



The Ann and Roy Butler Trail at Town Lake Metropolitan Park

ANNUAL PROGRAMMING PLAN 2023

Prepared for: AUSTIN PARKS AND RECREATION DEPARTMENT



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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 where Austin thrives. For many citizens and visitors, it represents the best Austin offers 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 Conservancy (TTC) (formerly The Trail Foundation), a 501(c)(3), was formed to enhance the Trail. Since then, TTC 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

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

In early 2020, TTC committed to developing a multi-year Strategic Plan. The plan incorporates input from various consultants, TTC's board and staff, and representatives of the City of Austin. One of the main priorities 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. TTC is committed to improving, maintaining, and operating the Trail to 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 throughout the community. Trail utilization will be measured, monitored, and managed to achieve the dual goals of high utilization levels and quality user experiences.



City of Austin SD23 & 2019 PARD Long Range Plan Alignment

Austin's growing population and the popularity of special events in city parks are increasing demands on Austin's public park system, which we are keenly 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, TTC 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.

City of Austin SD23 Strategic outcomes that align with TTC's 2023 programming and operations:



Mobility: TTC efforts contribute to optimizing community safety on the Trail, including Trail etiquette, emergency response, flood risk, and disaster resiliency. By promoting programming and new ways to use the Trail and parkland, TTC is introducing more Austin residents to this forever-free resource that can provide a mode of transportation. TTC also highlights CapMetro routes for all events on the Trail (and on the TTC website), and encourages Austinites to use the Trail as a mode of transportation to get to events in the parkland such as ACL Music Festival and the Trail of Lights.



Health and Environment: TTC programming and engagement seeks to provide greater accessibility to the high quality parkland along the Trail, helping to further Austin's ParkScore "score" and ranking among U.S. cities. Cumulative TTC efforts are also aimed at environmental quality, climate change and resilience, and healthy conditions for Austin residents.



Safety: Through careful deployment of identified projects in the 2020 Butler Trail Safety & Mobility Plan as well as activating parkland on a more consistent basis, TTC's work furthers the City of Austin's efforts towards creating a safe environment in this critical downtown area. Through TTC community engagement efforts, the organization is seeking to build meaningful community relationships that fosters trust and legitimacy, and increases compliance with park regulations.



Culture and Lifelong Learning: Through the Butler Trail Arts & Culture Plan as well as regular programming, TTC seeks to inclusively honor and preserve Austin's unique and diverse history, culture, and traditions.



Government for All: The very nature of the agreement between TTC and the City of Austin allows for City resources to be allocated to other areas which might be in need, and increases productivity and transparency in the operation of the park.



2.0 GUIDING PRINCIPLES

2.1 Our Mission

The mission of TTC 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), TTC 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 Citizens Committee's work and ensure that Austin's heart stays strong. In June 2022, The Trail Foundation and the Austin Parks & Recreation Department signed a new agreement designating this organization as the primary steward of the Trail with an expanded role in its operations and maintenance. In September, we changed our name to The Trail Conservancy, reflecting a new era of environmental stewardship and conservation efforts that will continue to expand, enhance, and beautify the Butler Trail for the benefit of all Austinites.

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 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.



2.3 Diversity, Equity, and Inclusion

At TTC, we believe accessible, 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 to be their true selves.

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

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

2022/2023 TTC DEI Goals

In 2022 the TTC DEI Committee set forth goals for the coming year(s) which are incorporated into the proposed programming included in this plan. Some of these goals include:

- Building a network of strategic partnerships (volunteer program, community engagement, partnership programming,
- Deploying additional languages in communications to Trail users
- Create meaningful and intentional programs that educate trail users
- Connect to other NPO's who work with marginalized groups to learn, collaborate, and support
- Expand community programming to include all ages, cultures and abilities
- Generate baseline data to gain a greater understanding of who is using the Trail and generate ideas for how to make it a welcome space



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. However, there is an opportunity to expand community programming and event offerings around the Trail by activating other areas that can 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 (1,000+) only include Festival Beach, Sand Beach, Auditorium Shores (which is not currently in TTC'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 TTC events are proposed at that site.

3.2 Proposed Uses and Programming 2023

TTC will never close The Ann and Roy Butler Trail, and in no circumstances does TTC envision a Full Closure of the Town Lake Metropolitan Park or any of the significant parcels therein. Further, TTC does not currently anticipate hosting any type of event or programming that would require a "Minimally Open" designation of the Trail or parkland in 2023. 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 – a typical day in the parkland without event use.
- In Use – no fences, no barriers, and a significant portion of the park that was 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 2023, TTC will host ten or fewer occurrences with the Partially Open designation. In any case where an event causes an area to be "Partially Open," TTC will follow the process established in the POMA. Figure 2 details proposed locations, closure levels, TTC programming, and events frequency.



Figure 1: Potential TTC Event/Programming Spaces

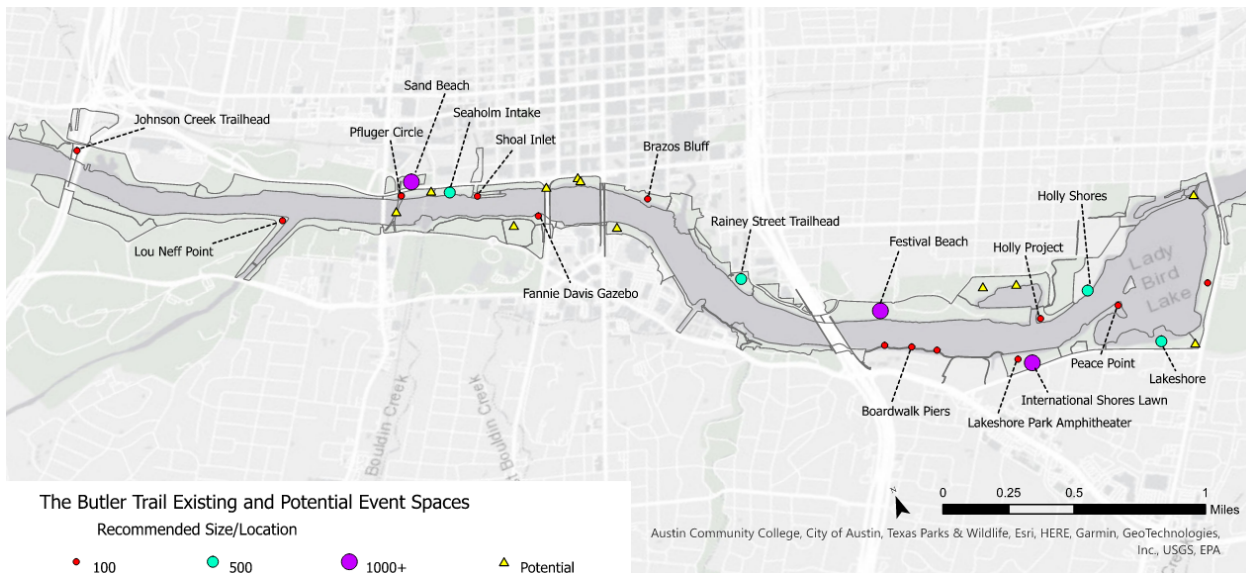


Figure 2: Non-rental TTC Programming Locations

Note: Programming in this chart does not include volunteer days

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	8+	Open & Partially Open (<2)	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 (<3)	art*, multi-cultural, movement*, music*
Sand Beach	8+	Open & Partially Open (<3)	movement*, art, multi-cultural, music*, movement*
International Shores Lawn	8+	Open & Partially Open (<3)	art, multi-cultural, music*
Brazos Bluff	8+	Open (4+) & Partially Open (<3)	social gatherings*, music*, movement*
Seaholm Waterfront Lawn	<5	Open (2+) Partially Open (<3)	lawn use for social gatherings, music, movement

**TTC Programming is already taking place at this location*



3.3 Butler Trail Arts + Culture Plan

Arts + Culture on the Trail at Lady Bird Lake is in its final phases of plan development. The Trail Conservancy organized a talented team of artists, art professionals, community engagement specialists, and innovators who have led this project through community engagement. This will be more than a visionary plan for public art exhibits on the Trail; it is a plan to enhance the Trail experience through public art and cultural activities.

TTC balances many overlapping needs, goals, and populations. The purpose of the Arts + Culture plan is to strike a balance in serving these pursuits. Elements that are addressed in the plan include permanent and temporary installations, ecology and nature, and performance art and cultural programming. The project considers the diverse needs, priorities, and power structures that impact each community and explore how to use arts and culture to further develop equitable access and experiences along the Trail.

The Arts + Culture Plan will lead to the development of a collection management plan authorized under AIPP guidelines that enables TTC 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.



3.4 Community Event Series 2023

TTC plans to host the following community events, volunteer days, and programming in 2023. Some of these will be new pilot programs, but most will be an expansion or continuation of current programming.

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

Volunteer Program*



TTC 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 TTC's experienced conservation team. Activities include mulching, seeding, seed collection, greenhouse work, invasive species removal, trash cleanup, and other ecological activities. TTC utilizes partnerships and grants to help further support our volunteer program. Since January, volunteers have assisted with planting over 3,500 native plants, moving over 400 yards of mulch, seeding around 3.5 acres of wildflower meadows, and picking up over 4,200 pounds of trash.

The TTC volunteer program also gives the organization an opportunity to build meaningful relationships with community groups and other organizations. Many 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 and Girl Scouts. We plan to continue to increase these efforts in 2023 to leverage this program with the added goals of education and community engagement. Many of TTC's volunteer days coincide with the programming outlined further in this document, so that volunteers can be exposed to additional cultural programming such as Music on the Trail. All TTC volunteer days begin with basic safety training as well as moments to educate volunteers about the impact of their stewardship in order to foster a stronger community of volunteerism and philanthropy. Volunteers learn about everything from native plants and invasive species to the impact of shoreline stewardship and effects of human impact.

TTC has an impact tracking system in place to quantify the public impact on the ecology of the trail through our volunteer program. Below is the estimated impact of the Volunteer Program for 2023:

- 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

For additional information regarding the Volunteer Program and its impacts, reference the 2023 Annual Implementation Document.



Earth Day Jubilee

In 2023, TTC will launch our inaugural Earth Day celebration on April 22 at the International Shores Lawn. This event will be free and open to the public with a small, reserved section for paid patrons who want their experience to include food and beverages.

Free activities for all attendees will consist of all genres of live music, ecological education programming (seed ball making for example), family-friendly activities, local food vendors, and more. The goal of this event will be to nurture a culture of philanthropy and volunteerism, to educate community members about the importance of ecological restoration, and to promote activism and advocacy around environmental issues in Austin. Event goers will be exposed to educational opportunities about native and invasive species, edible plants, and daily activities that lead to a greener, cleaner City and lifestyle.

Music on the Trail Series*

TTC launched the Music on the Trail series in Fall 2020, bringing some of Austin's most beloved musicians to the Trail for popup concerts when gathering in traditional music venues was not safe. The success of the series allowed TTC 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 Live Music Capital of the World®. To date, TTC has hired over 195 musicians for this series.

In 2023, TTC will continue to partner with local musician advocacy groups such as Austin Texas Musicians to book an array of genres and musicians for this series. Current and past partners in the series include The SIMS Foundation, Health Alliance for Austin Musicians, and the Emma S. Barrientos Mexican American Cultural Center (for Hispanic Heritage Month). The 2023 series will expand upon these strategic community partnerships to grow awareness and attendance for this series across all city sectors.



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*



TTC will follow City of Austin guidelines for permitting yoga, wellness, and exercise classes within a defined portion of the parkland adjacent to the Trail. In 2023 TTC will continue offering wide range of classes that are free and open to the public, featuring different types of exercise and health and wellness programming.

These are monthly activations and do not require any level of closure. The series will continue to be developed to encourage participants of all ages and abilities to participate and highlight many not currently highly utilized areas of the Trail. While the exact Flow and Thrive activities for the 2023 series have not all been identified, below are some of the offerings that TTC plans to implement:

- Family and children's yoga
- Zumba or similar
- Boot camp for all ages and abilities
- Trail walks with eco-based education
- Flamenco lessons with the MACC artist in residence program

Mobile Reading Library Series



Partnering with the Austin Public Library, TTC will offer a story time on the Trail series, combining storytelling with nature.

With proximity to four libraries (Central, Cepeda, Terrazas, and Twin Oaks) within blocks of the Trail, we will work with each branch to bring stories to life on the Trail by combining ecological lessons, nature walks, and reading.

The series will launch in the Spring of 2023 with monthly activations.



Fortlandia*

In the winter of 2021/2022, TTC installed Star Dome, a satellite location of Fortlandia - a collection of forts designed by local architects, designers, and artists to transport viewers to imaginary worlds and spark an appreciation for art and nature. This installation is a partnership with the Lady Bird Johnson Wildflower Center and allows more people to engage and enjoy nature along the Trail.



In October 2022, TTC unveiled Phoenix Trail at Lakeshore Park, designed by Austin designer/architect Agustina Rodriguez. Phoenix Trail is a dynamic fort installation that celebrates regeneration and nature's resiliency, inspired by the prescribed burns in the Hill Country Trails area of the Lady Bird Johnson Wildflower Center. The design features alternating colors inspired by local

wildflowers and a rope maze reminiscent of frolicking through tall grasses. The exhibit will be open for all to enjoy and explore until January 2023.

Holidays on the Trail

Expanding on our popular Santa on the Trail program, where the community can come out for visits and photos with Santa, TTC plans to expand holiday programming throughout the Trail. Working with community partners, TTC will provide holiday-themed popups throughout the year at multiple Trail locations. Popups will include opportunities for people of all ages and abilities to get in the holiday spirit. Programming could consist of Santa on the Trail, Trick-or-Treating, and Egg Hunts to name a few.



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



Other Family in Nature Programs



TTC has introduced several programs aimed at engaging children and families in nature on the Trail. Some of those efforts we expect to continue in 2023 include:

- Seasonal family-based public ecological restoration volunteer programming allows volunteers to plant native saplings and plants, spread mulch, seed wildflower meadows, and more.
- Educational scavenger hunts currently highlight the Trail's history with fun ecological facts.
- Other potential future family programming could include wildflower photo days, nature walks, and bio blitzes.



The 2023 Trail scavenger hunt will encompass facts about the Trail's history, ecological features, and more fun educational information. Based on feedback and engagement from the 2021/2022 program, multiple routes will be integrated to allow for greater accessibility.

Left: Family exploring the 2021/2022 Trees of the Trail scavenger hunt.

3.5 Partnership Programming

Formal Partnership with Keep Austin Beautiful

TTC and Keep Austin Beautiful (KAB) will continue to partner with 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:

- TTC, KAB, and Watershed Protection Department are collaborating and partnering on six annual Clean Lady Bird Lake events.
- KAB will coordinate with TTC on volunteer education and training directly related to working on and around the shoreline of Lady Bird Lake.
- TTC and KAB share volunteer schedules to avoid scheduling conflicts.



Shoreline Stewardship Program with Austin Watershed Protection Department



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

TTC's Lady Bird Lake Shoreline Stewardship Program is dedicated to a community-based approach to improving the natural areas and shoreline around the Butler Trail at Lady Bird Lake. This program closely correlates with TTC's volunteer program. TTC 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*



TTC's Kids Adopt-a-Garden at Mendez and Camacho Recreation Centers will continue again in the summer of 2023, providing a space for local elementary school students and children to experience the joys of the outdoors while learning 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 essential 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 food and learning about new species of edible plants that they otherwise wouldn't be introduced to. Additionally, TTC helps to maintain these beds year-round.

Left: Children's Adopt-A-Garden program moment



Additional Partner Programming and Collaboration

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

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

Neighborhood/Community Events

In 2023, TTC hopes to significantly increase opportunities for collaboration with neighborhoods and community groups for additional programming and events. While these are not explicitly scheduled for 2023 at the time of this Plan, a few examples include:

- 10th Annual Eggstravaganza Chicano Park Easter Egg Hunt, providing on-site engagement opportunities, children's activities, and in-kind donations
- Austin Rowing Club's Fitness Festival, assisting with promoting and activating the space, including a popup Music on the Trail during the event.
- Austin Public Library's Kids Block Party providing activities for the public and integrated programming
- Austin Pride Celebration, elevating the Festival Beach experience with collaborative programming along the Trail as attendees enter/exit the festival
- TTC sponsorship of the Camacho Bike Club



Above: Holly Trail ribbon cutting ceremony and Chicano Park Egg Hunt



3.6 Public Information Activities & Trail Signage

TTC is uniquely positioned to share information about the Trail to the community through its extensive and active social media platforms, semi-permanent signage, newsletter, visibility during programmed events, and strong public relations efforts. This dramatically expands PARD's ability to reach the community directly to Trail and park users.

Comprehensive Signage Plan

A comprehensive signage plan will be developed in 2023, alongside PARD, to create consistent signage and a uniform wayfinding system. The plan will be developed with specific goals to:

- Create consistent signage and wayfinding that improves connections between areas along the Trail, including trailheads, parks, and other community areas
- Enhance the Trail experience, but not take away from the natural beauty and highlight the natural systems and educated uses of the functions and value to the Trail
- Increase safety
- Represent the diverse communities with history and multilingual text
- Promote The Trail Conservancy's identity as the steward of the Trail with updated and increased branding
- Present information in a way that can be quickly understood through clear fonts, and simple designs.

All signage will be coordinated with City departments to ensure clarity and cohesion, and TTC will undergo appropriate review and permitting processes whenever signage installments are planned. With all park signage, TTC 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. TTC will continue to use its online presence and a limited number of semi-permanent signage to remind Trail users to be mindful of others when on the Trail. Most recently, we have installed semi-permanent signage reminding Trail users that electric scooters 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 TTC POMA, and to provide expanded programming and community engagement, TTC's visibility on the Trail and ability to generate revenue is necessary. In consideration of any potential future concession additions to Lady Bird Lake, TTC 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 go directly into maintaining, operating, and programming the Trail and will not be used for the salary of the CEO or any fundraising efforts.

Popup Fundraisers

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

Membership Events and Donor Receptions

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

Austin Center for Event (ACE) Coordination

TTC will actively communicate and coordinate any planned programming requiring event permitting according to the timelines outlined in the Special Events Ordinance.



4.0 COMMUNITY ENGAGEMENT

TTC's community engagement efforts support the Austin community connected to the Trail, adjacent parkland, facilities, and programs. User engagement is one of the top six priorities identified in the TTC Strategic Plan. The Trail will always be public parkland and 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. Therefore, TTC will continuously work to improve, maintain, and program the Trail to provide enhanced and more inclusive user experiences. TTC 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 have been critical success factors in TTC's community engagement and 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 TTC and PARD) as a part of Urban Land Institute (ULI)'s Advisory Services Program, interviewing key community leaders and stakeholders to learn about all aspects of the proposed expanded partnership between PARD and TTC. Their final recommendations resulted from extensive community engagement with approximately 100 residents and business and community leaders who shared their perspectives, experiences, and insights with the panel.

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

- Formalizing a public/private partnership between the City and TTC to allow each entity to build on the strengths of the other
- Launching initiatives to fully fund the implementation of a strategic plan based on a shared vision
- Involving, engaging, and reaching out to the community to build support and trust
- 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:

- 3 Community Engagement Events (in person or virtual) with public announcements made a minimum of 4-weeks in advance (dates approved by PARD)
- 1-2 surveys
- Spanish translation and interpretation for all surveys, social posts, signage, meeting materials, and virtual meetings.

All engagement efforts are announced through dedicated TTC emails, targeted emails, social media, site signage, the TTC website, and the PARD website. Other options include direct mailers or community fliers.

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

- Projects on the new parkland at Holly include a potential play area, significant Trail enhancements along the newly aligned and opened Trail, and a trailhead
- Seaholm Waterfront Facility
- Comprehensive Signage Plan
- Rainey Street Trailhead

Other 2023 Community Engagement

Similar community engagement will be undertaken regarding programming. Feedback is currently being collected from all artists and partners involved in the Music on the Trail series to steer the direction of the series for the Spring 2023 season. Additional community engagement in 2023 will include:

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

Community engagement for the Arts + Culture Plan is wrapping up but has included:

- Life on the Trail story collection
- Common Waters installation artist call (39 submittals and a seven-person selection panel)
- Online survey (290+ submittals)
- Six temporary signs were placed on the Trail to promote the plan and survey.
- Artist workshop (38 RSVPs)
- Art installation and celebration event (promoted through social media, partner outlets, TTC e-newsletter, TTC website, on-Trail temporary signage, and direct invitations to over 50 community groups)
- 24+ stakeholder interviews
- 100 intercept surveys
- Tabling at community events



5.0 PROGRAMMING PLAN

Programming Plan 2023

DATE	EVENT	LOCATION	TYPE	DETAILS
2023 Series Programming				
Jan. – June Every Saturday	Music on the Trail	Various Locations	Free	Community Music Organizations
Jan. – June 2 nd Thursday	Flow & Thrive	Various Locations	Free	Community Fitness Organizations
Jan. – June 3 rd Saturday	Library Series	Various Locations	Free	Austin Public Library Partnership
Sept. – Dec. Every Saturday	Music on the Trail	Various Locations	Free	Community Music Organizations
Sept. – Dec. 2 nd Thursday	Flow & Thrive	Various Locations	Free	Community Fitness Organizations
Sept. – Dec. 3 rd Saturday	Library Series	Various Locations	Free	Austin Public Library Partnership
2023 Pop-Up Programming				
02.14.23 Tuesday	Valentine's Day Pop-Up	Multiple Locations	Free	Music, Activities
04.08.23 Saturday	Eggstravaganza Pop-Up	Chicano Park + Multiple Locations	Free	Community Partnership
04.22.23 Saturday	Earth Day Jubilee	International Shores	Free (Paid Option)	Music, Activities, Food & Drink
April TBD Friday	Austin Rowing Club's Fitness Festival			Community Partnership
Spring TBD	Austin Public Library Kid's Block Party	Multiple Locations	Free	Austin Central Library Partnership
June TBD Thursday	Moonlight Margarita Run	Sand Beach Park	Paid Fundraiser	Annual Fundraiser & 5K
August TBD Saturday	Austin Pride Celebration	Festival Beach	Free	Community Partnership
September 23 Tuesday	Music on the Trail <i>HAAM Day partnership</i>	Multiple Locations	Free	HAAM Partnership
October 28 Saturday	Trail Trick or Treat	Holly Shores	Free	Music, Activities, Food & Drink
October – Jan Ongoing	Fortlandia 2023	International Shores	Free	Music, Activities, Food & Drink
November 25 Saturday	Santa on the Trail	Auditorium Shores & Festival Beach	Free	Music, Photo Opportunity



6.0 PARK OPERATIONS & MAINTENANCE AGREEMENT COMMITTEE

POMA Committee Meetings 2023

To provide a formal mechanism for ongoing communication and cooperation under the TTC Park Operations and Maintenance Agreement (POMA), a committee was formed and consists of the Partnership Manager and other pertinent City and TTC staff. The Committee had its first meeting in October 2022 and will continue to meet four times per year in accordance with the following schedule:

- Wednesday January 25 9am CST
- Wednesday April 26 9am CST
- Wednesday July 26 9am CST
- Wednesday October 25 9am CST

