



**The Trail
Conservancy**





HISTORY OF THE CONSERVANCY

The Trail Conservancy's mission is to protect, enhance, and connect the Ann and Roy Butler Hike-and-Bike Trail for the benefit of all.

1971: Town Lake Beautification Committee formed by Lady Bird Johnson & Ann Butler

1972: The first section of the Trail construction was completed – extending roughly two miles from the Rainey Street area to Barton Creek

2003: Town Lake Trail Foundation formed

2011: Town Lake Hike-and-Bike Trail renamed to Ann & Roy Butler Hike-and-Bike Trail

2022: The Trail Foundation renamed to The Trail Conservancy, signed the Butler Trail Park Operations and Maintenance Agreement (POMA)





HISTORY OF THE BUTLER TRAIL



**River Beautification
Launched by Lady Bird**

December 11, 1971

Lady Bird Johnson inaugurated the Town Lake Beautification Program.



1975

Lou Neff Point, an overlook above Barton Creek, is constructed in honor of Lou Neff.

2003

The Town Lake Trail Foundation is formed to continue the work of the Citizen's Committee.



2014

Construction is completed on the Boardwalk, closing the Trail's 1.1 mile gap to provide safe and continuous access.

2022 and Beyond

Thanks to the hard work of the Beautification Committee and the support of the citizens of Austin, the 10-mile Butler Trail continues to thrive today with almost 4.9 million visits a year.

The Trail Foundation is committed to continuing their work to ensure that the Trail remains one of Austin's outstanding places.

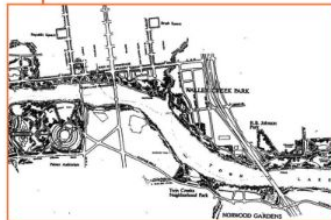
1972

The first section of the Trail officially opens to the public.



1988

Town Lake Park Comprehensive Plan is adopted by the City of Austin.



1973

Roberta Crenshaw Pedestrian Walkway is constructed on the Trail's west end, underneath Mopac Expressway.

2011

The Town Lake Hike-and-Bike Trail is renamed the Ann and Roy Butler Hike-and-Bike Trail.

2015

The Trail Foundation begins ecological restoration work on the Trail.



2018

Congress Avenue Trail Bridge is completed.





THE TRAIL TODAY



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Conservancy**

(Seaholm Intake Facility
Redevelopment Project)

5 Million+ visits to the
Trail annually

TTF Park Area

The Butler Trail

0 0.25 0.5 1 Miles



ABOUT THE TRAIL CONSERVANCY

Established in 2003 as the Town Lake Trail Foundation, The Trail Conservancy furthers the historic efforts set forth by the Citizen Committee formed in 1971.

The Town Lake Foundation (later The Trail Foundation) worked closely with the Parks and Recreation Department to raise critical funds to fill the gap for funding amenities around the Trail.

Major projects include: Boardwalk, Congress Avenue Bat Viewing Platform, Miro Rivera Restrooms, and more!





PARK OPERATIONS & MAINTENANCE AGREEMENT

Signed on June 10, 2022, with the City of Austin and Parks & Recreation Department.

Granting TTC primary stewardship of the **10-mile** Ann & Roy Butler Hike-and-Bike Trail and almost **300 acres** of parkland that comprise the Town Lake Metropolitan Park on which the Trail sits.

Our role now includes:

- Ecological restoration around the Trail and park
- Operations and maintenance of all TTC-built amenities (phased approach)
- Programming and activations
- Funding





OUR WORK – ECOLOGICAL RESTORATION

110+ Acres of Natural Areas: TTC Staff manages these areas through volunteer programs, restoration contractors, grants, local partnerships, and our INCREDIBLE Conservation Team.

2023 Volunteer Program (so far):

- 90 Events (public + private)
- 3400 Volunteer Hours
- 600 yds of Mulch
- 5000 plants and trees
- 10 acres of native seeding
- 10,000 lbs of Trash

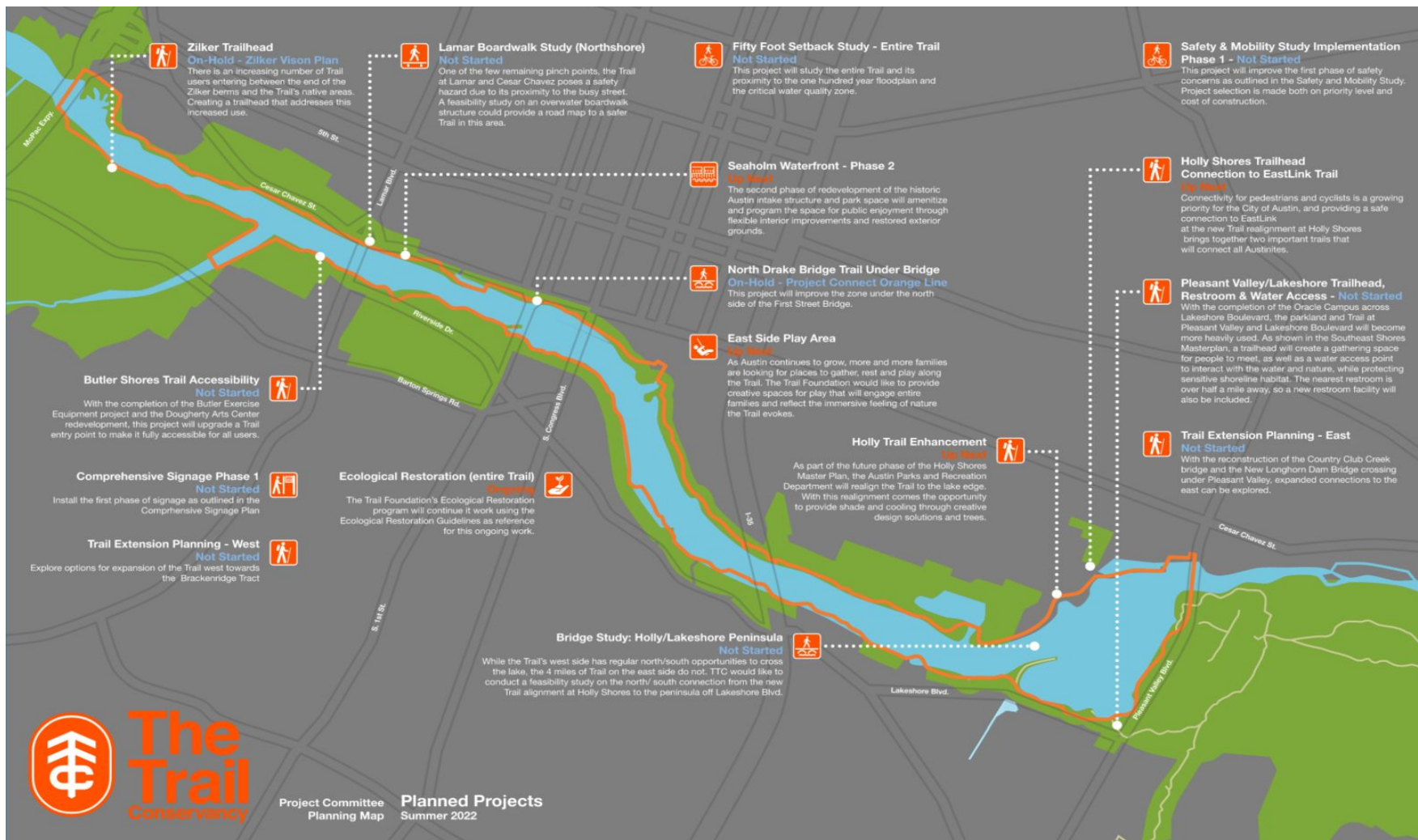
115 Acres of Wildflowers Maintained

Wildflower meadows are an important and crucial habitat for a myriad of native insects including bees and butterflies.

~1 Million Gallons of Stormwater Treated

TTC currently manages 6 rain gardens across the Park, and the new structure at East Ave. Currently removes an additional 483 lbs of pollutants annually.







OUR WORK – CAPITAL PROJECTS

Rainey St. Trailhead

Anticipated Completion: Fall 2023-Construction

Total Project Cost: \$1.98M (includes 5 yrs M+O)



View looking south down existing Butler Trail towards Lady Bird Lake



View looking north across seating area and Cummings Ave

Butler Shores Exercise Equipment Enhancement

Anticipated Completion: August 2023

Total Project Cost: \$530,000 (includes 5 yrs M+O)



Holly Project

Status: Kicking off Design Development/Permit

Anticipated Completion: Fall 2024



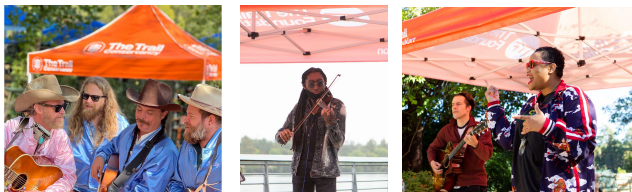
OUR WORK – SEAHOLM WATERFRONT

In 2018, Austin City Council approved the Seaholm Waterfront concept plan born out of extensive community engagement which illustrates the full completion of the project. Full access to the Intake will begin upon completion of Phase 2, bringing the facility to life and providing the amenities and maintenance needed for daily operations.

The Trail Conservancy launched a \$15,000,000 capital campaign in early 2023 to fund Phase 2 and will begin the construction of this phase once the campaign goal has been reached.



OUR WORK – ON TRAIL PROGRAMMING



MUSIC ON THE TRAIL SERIES



VOLUNTEER DAYS



HOLIDAYS ON THE TRAIL



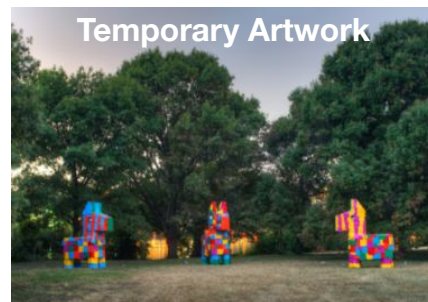
FORTLANDIA

Installed each fall, this partnership with Lady Bird Johnson Wildflower Center brings together the love of the outdoors with children's need to explore

PARTNERSHIPS FOR PROGRAMMING:

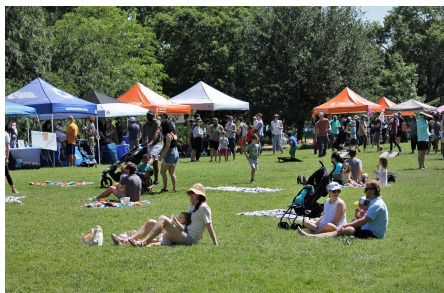
- Keep Austin Beautiful
- Mexican American Cultural Center
- Move Texas
- TreeFolks
- Neighborhood Associations
- Austin Public Libraries
- Austin Texas Musicians

ARTS + CULTURE PLAN





OUR WORK – COMMUNITY EVENTS



EARTH DAY JUBILEE APRIL

- 2023 was the first annual
- Approximately 2,000 attendees
- Free & Family Friendly
- Live Music, Family Activities, Local Food & Drink
- Partner Activations by: Tree Folk, Austin Bat Refuge, Ghisello Bicycle Group, OfColor, Austin Resource Recovery, and more

MAUDIE'S MOONLIGHT MARGARITA RUN - JUNE

- 2023 was the 20th annual
- 5K Fun Run and Celebration Party
- Runners from 20 states participated
- 2,100 attendees



BENEFIT TO TOURISM





ICONIC AUSTIN

With over **5 million visits** to the Trail annually, the Trail is also a major asset to tourists and visitors alike. Tourist use the Trail as an easy way to get around the city during major events.

MAJOR EVENTS AROUND THE TRAIL:

- SXSW Programming
- Kite Festival
- Fourth of July Fireworks
- Austin City Limits Music Festival
- Food & Wine Festival
- Trail of Lights

TRAIL IS A BACKDROP FOR:

- Bat Viewing for Tourists
- Spy Kids: Armageddon (2023 by Robert Rodriguez)
- Upcoming HOKA Running Shoe National Ad Campaign
- Visit Austin promotional materials





OUR WORK – COMPREHENSIVE SIGNAGE PLAN

In 2023 TTC launched a project to review and update an existing comprehensive signage and wayfinding package for increased success and opportunities for improvement, expansion, and increased visibility.

Goals:

- To create a consistent signage and wayfinding system that directs Trail users and visitors to and along the Butler Trail and that improves connections between areas along the Trail including trailheads, parks and other community areas
- To enhance the Trail experience, but not take away from the natural beauty and to highlight these natural systems and educate users of the systems' functions and value to the Trail
- To increase safety on the Trail due to improved wayfinding
- To represent the diverse communities in Austin with bilingual or multilingual text
- To present information simply - using clear fonts and simple designs, so that it can be understood quickly.





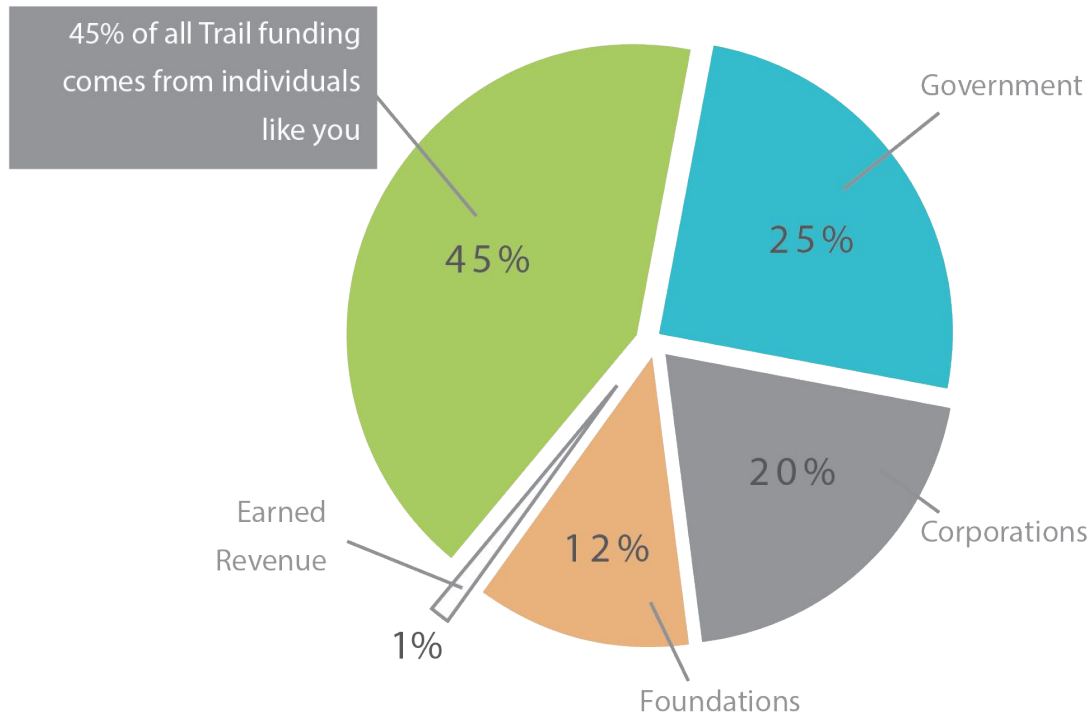
FUNDING



HOW WE ARE FUNDED

2018-2022 Avg Annual TTC Investment: **\$3,200,000**

About 75% of All Funding is Provided through Private Donations



THANK YOU!



**The Trail
Conservancy**