



The Trail Conservancy | 2024 Annual Programming Plan

Parks and Recreation Board

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November 2023



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 oversight Management Committee meetings
- Public communication remains through 311



POMA Terms | Programming and Events



- TTC will **never close** 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)



**The
Trail**
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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



- **Music on the Trail (Weekly):** Partnered with community groups such as HAAM, the MACC, Of Color, ATX Musicians and others to provide live popup music from 2 local bands each Saturday on the Trail.
- **Flow & Thrive (Monthly):** Monthly free wellness series for all ages and abilities – expanded to include yoga, meditation, and fitness classes.
- **Scavenger Hunt:** Trail-wide Trees of the Trail scavenger hunt allowed for community members to learn about the local history and ecology of the area's oldest and most loved trees.
- **Kids Adopt-a-Garden** with Mendez and Camacho Community Centers: Introduced children to all facets of gardening including planting, watering, weeding, and harvesting, as well as important concepts such as pollination, composting, and the differences between native and invasive species.
- **Earth Day Clean-Up & Festival** Partnered with the Rowing Dock, Epic SUP, and other community partners to host a lake-wide cleanup as well as a free family festival at International Shores
- **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*
- *Partner Programming: It's My Park Day, Clean Lady Bird Lake, Camacho Bike Club, PRIDE Festival, and more*



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 lake-wide 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 <i>(community engagement will precede, so timing is TBD)</i>

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.



The Trail
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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 events
- 1,500** 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.

