EVENTS TASK FORCE SEEKING PUBLIC INPUT ON SPECIAL EVENTS IN PARKS

Accepting feedback through November 2015

The City's **Parkland Events Task Force** is seeking public input in its development of recommendations for how best to manage events at Austin's parks while balancing general public use of the parks.

The Task Force wants public input on:

- What are the greatest benefits derived from events at Austin's parks?
- What are the greatest challenges?
- What changes should the City make?

The public can provide input at SpeakUpAustin.org or by texting the word "events" to 512-643-5627. Input will be taken through November.

The Parkland Events Task Force is expected to present recommendations to City Council in early 2016.

In early 2015, the Austin City Council created the Parkland Events Task Force with the charge to develop recommendations to ensure that all City parks, but most particularly Auditorium Shores, Zilker Park and Festival Beach, remain first and foremost assets for the residents of Austin to enjoy.

The Task Force also is to ensure these parks are preserved and enhanced for future generations of Austinites and visitors to experience and enjoy. See [Resolution 20150305-025](#).

For more information about the Task Force visit www.austintexas.gov/petf.

Appendix- Public Input (continued)

Conversation Corps is a facilitated small group discussion frequently used by the City of Austin to gather feedback from the public regarding a variety of topics. Flyers are created and distributed among social groups as well as online regarding the next topic as well as locations for discussions.



[Home](#)

Join a Conversation

About the Conversation

Every month, groups will meet all around town, discussing the same "issue of the month."

Conversations will take place in a variety of venues - schools, houses of worship, community centers, coffee



shops and restaurants – and will last about an hour. Trained facilitators will lead the group through a structured dialogue, giving everyone a chance to share their thoughts and respond to what they've heard others say. Check in regularly to see what the topic of the month is and find a meeting convenient for you!

This month's topic: **Special Events in City Parks**

During the month of November, we want to hear your thoughts about how City parkland should be used, particularly when it comes to special events at Austin's parks. Our city's public parks help promote public health, a sense of community, and economic vitality. As our population grows and special events get more popular, the public park system is facing increasing demands.

The City of Austin has appointed a Parkland Events Task Force to determine how all City parks—especially Zilker Park, Auditorium Shores, and Festival Beach—can be assets for Austin's residents and still host events. Input from Conversation Corps meetings all around town this month

Appendix- Public Input (continued)



NOVEMBER 2015 CONVERSATIONS: SPECIAL EVENTS IN CITY PARKS

Throughout the month of November 2015, Austin area residents gathered at various community spaces to discuss special events in City Parks. Conversations addressed both the benefits and challenges that these events bring.

When asked about significant benefits of hosting special events on Austin parkland, many participants talked about the positive economic impact to the city, contribution to the positive image and desirability of Austin, and park maintenance improvements that accompany the events. Health benefits were also mentioned.

Concerns were also discussed, many of which revolved around the disruption of daily life. The issue of traffic, parking and street closures caused by these events was raised on multiple fronts. Safety for pedestrians was addressed, especially around schools that are on or near parkland. Monitoring of sound contamination to the surrounding communities was brought up during several conversations. Many participants showed concern when it comes to the number of parks used for these big events and want to see the events rotate between parks so that every park will get the same attention from the City. Fair and equitable use of the event revenue was of importance to many. Complaints of inadequate communication with neighborhoods and the lack of addressing residents concerns were made.

In addition, several of the conversations addressed potential solutions to these concerns. Suggestions included looking at what other cities are doing, appointing neighborhood liaisons, minimizing the length and extent of interruptions and use of traffic guards.

The feedback shows that although most people are happy that Austin is hosting these events, there are some specific and significant concerns which they feel need to be addressed.

Appendix- Public Input (continued)

District 1

Bennu Coffee

Attendees 0

District 3

Ground Floor Theatre

Attendees 2

- Concern shown over monitoring of sound on events with permits
 - Ensure they aren't going over the limit set in the permit.
 - Is there a monitoring committee/task force that actually checks the sound levels of these festivals?
 - Does the city enforce curfews or concert end times?
 - Example: A recent example is the last Fun Fun Fun Festival. The last Fun Fun Fun Fest was the loudest, according to our participant who could hear it from Daniel Street in Bouldin. Friends in Oak Hill and Hyde Park said it was too loud, too.
- Disrupting Daily Life:
 - Streets are closed during event planning, events, and event cleanup, leading to more traffic congestion and causing problems for those who do not attend the event
- Suggestion to look at Chicago's Festivals:
 - Tree Buffers around parks where festivals are being held so sound does not disturb those not attending
 - Direction speakers that ensure that sound does not go towards residences.
- The most important thing the festivals can do is have a liaison to work with the neighborhoods to establish dialogue and agreement.

District 5

Strange Brew

Attendees 5

- Citizens as Stakeholders
 - The city needs to do a better job at acknowledging and addressing resident concerns. In particular, park closure impact on children need to be attended to because children cannot vote and have no direct voice.
 - Residents want to feel that they are being heard and currently they do not.
- The city should invest in and develop neighborhood parks eg Onion Creek, for resident (family, children) use, particularly during times when the city's larger parks become inaccessible
- The city should work to minimize the extent and length of disruptions that festivals create
 - Example: Prepare sites in sections, make allowances for pedestrians and cyclists.

Patika

Attendees 0

Appendix- Public Input (continued)

Orange CoWorking

Attendees 0

District 6

Hope Presbyterian Church

Attendees 0

District 7

Cafe Java

Attendees 2

- Ensure that revenue secured from these events goes towards the development of all parks and not just the parks where they occur.
 - Work on larger piece of the pie and ensure the revenue (besides the economic growth) goes to the Parks in Austin and NOT only the one or two parks where they have the events.
 - Consider having festivals at other large parks like Walnut Creek
 - There are many large parks where it would work. Then different parks would all get the attention and the updates and funding that they need and Zilker wouldn't be the only one getting replanted and cleaned up every single year.
- Balance Parking Situations
 - You can't say that you can attend the festival or event as an Austin taxpayer, but then you can't park in the neighborhoods near the event.
 - Parking should be opened to everyone and if the people that live there don't like it, they have the option to sell their property and leave the populated area.
- Parkland Maintenance:
 - New Grass for parks like Walnut Creek. Better Grass for parks that already replace it on a yearly basis like Zilker.
- Add amenities in more parks that don't have them with the revenues the City gets.
 - Example: Walnut Creek: Unlit, unguarded, Pool falling apart, and needs lifeguards

District 8

Starbucks at Escarpment

Attendees 0

Appendix- Public Input (continued)

District 9

YWCA

Attendees 0

Cafe Ruckus

Attendees 2

- Key Benefits:
 - Health benefits of the outdoors, electronic turn-off
 - Economic impact to the city and its businesses.
 - Contributes to positive image, desirability and publicity/marketability of Austin
- Key Challenges
 - Threat to ecosystem balance
 - Traffic and accessibility to events by local citizens
 - Affordability of events for local families
 - Current emphasis on a limited number of venues contributes to negatives; consider spreading out to multiple venues like SXSW has done.
 - Taxes to maintain the parks

Austin High School

Attendees 6

- Austin High is in the middle of the city parkland, in fact they own much of it with an arranged agreement to have city to maintain their athletic grounds
 - A challenge is when events are put on by the city but use the school grounds both during school hours and after hours that impact much of what goes on at the school at any given time including weekends.
 - AISD owns property from RR tracks to Lady Bird Lake including Stephen F Austin Drive, hike & bike trail, tennis courts, and parking lot by tennis courts etc...
 - AISD has a partnership with the city for parking lots and tennis courts to only be used during school hours.
 - Tennis courts and ball fields have tournaments that require use and access of these facilities that are not always during academic hours.
 - Lamar Beach Development and use of the downtown park system has a significant impact on not only the local neighborhood, but more specifically student/parents/faculty at Austin High School.
 - AHS is already overcrowded and maxed out for the area when it comes to transit use.
 - S Mopac extension will change the face of AHS because they own the parkland nearby
 - They are not pleased with ANY of the South Mopac extensions and all for good reasons. They especially do not support the double deck tollways.
 - 3 of 6 S Mopac Extensions take property from AHS including 1 with bridge to go over tennis courts

Appendix- Public Input (continued)

- #6 plan extra lanes on side of mopac which will take up more of AHS land
 - Another plan brings roadway w/in 24 ft of Austin Art Center windows –
 - Yes fix traffic BUT don't bring in more!
- Coordination/Compensation/Communication/Consideration need to be the 4 C's to remember to remedy the needs for this area that is used by thousands every day that impact one of the most historic high schools in our country and for sure our city
 - Austin High School – 1st high school west of the Mississippi, Flagship School of AISD
- ACT weekend falls on ACL weekend – time is an issue – meaning getting in the door and in one's seat but they have to navigate traffic not to mention the distraction of the noise.....also there are volleyball, football games etc that must take place those weekends too
 - Wind direction during ACL impacts NOISE into school building
 - Proven advantage for students to take college entrance exams at their home school
- City Council seems to NOT care about Austin High and cares more about growth and UT
 - We should not overlook students readiness for the college/business world for economic advantages
- **Road Closures and School Access**
 - Many city allowed events impact pick up and drop off of students! Mind you, they have times that they are required to be in their seats or at events.
 - Races downtown often will close needed roads without notification which impacts being able to transport students to and from school for academics as well as extracurricular activities that occur at all hours of the day including weekends.
 - AHS parents/students/faculty NEED access to school at all times!
 - Buses for football team and other extracurricular activities need to have access to school grounds during these kinds of events – this year they had to meet at Randalls on Lake Austin Blvd
 - City needs to consider the impact on AHS every time they close downtown streets for races, art events, etc And What it's impact is on the learning environment!!!
- **Traffic and Parking**
 - Biggest issue is parking and traffic for city residents, tourist, AHS staff/students/parents
 - Traffic is NOT going to get better for this area so we must come up with solutions now
 - Traffic guards for flow of traffic at east and west entrance
 - Traffic guards at row center – only access there is by AHS owned property – Regada weekends NUTS!
 - A better design to deal with the S Mopac extension designed to drop off onto Cesar Chavez which is already a failed intersection
 - Need parking garage under Mopac
 - Meter Stephen F Austin Blvd provided AISD Can share in the proceeds
 - Uber needs to be moved to where the pedicabs are NOT the senior pkg lot by the tennis courts
 - Students let out at 4:15pm it takes anywhere from 15 to 45 minutes on Stephen F Austin
 - Random traffic for this area due to: U turns made, athletic use, random pedestrian crossings, young drivers

Appendix- Public Input (continued)

- Student #s have not changed much so this is an impact from residents/tourists
- When cold, damp not as much of an issue due to less usage of the surrounding parklands
- City needs incentive to have less cars and more people in them, incentives for businesses to have less drive time by employees
- **Use of funds**
 - Need an Actual cost of given to AISD for maintenance of their property by city vs income generated when used by city
 - Very difficult to reign in enforcing income from use of AISD property by public groups
 - Track is used heavily by public yet no revenue from City to maintain use of track that students must use to compete as well as student parking lots
 - AISD has the right to charge! AISD has the right to close the roads they own!
- **Safety Concerns**
 - Heavy use of AHS land prior to work day/academic day making for major safety issues especially for bikers when they have lots of new drivers
 - Pickup of students is out of control and dangerous
 - Barton Hill parents due to safety issues and being even able to get close enough to school are now dropping off their students on the south side of the bridge and they are having to walk over the school
 - Need to upgrade Johnson Creek Pkwy – lighting desperately needed since students must walk thru there in the dark
 - Clarksville, Enfield Pk access not maintained yet used by students walking and riding bikes
 - Put sidewalks on both sides of Stephen F Austin
 - Extend Lance Armstrong Pkwy to get pedestrians off the street
 - ACL – ambulance couldn't even get through due to the traffic congestion
 - Lack of coordination of traffic endangered ALL pedestrians
 - Signage for cyclist way too small especially on east side of AHS
 - Cyclist seem to think they don't have to yield
 - Lance Armstrong Pkwy ends at where S Mopac dumps out too – huge accident area
 - Needs at least flashing lights!!! Cant see the bikers – keep in mind lots of young drivers in this area
 - AHS Security needs to be a priority – lot of kids can walk off school property – no monitoring – will be trying something new in Jan by checking IDS driving in and out but that will slow traffic even more
- **Additional Notes:**
 - We didn't even have time to talk about impact of businesses at the parkland since there was so much concern over the welfare of the students at AHS
 - They do value what their students gain from having a venue like ACL!
 - AHS is in the view corridor
 - AHS is in a flood plain
 - In attendance: 2 AISD staff of AHS and 4 AHS parents that belong to Austin High Alliance Comm.
 - Of the 4 parents in attendance, one was a past aid to a City Council member, a former parkland commissioner, a vertical team leader, and an athletic booster mom. Also in attendance was the AHS principal and another staff member

Appendix- Public Input (continued)

whom serves on the Austin Alliance Comm. as well as liaison for the Lamar Beach Development.

District 10

La Madeleine Country Cafe

Attendees 0

Xiang Yun Temple

Attendees 0

Appendix- Public Input (continued)

The media advisory below was created for the special called public input hearing for the Task Force to receive feedback on draft recommendations. The press release was posted on the City of Austin main website, Parkland Event Task Force website, Nextdoor, and emailed by the individual task force members.



200 S. Lamar Boulevard, Austin, TX 78704 | 512-974-6700 | austintexas.gov/parks

For immediate release:

Sept. 6, 2016

Media Line: Austin Parks and Recreation Public Information Department, (512) 974-6723

Parkland Events Task Force Seeking Public Input on Draft Recommendations for Special Events in Parks

Date: September 13, 2016

Time: 6 pm – 8 pm

Location: **Zilker Botanical Garden** (2220 Barton Springs Rd. Austin, TX 78746)

In early 2015, the Austin City Council created the Parkland Event Task Force (**Resolution 20150305-025**) with the charge to develop recommendations to ensure that all City parks remain first and foremost assets for the residents of Austin to enjoy. In particular the Task Force evaluated the management of events at Vic Mathias Shores (Auditorium Shores), Zilker Park, and Festival Beach.

The City's **Parkland Events Task Force** is seeking public input in its final review of **Draft Recommendations** for how best to manage events at Austin's parks while balancing general public use of the parks.

Comments can be made in person at the Public Input meeting on September 13th, by sending an email to reservations@austintexas.gov, or using the city's forum **Speak Up Austin**. Public comments will be shared with the Task Force for the completion of the final recommendations to City Council.

For more information contact Jason Maurer at 512-974-2427 or Jason.Mauerer@austintexas.gov.

Website: www.austintexas.gov/petf

Appendix- Public Input (continued)

The flyer below was created to advertise the special called public input meeting regarding the Task Force's draft recommendations. This flyer was used in conjunction with the official press release to be posted on SpeakUpAustin, Nextdoor, and social media outlets.

AUSTIN PARKS & RECREATION
Cultural Places, Natural Spaces

PARKLAND EVENTS TASK FORCE

Public Input Meeting for

Draft Final Recommendations

The City's Parkland Events Task Force is seeking public input in its final review of recommendations for how best to manage events at Austin's parks while balancing general public use of the parks.

Austintexas.gov/PETF

The Task Force has the following upcoming and ongoing public input mechanisms:

Upcoming Public Input Session:

September 13, 2016. 6PM - 8PM
Zilker Botanical Garden, 2220 Barton Springs Rd. Austin, TX 78746
Public hearing regarding the draft final recommendations.

Can't make the meeting? Share your comments in one of the following ways.....

Reservations@austintexas.gov Emails are shared with Task Force members!
SpeakUpAustin.org

The Parkland Events Task Force is expected to present recommendations to City Council in fall 2016.

In early 2015, the Austin City Council created the Parkland Events Task Force with the charge to develop recommendations to ensure that all City parks, but most particularly Auditorium Shores, Zilker Park and Festival Beach, remain first and foremost assets for the residents of Austin to enjoy. The Task Force also is to ensure these parks are preserved and enhanced for future generations of Austinites and visitors to experience and enjoy.

visit Task Force at **www.austintexas.gov/pETF**

Text Survey

Benefits of Special Events at Parks – Word Cloud



Text Survey

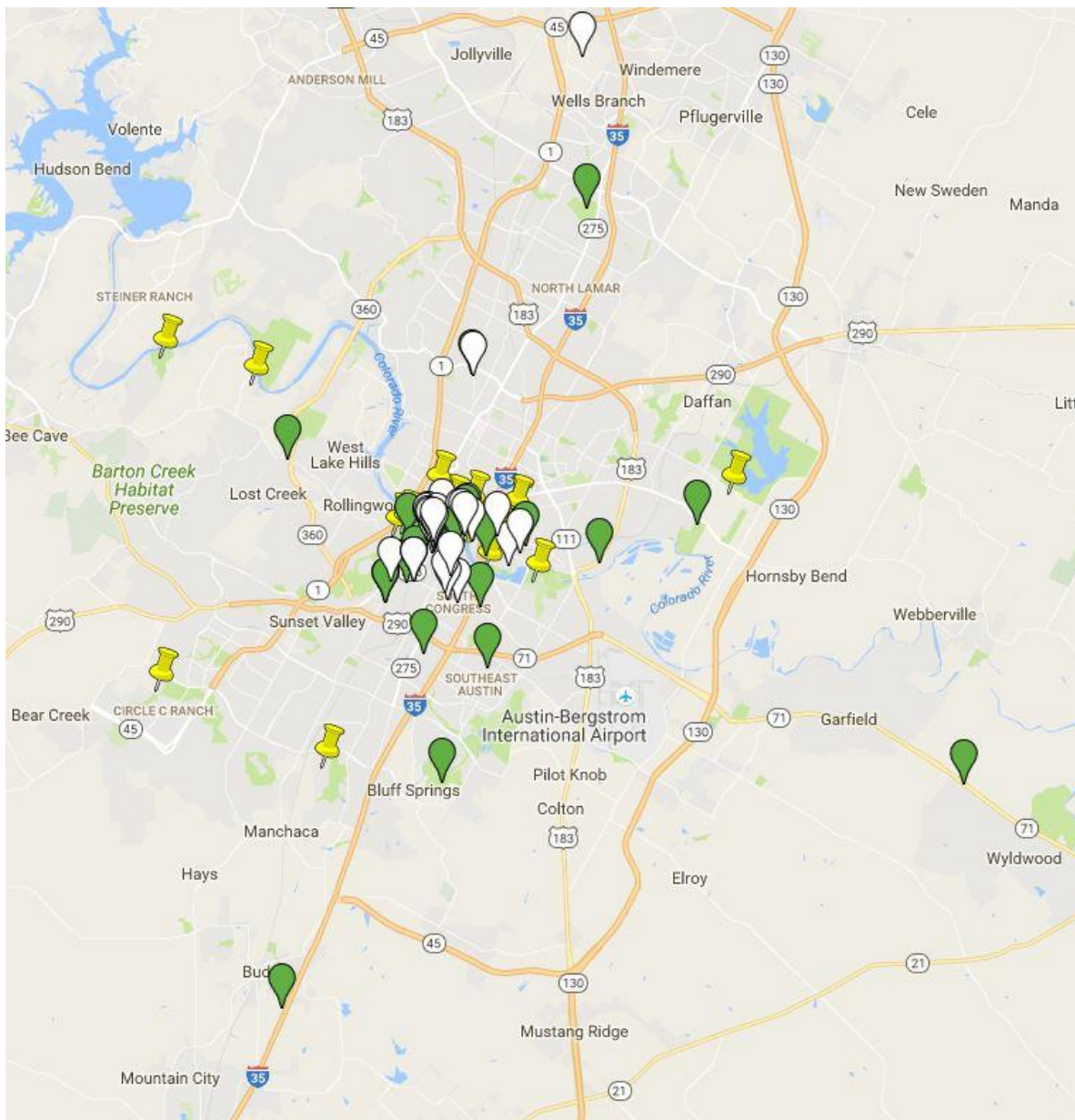
Challenges of Special Events at Parks – Word Cloud



Appendix- Public Input (continued)

Map of Businesses Requested for Input

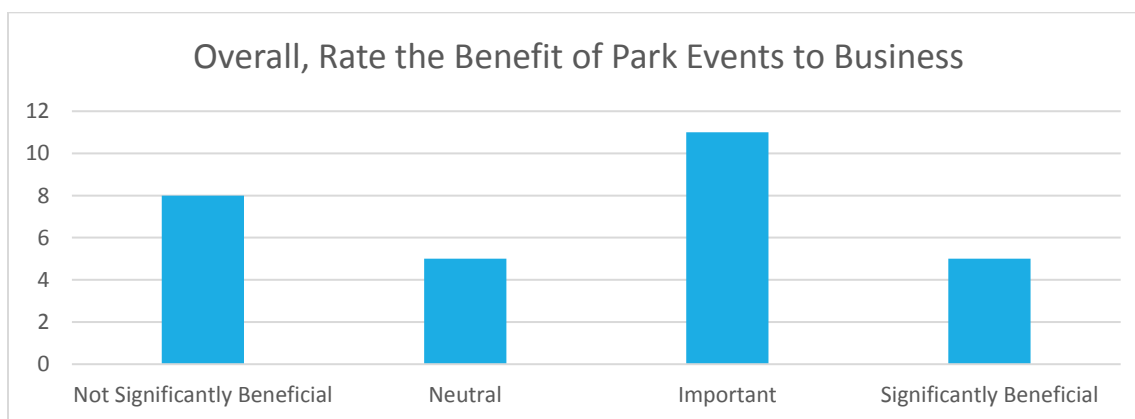
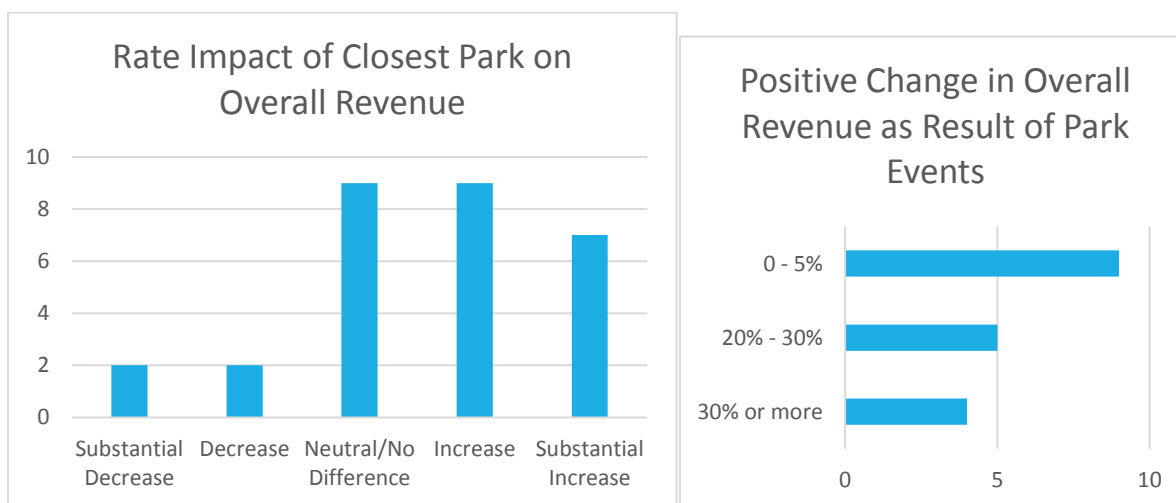
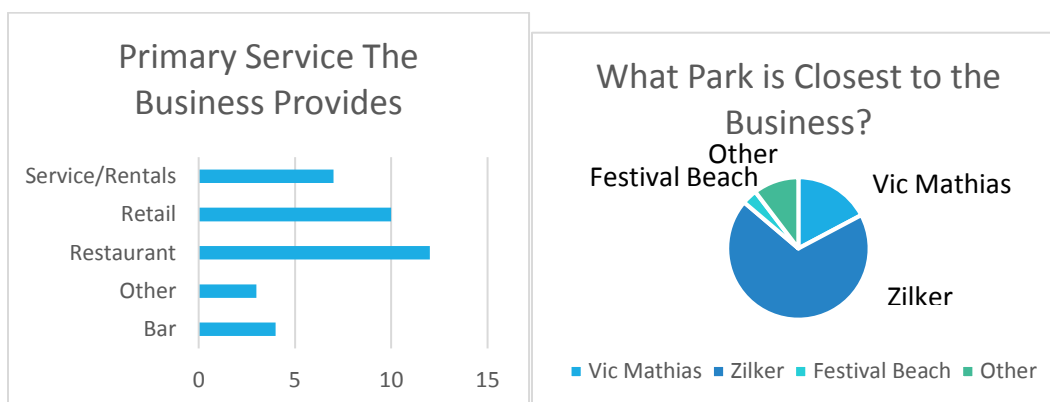
The following map depicts the businesses that were requested to offer feedback regarding the impacts of special events at Zilker Park, Vic Mathias, and Festival Beach. Feedback was requested in the topics ranging from impacts on profits, pedestrian traffic, and challenges faced.



Appendix- Public Input (continued)

Business Survey Responses

The following charts are a result of the survey offered to businesses that are in close proximity or may be impacted by park special events at Zilker Park, Vic Mathias, and Festival Beach.



Appendix- Public Input (continued)

SpeakUpAustin - Alternative Park Spaces for Events Responses:

Closed July 27, 2016

Respondents: 51 Participants / 4 Topics / 179 Answers / 67 Votes

Onion Creek Metro Park

- Residents have hesitations with Onion Creek Metro Park because it is prone to flooding
- Residents have hesitations with Onion Creek Metro Park because of traffic and parking concerns
- Residents may support smaller events at Onion Creek Metro Park

John Trevino

- Residents have hesitations with John Trevino Park because of access and traffic concerns

Bolm Road

- Residents are happy with the accessibility of Bolm Road Park
- Residents have concern over noise from large events

Walter E. Long Park

- Residents have concern over traffic and accessibility
- Residents may support infrastructure improvements and more accessibility within the park
- Residents like the amount of open space available at the Walter E Long Park
- Residents may support more small, one day events at this site

Text Survey Responses:

- Respondents: 375 Attendees / 60 Residents / 24 Event Workers
 - 43 responses came from those who self-identified as both event attendees and residents
 - 8 responses came from those who self-identified as attendees and event workers
 - 4 responses came from those who self-identified as attendees, residents, and event workers

Attendee Responses:

- **Benefits Summary:**
 - Open and friendly feel of events
 - Economic benefits
 - Restoration and upkeep to parks through accrued funds.

Appendix- Public Input (continued)

SpeakUpAustin – Alternative Park Spaces for Events Responses (continued)

- **Challenges Summary:**
 - Transportation and difficulty in getting to and from the event location
 - Impact on the parks
 - More shaded areas, greater number of water filling stations, better cell phone reception, and greater enforcement of park rules
- **Areas for Improvement Summary:**
 - Events in parks were a "great cultural experience"
 - Find ways to efficiently move traffic and decrease effects on surrounding areas
 - Ameliorate the alienation many regular park users feel due to increased traffic and noise

Resident Responses:

- **Benefits Summary:**
 - Ease of travel to and from the festival.
 - Ability to meet new people and share Austin experience.
- **Challenges Summary:**
 - Sound
 - Transportation
 - Closures for event and restoration
- **Areas for Improvement Summary:**
 - Diversify locations for festivals beyond Zilker Park and Auditorium Shores
 - Neighborhood residents would like benefits such as discounted passes to events
 - Greater amounts of family friendly festivals

Event Worker Responses:

- **Benefits Summary:**
 - Economic benefit
 - money paid and donated to help restore and beautify land
 - Bring people to them they otherwise may never have visited.
- **Challenges Summary:**
 - Difficult to access through public transportation
 - Limited availability of parking
 - Lack of infrastructure and resources for accommodating attendee needs
 - Difficulty to enforce rules of the festival
- **Areas for Improvement Summary:**
 - Improving public transportation options
 - Revenue from park usage to benefit the parks

Appendix- Data Provided to the Task Force

Meeting Agendas and Approved Meeting Minutes

- [Agenda and Approved Meeting Minutes listing for All Meetings](#)

Park Event Calendars

- [Lineup Zilker 2014](#)
- [Lineup Zilker 2015](#)
- [Lineup Zilker - 2015 \(calendar view\)](#)
- [Lineup Shores 2014](#)
- [Lineup Shores 2015](#)
- [Lineup Shores - 2015 \(calendar view\)](#)
- [Lineup Fiesta/Festival Beach 2014](#)
- [Lineup Fiesta/Festival Beach 2015](#)
- [Lineup Fiesta - 2015 \(calendar view\)](#)
- [Lineup - all sites](#)
- [Lineup - all sites \(calendar view\)](#)
- [Lineup - list of unmet demand](#)
- [Lineup - Zilker 2015 with impacts](#)
- [Lineup - Shores 2015 with impacts](#)
- [Lineup - Fiesta/Festival Beach 2015 with impacts](#)

Revenue, Fees, and Fee Waivers

- [Revenue- 3 Year Overview](#)
- [Fees- Legal Issues Overview](#)
- [Fees- Other City Fee Analysis](#)
- [Council- Active Co-sponsored Events](#)
- [Council Fee Waivers 13-14](#)
- [Council Fee Waivers 14-15 Previous Council](#)
- [Council Fee Waivers 14-15 Current](#)
- [Park Property Special Event Fees](#)
- [Fees - Finance Presentation \(09/28/15 meeting presentation\)](#)
- [List of City Fees for Special Events \(09/28/15 request\)](#)
- [Park General Fund Budget Revenue Break Out by Category \(09/28/15 request\)](#)

Appendix- Data Provided to the Task Force (continued)

Policies, Samples, and Planning Information

- [Contract- Event Checklist](#)
- [Contract Template](#)
- [Permit Process Flow Chart](#)
- [Common Definitions](#)
- [Event Classifications](#)
- [Annual Events](#)
- [Special Events Policy](#)
- [Access and Use Policy](#)
- [Urban Forest Assessment Directions](#)
- [Weather and Cancellation](#)
- [Planning Principles](#)

Advisory Information, Planning Guidelines and Helpful Information for Events

- [Alcohol Sales and Consumption](#)
- [Building Permits](#)
- [Fire Department Food and Propane Use Guidelines](#)
- [Health - Food Handling Guidelines](#)
- [Insurance](#)
- [Moonwalk/Rockwalls](#)
- [Single Use Bags Restriction Ordinance - effective March 1, 2013](#)
- [Smoke Free Parks Ordinance](#)
- [Tent Policy - Parks](#)
- [Tent Regulations - Austin Fire Department](#)
- [Turf Access and Tree Protection](#)
- [Directions for Submitting a Completed Site Plan for Tree Impact Review](#)

Pre-Task Force Feedback

- [Stakeholder Feedback](#)
- [Stakeholder- Sample Meeting Agenda](#)
- [Mitigation Toolbox](#)
- [Organizer Feedback](#)
- [Enforcement and Compliance Tools](#)

Appendix- Data Provided to the Task Force (continued)

Venue Lists and Maps

- [Special Event Venue List](#)
- [Alternative Venues- City Property \(updated from 9/8 meeting\)](#)
 - Added list of ALL City of Austin metropolitan parks.
- [Alternative Venues List - other property \(updated from 09/28/15, and 09-08\)](#)
 - Added square footage estimates. Added rough estimate of capacity.
- [Map - Special Events Sites Citywide](#)
- [Map - Zilker](#)
- [Map - Shores](#)
- [Map - Fiesta Gardens](#)
- [Map - Festival Beach](#)
- [Map - Other City Property](#)
- [City of Austin Properties \(approx. 10+ acres\) Includes flood plain layers.](#)
- [Map - metropolitan parks, special event venues and top 4 alternative draft locations](#)

Metro parks, Existing PARD Venues, Top 4 Alternative Locations

- Metropolitan Parks (from task force list) (yellow pins)
- Existing Special Event Venues (yellow pins)
- Top 4 Alternative Proposed/Draft Venues (green pins)

Business Survey Locations

Special Events Areas – sub parcels, and event use areas

- Yellow – overall at large park parcels
- Blue or purple – sub parcels of use areas commonly used by events.
- If you click on the blue or purple, the label should pop up of the event(s) that use that specific area.

Photo Galleries of Selected Proposed Alternative Venues

- Bolm Property - <https://goo.gl/photos/wKcxwv3xU76V3TBE7>
- Bolm - water images during flood gate operations - <https://goo.gl/photos/Dzk3Xw5CUywKYxJ7A>
- Trevino Property - <https://goo.gl/photos/bDGSrYF6NLH54GDj8>
- Walter Long Property - <https://goo.gl/photos/6SwVohtZum9Mw9TH6>

Parks Subcommittee

Members: Gergo, Jeff, Patrick, Pam, Colin

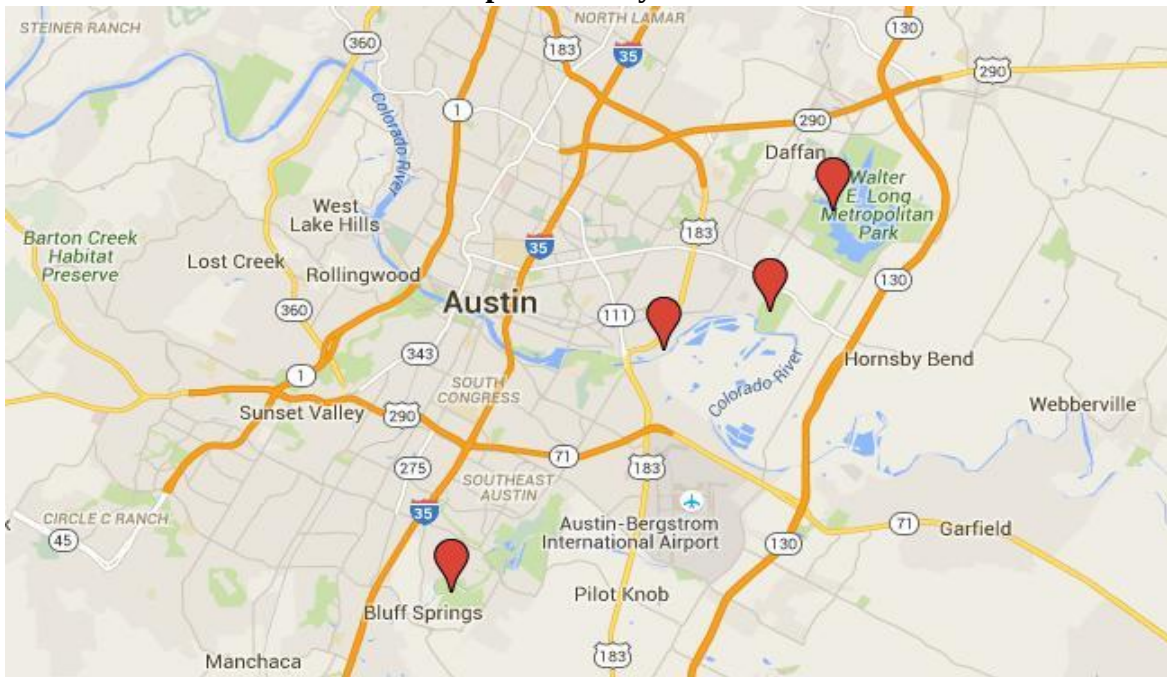
Update 3/16/2016

Motion: Create a subcommittee to explore developing attractive event spaces at the priority parks incorporating a master planning process which gathers feedback from all stakeholders with a preferred completing timeline of 3-5 years. Attractive spaces are not limited to the 4 priority parks.

Deliverable: A list of parks, criteria to be listed, and suitable uses for each recommendation.

Appendix- Alternative Parks Subcommittee (continued)

Map of Priority Parks



	Bolm	John Trevino	Walter E. Long	Onion Creek
Size and Capacity	Size: 67.1 acres	Size: 320.15 acres Capacity: 929,715	Size: 1,885.44 acres Capacity: 5,437,246	Size: 390.63 acres Capacity: 1,132,530
Development Timeline	2 - 4 years	5 years	1 - 2 years	3 - 4 years
Development Status	Prior industrial use	Raw land No utilities	Developed open space Utilities	Raw land No utilities
Bond Funding	No bond funding exists currently	Approved bond funding exists	Approved bond funding exists	Approved bond funding exists
Accessibility (number of roads and quality)	3 Directions 1 Entrance 1 Road to access	2 Directions 1 Entrance 1 Road to access	4 Directions 1 Entrance 1 Road to access	3 Directions 6 Entrances 3 Roads to access
Bikeable / Walkable	Yes	No	Yes	Yes
Distance to Residential	~ .5 miles	~ .7 miles	~ .74 miles	~ .31 miles
Rating for Hotel Access	1 closest	2	4 furthest	3
Existing Infrastructure	Undeveloped park	Undeveloped park	2,000 parking spaces currently w/ approved funding for master plan	In design for 50 parking spaces, developer contract for design
Traffic Concern	183 area is congested regularly	969 and 183 can get congested	Low amount of traffic in the area	Low amount of traffic in the area

Appendix- Alternative Parks Subcommittee (continued)

Recommendation

Order for Development:

1) Walter E Long

Development timeline: ~ 1 - 2 years
Travis County already considering renovations for Expo Center
Parking already available
Infrastructure already available
Utilities already available
Bond funding approved - Funding approved for master plan
Amount of roads going to site create less congestion in a less populated area
Connected to urban trail system
*Must be made to be desirable for outdoor music and festivals

2) Bolm Road

Ease of access from main highways
Proximity to hotels
Closest to trail/non motorized access

3) John Trevino

Development timeline: ~ 5 years
Relatively far from residential
May cause traffic but, in a less populated area
Existing bond funding

4) Onion Creek

Close to residential
Existing network of greenbelt trails

Recommendation

Events Priority Parks May Host:

Walter E. Long

Sport already occurring at Walter E. Long
Music already occurring at Expo Center
Festival already occurring at Expo Center

Bolm Rd

Music
Festival

John Trevino

Music
Festival

Onion Creek

Festival

Appendix- Alternative Parks Subcommittee (continued)

Process

- Decide if other parks should be included as a “priority park”
- Create a suggestion for a 1 - 4 priority for development based on:
 - Establish Walter E. Long as 1st priority park for events
 - Ensure development plan uses preliminary input from stakeholders
 - Create greater stakeholder input outreach plan for master plan of parks
 - When should the city talk to strategic stakeholders (Austin residents) about parks?
 - What should be discussed at community input meetings
 - Establish Bolm Rd as 2nd priority park and begin master plan process
 - Establish John Trevino as 3rd priority park and begin master plan process
 - Desired Events at the priority parks
 - Amount of events that could/should be held at parks

Appendix

Preliminary Stakeholder Needs

Flood Plain Maps

Residential Proximity Map

Austin Monitor Article - Travis County Expo Center Renovations

Parks Directory

GIS Map of Parks

Appendix- Alternative Parks Subcommittee (continued)

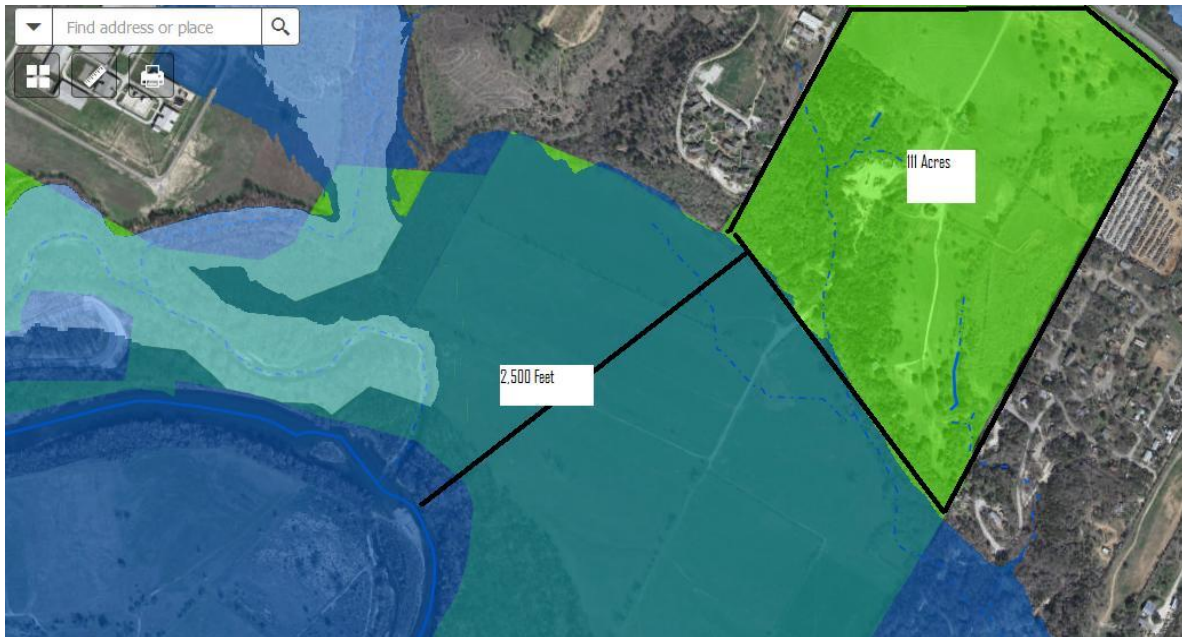
Sports	Music	Festivals	Parks and Rec.
Utilities - Water and Electrical	Utilities - electrical in several areas and water	Utilities - electrical in several areas	Utilities - Water / Elec.
Access to transportation (hubs, arterials, highways) near bus lines and in proximity to hike/bike trails	Ease of access for multiple vehicles for various reasons from different directions	Access to transportation (hubs, arterials, highways) near bus lines and in proximity to hike/bike trails	Access to transportation (hubs, arterials, highways) near bus lines and in proximity to hike/bike trails
Access to roads that can be closed or restricted	Distanced to Residential or less residentially dense - or in a more commercial zone	Close to residential b/c of short length of time at event	Distanced to Residential or less residentially dense - or in a more commercial zone
Open clear space/fields - flat or slightly sloped	Open clear space/fields - flat or slightly sloped	Open clear space/fields - flat or slightly sloped	Open clear space/fields - flat or slightly sloped
On site parking or nearby	Reasonable access to parking (on site or nearby) or with the ability to develop parking	Access to parking or with the ability to develop parking	Reasonable access to parking (on site or nearby) or with the ability to develop parking
Access to hotels or camping	Access to hotels	Access to hotels	Access to hotels
Curb appeal (scenic in nature) is the place nice to visit	Curb appeal (scenic in nature) is the place nice to visit	Curb appeal (scenic in nature) is the place nice to visit	Curb appeal (scenic in nature) is the place nice to visit
May need paved road access or miles of trails	Circular drive at zilker allows for logistical support for carts and separates foot traffic	Hard/ level surface for participants to walk on	

Bolm Road – Flood Plain

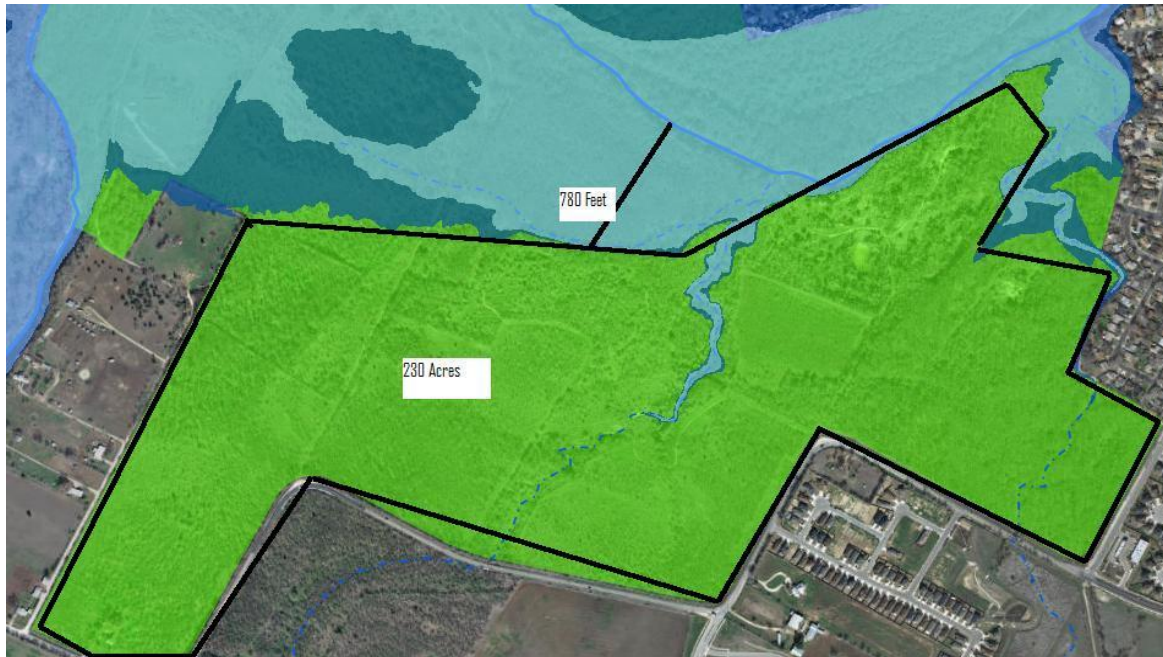


Appendix- Alternative Parks Subcommittee (continued)

John Trevino Jr. Park – Flood Plain

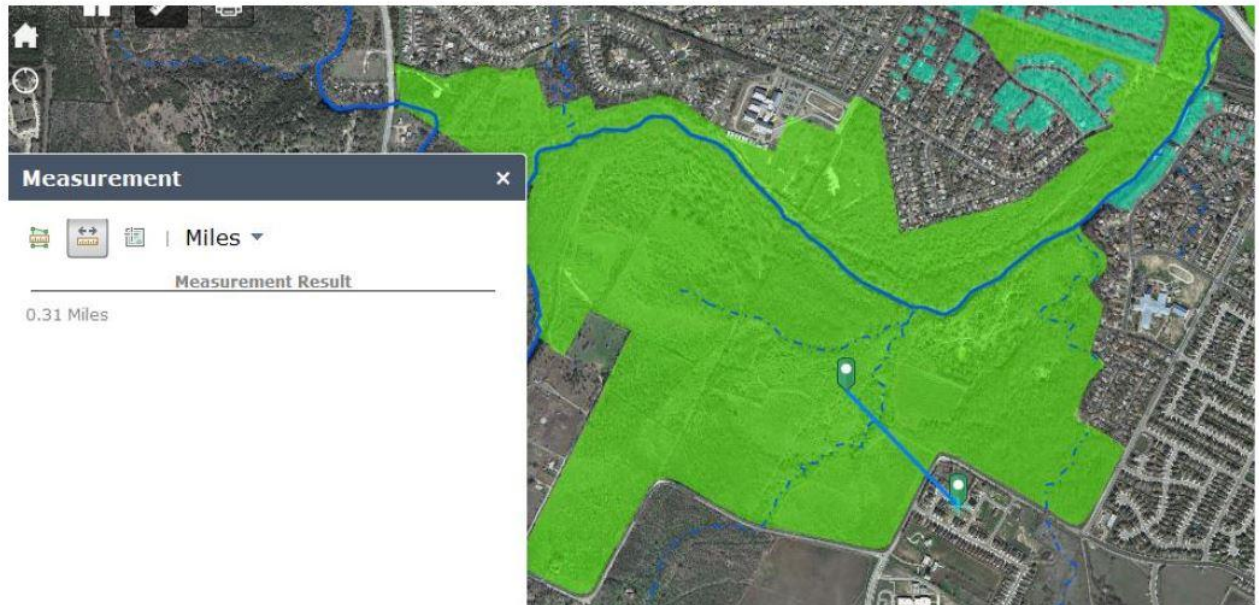


Onion Creek Metro Park – Flood Plain



Appendix- Alternative Parks Subcommittee (continued)

Onion Creek - Residential Proximity

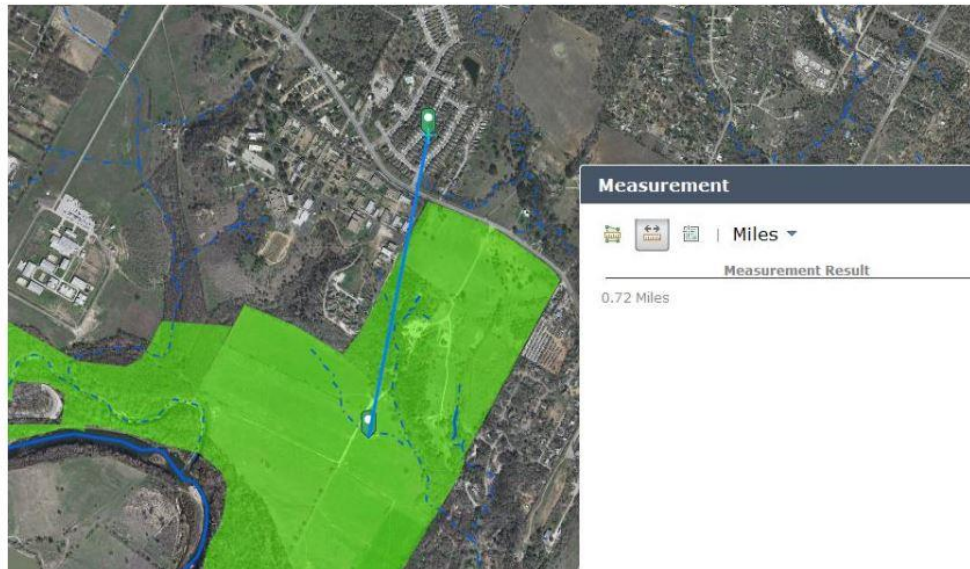


Bolm Rd - Residential Proximity



Appendix- Alternative Parks Subcommittee (continued)

John Trevino - Residential Proximity



Walter E. Long - Residential Proximity



Appendix- Alternative Parks Subcommittee (continued)

Travis County Expo Center Renovations

Austin Monitor (March 11, 2016)

- Hudson Strategic Partners commissioned by Travis County, City of Austin, and Rodeo Austin for recommendations
- “Mid level” events that are too big for Austin Convention Center
- Replace current buildings with:
- 15,000 seat arena, 200,000 square foot exhibit hall, 30,000 square foot ballroom, 25,000 square foot meeting space
- Increase parking from 4,000 to 6,000
- Possible cost: \$554 million - \$627 million
- Possible paid through public-public-private partnerships with developers

Pre and Post Evaluation Measuring Event Impact

The Task Force sought to determine the amount of impact to the parks, the surrounding neighborhood, and the visiting population during special events. The following evaluation endeavors to determine the positive impacts and challenges posed by public events in parks before and after special events.

Event Evaluation		Impact	Pre-Event	Post-Event
Park Use and Impact	Range of possible score			
Type of Park Use In Use		4		
(choose one)	Partially Open	3		
	Minimally Open	2		
	Closed	1		
Length of Park Use	All activities conducted on 1 day	3		
(choose one)	Up to 3 days of use	2		
	Up to 5 days of use	1		
	More than 5 days of use	0		
	More than 10 days use	-1		
	More than 15 days use	-2		
Days of ADDITIONAL Post Event Recovery	0 call back days	1		
(choose one)	1 call back day	-1		
(clean up, unremoved items, fencing, etc., call backs only)	2 call back days	-2		
	3 call back days	-3		
	More than 3 call back days	-4		
	Multi-year call back multiplier. Current year score X years of consecutive call backs			
Cost of Post Event Repairs	None (expected performance)	4		
(choose one)	Billable/cost of damage under \$500	0		
(based on combined organizer and PA&D costs)	Billable/cost of damage under \$1000	-1		
(excludes unintentional/weather related damage while adhering to city directives)	Billable/cost of damage over \$1000	-2		
	Greater than \$5000	-3		
Time of Year	January - February	2		
(choose one)	November	1		
	June - August, December	-1		
	March - May, September - October	-2		
Economic and Tourism	Range of possible score			
Local Service Providers	Only Austin vendors	2		
(choose one)	Greater than 50% Austin vendors	0		
	Less than 50% Austin vendors	-1		
Economic Impact	Austin participation greater than 50% total attendees	0		
(choose one)	Texas (outside Austin) participation greater than 30% total attendees	2		
(measure day a ticket address based ticket manifest)	US (outside Texas) participation greater than 10% total attendees	4		
	Multi-day significant outside attendance in Texas or US categories	6		
Community	Range of possible score			
Number of years of event	1st Year	0		
(choose one)	2 - 5 years	1		
	5 - 7 years	2		
	7 - 10 years	3		
	More than 10 years	4		
Cost Free		3		
(Choose all that apply)	Youth/Seniors Free	2		
	Community Giving Component (in addition to youth/seniors - complimentary access provided to members of the public) (may not be event staff, \$5000)	1		
(choose one)	Admission \$1-\$25 per day	-1		
	Admission \$25 - \$50 per day	-2		
	Admission \$51 - \$99 per day	-3		
	Admission greater than \$100 per day	-4		
Community Enhancement	Range of possible score			
(choose one)	Awareness/education inclusion of a Austin non-profit	0		
	Awareness/education inclusion of more than 1 Austin non-profit	1		
(choose one)	Charitable donation <\$5000	2		
	Charitable donation \$5000 - \$10,000	3		
	Charitable donation >\$10,000	4		
Citizen Engagement	Range of possible score			
(Choose all that apply)	No direct focus	-1		
	Post event public survey including area stakeholders feedback	1		
	Collaborative and inclusive stakeholder involvement (surrounding neighborhood) - attends City coordinated engagement meetings	2		
Green Initiatives	Range of possible score			
Trash and Recycling	Trash and recycling provided	Required		
Additional greening efforts: 1 category achieved		-3		
	2 categories achieved	-2		
	3 categories achieved	-1		
	4 categories achieved	0		
	5 categories achieved	1		
	more than 5 achieved	2		
	The works.... (all items achieved)	3		
	Consider making these per day....			
Transportation	Range of possible score			
Roads and Parking	Weekend Road Closures (Friday - Sunday, or Holiday)	-1		
(Choose all that apply)	Weekend Road Closures Peak Hours (Friday - Sunday, or Holiday)	-2		
	Weekday Road Closures (Monday - Thursday)	-3		
	Weekday Road Closures Peak Hours (Monday - Thursday)	-4		
	No closures	0		
Other Parking Items	Parking on parkland	-1		
	City approved parking restrictions enacted	1		
	Additional parking enforcement patrols secured by event organizer	2		
	Organizer contracted/provided shuttles	4		
Quality of Life Impact	Range of possible score			
Amplified Sound	None	1		
	PA, recorded rebroadcast	0		
	All other amplified - Ends by noon	-1		
	All other amplified - Ends by 5 pm	-2		
	All other amplified - Ends by 8 pm	-3		
	All other amplified - Ends by 10 pm	-4		
	Sound Impact Plan procured	2		
	Additional City of Austin sound enforcement officers secured by event organizer	2		
	TOTAL - PRE-EVENT SCORE	0		
	TOTAL - POST-EVENT SCORE	0		

City of Austin Officials

Mayor and City Council

Steve Adler, Mayor
Kathie Tovo, Mayor Pro Tem, District 9
Ora Houston, District 1
Delia Garza, District 2
Sabino “Pio” Renteria, District 3
Gregorio “Greg” Casar, District 4
Ann Kitchen, District 5
Don Zimmerman, District 6
Leslie Pool, District 7
Ellen Troxclair, District 8
Sheri Gallo, District 10

City Manager

Elaine Hart, Interim City Manager
Ray Baray, Chief of Staff
Rey Arellano, Assistant City Manager
Sue Edwards, Assistant City Manager
Robert Goode, Assistant City Manager
Bert Lumbreras, Assistant City Manager
Mark Washington, Assistant City Manager

Parks and Recreation Department

Sara L. Hensley, CPRP, Director
Kimberly A. McNeeley, CPRP, Assistant Director
Liana Kallivoka, Interim Assistant Director
Angela Means, Interim Assistant Director

Parks and Recreation Board

Jane Rivera, Chair
Richard DePalma, Vice Chair
Michael Casias, Board Member
Rick Cofer, Board Member
Tom Donovan, Board Member
Alesha Larkins, Board Member
Francoise Luca, Board Member
Susan Roth, Board Member
Alex Schmitz, Board Member
Mark Vane, Board Member
Pat Wimberly, Board Member