

The Trail Conservancy | 2024 Annual Programming Plan

Parks and Recreation Board

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October 21, 2021 | Council Action



City Council authorized the negotiation and execution of a park operations and maintenance agreement with The Trail Conservancy for the operation, maintenance, and programming for certain portions of the Town Lake Metropolitan Park.

Council provided direction to return the Annual Programming Plan to City Council for review and direction the first two years of the agreement.





Outline | Terms of Park Operations and Maintenance Agreement (POMA)

- Meet PARD Partnership A Criteria
- Delineate Roles and Responsibilities
- COA and TTC Management Committee (PARD, WPD, AIPP and TTC)
- PARD Director Annually Approves TTC Programming Plan (Council the initial two years)
- Annual Implementation Document
- Annual Reporting Requirements
- Annual Agreement Compliance Review
- 25-year initial term w/ up to five (5), 5-year extensions





POMA | Communication



- Monthly meetings between PARD Director and TTC CEO
- Weekly meeting with PARD Partnership Manager
- Biweekly field operation meetings between PARD, WPD and TTC
- Quarterly large group meeting w/ PARD, TPW, WPD, TTC
- Quarterly POMA oversite Management Committee meetings
- Public communication remains through 311





POMA Terms | Programming and Events



- TTC will <u>never close</u> The Butler Trail
- Community Events
- Community Programming
 - Free and open to the public
- Environmental Stewardship
- Partners & Neighborhood/Community events

 Initial two years of POMA Annual Programming Plans to Council (2023 & 2024)







Alignment with PARD Long Range Plan



A. Ensure parks act as a relief from urban life

- 7. Protect and manage natural areas to intentionally balance recreational use with environmental protection.
 - □ 7.6. Explore where "nature play" areas could be added to PARD parkland.

C. Activate & enhance urban public spaces

 3. Support more dense, flexible, and diverse programs and amenities in urban public spaces within and beyond PARD parkland.

D. Align programs with community interest

- 1. Provide more nature-based programs.
- 3. Increase the number, diversity, and equitable distribution of arts and culture programs being offered through PARD.
 - □ 3.4 Increase public art installations.
- 4. Explore partnership strategies to increase low-income access to PARD programming.
- 5. Leverage "pop-up" programming and temporary uses to activate public spaces and expand access to programs typically held in recreation and cultural centers.

E. Optimize & improve efficiency of operations

- 4. Improve the value and awareness of parks and recreation system offerings to the community.
 - □ 4.6 Consider centralizing programs that leverage outside volunteers and funding





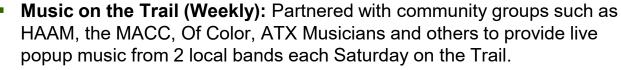


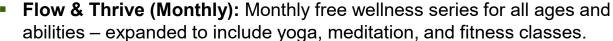
2023 Programming Highlights

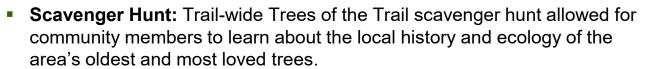


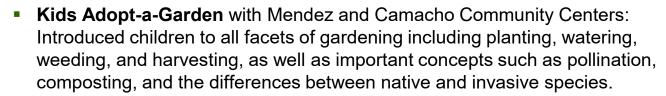








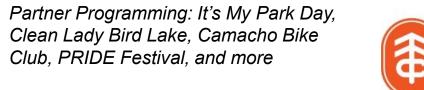






- Holidays on the Trail: Santa on the Trail is scheduled to be hosted in November to provide 2 locations for families to have their holiday photos taken on the Trail. New in 2023 added Trail or Treat community festival for Halloween. Bilingual options provided
- Clean Lady Bird Lake, Camacho Bike









2024 Annual Programming Plan | Highlights



Music on the Trail (ongoing)

- Goal to expand partnership with additional community groups to support their missions and give Trail users exposure to a diverse pool of local nonprofits
- Voter registration will be incorporated when appropriate

TrailFit (ongoing)

 Monthly wellness series for all ages and abilities to be expanded to include a broader array of fitness experiences

Scavenger Hunt (ongoing)

A new scavenger hunt recently rolled out to include a focus on Trail history and culture.

Kids Adopt-a-Garden (summer 2024)

With Mendez and Camacho Community Centers to be continued

Austin Central Library Partnership (ongoing)

New community programming in partnership with Austin Central Library, Twin Oaks Branch,
 Terrazas Branch, and Cepeda Branch

Earth Day Clean-Up & Festival (April 2024)

 Partnering with the Rowing Dock, Epic SUP, and other community partners to host a lakewide cleanup as well as a free family festival at International Shores

Roots and Wings Festival Partner

Holidays on the Trail

To include Santa on the Trail, Trail Trick or Treat, and more.

Multiple languages to be incorporated.





2024 Proposed Special Events









Event	Closure Type	Attendance	Notes
Moonlight Margarita Run	Minimally Open	2,400	21 st year, ticketed, June 5
Earth Day Clean Up & Jubilee	In Use	2,000 (Fri. Clean Up) & 2,500 (Sat. Event)	Free and open to the public, April 20 & 21
(potential) Holly Area Fundraiser	Partially Closed	100-250	Potential fundraising event for the next phase of Holly Shores capital projects (community engagement will precede, so timing is TBD)

TTC will never close the Butler Trail.
All other TTC programming proposed will be free, est. attendance less than 1,000, and open to the public.





Community Engagement



TTC believes 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 to represent the communities we serve.

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

2023/2024 Highlights:

- Community engagement for Butler Trail Arts + Culture Plan will be continued as the program is rolled out though the year.
- Wrapping up engagement for a Comprehensive Signage Plan which will finalize winter 2023/2024.
- Outreach and engagement for the next series of capital projects at Holly Shores will begin.
- Ongoing community engagement will continue regularly to gather insights from Trail users about programming





Arts + Culture on the Trail









The Arts+Culture on the Trail plan finalized in 2024 has fully launched into a program to bring art and cultural experiences and installations to the Trail.

2024 TEMPO on the Trail

TTC is collaborating with The City of Austin's Art in Public Places program to curate a remarkable temporary art exhibition on the Trail, slated for 2024-2025. They are currently searching for 8 exceptionally talented artists or artist teams to help transform this vision into reality. Artists will be announced this winter.

Goal: Continue to administer much sought-after opportunities for artists to create temporary public art for significant, visible and accessible public sites, while encouraging the creation of site-specific artworks along the trail which may also elevate awareness of Austin's natural beauty and outdoor spaces.





Volunteering on the Trail









100- 150 Estimated # of volunteer events1,500 Estimated # of volunteers expected to participate

5,000 Estimated # of native plants and trees planted

13,000 Estimated pounds of trash removed

400 Estimated yards of mulch spread

In addition to the ecological benefits of the TTC volunteer, program, additional community benefit will include outreach to youth groups, green jobs development, an expanded internship program, and ongoing education.

Shoreline Stewardship Program:

- Partnership between WPD and TTC builds upon the extensive ongoing restoration work championed by TTC.
- Dedicated to a community-based approach to improving the natural areas and shoreline and closely correlates with TTC's volunteer program.





Community Benefit



- Alignment with PARD Long Range Plan and Community feedback
- Free music, fitness, educational, and family-friendly programming and activities year round open to all of the Austin community
- Partnership programming opportunities with community groups such as Just Keep Livin', Xerces Society, Of Color and more
- Expanded opportunities for arts and culture experiences on the Trail based on the Butler Trail Arts+Culture Plan
- Commitment to bilingual translations for programming, signage and messaging







Recommendation



Make a recommendation to Mayor and Council in support of The Trail Conservancy's 2024 Annual Programming Plan for portions of Town Lake Metropolitan Park.



