



# The Ann and Roy Butler Trail at Town Lake Metropolitan Park **ANNUAL PROGRAMMING PLAN 2022**

VERSION 2022.05.05 (date last updated)



# CONTENTS

## 1.0 INTRODUCTION

History and Location  
Strategic Plan Alignment

## 2.0 GUIDING PRINCIPLES

Mission  
Vision  
Diversity, Equity and Inclusion

## 3.0 PROGRAMMING

Event and Programming Spaces  
Proposed Uses and Programming 2022  
Community Event Series 2022  
Partnership Programming  
Butler Trail Arts+Culture Plan  
Public Information Activities & Trail Signage  
Revenue Generating Events

## 4.0 COMMUNITY ENGAGEMENT

Community Engagement with PARD  
Capital Project Community Engagement  
Other 2022 Community Engagement

---

## 1.0 INTRODUCTION

---

### 1.1 History and Location

In the heart of Austin is the Ann and Roy Butler Hike-and-Bike Trail at Lady Bird Lake, a lush, urban path that meanders along the water's edge and passes by skyscrapers, neighborhoods, ball fields and cultural attractions. With more than 4.9 million visits a year, the 10+ mile hike-and-bike trail is Austin's most recognized and popular recreational area.

But the Trail is more than a great pathway—it is a place where Austin thrives. For many citizens and visitors, it represents the best Austin has to offer: outdoor recreation; a scenic, natural environment; and a diverse, vibrant mix of people.

The Butler Trail was established in the 1970s. Since then, the City of Austin's Parks and Recreation Department (CoA PARD) has exercised responsibility for operating and maintaining the Trail. In 2003, The Trail Foundation (TTF), a 501(c)(3) was formed to enhance the Trail. Since that time, TTF has invested more than \$19 million in various improvements, programs, and community engagement opportunities to this public asset, most notably the Boardwalk on the south side of the lake.

### 1.2 Strategic Plan Alignment

#### TTF Strategic Plan

In 2019, TTF entered discussions with the City's PARD and Watershed Protection Department (WPD) about expanding its role beyond project development to encompass some aspects of maintenance and operations and activation. Toward that end, in 2018 TTF engaged both the Urban Land Institute (ULI) and ETM Associates to consider its vast potential for the future.

In early 2020, TTF committed to the development of a multi-year Strategic Plan. The plan incorporates input from various consultants, TTF's board and staff, and representatives of the City of Austin. One of the main priorities that came out of the Strategic Plan was to engage the community more fully.

The Trail will always be public parkland and will always belong to the people. To serve our city in all its diversity and strengthen our social fabric, the Trail must be a welcoming and engaging place for all. TTF is committed to improving, maintaining, and operating the Trail such that it will provide enhanced and more inclusive user experiences. Improvement design and engagement will employ best practices that promote active transportation, placemaking and community well-being. Programming will be multifaceted — educational (in terms of arts, culture, history, the environment, health and well-being), health-oriented, and fun — to enhance people’s health and the overall quality of life of people throughout the community. Trail utilization will be measured, monitored and managed to achieve the dual goals of high levels of utilization and quality users’ experiences.

#### City of Austin SD23 & 2019 PARD Long Range Plan Alignment

Austin’s growing population and the popularity of events in city parks are placing increasing demands on Austin’s public park system which we are very aware of. The programming efforts outlined in this plan naturally align with the vision and values outlined in the City of Austin SD23 document, as well as the 2019 PARD Long Range Plan, with particular emphasis on programming that highlights and fosters equity, health and the environment, safety, mobility/connectivity, sustainability, and education.

Through this Programming Plan and our partnership with the City of Austin, TTF seeks to:

- Find a healthy balance between events and public access
- Ensure that neighborhoods have equitable opportunities for cultural and neighborhood-oriented events
- Bring neighborhoods and communities to the table to allow them a formal role in decisions about planning for events in nearby parkland
- Bring new audiences to the Trail, particularly those from traditionally underrepresented communities

## 2.0 GUIDING PRINCIPLES

---

### 2.1 Our Mission

The mission of TTF is to protect, enhance, and connect the Ann and Roy Butler Hike-and-Bike Trail at Lady Bird Lake for the benefit of all.

Since its formation in 2003 as a 501(c)(3), TTF has fulfilled this mission through careful improvements to the Trail's infrastructure and environment, while honoring the original vision of the Trail's founders. In 2003, we formed the Town Lake Trail Foundation to continue the work of the Citizens Committee and ensure that the heart of Austin stays strong. In 2008, inspired by the renaming of the lake, we adopted the name The Trail Foundation.

### 2.2 Our Vision

The beloved Butler Trail is a natural sanctuary that hugs the shores of Lady Bird Lake in the heart of downtown Austin.

It's a healing place, a place where people go to clear their minds, commune with nature, gather for fun, or stretch their boundaries. It's miles of well-loved places—a place to splash in the lake, push a stroller, spot a heron, hear live music, grab a beer, catch up with friends, ride a bike, run for miles, or just be. It's a place to experience Austin in all its diversity at every stage of our lives. And it's the center of the city's expanding network of connected urban paths. Ultimately, the Trail will extend further eastward and westward along the lake.

It's easy for everyone in Austin to get to. It connects people to nature and us to one another for generations to come.



## 2.3 Diversity, Equity, and Inclusion

At TTF, we believe free, equitable and inclusive access to the Trail is vital to the health and wellbeing of our community. Input from our Trail users, donors, volunteers, advocates, and team members is necessary for the Trail to be a welcoming space and to represent the communities we serve. We commit to the following principles and beliefs in our effort to protect, enhance and connect the Butler Trail for the benefit of all.

### Guiding Principles and Beliefs

We embrace diversity, equity and inclusion at the center of our daily work and nurture a sense of ownership and belonging for the Trail.

We advance programs and services that create opportunities for all people to flourish and promote a deeper understanding of our differences.

We foster an experience where everyone feels they can bring their unique perspective – visible and invisible – to the Trail, so that they can be their true selves.

We listen, remain curious, try new things, speak openly and act boldly.

We believe these ideals are best promoted by leadership of diverse backgrounds, experiences, and identities.

DRAFT

---

## 3.0 PROGRAMMING

---

### 3.1 Event and Programming Spaces

The Ann and Roy Butler Bike-and-Bike Trail at Town Lake Metropolitan Park plays host to several high profile large events such as the City sponsored Independence Day fireworks show and those at Festival Beach. However, there is an opportunity to expand community programming and event offerings around the Trail by activating other areas that are able to accommodate smaller gatherings. Figure 1 illustrates locations that could be considered for an event based on a recommended attendee size. Events at these locations would not close nor significantly disrupt the access to the Trail.

The areas designated for large events (1000+) only include Festival Beach, Sand Beach, Auditorium Shores (which is not currently in TTF's Operations and Maintenance Plan planned area), and the lawn at International Shores. It should be noted that events at Festival Beach are restricted to 17 per year based on the 2016 Parkland Event Task Force Final Report and Recommendations, therefore no large TTF events are proposed at that site.

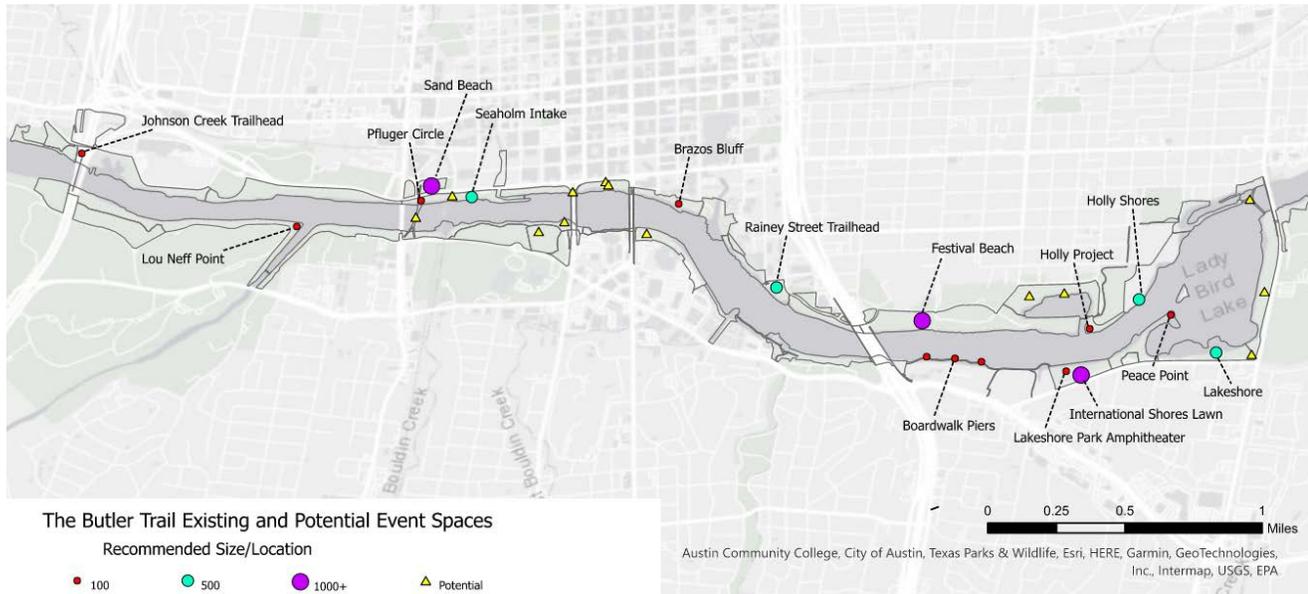
### 3.2 Proposed Uses and Programming 2022

TTF will never close The Ann and Roy Butler Trail, and in no circumstances does TTF envision a Full Closure of the Town Lake Metropolitan Park or any of the significant parcels therein. Further, TTF does not currently envision hosting any type of event or programming that would require a “Minimally Open” designation of the Trail or parkland in 2022. Based on the Parkland Event Task Force Final Report and Recommendations, the following definitions are used to describe levels of event use:

- Open – full accessibility – normal day in the parkland without event use.
- 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

The Ann and Roy Butler Trail and Town Lake Metropolitan Park will remain fully “Open” for nearly every day of the year, with an occasional “Partially Open” designation for events that require fencing. In 2022, TTF will host 3 or fewer events with the Partially Open designation. Figure 2 details proposed locations, closure levels, and frequency for TTF programming and events.

**Figure 1: Potential TTF Event/Programming Spaces**



**Figure 2: Non-rental TTF Programming Locations 2022**

*Note: Programming in this chart does not include volunteer days and is inclusive of the entire year*

LOCATION	ACTIVATIONS	CLOSURE LEVEL	EVENT TYPE & CLOSURE LEVEL
Johnson Creek Trailhead	6+	Open	movement, music*, education
Pfluger Circle	4+	Open	movement*, social gatherings, art, music*
Lou Neff Point	4+	Open	social gatherings, music*, education*
Festival Beach	8+	Open	social gatherings*, music*, education, movement*
Holly Shores	5+	Open	social gatherings*, music*, education, movement*, multicultural
Boardwalk Piers	6+	Open	music*, art
Fanny Davis Gazebo	4+	Open	music*, art, movement*, social gatherings
Butler Shores	4+	Open	movement, * music*
Lakeshore Park	8+	Open & Partially Open (<2)	art*, multi-cultural, movement*, music*
Sand Beach	4+	Open & Partially Open (<2)	movement*, art, multi-cultural, music*, movement*
International Shores Lawn	4+	Open & Partially Open (<2)	art, multi-cultural, music*
Brazos Bluff	6+	Open (4+)	social gatherings*, music*, movement*
Seaholm Waterfront Lawn	<5	Open (2+)	first phase lawn use for social gatherings, movement

*\*TTF Programming in coordination with PARD already taking place at this location*

### 3.3 Community Event Series 2022

TTF plans to host the following community events, volunteer days, and programming in 2022. Some of these will be new pilot programs, but most will be an expansion or continuation of current programming.

*\*Programs and events that are currently ongoing and will continue are marked with an asterisk.*

#### \*Volunteer Program

TTF prioritizes a community-based approach to natural areas management and stewardship. The leveraging of volunteer resources in coordination with the expertise of City staff helps amplify the restoration efforts led by TTF's experienced conservation team. Activities currently include mulching, seeding, seed collection, greenhouse work, invasive species removal, trash cleanup and a variety of other ecological activities. TTF utilizes several partnerships and grants to help further support our volunteer program as well. In 2021, despite the lockdown, more than 1,200 volunteers assisted in the planting of 3,400 native plants. The vast majority of these volunteer events were free and open to the public but also included events with AISD classes, Texas School for the Deaf, nonprofits such as Austin Allies, and service projects with various community groups including Eagle Scouts and Girl Scouts. We plan to continue to increase these efforts in 2022 and have an impact tracking system in place to quantify public impact to the ecology of the trail through our volunteer program.

Below is estimated impact of Volunteer Program for 2022:

- Estimated number of volunteer events: 100-150
- Estimated number of volunteers expected to participate: 1,500
- Estimated number of native plants and trees planted: 5,000
- Estimated pounds of trash removed: 13,000
- Estimated yards of mulch spread: 400

## \*Music on the Trail Series

TTF launched the Music on the Trail series in the fall of 2020 to bring some of Austin’s most beloved musicians to the Trail for popup concerts during a time when it was not safe to gather in traditional music venues. The success of the series allowed for TTF to continue the series in 2021 and into 2022, paying above-market wages to musicians and providing Trail users with an experience that reminds them why Austin is the The Live Music Capital of the World®. To date, TTF has hired over 135 musicians for this series.

In 2022, TTF continues to partner with Austin Texas Musicians and other local musician advocacy groups to book a broad array of genres and groups for this series. Current and past partners in the series also include The SIMS Foundation, Health Alliance for Austin Musicians, and the Emma S. Barrientos Mexican American Cultural Center (for Hispanic Heritage Month). The remainder of the 2022 series will expand upon these strategic community partnerships to grow awareness and attendance for this series across all sectors of the city.



*Above: Andre Hayward Trio at International Shores, Beatroot Revival at the Boardwalk, The Austin at Lou Neff Point, Sonya Jevette at Auditorium Shores.*

## \*Flow and Thrive Series

TTF will follow existing City of Austin guidelines for the permitting of yoga, wellness, and exercise classes within a defined portion of the parkland adjacent to the Trail. TTF is currently launching a wide range of these classes that are free and open to the public featuring different types of exercise, as well as health and wellness programming. These are monthly activations and do not require any level of closure. The series will be developed to encourage participants of all ages and abilities to participate and will highlight many not currently highly utilized areas of the Trail.

## \*Fortlandia

In 2020, TTF launched a formal partnership with the Lady Bird Johnson Wildflower Center to bring a satellite location of their beloved Fortlandia program, a collection of forts designed by local architects, designers, and artists, designed to transport viewers to imaginary worlds and spark an appreciation for art and nature. The installation of .territories was followed up in the winter of 2021/2022 with Star Dome, a second satellite location of Fortlandia. This partnership with the Lady Bird Johnson Wildflower Center allows even more people the chance to engage and enjoy nature along the Trail.

The 2022 installation of Fortlandia is currently in the RFP process to host a satellite location on the Trail from October 2022 - January 2023. The final design is expected to bridge the gap between the urban and natural environments, and enhance the Trail experience for the community during its exhibition. TTF plans to engage with the Lady Bird Johnson Wildflower Center to be part of this community adored program for an additional exhibition in 2023.



*Above: Santa on the Trail at Festival Beach, family enjoying the .territories installation of Fortlandia at Lakeshore Park*

## Other Family in Nature Programs

TTF has introduced several programs aimed at engaging children and families in nature on the Trail. Some of those efforts we expect to continue in 2022 include:

- Seasonal family-based public ecological restoration volunteer programming that allow volunteers to plant native saplings and plants, spread mulch, seed wildflower meadows, and more.
- Holiday photo popup series, bringing bilingual holiday characters to the Trail for a uniquely Austin photo opportunity for families.
- Educational scavenger hunts, currently highlighting trees of the Trail and in late 2022 to highlight Trail history and fun ecological facts.

Other potential future family programming could include but are not limited to wildflower photo day(s), nature walks and bio blitzes.

## 3.4 Partnership Programming

### Formal Partnership with Keep Austin Beautiful

TTF and Keep Austin Beautiful (KAB) will continue to partner around a series of litter abatement volunteer events. The collaboration between the two entities will amplify the efforts and mission of each organization. The partnership will include the following elements:

- TTF, KAB, and Watershed Protection Department will collaborate and partner on 6 annual Clean Lady Bird Lake events.
- KAB will coordinate with TTF on volunteer education and training directly related to working on and around the shoreline of Lady Bird Lake.
- TTF and KAB share volunteer schedules so as to avoid scheduling conflicts.

### Shoreline Stewardship Program with Austin Watershed Protection Department

In 2015, TTF began a long commitment to substantial expansion of ecological restoration efforts in the Park, in particular the restoration and stewardship of the shoreline and floodplain around Lady Bird Lake. The partnership between Watershed Protection Department and TTF for the Lady Bird Lake Shoreline Stewardship Program describes, formalizes, and builds upon the extensive ongoing restoration work championed by TTF conservation team. This plan was developed as an extension of The Butler Trail at Lady Bird Lake: Urban Forestry and Natural Area Management Guidelines, which establishes the following goals for the program:

- Restore and enhance plant communities
- Repair and improve ecological function
- Enhance resiliency
- Enhance the user experience
- Facilitate stewardship

The Trail Foundation's LBL Shoreline Stewardship Program is dedicated to a community-based approach to the improvement of the natural areas and shoreline around the Butler Trail at Lady Bird Lake, so this program is closely correlated with TTF's volunteer program. TTF strives to be a collaborative community partner and an industry leader in creating an effective natural areas management program for our public green spaces.

## \*Kids Adopt a Garden Program

TTF's Kids Adopt-a-Garden at Mendez and Camacho Recreation Centers will continue in summer of 2022 to focus on providing a space for local elementary school students and children to experience the joys of the outdoors and learn about the environment through hands-on activities. The program introduces children to all facets of gardening including planting, watering, weeding, and harvesting, as well as important concepts such as pollination, composting, and the differences between native and invasive species.

Kids, some of whom may not have any gardening experience, get the chance to learn about their natural environment and explore it in a new, hands-on way. The program works to encourage curiosity in growing their own food and learning about new species of edible plants that they otherwise wouldn't be introduced to. Additionally, TTF helps to maintain these beds year-round.



*Above: Children's Adopt-A-Garden program*

## Additional Partner Programming and Collaboration

In the spirit of community driven stewardship, TTF will continue to collaborate with nonprofit entities whose missions overlap in the TTF focus area. These collaborations are ongoing and span projects as well as programming in the space. Current partners include but are not limited to:

- Downtown Austin Alliance
- Waterloo Greenway
- Hill Country Conservancy
- Austin Parks Foundation (It's My Park Day)
- Shoal Creek Conservancy
- Pease Park Conservancy
- TreeFolks
- Keep Austin Beautiful
- Move Texas
- Camacho Recreation Center
- Austin Pets Alive!
- Lady Bird Johnson Wildflower Center
- Mexican American Cultural Center

## Neighborhood/Community Events

In 2022/2023, TTF hopes to greatly increase opportunities for collaboration with neighborhoods and community groups for events and programming. While these are not specifically scheduled for winter 2022 at the time of this Plan, a few examples include:

- Holly Groundbreaking Ceremony: TTF was honored to co-host (alongside East Town Lake Citizens Neighborhood Association, PARD, and Austin Energy) the event commemorating the first phase of converting the previous power plant land into publicly accessible parkland (image below depicting groundbreaking).
- 10<sup>th</sup> Annual Eggstravaganza Chicano Park Easter Egg Hunt: TTF provided on-site engagement opportunities, children's activities, and in-kind donations.
- Austin Rowing Club's Fitness Festival: TTF assisted with promotion and activation of the space including a popup Music on the Trail during the event.



*Above: Holly Groundbreaking ceremony and Chicano Park Egg Hunt*

### 3.5 Butler Trail Arts+Culture Plan

The Butler Trail Arts+Culture on the Trail at Lady Bird Lake is in its early phases of plan development and community engagement. The Trail Foundation has organized a talented team of artists, art professionals, community engagement specialists, and innovators to lead this exciting project. This is more than a visionary plan for public art exhibits on the Trail. It's a plan to enhance the Trail experience through public art and cultural activities.

TTF balances many overlapping needs, goals, and user populations. The Arts and Culture team works to strike a balance in serving these pursuits. Elements to be addressed in the plan could include permanent and temporary installations; ecology and nature; and performance art and cultural programming. The team will also work to develop an understanding of the role that arts and culture can take in enhancing the experience along the Trail for the different communities and populations that TTF serves. The project will consider the diverse needs, priorities, and power structures that impact these communities and explore how to use arts and culture to further provide equitable access and experiences for all trail users and communities.

The Butler Trail Arts+ Culture Plan will lead to the development of a collection management plan as authorized under AIPP guidelines that will enable TTF to operate with site-specific flexibility in the areas in which it has other management responsibilities with the City. This plan is being developed in partnership with PARD and AIPP.



*Above: Arts and Culture Plan engagement consultants at a 2021 launch event, artist Reji Thomas working on a replica of the temporary floating wetland art installation on Lady Bird Lake as part of the Trail's Arts + Culture Plan*

### 3.6 Public Information Activities & Trail Signage

TTF is in a unique position to share information about the Trail to the community as a whole through their extensive and active social media following, semi-permanent signage, visibility at all programming events, and strong public relations. In turn, this greatly expands PARD’s ability to communicate directly to Trail and park users.

#### Comprehensive Signage Plan

A Comprehensive Signage Plan will be developed in 2022/2023 alongside PARD with the goals of creating a consistent signage and wayfinding system that directs Butler Trail users and visitors to and along the Butler Trail and that improves connections between areas along the Butler Trail, enhancing the Butler Trail experience (but not taking away from the natural beauty), and highlighting and educating Butler Trail users of the natural systems’ functions and value. All signage will be coordinated with City departments to ensure clarity and cohesion, and TTF will undergo appropriate review and permitting processes whenever signage installments are planned. With all Park signage, TTF will follow required City codes including the PARD Community PARKnership Guide to Naming, Onsite Dedication, and Donor Recognition. These efforts will be rooted in comprehensive, extensive, and inclusive community engagement.

#### Trail Etiquette Program

We want every Trail user to have a wonderful, hassle-free experience on the Trail. TTF will continue to use limited semi-permanent signage and its online presence to encourage Trail users to be mindful of others and their user experience when on the Trail. In 2019 TTF became focused on PARD’s pilot program to ban the use of E-Scooters on the Butler Hike-and-Bike Trail and plans to continue educating Trail users about the illegal use of electric scooters. Previously, TTF created “No scooters on the Trail” T-shirts and a humorous PSA video to raise awareness, and most recently has installed semi-permanent signage reminding Trail users that these are not permitted. This campaign will continue to be incorporated into semi-permanent signage updates. Considerations for this and other park rules will be included in the Comprehensive Signage Plan.



## 3.7 Revenue Generating Events

Due to expanded operations and maintenance provided for the Butler Trail and adjacent parkland as outlined in the TTF POMA, and to provide expanded programming and community engagement, TTF's on-Trail visibility need to increase through additional revenue generating activations. In consideration of any potential future concession additions to Lady Bird Lake, TTF will be bound by all current city codes, processes, and restrictions, and will not have the authority to create a new concession without following all applicable city protocols. Any future revenue generated through on-site rentals or concessions will not be used for the salary of the CEO or any fundraising efforts, which will be exclusively funded through private philanthropic dollars. Examples of revenue generating events could include the following.

### Popup Fundraisers

TTF's popup fundraisers on the Trail consist of ticketed events that will directly benefit the park and Trail through TTF operations. Locations for 2022/2023 are to be determined based on project construction schedules but will be designated by those spaces in Section 3.1 Figure 1 which are considered current event and programming locations along the Trail. These events will be limited to the Partially Open designation so that the community continues to have access to these spaces even while they are being activated. TTF will never close the Trail during these events, nor will it require a Minimally Open designation of the Trail or parkland in 2022/2023.

### Membership Events and Donor Receptions

Membership recruitment events will be hosted in areas where TTF has current and future capital projects, including groundbreaking and ribbon cutting ceremonies. If alcohol is going to be served, limited fencing will be installed to align with city and state regulations and Partially Open allowances outlined in Section 3.1 Figure 2 will be allocated.

---

## 4.0 COMMUNITY ENGAGEMENT

---

TTF's community engagement efforts support an Austin community that is connected to the Trail, adjacent parkland, facilities, and programs. User engagement is one of the top six priorities identified in the TTF Strategic Plan. The Trail will always be public parkland and will always belong to the people. To serve Austin in all its diversity and strengthen our social fabric, the Trail must be a welcoming and engaging place for all. TTF, therefore, continuously works to improve, maintain, and program the Trail such that it will provide enhanced and more inclusive user experiences. TTF is continuing to develop and implement community engagement and programming that serves everyone, especially attuned to those who have been historically underserved.

### Community Engagement with PARD

Coordination and cooperation with PARD has been a critical success factor of TTF's project community engagement and our ability to directly involve Austin residents in our work since the beginning of our partnership. We coordinate outreach directly with PARD's Communications & Engagement Unit and maintain consistency with the City of Austin's Public Participation Principles of accessibility and inclusion, accountability, collaboration, consistency, respect, and stewardship.

A panel of land use and urban development experts convened in Austin in 2018 (co-sponsored by TTF and PARD) as a part of Urban Land Institute (ULI)'s Advisory Services Program to interview key community leaders and stakeholders and learn about all aspects of the proposed expanded partnership between PARD and TTF. Their final recommendations were a result of extensive community engagement including interviews with 100 residents, business and community leaders, and representatives who shared their perspectives, experiences, and insights with the panel (hosted at City Hall).

Based on these conversations, the panelists held a final presentation for the community at the Austin Central Library and recommended:

- Formalizing the public/private partnership between the City and TTF, to allow each entity to build on the strengths of the other;
- Launching initiatives to fully fund implementation of a strategic plan based on a shared vision;
- Involving, engaging, and reaching out to the community to build support and trust; and
- Planning for future growth and an expansion of the Butler Trail through improvements and connections.

## Capital Project Community Engagement

Capital project community engagement typically includes the following components (which shift based on safety of in-person events):

- 3 Community Engagement Events (in person/on site or virtual) - dates approved by PARD and public announcements of dates are made a minimum of 4 weeks in advance
- 1-2 Surveys
- Spanish translation & interpretation for surveys, social media posts, signage, meeting materials, virtual meetings

All engagement efforts are announced through dedicated TTF emails, targeted email lists, social media, site signage, TTF website, and PARD website. Other options include direct mailers, community fliers or site signage. Example community engagement for a current capital project (Holly Project, 2019-20) included:

- April – In-depth Interviews – Community Leaders
- April 29 – ETLICNA Town Hall
- May 18 – Project Kick-off Event – Camacho Activity Center
- June 8 – Public Open House – Camacho Activity Center
- June 12 – Festival Beach Community Garden – Terrazas Library – Group Presentation
- June 13 – Rebekah Baines Johnson Center (RBJ Center) – Group Presentation
- June 15 – Holly Project – Butler Hike-and-Bike Trail – Tabling/Intercepts
- June 19 – East Cesar Chavez Neighborhood Team – Group Presentation – Terrazas Library
- August 1 – ETLICNA – Neighborhood Meeting
- December 7 – Public Open House – Camacho Activity Center
- June 24 – Public Open House – Virtual Meeting

Upcoming capital project community engagement efforts (schedule depends on funding and project timeline) include:

- Projects on the new parkland at Holly including a potential play area, significant Trail enhancements along the newly aligned and opened Trail, and a trailhead
- Seaholm Waterfront



Above: TTF community engagement events for Drake Bridge Commons. Micro engagement events included five, arts-based “micro-engagements” along the Trail where local actors played historical figures and invited participants to think about the past, present, and future of Drake Bridge Commons. The final in person engagement event featured three large display stands of the final schematic design, as well as additional site activation elements including work by local muralist J Muzac which evoked the ecology of the site, as well as local Cumbia musician Kiko Villamizar and his band.

## Other 2022 Community Engagement

Similar community engagement will be undertaken in regard to programming. Feedback is currently being collected from all artists and partners involved in the Music on the Trail series in order to steer the direction for the series for the Fall 2022/Spring 2023 seasons. Additional community engagement in 2022 will include:

- Surveys distributed to all programming attendees to gather feedback and ideas for future activities:
  - Directly via email for people who RSVP to free events like Flow and Thrive
  - Via a QR code at Music on the Trail and other regular events
  - Regular requests for feedback through our e-newsletters
- Ongoing feedback surveys distributed to artists, musicians, and participants of TTF cultural events such as Music on the Trail, Flow and Thrive, and Fortlandia.
- General community engagement as opportunities arise.

Community engagement for the Arts+Culture Plan is ongoing and will include:

- Life on the Trail story collection
- Common Waters installation artist call (39 submittals, 7 people engaged on the selection panel)
- Online survey (260+ submittals)
- 6 temporary signs placed on the Trail to promote the Plan and survey
- Artist workshop (38 RSVPs)
- Art installation and celebration event (promoted on social media, through partner outlets, TTF e-newsletter and website, on-Trail temporary signage, and direct invitations to over 50 community groups)
- 24+ stakeholder interviews
- 100 intercept surveys
- Tabling at community events