



# **The Ann and Roy Butler Trail At Town Lake Metropolitan Park**

## **2023 PROGRAMMING IMPACT REPORT & 2024 PROGRAMMING PLAN**

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# 2023 PROGRAMMING RECAP



## 2023 HIGHLIGHTS

This year marks the 20<sup>th</sup> Anniversary of The Trail Conservancy (formerly The Trail Foundation). Yet, it is our first full year under our Park Operations and Maintenance Agreement (POMA), with TTC assuming additional operations, maintenance, and programming responsibilities across the 10-mile Butler Trail. Our programming focus has been centered around building community – creating programming that was free and accessible to all ages and abilities and would appeal to the various neighborhoods around the Trail.

### TRAIL PROGRAMMING SERIES


 **MUSIC ON THE TRAIL.** Launched in the Fall of 2020, our Music on the Trail series brings Austin's most loved musicians to the Trail for pop-up performances most Saturday mornings throughout the year.

#### **Highlights:**

- Partnered with Austin Texas Musicians (ATXM) to book musicians
- Activated Music on the Trail at Kite Festival and Austin Rowing Club's Fitness Festival
  - Hosted 36 musicians at 7 different Trail locations across 14 weeks

#### **Upcoming 2023:**

- Resuming series in September, after a summer heat hiatus, with a focus on Hispanic Heritage Month
- Partnering with Heath Alliance for Austin Musicians for HAAM Day on the Trail performances


 **FITNESS ON THE TRAIL.** During the Spring, we continued our free, family-friendly monthly *Flow & Thrive* yoga series led by ATX Yoga Girl Cynthia Bernard. We are rebranding the series for the Fall to *TrailFit*, demonstrating our expansion of fitness offerings.

#### **Highlights:**

- Hosted three sessions in the Spring with a total attendance of 51 people

#### **Upcoming 2023:**

- Offering an expanded fitness schedule designed for all ages and abilities
- Partnering with Violet Crown Cycling for Kids on Bikes in Parks, an event focusing on imagination in activity (October 21, Festival Beach)
- Hosting Afro-Latin Flow in partnership with the MACC's Latin American Artist Program (LAAP), a drum and dance circle (September 23, TBD)


 **SCAVENGER HUNT.** Due to the success of the Trees of the Trail Scavenger Hunt, launched in 2021, we introduced a new history-themed Scavenger Hunt- History of the Butler Trail- in September. This interactive and self-paced activity is geared toward children and families, providing a fun way to learn about the Trail.



**KIDS ADOPT A GARDEN.** TTC's Kid's Adopt A Garden program partners with Metz and Camacho Recreation Centers as an addition to their summer camp program. The Adopt A Garden program is designed to provide a space for students 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 and ecological concepts through hands-on gardening and interactive activities.

**Highlights:**


- During ten sessions, we engaged over 400 kids in activities, including planting, weeding, watering, using a microscope, creating wildflower seed balls, and more.

 **ADDITIONAL PARTNER PROGRAMMING & COLLABORATIONS.** In addition to our programs, TTC collaborated with other area non-profit entities to enhance community-driven stewardship. Some of those partnerships and programs included:

- Austin Park Foundation – It's My Park Day (March)
- Downtown Austin Alliance – Mural Bike Tour (March)
- Keep Austin Beautiful – Keep Austin Beautiful Day (April), Clean Lady Bird Lake Day (monthly)
- The Rowing Dock – Earth Day Clean-Up (April)
- Visit Austin Foundation – Foundation Day in the Dirt (May)
- Latino Outdoors – ATX Event (June)
- Mexican American Cultural Center – Hispanic Heritage Month (September)
- City of Austin Development Services – Roots & Wings Festival (September – October)
- Camacho Activity Center – Teen Bike Team Sponsorship



## **SPECIAL EVENTS**

 **EARTH DAY CLEAN-UP (April 21, 2023).** Focusing on highlighting our ecological work around the Butler Trail, we celebrated Earth Day Weekend this year. On Friday, April 21, we partnered with The Rowing Dock for their second annual community land and lake clean-up. The event was free to all community volunteers and raised funds through sponsorships for The Trail Conservancy.

**Highlights:**

- Picked up 8,000 pounds of trash from around the Trail and in the lake
- 1,400 volunteers participated in the community-wide event

 **EARTH DAY JUBILEE (April 22, 2023 - International Shores).** We hosted our first-ever Earth Day Jubilee at International Shores, celebrating the Butler Trail and the volunteers who



help maintain the Trail. The family-friendly community event was free to attend and featured live music, eco workshops, interactive Earth-friendly activities, a makers’ market, food trucks, and hourly giveaways.

**Highlights:**

- An estimated 1,200 attendees throughout the event
- Engaged 11 community partners who conducted activations and workshops, including the Park Rangers, MACC, Austin Bat Refuge, Austin Resource Recover, Of Color, Central Texas Seed Library, and more



**MAUDIE’S MOONLIGHT MARGARITA RUN (June 6, 2023 - Sand Beach Park).** Celebrating its 20<sup>th</sup> Anniversary, Maudie’s Moonlight Margarita 5K Fun Run is a long-standing tradition for The Trail Conservancy – and one of our most significant fundraising events each year.



**Highlights:**

- Hosted our largest attendance for the event to date, with 2,167 registrants and over 1,900 runners
- Added music to the Finish Line Celebration, with Passion Flower Art Car and music by DJ Chorizo Funk



**FORTLANDIA (October 2023 – January 2024 – Auditorium Shores).** We are partnering with the Lady Bird Johnson Wildflower Center for the fourth year to host a satellite fort for their Fortlandia exhibit. This year, we have selected *Wisteria* by artist Shelley McDavid. It is circular and reminiscent of the abstract qualities of a wisteria bush and fence hedge line. The fort is designed to experience from both the interior and exterior via a maze. The satellite fort allows more people to engage and enjoy the Fortlandia exhibit and the Trail's nature.

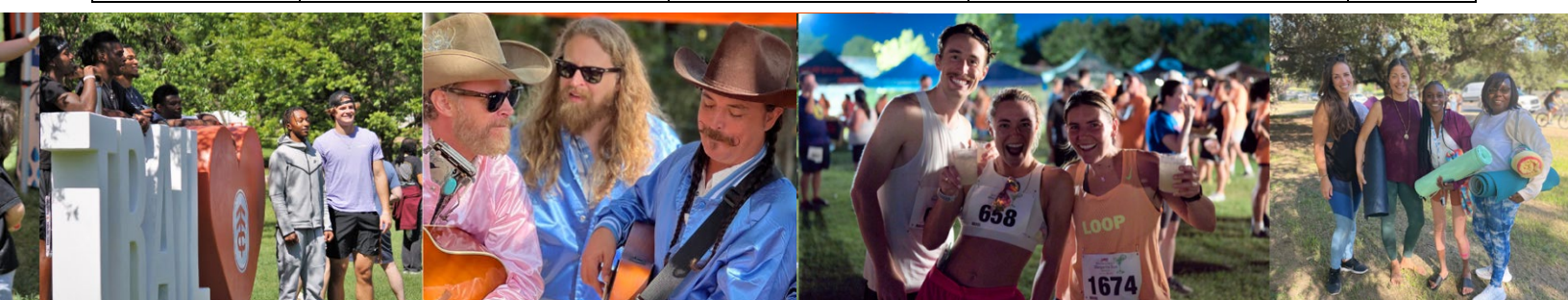


**HALLOWEEN ON THE TRAIL (October 28, 2023 – Seaholm Waterfront/ Shoal Beach)** We celebrate Halloween on the Trail for the first time with a family-friendly, free community Trick-or-Treat event. We will partner with local non-profit and community partners to create a Spooktacular event with pet and child costume contests.



**SANTA ON THE TRAIL (December 2, 2023 – International Shores).** Santa will return to the Trail for complimentary photos and allow kids of all ages to get their lists in early! This year, we plan to partner with a local makers' market for a holiday shopping experience.

TTC LED PROGRAMMING & EVENTS RECAP 2023				
Date	Program	Location	Partner	Est. Attend.
Sat. 02.25.23	Music on the Trail	East Ave Rain Garden		140



Sat. 03.04.23	Music on the Trail	Seaholm Waterfront		886
Sat. 03.11.23	Music on the Trail	Longhorn Shores		434
Sat. 03.18.23	Music on the Trail	Longhorn Shores		229
Sat. 03.25.23	Music on the Trail	Seaholm Waterfront		598
Sat. 04.08.23	Music on the Trail	Seaholm Waterfront		265
Sat. 04.22.23	Earth Day Jubilee	International Shores		1,500
Sat. 04.29.23	Music on the Trail	Holly Shores Overlook		434
Sat. 05.13.23	Arts + Culture Open House	Seaholm Waterfront		225
Sat. 05.13.23	Music on the Trail	Seaholm Waterfront	Arts & Culture Open House	225
Sat. 05.20.23	Music on the Trail	Seaholm Waterfront		332
Sat. 05.20.23	Flow & Thrive	Festival Beach		17
Sat. 05.27.23	Music on the Trail	Austin High Boat Ramp	Center for Texas Music History	1,500
Sat. 06.03.23	Music on the Trail	Odom Pavilion		406
Thur. 06.08.23	*Maudie's Moonlight Margarita 5K Fun Run	Sand Beach Park		2,100
Sat. 06.10.23	Music on the Trail	Festival Beach		395
Sat. 06.17.23	Music on the Trail	Seaholm Waterfront		165
Sat. 06.24.23	Music on the Trail	Auditorium Shores	Austin Front Runners	1,086
Mon. 09.18.23	Butler Exercise Area Ribbon Cutting	Butler Shores	PARD	20
Sat. 09.23.23	Music on the Trail	Butler Shores	MACC LAAP Program	655
Sat. 09.23.23	TrailFit: Bootcamp	Butler Shores	Tito's Vodka	22
Sat. 09.30.23	Music on the Trail		MACC LAAP Program	
Tues. 10.03.23	TrailHeads Launch (Music & Fitness Pop Up)	Auditorium Shores/ Stevie Ray Vaughn	Swift Fit, ATX Musicians	
Sat. 10.07.23	Music on the Trail	Auditorium Shores	MACC LAAP Program	
Sat. 10.07.23	Fortlandia Grand Opening	Auditorium Shores	Lady Bird Johnson Wildflower Center	
Sat. 10.14.23	Music on the Trail	International Shores		
Sat. 10.14.23	TrailFit: Bootcamp	International Shores		
Sat. 10.14.23	Tree ID Walk	International Shores	Central Texas Seed Savers	
Sat. 10.21.23	Roots & Wings Festival	Festival Beach	COA Development Services	
Sat. 10.21.23	Kids on Bikes in Parks	Festival Beach	Violet Crown Cycling	
Sat. 10.21.23	Music on the Trail	Festival Beach		
Sat. 10.28.23	Halloween on the Trail	Seaholm/Shoal Inlet		
Sat. 11.11.23	TrailFit: Bootcamp	TBD		
Sat. 11.11.23	Music on the Trail	TBD		
Thurs. 11.16.23	*Sense of Place: Public Art Symposium	Seaholm Waterfront	Art in Public Places	
Sat. 11.18.23	Music on the Trail	TBD		
Sat. 11.25.23	Music on the Trail	TBD		
Sat. 12.02.23	Santa on the Trail	International Shores		
Sat. 12.09.23	Music on the Trail	TBD		
Sat. 12.16.23	Music on the Trail	TBD		
All programming and events were free for the public to attend unless denoted in orange and with an asterisk (*)				

## **VOLUNTEER PROGRAMMING**



**SHORELINE STEWARDSHIP.** The partnership between Watershed Protection and TTC for the Lady Bird Lake shoreline began in 2015 and was built upon extensive and ongoing work championed by the TTC conservation team. The weekly volunteer program builds upon the principles of restoring and enhancing plant communities, repairing, and improving ecological function, creating resiliency, enhancing the Trail user experience, and facilitating stewardship.

### **Highlights:**

- Hosted 17 Shoreline Stewardship events from January – July
- Engaged 335 volunteers in 49 hours of work
- Included invasive species management, floodplain restoration and land management, and floodplain stewardship

### **Upcoming 2023:**

- The program will resume in September with 11 more events planned through the end of the year

**PUBLIC VOLUNTEER DAYS.** TTC relies on volunteers to complete many ecological restoration projects along the Butler Trail and the surrounding shoreline. In addition to our public Shoreline Stewardship Days, we offer other community opportunities to volunteer, helping with planting, soil improvement, mulching, trash clean-ups, and invasive species removal.

### **Highlights:**

- Hosted 12 public volunteer events from January – July
- Engaged 2,419 volunteers in 27.5 hours of work
- Included MLK Day of Service, City Nature Challenge Bio-Blitz, a SXSW Clean-Up with Patagonia, Latino Outdoors, and Westlake High School Senior Service Day
- Earth Day Clean-Up produced 8,000 lbs. of trash collected from the land and lake from 2,400 volunteers.

**DAY IN THE DIRT.** This program is an opportunity for local corporations to get involved, many using it as a corporate team-building day. TTC charges a nominal fee for all Day in the Dirt events to offset expenses and staff time.

### **Highlights:**

- Hosted 15 DITD events from January – July
- Engaged 272 volunteers in 34.5 hours of work
- Participating organizations include Abbott Laboratories, Amazon, Silicon Labs, IntraCorp, Apple, and others

### **Upcoming 2023:**

- We hold Thursday and Friday mornings open for Day in the Dirt requests. We have 21 days available for 2023, with five events currently confirmed.

**COMMUNITY TRAIL CLEANUP.** We launched this new program in August 2023 based on feedback we received through our 2022 community surveys. This “do-it-yourself” program



allows the community to borrow supplies like trash grabber, gloves, and trash bags and conduct their Trail clean-up.





VOLUNTEER PROGRAM RECAP 2023					
Date	Program	Location	Activities	Group	Volunteers
Mon. 01.16.23	MLK Day of Service	Festival Beach	Trash Pick Up	Public	55
Sat. 01.28.23	Establishment Planting	Lou Neff & Butler Shores	Planting	Donors	71
Sat. 02.04.23	Shoreline Stewardship	Johnson Creek Rain Garden	Planting	Public	22
Sat. 02.11.23	Shoreline Stewardship	North Shore Rain Garden	Planting	Public	27
Sat. 02.11.23	KAB: Clean Lady Bird Lake	Austin High Boat Ramp	Trash Pick Up	Public	13
Thur. 02.16.23	Day in the Dirt	Longhorn Washout	Shoreline Restoration	Donor	13
Sat. 02.18.23	Shoreline Stewardship	Congress Ave Rain Garden	Planting	Public	22
Sat. 02.25.23	Shoreline Stewardship	East Ave. Rain Garden	Planting	Public	24
Wed. 03.01.23	Establishment Planting	Longhorn Shores	Planting	Donor	11
Thur. 03.02.23	Establishment Planting	Longhorn Shores	Planting	Donor	20
Sat. 03.04.23	Clean Up our Trail Day	Rowing Dock	Trash Pick Up	Public	94
Sat. 03.11.23	Shoreline Stewardship	Holiday Inn Rain Garden	Planting	Public	20
Sun. 03.12.23	Rain Gardens	Congress Ave., Cesar Chavez	Trash Pick Up	Public	22
Sat. 03.18.23	Shoreline Stewardship	Longhorn Shores	Soil Improvement	Public	9
Sat. 03.25.23	Shoreline Stewardship	Seaholm	Soil Improvement	Public	29
Wed. 03.29.23	Westlake HS: Senior Service Day	Auditorium Shores	Trash Pick Up	Public	30
Fri. 03.31.23	Day in the Dirt	Camacho Center	Trash Pick Up	Donor	20
Sat. 04.01.23	Shoreline Stewardship	Festival Beach	Soil Improvement	Public	24
Sat. 04.08.23	Shoreline Stewardship	East Avenue	Soil Improvement	Public	25
Thur. 04.13.23	Day in the Dirt	Longhorn Shores	Angler Planting	Donor	20
Sat. 04.15.23	Keep Austin Beautiful Day	Festival Beach	Trash Pick Up	Partner	23
Thur. 04.20.23	Day in the Dirt	International Shores	Soil Improvement	Donor	34
Fri. 04.21.23	Earth Day Community Clean-Up	Rowing Dock, Epic SUP, Sand Beach Park	Trash Pick-Up	Public	2,400
Thur. 04.21.23	Day in the Dirt	Heron Creek Bathrooms	Mulch Spreading	Donor	11
Sat. 04.29.23	City Nature Challenge: BioBlitz	Holly Shores	Bio-Blitz	Public	80
Thur. 05.04.23	Day in the Dirt	Shoal Beach	Trash Pick Up	Donor	21
Fri. 05.05.23	Day in the Dirt	Holly Shores	Garden Prep	Donor	11
Sat. 05.06.23	Shoreline Stewardship	Volma Overton	Soil Improvement	Public	10
Sat. 05.17.23	Shoreline Stewardship	South East Shores	Floating Wetland	Public	10
Sat. 05.20.23	Shoreline Stewardship	Festival Beach	Soil Improvement	Public	21
Sat. 05.27.23	Shoreline Stewardship	Austin High Boat Ramp	Soil Improvement	Public	21
Thur. 04.21.23	Day in the Dirt	Heron Creek Bathrooms	Mulch Spreading	Donor	11
Fri. 06.02.23	Day in the Dirt	Sand Beach	Mulch & Trash	Donor	19
Sat. 06.03.23	Shoreline Stewardship	Odom Pavilion	Soil Improvement	Public	21
Fri. 06.09.23	Day in the Dirt	Johnson Creek Trailhead	Trash Clean Up	Donor	7
Sat. 06.10.23	Shoreline Stewardship	Festival Beach	Soil Restoration	Public	11
Sat. 06.17.23	Shoreline Stewardship	Festival Beach	Trash Pick Up	Latino Outdoors	15
Fri. 06.23.23	Day in the Dirt	Auditorium Shores	Trash Pick Up	Donor	20
Sat. 06.24.23	Shoreline Stewardship	Hostel Meadow	Soil Restoration	Public	24
Sat. 06.24.23	Community Clean-Up	Austin High	Trash Pick-Up	Public	11
Sat. 06.24.23	KAB: Clean Lady Bird Lake	Hostel Meadow	Trash Pick-Up	Partner	20
Thur. 07.20.23	Day in the Dirt	Johnson Creek	Trash Clean Up	Donor	12
Fri. 07.21.23	Day in the Dirt	Multiple Locations	Trash Clean Up	Donor	60
Sat. 07.22.23	Shoreline Stewardship	Johnson Creek	Invasive Removal	Public	15
Sat. 08.12.23	KAB: Clean Lady Bird Lake		Trash Pick-Up	Partner	
Thur. 08.17.23	Day in the Dirt	Austin High	Mulch Spreading	Donor	
Thur. 08.24.23	Day in the Dirt	S. East Shores	Trash Pick Up	Donor	30
Fri. 09.01.23	Day in the Dirt		Mulch Spreading	Donor	
Wed. 09.06.23	Day in the Dirt		Mulch Spreading	Donor	
Wed. 09.06.23	Day in the Dirt		Mulch Spreading	Donor	
Sat. 09.09.23	Shoreline Stewardship	Between the Bridges	Mulch Spreading		
Sat. 09.13.23	Greenhouse Volunteer	Lambie Greenhouse	Organizing	Public	

Wed. 09.06.23	Day in the Dirt		Mulch Spreading	Donor	
Thur. 09.07.23	Day in the Dirt		Mulch Spreading	Donor	
Thur. 09.14.23	Day in the Dirt		Mulch Spreading	Donor	
Fri. 09.15.23	Day in the Dirt		Mulch Spreading	Donor	
Sat. 09.16.23	Shoreline Stewardship	Butler Shores	Invasive Removal	Public	
Wed. 09.20.23	Hill Country Garden Club + BMI		Gardening	Partner	
Thur. 09.21.23	Day in the Dirt		Mulch Spreading	Donor	
Sat. 09.23.23	Community Trail Clean Up	Tejano Trail	Trash Pick Up	Public	
Thur. 09.28.23	Day in the Dirt		Mulch Spreading	Donor	
Fri. 09.29.23	Day in the Dirt		Mulch Spreading	Donor	
Sat. 09.30.23	Shoreline Stewardship	City Hall	Invasive Removal	Public & AMSA	
Thur. 10.05.23	Day in the Dirt		Trash Pick Up	Donor	
Fri. 10.06.23	Day in the Dirt		Mulch Spreading	Donor	
Sat. 10.07.23	Shoreline Stewardship	Holly Shores	Restoration Plant	Public	
Fri. 10.13.23	Day in the Dirt			Donor	
Sat. 10.14.23	Shoreline Stewardship	Peace Point	Restoration Plant	Public	
Thur. 10.19.23	Day in the Dirt		Mulch Spreading	Donor	
Fri. 10.20.23	Day in the Dirt		Mulch Spreading	Donor	
Sat. 10.21.23	Shoreline Stewardship	Festival Beach	Seeding	Public	
Sat. 10.21.23	Keep Austin Beautiful	Festival Beach	Trash Pick Up	Public	
Thur. 10.26.23	Day in the Dirt		Mulch Spreading	Donor	
Fri. 10.27.23	Day in the Dirt		Mulch Spreading	Donor	
Sat. 10.28.23	Shoreline Stewardship	Volma Overton Shores	Restoration Plant	Public	
Thur. 11.02.23	Day in the Dirt		Mulch Spreading	Donor	
Fri. 11.03.23	Day in the Dirt		Mulch Spreading	Donor	
Sat. 11.04.23	Shoreline Stewardship	Longhorn Shores	Seeding	Public	
Sat. 11.11.23	Shoreline Stewardship	Volma Overton Shores	Seeding	Public	
Thur. 11.16.23	Day in the Dirt		Mulch Spreading	Donor	
Fri. 11.17.23	Trail Clean Up	Auditorium Shores, Festival Beach	Trash Pick up	Public	
Sat. 11.18.23	Shoreline Stewardship	Butler Shores	Restoration Plant	Public	
Sat. 11.25.23	Shoreline Stewardship		Planting	Public	
Thur. 11.30.23	Day in the Dirt		Mulch Spreading	Donor	
Sat. 12.02.23	Shoreline Stewardship	Holly Shores	Seeding	Public	
Fri. 12.08.23	Day in the Dirt			Donor	
Sat. 12.09.23	Shoreline Stewardship	South East Shores	Restoration Plant	Public	
Fri. 12.15.23	Day in the Dirt		Mulch Spreading	Donor	
Sat. 12.16.23	Shoreline Stewardship		Restoration Plant	Public	
Sat. 12.16.23	Keep Austin Beautiful		Trash Pick-Up	Public	

## **ARTS + CULTURE PLAN**



The Trail Conservancy partnered with the Austin Parks and Recreation Department and Art in Public Places to create an Arts + Culture Plan for the Butler Trail that would contribute to the space and elevate the user experience without overwhelming, distracting, or complicating the environment. That plan was approved by the Austin City Council in May 2023 and introduced to the public shortly after.

### **ARTS + CULTURE OPEN HOUSE (May 13 – Seaholm Intake Building)**

We introduced the Plan to the community with an interactive exploration of the program, showcasing the different types of art programming encompassed in the plan. The Open House was attended by over 250 guests interested in the programming.

### **“A SENSE OF PLACE” PUBLIC ART SYMPOSIUM (November 16 – Seaholm Intake Building)**

In partnership with Art in Public Places (AIPP), we will host our first public art symposium, *A Sense of Place*, inviting the community to converse about public art. The event will feature a case study presented by the owners of the Land Art Generator Initiative (LAGI) and a panel discussion with leaders in public art in Austin.

### **TEMPO (Call for Artists)**

In August 2023, the City Council approved a temporary partnership between The Trail Conservancy and Art in Public Places (AIPP), designating TTC as the temporary custodian of the TEMPO public art program. We announced our first Call for Artist’s RFQs on September 1 for the 2024 program. TTC’s Arts + Culture Committee will select artists based on the following criteria:

- Creativity and quality of past work
- Responsiveness to the physical context of the Trail – outdoors, alongside the water
- Demonstrated ability to engage the public and community in which the art is located
- Perspective and relations to the area and neighborhoods around the Trail

Our Technical Advisory Group will also vet selected art and help with site selection. The TAG will be made up of:

- a) A representative of Park Planning, Architecture, or Landscape Divisions
- b) A representative of the Park Operations and Maintenance Division
- c) A representative of the Park Urban Forestry Division
- d) A representative of the Park Special Events Office
- e) A representative of EDD’s Arts in Public Places Division
- f) A representative of the Watershed Protection Department
- g) POMA Partnership Manager (when applicable)
- h) A representative of Public Works and Transportation (when appropriate), and
- i) A member of the Park Rangers and other designated security entities.

## **CEREMONIES & CELEBRATIONS**



**BUTLER EXERCISE ENHANCEMENTS RIBBON CUTTING (September 18, 2023 – Butler Shores).** Following community engagement in 2020 and planning during 2021-2022, the long-awaited Butler Shores Exercise Equipment Enhancements are complete. We celebrated the project with a Ribbon Cutting Ceremony on September 18 and the Community Grand Opening on September 23. That Saturday will be programmed in partnership with Love, Tito's, and will feature an instructor-led bootcamp style workout demonstrating how to use the new equipment.

**RAINEY STREET TRAILHEAD GROUNDBREAKING (TBD, 2023 – Rainey Street Trailhead).** Community engagement in 2019 called for adding new amenities around the Rainey Street area. The Rainey Street Trailhead Project will feature new seating areas, a neighborhood lawn, a water access point, and a nature play area. Construction will begin in the Fall of 2023, with the project anticipated to be complete by the end of 2024.

## **COMMUNITY ENGAGEMENT:**

TTC consistently strives to deepen our relationship with the people we serve. We must allow neighbors to provide insight into our projects, especially those directly affecting them. This practice will enable us to provide more desirable, equitable, and sustainable amenities along the Trail, improving the livability of the communities we directly connect to. We conducted Community Engagement around the following projects this year:



**ON-GOING COMMUNITY INPUT.** We put community input and engagement at the forefront of our programming and tabling efforts. We set up each week alongside our Music on the Trail and Fitness programming, where we engage and talk with Trail users about how they use the Trail.



**COMPREHENSIVE SIGNAGE PLAN.** In partnership with PARD, TTC is working with local consultant Page to develop a consistent and uniform signage plan for informational and wayfinding along the Butler Trail. The plan will be developed with specific goals:

- 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
- Highlight the biological systems and educated uses of the functions and values of 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

The anticipated project schedule for the Comprehensive Signage community engagement is:

- Phase I: Inventory and Analysis, June – July 2023



- Phase II: Concept through Schematic Design, September – November 2023
- Phase III: Comprehensive Plan Development, January – March 2024

#### Community Engagement for Phase I:

- Online Community Survey – June 14 – July 12
  - Promoted through TTC communication channels (newsletter, website, social)
  - Shared with partner organizations to assist in promotion (neighborhood groups, run groups, bike groups, transportation advocates, partner networks, and others)
  - 155 surveys completed
- Focus Groups – June 16
  - Invited a total of 53 people - Trail users, stakeholders, and transportation partners
  - Hosted six groups with a total of 19 participants (transportation stakeholders, lake users, runners, East Side neighborhood advocates, and others)
- Trail Pop-Up at Auditorium Shores – June 24
  - Displayed maps of the Trail asking for input on areas of interest
  - Interacted with approximately 30 Trail users (temperatures were sweltering)
- Trail Pop-Up at Festival Beach – June 24
  - Displayed maps of the Trail asking for input on areas of interest
  - Interacted with approximately 30 Trail users (temperatures were sweltering)
- Other outreach – phone calls and emails to key stakeholders
  - Kayak and Stand-Up Paddleboard Vendors
  - Running groups
  - East Side bike and walk groups

#### PLANNED: Community Engagement for Phase II:

- Online Community Survey – TBD
- Virtual “Open House” – September – November 2023
  - ArcGIS Story Map for design review, feedback, and link to online survey
- Trail Pop-Up at Auditorium Shores – October 21
- Trail Pop-Up at Festival Beach in conjunction with Kids on Bikes in Parks – October 21
- Tabling at various events and neighborhood association meetings
  - Halloween Trick-or-Treat at Shoal Inlet (October 28)
  - Community Thanksgiving Dinner at Metz Park (November 9)
  - ECCNA Neighborhood Meeting (November 15)
  - Worth Ross Condo Association Meetings (70 Rainey, 44 East, The Shore, Seaholm, Fifth & West, Austin Proper, Independent)
  - Others TBD
- On-Trail Bilingual Interviews – November (days/times TBD)



**HERITAGE DAYS.** TTC’s Diversity, Equity, and Inclusive Committee selected six core heritage days for us to focus community engagement around. This year, we focused on three of those to build relationships and establish connections for intentional celebrations:

- Black History Month – We booked two black Austin musicians, Kristen Trotty, and Sonya Jevette, to kick off our Music on the Trail series

- Hispanic Heritage Month – We partnered with the Mexican American Cultural Center and their LAAP program to book Hispanic musicians to play our Music on the Trail series from September 16 through October 7
- Pride Month – Since our Music on the Trail series was on hold due to the excessive heat, the TTC team joined the Pride Festival as a sponsor



## NEIGHBORHOOD OUTREACH.

In 2023, we increased our collaboration with local neighborhoods and community groups. We believe in keeping our neighbors informed throughout the year on our projects, activities, and programs. This year, we had a presence at the events listed below – talking to the neighborhood groups and communities about upcoming projects, neighborhood desires, and overall community engagement.

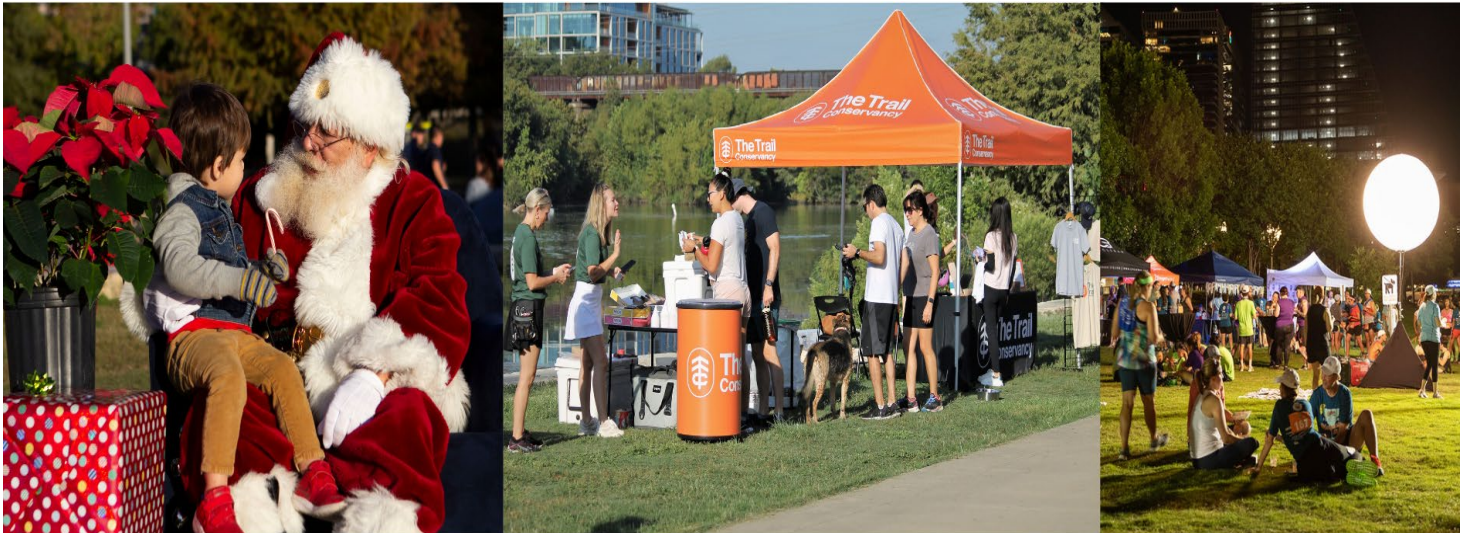
COMMUNITY ENGAGEMENT RECAP 2023				
Date	Event	Location	Partner	Est. Attend.
Sun. 03.26.23	Day of Wellness	Sunset Valley Farmers Market	Mexican American Cultural Center	12
Sat. 04.01.23	Kite Festival	Zilker Park		2,550
Sat. 04.08.23	Community Easter Egg Hunt	Metz Park	Mendez Recreation Center	50
Sat. 04.15.23	Fitness Festival	Fiesta Gardens	Austin Rowing Dock	414
Sat. 04.29.23	Dragon Boat Races	Fiesta Gardens	Asian American Culture Center	1,000
Fri. 05.05.23	Loterias	Metz Park	Mendez Recreation Center	35
Sat. 05.06.23	Cinco de Mayo	Fiesta Gardens	Fiesta Patrias	
Sat. 05.06.23	Cinco de Mayo Block Party	Willow Street	Neighborhood Association	20
Sat. 06.24.23	Comprehensive Signage Pop-Up	Auditorium Shores		30
Sat. 06.24.23	Comprehensive Signage Pop-Up	Festival Beach		30
Sat. 08.19.23	Pride Festival	Fiesta Gardens	Austin Gay & Lesbian Found.	
Thur. 09.14.23	16 de Septiembre Fiesta	Metz Park	Mendez Recreation Center	
Sat. 09.16.23	Diez y Seis	Festival Beach	Fiesta Patrias	
Thur. 09.21.23	Volunteer Fair	UT Campus	University of Texas	
Sat. 11.02.23	"Dia de los Muertos Celebration	Waterloo Park	Waterloo Greenway	

## PROGRAMMING PARTNERS





# 2024 PROGRAMMING PLAN





## **2024 PROGRAMMING PLAN**

We will continue our established on-Trail programming and events while intentionally working with community partners to add more educational and ecological programs to the calendar.

**COORDINATION AND COMMUNICATION:** A calendaring process has been created to include the PARD Community PARKnerships Program Manager as well as the PARD Special Events Office for all programming and special events in order to provide collaboration and avoid conflicts with City or other partner efforts and activations. As stated in the POMA, if either TTC or the City believes the Park is being overused, it will promptly notify the other party. If the other party agrees that the Park is being overused, the parties will work in good faith to develop a mutually agreeable plan to alleviate the overuse.

New programming added for 2024 is denoted in **orange** in the list below:

### **ARTS + CULTURE PROGRAMMING**

- Music on the Trail Series (*Park Open*)
- **TEMPO on the Trail.** In partnership with Arts in Public Places, TTC will add up to eight temporary public art installations around the Butler Trail. We will actively program around the art with ribbon-cutting celebrations, artist talks, art walks, and more. (*Park Open*)

### **HEALTH + EDUCATIONAL PROGRAMMING**

- **TrailFit Series.** Expanding our fitness series to encompass a variety of movement and exercise activities for all ages and abilities. The new TrailFit series will include organized walks, boot camps, yoga/movement, barre, and more. (*Park Open*)
- Scavenger Hunt - History of the Trail (*Park Open*)
- Kid's Adopt a Garden (*Park Open*)
- **Tree ID Walk.** Kicking off in October of 2023, we are working with Central Texas Seed Savers in partnership with TreeFolks for a series of Tree ID Walks where people can learn about the different trees on the Trail. (*Park Open*)
- **Kids Programming.** We look forward to expanding programming for families on the Trail by continuing our partnership with Violet Crown Cycling for Kids on Bikes in Parks events and working with the Central Library on collaborative storytime. (*Park Open*)

### **VOLUNTEER PROGRAMMING**

- Shoreline Stewardship (*Park Open*)
- Day in the Dirt (*Park Open*)
- Public Volunteer Days (*Park Open*)

### **SIGNATURE & COMMUNITY EVENTS**

- Earth Day Cleanup: Friday, April 19, at Rowing Dock, Festival Beach, and Epic SUP (*Park Open*)
- Earth Day Jubilee: Saturday, April 20, at International Shores or Festival Beach (*Park Partially Open – likely In Use but potential for fenced sponsor area*)
- Maudie's Moonlight Margarita Run: Wednesday, June 5 at Auditorium Shores (*Park Minimally Open*)

- Holidays on the Trail with programming around Valentine’s Day, Halloween, and Christmas (*Park Open*)

## SEAHOLM INTAKE FACILITY PROGRAMMING

Per our agreement, we will continue to utilize the Seaholm Intake Facility for campaign/donor specific events. This could include:

- Fundraising dinner (Spring 2024)
- Campaign Open Houses(s)
- Public Art Symposium (Fall 2024)

## 2024 COMMUNITY ENGAGEMENT PLAN



### ONGOING PROGRAMMATIC ENGAGEMENT

TTC periodically reviews and adapts programming to meet current community priorities and needs. We will continue to include community feedback and engagement in our programming, events, and tabling. We also anticipate conducting at least one survey in 2024 regarding programming on the Trail, asking Trail users how they currently interact with our programming and what other programs or activities they would like.



### CAPITAL PROJECT ENGAGEMENT

TTC will submit a comprehensive community engagement plan to the PARD POMA Manager and Community Engagement Consultant for review a minimum of 30 days before engagement implementation. In 2024, we anticipate incorporating engagement into the following capital projects:

- **Holly Area Projects – Trailhead, Trail Enhancements, and Nature Play Area (Kick-Off, Spring 2024)**

This project will deliver various elements proposed in PARD’s Holly Shores/Edward Rendon Sr. Park Vision Plan, revitalizing the open space around the decommissioned Holly Street Power Plan. In September 2023, we began curating a team for the project that will include the project design team and artists from the Holly neighborhood. Both teams will be selected through an RFP process. That combined project team will be responsible for shaping public engagement for the project.

- **Comprehensive Signage Plan Delivered (Spring 2024)**
  - Open House(s) to introduce the plan to the public

- **West Side Boardwalk (TBD, 2024)**

In 2023, TTC worked with TxDOT and the Parks Department on an exciting community benefit that solves a challenging pinch point that currently exists for the Trail, as it was identified in the 2021 Safety & Mobility Study, as well as improve environmental protection of a delicate shoreline between 1<sup>st</sup> Street and Congress Avenue. The details of the new boardwalk, which TxDOT will fund, are still being worked out. TTC will collaborate with PARD and the Public Works Department in the Fall of 2023 to determine what community engagement is needed.



### NEIGHBORHOOD OUTREACH

We will continue to build and nurture relationships with crucial neighborhood groups surrounding the 10-mile hike-and-bike Trail. One way that we plan to do this is through the creation of “Neighborhood Ambassadors.” We will work with super volunteers to assist with educating and amplifying our efforts within their communities. TTC will also support



### **PARTNER COMMUNICATION**

The Butler Trail is a crucial transportation option for many locals and visitors attending events around the Trail. And, with two major transportation projects on the horizon and several large-scale construction projects planned around the Trail, we anticipate use of the Trail will continue to increase. TTC will continue to coordinate with and support our partners and Trail neighbors to amplify messaging that will impact the Trail – either as a temporary detour or last-mile option. Some of that messaging will include:

- TxDOT Detours for I-35 expansion
- Toomey Detour
- Waterloo Greenway Confluence re-routes
- Festival & Event Traffic Mitigation (ACL Festival, Kite Fest, Food & Wine Festival, and more)
- PARD’s “Leave No Trace” messaging



### **HERITAGE DAYS**

We will continue to honor the under-represented communities and those who were here before we were with our programming and outreach. We will continue working to integrate all six core Heritage Days meaningfully into our communication, outreach, and programming. The core heritage days our DEI Committee identified as our first area of focus include:

- Black History Month (February)
- Asian American Pacific Islander Month (May)
- Pride Month (June)
- Disability Pride Month (July)
- Hispanic Heritage Month (September/October)
- Native American Heritage Month (November)

### **CEREMONIES & CELEBRATIONS**

We have several big Capital Projects on the horizon for 2024. Those include:

- Holly Trailhead Groundbreaking – estimated for March/April 2024
- Rainey Street Trailhead Ribbon Cutting – estimated for August/September 2024
- Holly Trailhead Ribbon Cutting – estimated for October/November

# 2024 PROGRAMMING & ENGAGEMENT PLAN

Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Programming & Events											
ARTS + CULTURE PROGRAMMING											
	Music on the Trail	Music on the Trail	Music on the Trail	Music on the Trail				Music on the Trail	Music on the Trail	Music on the Trail	Music on the Trail
		TEMPO	TEMPO, Art Walk	TEMPO	TEMPO, Art Talk	TEMPO	TEMPO	TEMPO, Art Walk	TEMPO	TEMPO	TEMPO
HEALTH & EDUCATIONAL											
TrailFit Scavenger Hunt	TrailFit Scavenger Hunt	TrailFit Scavenger Hunt	TrailFit Scavenger Hunt	TrailFit Scavenger Hunt	TrailFit Scavenger Hunt	TrailFit Scavenger Hunt	TrailFit Scavenger Hunt	TrailFit Scavenger Hunt	TrailFit Scavenger Hunt	TrailFit Scavenger Hunt	TrailFit Scavenger Hunt
					Adopt a Garden	Adopt a Garden	Adopt a Garden				
			Eclipse Program	Kids Program				Kids Program		Kids Program	
		Tree ID Walk	Tree ID Walk	Tree ID Walk				Tree ID Walk	Tree ID Walk		
VOLUNTEER PROGRAMMING											
Shoreline Steward	Shoreline Steward	Shoreline Steward	Shoreline Steward	Shoreline Steward	Shoreline Steward	Shoreline Steward		Shoreline Steward	Shoreline Steward	Shoreline Steward	Shoreline Steward
Day in the Dirt	Day in the Dirt	Day in the Dirt	Day in the Dirt	Day in the Dirt	Day in the Dirt	Day in the Dirt	Day in the Dirt	Day in the Dirt	Day in the Dirt	Day in the Dirt	Day in the Dirt
Public Volunteer	Public Volunteer	Public Volunteer	Public Volunteer	Public Volunteer	Public Volunteer	Public Volunteer	Public Volunteer	Public Volunteer	Public Volunteer	Public Volunteer	Public Volunteer
SIGNATURE & COMMUNITY EVENTS											
			Earth Day		Margarita Run					Art Symposium	
	Valentine		Easter						Trail-o-Ween		Santa on the Trail
SEAHOLM INTAKE FACILITY											
Donor Tours	Donor Tours	Donor Event	Donor Tours	Donor Tours	Donor Tours	Donor Tours	Donor Tours	Donor Tours	Donor Event	Art Symposium	Donor Tours
Community Engagement & Celebration											
ON-GOING TRAIL ENGAGEMENT											
			Post Event Survey		Post Event Survey				Program Survey	Program Survey	
HERITAGE CELEBRATIONS											
	Black History			Cinco de Mayo, AAPI Month	Juneteenth, Pride Month		Austin Pride	Diez y Seis	Indigenous Peoples Day	Native American Heritage	
CEREMONIES & CELEBRATIONS											
		Holly Area Project Groundbreaking					Rainey Street Trailhead Ribbon Cutting		Holly Trailhead Ribbon Cutting		
PROJECT ENGAGEMENT											
TBD – Holly Area Project Engagement											
	TBD – Comprehensive Signage Open House										
TBD – Boardwalk Engagement											



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

Austin's growing population and popularity of special events in city parks are increasing demands on Austin's public park system. The programming efforts outlined in this plan 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 equality, 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, allowing them a formal role in decisions about plans for 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 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 Trail of Lights.



**Health & 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 US 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.

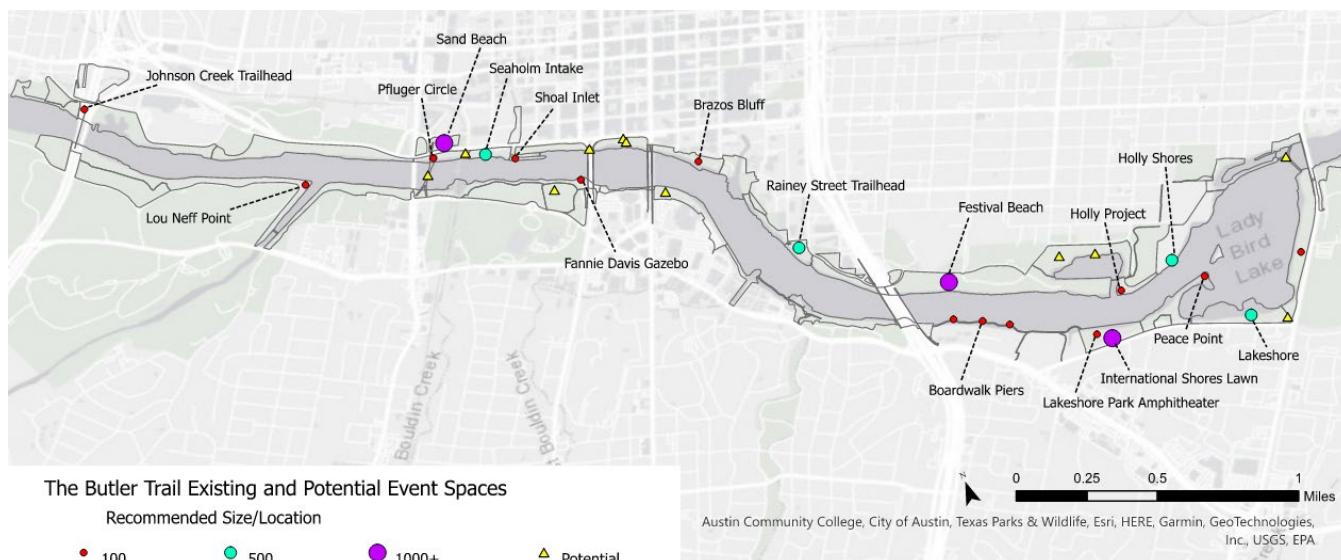


**Culture & Lifelong Learning:** Through the Butler Trail Arts & Culture Plan, as well as regular programming, TTC seeks to inclusively honor and preserve Austin's unique and diverse history, culture, and traditions.



**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 that might be in need. This increases the productivity and transparency in the operation of the park.

## **APPENDIX:** Programming Site Map & Locations



## TTC Programming Locations

*Programming in this chart does not include volunteer days or community outreach events. Additional free community benefit programming may occur in areas not listed but in those cases the park will always have an Open designation.*

LOCATION	# ACTIVATIONS	CLOSURE LEVEL	EVENT TYPE & AVG. EST. ATTENDANCE
Johnson Creek Trailhead	6-8	Open	movement*, music*, education* (less than 50)
Pfluger Circle	4-6	Open	movement*, social gatherings*, art + culture*, music* (less than 150)
Lou Neff Point	4-6	Open	social gatherings, music*, education* (less than 25)
Festival Beach	6-10	Open	social gatherings*, music*, education, movement* (less than 250)
Holly Shores & Project	8-12	Open & Partially Open (1)	social gatherings*, music*, education, movement*, multicultural (less than 250)
Boardwalk Piers	6-12	Open	music*, art + culture (less than 25)
Via Mathias Shores	8-12	Open	music*, art + culture*, movement*, social gatherings* (less than 200)
Butler Shores	8-12	Open	movement*, music*, social gatherings (less than 100)
Lakeshore Park	8-12	Open	art*, multi-cultural, movement*, music* (less than 200)
Sand Beach	6-8	Open & Minimally Open (1)	movement*, art + culture*, music* (less than 250 except MMR)
International Shores Lawn	8-10	Open & Partially Open (1)	art + culture*, multi-cultural, music*, (less than 100 except Earth Day Jubilee which will be closer to 1,500)
Brazos Bluff	4-6	Open	social gatherings*, music*, movement* (less than 25)
Seaholm Intake Lawn	12-16	Open	social gatherings*, music*, movement* (less than 200)

*\*TTC programming is already taking place at this location*