

Waterloo Greenway Conservancy Programming Plans & Discussion

How Equity & Public Access Enters Into Programming

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MISSION

Waterloo Greenway Conservancy creates and maintains an extraordinary urban park system and a restored Waller Creek, in partnership with the City of Austin, for the benefit of all. The Conservancy renews the natural environment, promotes play, health and wellness, economic vitality and mobility, and engages the community through outreach, education, cultural events, and the arts.

VISION

Waterloo Greenway is an iconic and flourishing public park, comprised of walking and biking trails, playscapes, open green spaces, and a healthy creek, enlivened by Austin's diverse and vibrant community. Founded on the bedrock of great design, the park connects people with nature and one another. It is an enduring, beloved and vital green artery that serves as a model for sustainable urban life.

WGC DEI INITIATIVES - TIMELINE

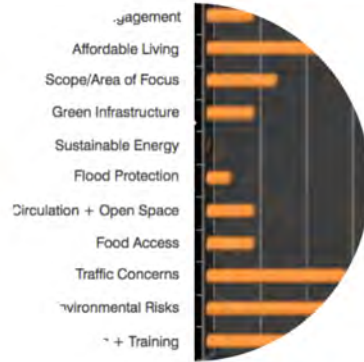


PROGRAMMING STRATEGIC PLAN 2025

1. ANALYZE DEMOGRAPHIC DATA



2. UNDERSTAND SOURCES OF INEQUITY



3. BUILD RELATIONSHIPS AND IDENTIFY NEEDS / ASSETS



4. DEVELOP INNOVATIVE PROGRAMS AND PARTNERSHIPS



SPRING

FALL 2018

1928 plan forced African Americans and Mexican Americans to move to certain neighborhoods in order to access amenities

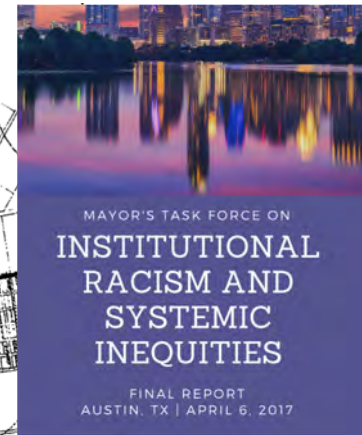
1934 Austin redlined, preventing those living in East Austin and other neighborhoods from securing mortgages

1959-1961 Austin Development Plan zoned East Austin industrial

1962 - I-35 built, creating East / West barrier

1965 Urban Renewal - Brackenridge Plan destroyed black business community on Red River

2005 - Rainey Street rezoned to business forcing Latino families out



LEGEND
— EXISTING TRAFFICWAYS TO BE MADE INTO BOULEVARDS.
— NON-EXISTING TRAFFICWAYS TO BE MADE INTO BOULEVARDS.
— PROPOSED PARKWAYS.
■ EXISTING PARKS
▨ PROPOSED AIR PORT

AUSTIN
TEXAS
0 1000 2000 3000
SCALE IN FEET
PLAN SHOWING
PARK AND
BOULEVARD SYSTEM
KOCH & FOWLER ENGINEERS
FOR CITY PLAN COMMISSION
1927

COMMUNITY ENGAGEMENT ROAD TRIP

- **2 Community Circle dinners** *32 people engaged*
- **7 Tabling events** *~700 people engaged*
- **25 One-on-one meetings** *25 people engaged*
- **3 lunch and learns** *40 people engaged*
- **275 surveys completed** *online & manually submitted*

Total: 1000+ people engaged



**2020 Strategic
Plan Values**

Design Excellence

Visionary Civic Leadership

Responsible and Sustainable
Stewardship

Social Equity

Integrity

Collaboration and Partnership

Agility

**Cultural
Competency**

**Program Strategic Plan
Priorities:**

Arts + Culture

Civic Infrastructure

Health + Environment

Economic Opportunity

**Community Engagement
Opportunities
[SWOT]**

Mitigate displacement

Build accessible places
downtown

Create integrated parks

Tell untold stories

Intergenerational and
cross-cultural programming

DESIGN FOR THE MARGINS

Stanford SOCIAL INNOVATION Review

Informing and inspiring leaders of social change

Civic Engagement

The Curb-Cut Effect

Laws and programs designed to benefit vulnerable groups, such as the disabled or people of color, often end up benefiting all of society.

WGC EQUITY TASK FORCE

Formed February 2019

“Process must be adopted across all WG departments and operationalized organization-wide to be fully realized.”

-Programming Strategic Plan

WGC EQUITY STATEMENT

Waterloo Greenway acknowledges its role in and responsibility for building equity. As a community-based organization, we are committed to intentional policies and practices that further justice and fairness and ensure all communities have meaningful access to all we do within our park including workforce opportunities, programmatic engagement, and community & corporate partnerships.

Developed by Equity Task Force & listed on waterloogreenway.org

Ongoing Organizational DEI Work

2020-2021 HLN Equitable Impact Framework (EIF) Cohort Membership

2022 HLN EIF Technical Assistance Service Program, including publication of Community First Toolkit: Embedding Equity in Public Spaces

2021-2022 High Line Network: Racial Equity Coaching & Training

Stamey Street Consulting

2019-2022 Art Equity Organizational Assessment

2019-2022 Board and Staff Trainings

2022 WGC Strategic Planning Process

[Board of Director Retreats: April & October]

2022 Programming Categories

HEALTHY
LIVING

FAMILIES &
CHILDREN

ARTS &
CULTURE

Elevating local non-profits and creatives already
doing great work in Austin

HEALTHY LIVING

Weekly: Mondays - Wednesdays | Starting March 28

Relax & Restore

- Mondays; 10:00 AM | Winkler Family Wetland Terrace

Yoga & Sound

- Mondays; 6:00 PM | Moody Amphitheater

Fitness in the Park

- Tuesdays; 6:00 PM | Moody Amphitheater

Stay Strong Senior Fitness

- Wednesdays; 10:00 AM | Meredith Heritage Tree Deck



Weekly Workouts at Waterloo



FAMILIES & CHILDREN

MORNING GLORIES

Weekly; Tuesdays | April - May

- Hands-on learning for children including bilingual storytelling, music, and dance

WILD WEDNESDAYS

Weekly; Wednesdays | June - July

- Science, nature, and STEM programs designed to connect kids & teens to nature and get a little wild!



Weekly Programming





Waterloo Greenway Presents - ARTS & CULTURE

- Saturday, April 9 - Pop Up Picnic
- Saturday, April 16 - MXTX: A Cross Border Exchange
Presented in partnership with Fusebox Festival
- Sunday, April 24 - Earth Day at Waterloo Park
- Saturday, June 11 - Rainbow on the Creek

Signature Spring Events



SAMSUNG | billboard

The Stage at SXSW®

THURSDAY 3/17/22

Young Thug Gunna

Kygo

FRIDAY 3/18/22

Frank Walker Forester

SATURDAY 3/19/22

Shawn Mendes
Sebastián Yatra



SXSW 2022 - Rental





- March 17- 19 – SXSW
 - March 25 – Beach House
 - April 1 & 2 – Bon Iver
 - April 21 – H.E.R.
 - April 22 – Billy Strings
 - April 28 – Ween
 - April 29 – My Morning Jacket
 - April 30 – Nathaniel Rateliff
 - May 4 – HAIM
 - May 13 – Olivia Rodrigo
 - May 14 – Ray LaMontagne
 - June 24 – 5 Seconds of Summer
 - July 3 – Fleet Foxes
 - July 15 – Brandi Carlile
 - July 25 – Sharon Van Etten/Angel Olsen/Julien Baker
 - August 4 – Big Time Rush
- 100 Free
Community
Tickets
Available
Each Show**

Upcoming Concert Season





Pop-Up Picnic

April 9 • Waterloo Park

Baskets On Sale March 7 at 10am



Spring Fundraiser

