



AUSTIN PARKS AND RECREATION DEPARTMENT
ANNUAL REPORT 2016



For the Austin Parks and Recreation Department, Fiscal year 2015-2016 (FY16) was a winner in many ways. In particular, the Department was proudly recognized for its outstanding work by both community and professional organizations, as you can see elsewhere in this report. Kudos are deserved by all involved in those projects.

While recognizing the award-winning efforts of staff is always exciting, it reminds us that every day, all of our Department is honored to work for a city that cares so much about its parks, culture, and recreation. The tremendous support provided through your voice, your vote, and your volunteerism is a true testament to the caring community we all share. Thank you Austin.

AUSTIN PARKS AND RECREATION DEPARTMENT
SARA L. HENSLEY CPRP, DIRECTOR



It is my honor, as the Parks and Recreation Board Chair, to help preserve Austin's cultural places and natural spaces for today's and tomorrow's residents, as well as all visitors to our great city.

The Parks and Recreation Board is responsible for advocating on behalf of the community and advising the City Council on the acquisition, development, and improvement of City parks, public playgrounds, and programs. The Board's role becomes even more significant as Austin continues to grow and our population soars, while our existing residents strive to maintain and enjoy nearby parkland. Through the continued collaboration between City staff, private citizens, institutions and agencies, we will accomplish our goals of celebrating and maximizing the city's precious parks for today and tomorrow.

PARKS AND RECREATION BOARD
JANE RIVERA CHAIR

MISSION STATEMENT

Inspire Austin to learn, play, protect and connect by creating diverse programs and experiences in sustainable natural spaces and public places.

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A W A R D S

Austin Parks and Recreation Department (PARD) is an award-winning park system that has some of the largest and best parks in the country. We're considered a leader in the industry, and in FY16 we won several national awards for our programs and facilities (NRPA and NATOA), and grants from national organizations to help continue our work (Jet Blue, NRPA, Andy Roddick Foundation, and more) in including more of the growing population.

TEXAS HISTORICAL COMMISSION

Award of Merit for the Juneteenth Statues Installation at the George Washington Carver Museum, Cultural and Genealogy Center

PRESERVATION TEXAS

- 2016 Conservation Merit Award for the Covert Monument Conservation
- 2016 Preservation Planning Award for Austin Historic Cemeteries Master Plan

PRESERVATION AUSTIN

- 2016 Preservation Award for Rehabilitation for Sparky Park Electric Substation
- 2016 Special Recognition for Outstanding Planning and Preservation of a Cultural Landscape for the Cemetery Master Plan and Oakwood Annex Ladies Restroom

NATIONAL ASSOCIATION OF TELECOMMUNICATIONS OFFICERS AND ADVISORS

- First Place, Public Information Series for "In the Parks"
- Third Place, Seniors Category for "Ping Pong Club"

CITY-COUNTY COMMUNICATIONS AND MARKETING ASSOCIATION

- First Place, "In the Parks" video series

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS

- First Place, "In the Parks" video series
- First Place, "Austin Parks & Recreation Annual Report"

TEXAS SOCIETY OF ARCHITECTS

- 2016 Design Award for the Boardwalk on Lady Bird Lake, Limbacher & Godfrey Architects

AIA AUSTIN

- 2016 Design Award for the Boardwalk on Lady Bird Lake

The Austin Nature and Science Center received awards from USA Today, Out and About Austin, Austin Family Magazine, and Nurture My Child for Best Camp, Best Field Trip, and Top 10 Places to Take Children.



2nd
Best Places to Live
U.S. News & World
Report 2016



No. 2
Top 10 Large Cities in
America for Seniors
Senior Advice 2016



3rd
Best City Park in USA's
Best Choice Awards
USA Today 2016



Top 25
Best City for Recreation
due to Quality of Parks
WalletHub 2016



The Commission for Accreditation of Park and Recreation Agencies (CAPRA) accredits park and recreation agencies for excellence in operation and service. Park and recreation agencies across the United States turn to CAPRA Accreditation as a credible and efficient means of achieving high quality services and experiences, while providing assurance to the public that the agency meets the national standards of best practice.

The City of Austin first received accreditation in 2007, and today it is one of only 153 cities across the nation to hold this prestigious certification. Every five years the Department applies for reaccreditation with CAPRA, and though the accreditation itself is the end product, the real value is in the ongoing review of operations, policies, and procedures. This process drives us to continual achievement and improvements and helps staff identify and rectify gaps in service, and putting processes in place to ensure a continual high quality of services.

The FY16 assessment and ongoing review has provided Department staff and management with continuity, institutional knowledge, and historical perspective. As we move forward, we will continue to look at ways to be innovative and inspire Austin to learn, play, protect, and connect.

BY THE NUMBERS

300

PARKS



12
DOG
PARKS



147
PLAY-
GROUNDS



227

MILES OF TRAILS



20,254 ACRES OF GREEN SPACES



35
SWIMMING
POOLS



11
SPLASH
PADS

SPORTS, CULTURE, AND RECREATION



124
TENNIS
COURTS



76
BASKETBALL
COURTS



35
BASEBALL
FIELDS



6
GOLF
COURSES



23
SOCCER
FIELDS



78
MIXED-USE
FIELDS



47
VOLLEYBALL
COURTS



5
DISC GOLF
COURSES



10
X-TREME
SPORTS
FACILITIES
& TRACKS



11
MUSEUMS,
ARTS &
CULTURAL
CENTERS



10
PERFORM-
ING ARTS
VENUES



24
HISTORIC
BUILDINGS



5
HISTORIC
CEMETERIES



26
RECREATION
& SENIOR
CENTERS

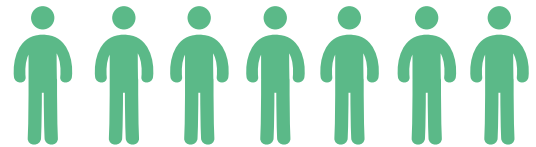
OUR PERSONNEL



694 Full - Time Employees

currently
employed

Austin Parks and Recreation Department is one of the largest departments to employ temporary and seasonal employees.



More than
600
lifeguards hired



1,000+

Temporary Employees to oversee seasonal and year round programs

The Patron Safety Group has conducted over **500** facility, site and Department property inspections.



Parks and Recreation employees participated in over

8,000

training hours hosted by the Organizational Development Unit. Of these, the following were enrolled in leadership programs:

15 in Life Long Learning
6 in Supervisor Academy
6 in Management Academy

BEST PRACTICES

AGENTS OF CHANGE

In 2016, PARD had the honor of hosting the prestigious 2nd Annual Agents of Change Symposium (AoC). This annual two-day gathering of park and recreation directors from across the country is used to engage in intense and interactive discussions on big picture industry issues and challenges, emerging trends, and leadership opportunities within the parks and recreation profession.

Due to Austin's prominence in the parks and recreation field, and continued and projected growth rates for the city, the main topic of conversation during the symposium covered topics on how the Austin Parks and Recreation Department is developing strategic interagency and public-private partnerships to ensure our park system keeps up with the explosion in growth in a timely and consistent manner.

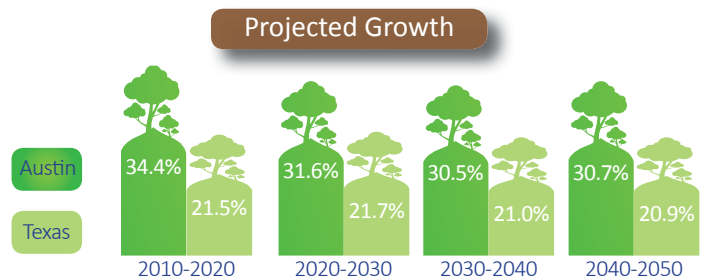


ALTRUISM INSTITUTE

The Altruism Institute is an intensive 5 day program that challenges 24 participating park and recreation executives to think differently about important social, environmental and fiscal issues.

Parks and Recreation Department's Director, Sara Hensley, had the honor of hosting a session at the Institute in 2016. Her topic spoke to the increasing demands on organizational resources from special interest groups and navigating political waters.

According to Forbes Magazine, Austin has become the nation's superlative economy over the past decade, and is leading the pack in terms of population growth.



This presents several challenges to the Parks and Recreation Department such as preserving our livability, and protecting and maintaining our natural resources and facilities to ensure all residents have access to green spaces and recreational amenities.

BUDGET OVERVIEW



86.7%

The Austin Parks and Recreation Department has three major sources of funding with 86.7% coming from the City's General Fund during fiscal year 2015-16.



These funds are primarily used for Community Services, Parks, Planning and Operations, and Support Services.

General Fund

Revenue	\$10,627,571
Requirements	\$75,432,093
Full-Time Equivalents	649.75

Enterprise Golf Fund

Revenue	\$7,845,894
Requirements	\$7,475,502
Full-Time Equivalents	41.00

Expense Refunds

\$4,116,780

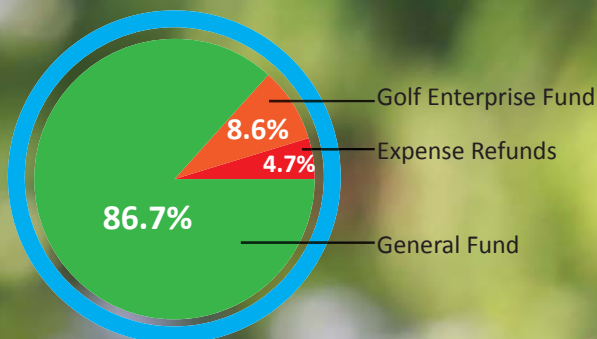
Grants

Requirements	\$188,000
Full-Time Equivalents	3.00

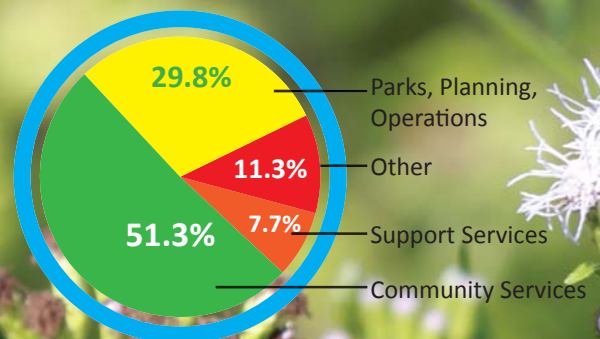
Total Budget

\$87,212,375

FUNDING SOURCES



FUNDING USES



OFFICE OF SPECIAL EVENTS

Office of Special Events served

1.4M people in the parks system through special events and rentals



150+
events

3,013
bookings

21,456
service hours from
picnic sites to
facilities reservations

197,376
people served at
picnic sites and
facilities

AUSTIN CITY LIMITS (ACL)

More than 450,000 attended in 2016



ZILKER KITE FESTIVAL

24,000 attended this FREE event in 2016



TRAIL OF LIGHTS

Over 400,000 enjoyed the event in 2016



DEPARTMENT HIGHLIGHTS

AUSTIN NATURE & SCIENCE CENTER (ANSC)



Exhibits featured in FY16 supported learning about pollinators (Bee-Lieve it or Not!), Barton Springs' critical habitat (Hidden Springs), and tracking citizens emotional connections to natural spaces. The ANSC also brought a Birds of Prey performance to Dove Springs Recreation Center, reaching 350 underserved children. There were activity booths and experiences in tracking birds during one of six Celebrate Urban Birds events. A new collaboration with 4H Capitol also brought the very popular Nature in Motion public event to ANSC.



The Austin Chronicle Best of Austin
2016: Best Secret Science Oasis

CAMACHO ACTIVITY CENTER

The Growing Outdoor Leaders program, supported by Texas Parks and Wildlife's COOP grant, reached over 500 teen participants. Many of these teens come from underserved communities, with ongoing activities of high adventure, leadership development, and creative film production, while providing necessary training to obtain professional certifications.



RECREATION



Afterschool and Summer Camp
programs increased total
enrollments by **10%**

Community Recreation began offering a variety of new programs, events, and activities, including: Pickleball, Indoor Youth Tennis, Teen Pool and Ping Pong Tournaments, Basic Fire Prevention, Tutu Cute Ballet, Paint Date Night, and Field Days.

GOLF ATX

12% Increase in Golf Rounds

8 Major Golf Tournaments

7 Junior Golf Tournaments

350 Golf Tournaments
hosted on the Golf ATX courses

105 Golf Clinics

360 Austin Junior Golf Campers



The Golf construction team renovated 18 bunkers in the spring of 2016, and also renovated the Joe Balander Short course greens and the Roy Kizer putting green.



In July 2016, Lions Municipal Golf Course was added to the National Register of Historic Places by the National Park Service because of its status as the first golf course in the South to desegregate. This took place in 1950, prior to the Supreme Court decision in Brown v. Board of Education in 1954.

CENTRALIZED PROGRAM DIVISION



SUMMER PLAYGROUNDS PROGRAM

In 2016 the program received a \$100,000 grant awarded by the Andy Roddick Foundation, allowing the program to expand to serve preschoolers, ages 4-5 years old. An additional 106 preschoolers benefited from this new program.

Total Participants

1,207 children between the ages of 4-12



TOTALLY COOL, TOTALLY ART (TCTA)

Totally Cool, Totally Art (TCTA) offers free community-based arts education for teenagers who may not otherwise have such opportunities. In 2016, TCTA celebrated its 20th Anniversary and received a Mayor's Proclamation for TCTA Day while unveiling a large public sculpture that was exhibited in City Hall. In addition, a new TCTA Summer Theater Camp began in 2016 creating additional opportunities for Austin's youth.

Summer Camp

30 teens provided 7 free shows to the public



McBETH RECREATION CENTER

The center provided adaptive sports and Special Olympics opportunities to 150 athletes in 8 sports. The center also worked with Very Special Arts (VSA) Texas to provide a free Art in the Park event for youth, teens and adults with disabilities.

Art in the Park

1,200 teens and adults in attendance



KEEP AUSTIN PLAYING KIDS EVENT

2015

830 people attended

2016

1,652 people attended

RECREATION AND HEALTH PROMOTIONS

In FY16, the Centralized Programs Division offered three seasons of Lending Library Enrichment Programs, consisting of 54 programs in areas of Health & Fitness, Arts & Culture, Nature and Science, Technology, Engineering and Math (S.T.E.M.) – Examples of these programs:



Fun with Chemistry

The mission of Fun with Chemistry is to ignite, inspire, and motivate K-12 grade students to develop a love for learning and exploration in the sciences. A University of Texas professor utilized hands-on demonstrations to foster an interest in science. A total of 350 participants and staff were in attendance.



Fitness in the Park

PARD and the Austin Parks Foundation offered free fitness classes to the Austin community at PARD facilities. Many classes were part of a 6-week series that met twice per week; others were conducted on a recurring basis. Classes included Yoga, Crossfitness, MixxedFit, Zumba and Total Body Conditioning. The purpose of the program was to activate our neighborhood parks and increase physical fitness to improve health. The program reached those with barriers to physical activity due to cost or transportation issues.



Nature Nerds

A Nature Nerds instructor teaches a unique curriculum that includes the following topics: Superplants aka wildflowers, A Buffet for Beaks, and how to Build a Bug.



1,100
unique participants



Inclusion / Program Support

This program provided technical and hands-on support to the department by offering programs aligned with the American with Disabilities Act (ADA).

2,655 hours of direct assistance to participants during PARD Summer Camps/Programs

20 hours of City-wide Inclusion Training to PARD staff

MUSEUMS AND CULTURAL PROGRAMS



\$5,573,493

Museums and Cultural Centers' combined budget



FREE CULTURAL SPECIAL EVENTS

2015	700 events
2016	1,486 events



VISITORS AT EDUCATIONAL AND CULTURAL FACILITIES

2015	281,830 visitors
2016	307,136 visitors



TOTAL NUMBER OF ACTIVITIES (PROGRAMS & EVENTS)

2015	700
2016	1,814



ARTISTS CREATING ART IN OUR MUSEUMS & CULTURAL CENTERS

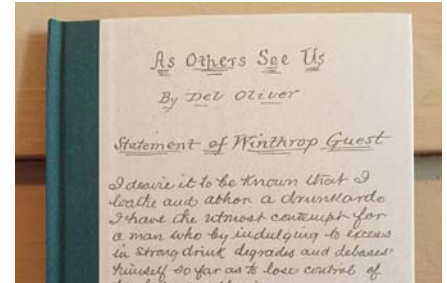
2015	6,832 artists
2016	7,089 artists



The **Elisabet Ney Museum** began a temporary art program that has expanded and become a treasured part of the city's outdoor cultural landscape. The first piece of curated outdoor art, "Dance of the Cosmos," was installed on the north side of the Ney property.



Looking towards the future, the **George Washington Carver Museum, Cultural and Genealogy Center** executed a Community Engagement Forum relating to the Carver Museum's exhibition programs. Participants were asked for feedback on the direction the community would like to see the Center attain in the future.



The **O. Henry Museum** published O. Henry's lost short story "As Others See Us" as a fine press book in 2016. Museum staff debuted the book at the 20th Texas Book Festival.



The **Asian American Resource Center** attracted over 35,000 visitors.

- 165 paid facility rentals
- 74 city business meeting rentals
- 274 free community room reservations
- 13 collaborations
- 12 special events including CelebrASIA Austin for APA Heritage Fair
- 9 local artists showcased
- 4 quarterly opening exhibit receptions
- 1 Smithsonian Traveling Exhibit



The **Dougherty Arts Center** held 22 exhibitions and 30 art events during FY16. They also completed 5,842 program hours through preschool, summer camps, afterschool and adult studio programs. Dougherty presented:

- 370 educational classes & activities (133,910 participant hours)

Dougherty served: 6,579 people

- 3,945 youth = 60%
- 2,634 adults = 40%



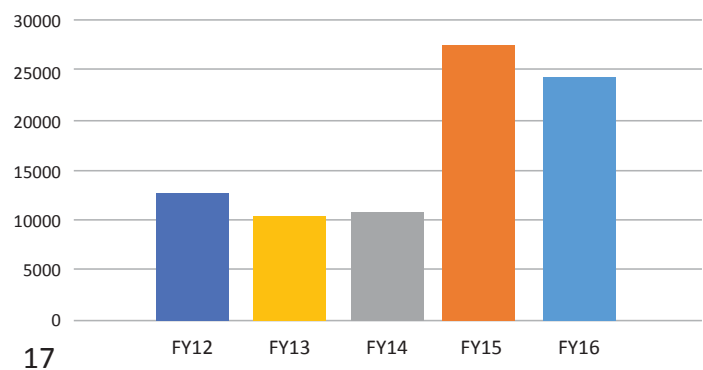
The **Emma S. Barrientos Mexican American Cultural Center** started an important relationship with the Mexican Consul, Carlos Gutierrez Gonzales, and his office, who brought over 3,000 national and international visitors to the Center during South by Southwest®. The Mexican Consulate also brought "Mi Casa, Your House," a design installation that brought thousands of visitors to the Center.

PARK RANGERS

In FY16, the Park Rangers managed 116 programs serving more than 5,600 citizens, focusing on conservation of native habitat and wildlife, such as snakes, bats and native flora. The Rangers also led hikes, climbs, archery and fishing educational sessions, 'Leave No Trace' programming initiatives, and partnered with recreational centers to reach additional patrons. The focus of every Ranger-led activity was to conserve Austin's natural spaces and teach park and trail patrons to recreate responsibly and safely.



Number of Contacts by Fiscal Year





The Athletics Unit organizes adult recreation leagues and youth sports programs for basketball, flag football, softball and volleyball through partnerships with local organizations. Austin area volunteers help execute the programs on behalf of the City.

3,400
volunteers assisted
with Youth Sports
Programs

4
seasons of
Adult Flag
Football and
Basketball

8
seasons of
Adult
Softball



24,000

participants were
accommodated by the
Athletics Unit for Adult
Sports, while overall
increasing team registrations
each season.

ATHLETICS

2016 NAGAAA WORLD SERIES SOFTBALL TOURNAMENT

In the summer of 2016 the Athletics Unit welcomed the North American Gay Amateur Athletic Alliance (NAGAAA) World Series Softball Tournament to Austin. The tournament hosted over 200 Men's teams from 43 different cities around the United States and Canada. During the tournament it rained over 7 inches causing hundreds of games to be cancelled and delayed. With the hard work of the Parks and Recreation staff and multiple volunteers, players, and spectators, the water was removed from the fields each day allowing the tournament to be completed and a winner crowned.

Beat Revenue
Expectation by
\$85,000

Increased revenue was due to additional team registrations, tournaments and an overall increase in field rentals.

MAJOR COMPLETED PROJECTS

MOUNT BONNELL

In September 2016, the Covert family along with PARD, the Texas Historical Commission, West Point Society of Central Texas, Friends of Covert Park at Mount Bonnell, Keep Austin Beautiful and Austin Parks Foundation hosted a ceremony to celebrate the renovations and improvements of Mt. Bonnell and to dedicate the Covert commemorative marker. Improvements to Mt. Bonnell included:

- Restoration of existing monument marker
- Landscape improvements
- Reconfiguration of existing pergola
- Addition of stone steps at existing trails
- Installation of a fence to protect habitat



NORTHERN WALNUT CREEK TRAIL PHASE I

In May 2016, PARD celebrated the opening of the Phase 1 section of the Northern Walnut Creek Hike and Bike Trail. This section of trail will eventually connect to a broader network of trails along Walnut Creek Greenbelt and builds upon the success of the Southern Walnut Creek Trail section completed in 2014. The project will eventually connect to Phase 2 of the Northern Walnut Creek Trail, which is currently in the design phase.

The Phase 1 section of Northern Walnut Creek Trail includes:

- 3 miles of trails
- 9 creek crossings
- 4 trailheads



FESTIVAL BEACH FOOD FOREST

A pilot project at Holly Shores / Edward Rendon Sr. Park at Festival Beach, in partnership with the East Feast Coalition, grew edible forest gardens on public land that is expected to help nourish, educate and inspire Austinites to eat healthier and grow their own food.



ADA SELF-ASSESSMENT AND SYSTEM-WIDE TRANSITION PLAN

In FY16, PARD completed a system-wide assessment and transition plan for ADA compliance on all PARD properties. The primary objectives of this plan were to:

- Make PARD facilities accessible to everyone
- Evaluate and inventory ADA needs across all PARD properties
- Establish goals and priorities with the community

The plan was developed with the help of an outside consultant and a series of public engagement meetings, and included the review of the most current, applicable and enforceable accessibility regulations at the federal, state and local levels. The overall implementation schedule for the ADA Transition Plan is anticipated to be 10 years.



SPARKY PARK

PARD celebrated the rehabilitation of the 1930's North Austin Electric Substation Building at Sparky Park. Envisioned as a small community space, the project features an exterior steel and wood canopy, restored steel windows, and a large accordion door system that connects the interior and exterior.



BATTLE BEND NEIGHBORHOOD PARK

More than \$600,000 in funds were provided for the renovations to assist in improving the safety and aesthetics of the park. Renovations included:

PHASE 1: A grant from NRPA to renovate the basketball court.

PHASE 2: Installation of a playscape, large shade element and a new set of swings that will serve all age groups.

PHASE 3: Addressed and provided ADA connectivity to all parts of the park, and installed new drinking fountains, trash receptacles and picnic tables. Due to a grant provided to the neighborhood from Austin Parks Foundation, a new picnic pavilion was also built.



MASTER PLANNING AND DEVELOPMENT



OAKWOOD CHAPEL RESTORATION

PARD staff identified this historic chapel as a high priority for the cemetery funding allocation in accordance with the Historic Cemeteries Master Plan. Once restored, the 102 year old building will be used by the Parks and Recreation Department's Cemetery Operations and Museums and Cultural Program Divisions for educational programming, heritage tourism, and appropriate cultural event opportunities.

ONION CREEK METRO PARK MASTER PLAN AND PHASE 1 IMPLEMENTATION

The Onion Creek Metro Park is 555 acres located in southeast Travis County, and will have a multi-faceted character. It will meet the needs of regional and local populations and include a variety of activities that are both planned and spontaneous. The vision for Onion Creek Metropolitan Park is for various activities that are both planned and spontaneous to occur, and for the inclusion of all ages, abilities, social economic statuses with a variety of interests.



MONTOPOLIS RECREATION AND COMMUNITY CENTER

The Montopolis Recreation and Community Center project is envisioned to be a joint-use facility between PARD and HHSD. In 2016 the project team completed the conceptual design that set a clear vision for this important facility through a rigorous public engagement effort. The project is now moving into the development phase. The design currently includes:

- Multi-sports Gymnasium
- Boxing/Fitness Room
- Multi-Purpose Areas : Activity / Learning / Exercise
- Teen Space, Fitness Area, Track
- Meeting Rooms
- Youth –Adult Counseling
- Community / Neighborhood Center
- Austin Healthy Adolescent Program





PARKLAND DEDICATION ORDINANCE

9.4 acres

per 1,000 new residents
for Parkland Dedication

In early 2016, the City Council approved major changes to the City Code requirements for parkland dedication. The land requirement of 9.4 acres per 1,000 new residents will help the City maintain its current ratio of park acres to population so that existing parks are not over-burdened by population growth. For the first time, fees in lieu of parkland dedication will be recalculated annually based on actual costs for land acquisition and park development.



HIGHLAND NEIGHBORHOOD PARK MASTER PLAN

Future use of this park was determined through community solicitation of ideas, stakeholder meetings and public workshops. The conceptual development plan concluded in March 2016, and some of the more popular elements were:

- Sports fields
- Community open space
- Playgrounds
- Park Pavilion
- Picnic areas
- Loop trail

EMMA LONG METRO PARK VISION PLAN

After a series of focused public meetings and broad support from the community, PARD has completed a vision plan for the primary use area within the park. This includes prioritized, incremental improvement recommendations that support future uses and programming opportunities for:

- Woodland trails
- Boating and water activities
- Camping
- Camping facilities

The project team will now proceed with the phase 1 scope of work that will focus on infrastructure reinvestment to enhance camping, water access, and day use for family recreation.



AQUATICS

DEEP EDDY'S CENTENNIAL

Deep Eddy Pool celebrated its Centennial in FY16 with a public party where patrons were able to enjoy free admission and entertainment to help celebrate Deep Eddy's 100th birthday. An Austin treasure, Deep Eddy Pool has a rich history as the first open air concrete swimming pool in Texas. Although times have changed in Austin throughout the years, Deep Eddy Pool is still a favorite venue for families and swimmers of all ages.

AQUATICS MASTER PLAN

In FY16, the Aquatics Master Plan kicked off with more than 9 community engagement meetings and the plans for two new pools (Shipe and Govalle) were introduced to their neighborhood communities for feedback. The master plan addressed:

- ADA accessibility
- Amenities and features
- Improvements to existing pools
- Programs
- Latest aquatic technology
- Public and environmental safety
- Costs for maintenance and new pools
- Best methods and locations to build new pool facilities



6
Municipal
pools

51
Total number
of aquatic
facilities

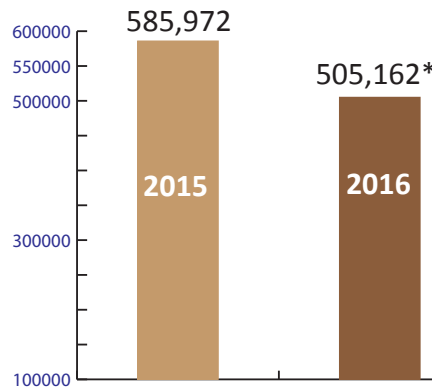
29
Neighborhood
pools

BARTON SPRINGS POOL

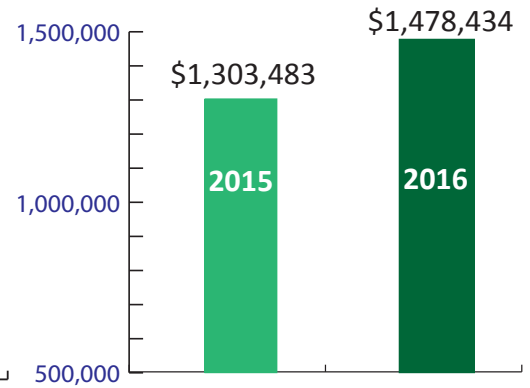


The Austin Chronicle Best of Austin
2016: Best Swimming Pool / Hole

Pool Attendance



Pool Revenue



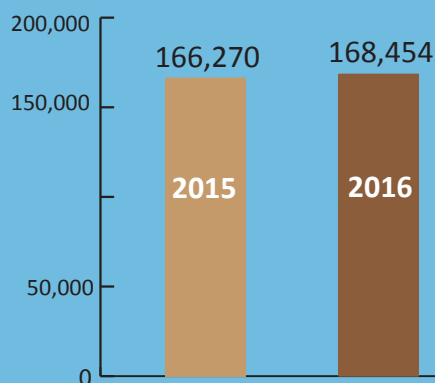
* Pool attendance for 2016 declined due to flood-related closures.



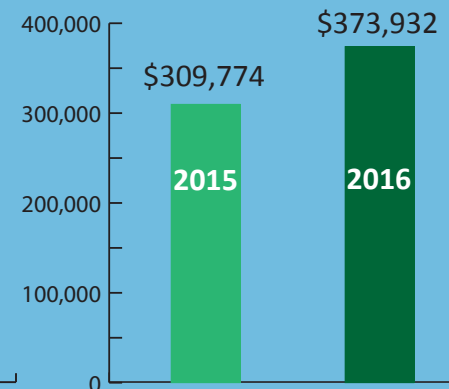
DEEP EDDY POOL

An Austin treasure, Deep Eddy Pool has a rich history. In 1916, owner A.J. Eilers developed Deep Eddy into the first open air concrete swimming pool in Texas.

Pool Attendance



Pool Revenue



COMMUNITY PARTNERSHIPS



Our Financial Services Division obtained contracts, procurements and grants with local community organizations that helped the Parks Department do more for our community. In FY16, PARD Financial Services Department partnered with:

13 local non-profit groups

68 individual recreation professionals to provide services to Austin residents at no cost to the department.

AUSTIN PARKS FOUNDATION (APF)

\$242,000

Two Grants

from APF made it possible for Austin Nature Preserves System to purchase and install kiosks, educational signage and benches at Stillhouse Hollow and Goat Cave Nature Preserves.

TWO

Annual Park Cleanups

coordinated by APF provided team members with the supplies necessary to clean, plant and spruce up parks around the city.



VOLUNTEER ACTIVITIES

20,231

Volunteers

54,978

Volunteer Hours

\$1,380,498

Total Value*

**Based on the \$25.11/hour estimated value of volunteer time, per Independent Sector*

URBAN FORESTRY

WILDFIRE MITIGATION PROJECT



covered **141** acres

Joined forces with the Austin Fire Department's Wildfire Division and other partners to complete a wildfire hazard mitigation project at Dick Nichols Park

TREE PLANTING



planted **600+** trees and **5,000** seedlings

Partnered with Development Services Department, Watershed Department, Austin Parks Foundation, A.I.S.D, Keep Austin Beautiful, and TreeFolks

YOUNG TREES



maintained **1,600** young trees

Included structural pruning, mulching, and watering young trees with over 1 million gallons of reclaimed water using tank trucks. Forestry maintained a survival rate of 90% or better for its young trees

AUSTIN PARKS FOUNDATION



5 year project

Zilker Great Lawn Soil Improvement Project has leveraged Austin Parks Foundation's donated dollars and is being developed as a 5-year project to treat all of Zilker's Great Lawn trees



people attended Zilker
Garden Festival 2016.

ZILKER BOTANICAL GARDEN

The Zilker Botanical Gardens engages and educates the public on issues of conservation, gardening, and interaction with the natural world. Events such as the Zilker Garden Festival have made this year's outreach efforts a huge success. The Zilker Garden Fest has been co-sponsored by the City of Austin Parks and Recreation Department and Austin Area Garden Council for nearly 60 years.

FAERIES IN THE GARDEN PROGRAMS

at the Zilker Botanical Gardens attracted more than 1,940 participants, most of them children, to the wonders of gardening and involvement with nature.

MONARCH APPRECIATION DAY

celebrated the Monarch Butterflies and other pollinators through lectures, tabling, and various activities. This year's event attracted 1,460 attendees, and an additional \$654 was raised to help Monarch Watch and Xerces Society spread the word and protect these important pollinator species.



NATURE BASED PROGRAMS



10 Acres

of invasive species eradicated from Blunn Creek Nature Preserve.



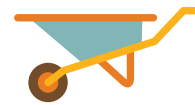
135.72 Cubic Tons

of invasive vegetation diverted to Hornsby Bend to be recycled.



Soil Kitchen

tested soil at private gardens, school gardens, and community gardens.



65 Cubic Tons

of woody vegetation was diverted from the Stephenson Nature Preserve, mulched and made available for use at Community Gardens.



Patterson Park Community Garden

hosted its groundbreaking in May of 2016.

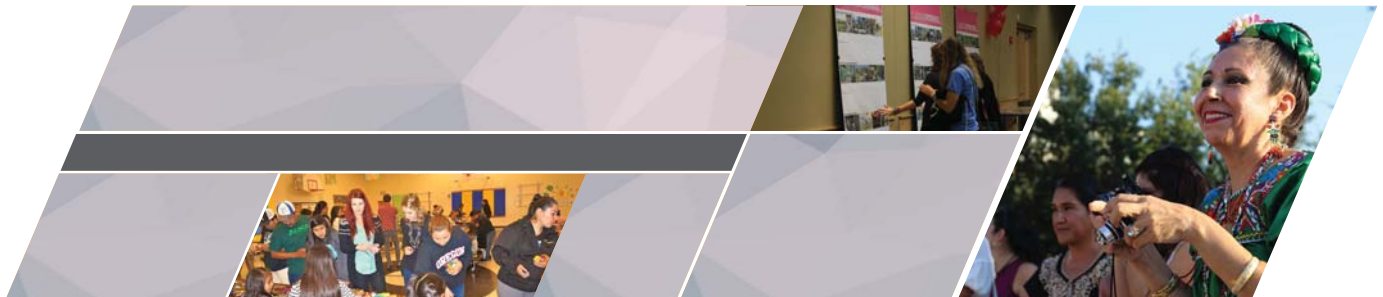


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Habitat Stewards and Urban Forest Stewards were trained.



MARKETING AND COMMUNICATIONS UNIT



Community Engagement

- 31 Active Community Engagement Projects
- 12 Community Engagement Processes Completed
- 1,700+ Aquatic Master Plan Survey Responses
- 1,300+ Zilker Park Improvement Survey Responses

Communications

- 211 Press releases sent to public media outlets
- Actively worked 67 special events, ribbon cuttings, dedication ceremonies
- 3 ATXN Segments
- Trained over 100 employees in media relations

Marketing

- Golf ATX rebranding
- Created Social Media and Graphic Design Standard Operating Procedure
- Conducted three large scale marketing campaigns:
 - Lifeguard Hiring
 - Swim Registration
 - Keep Austin Playing

AWARDS

National Association of Telecommunications Officers and Advisors

NATOA 1st and 3rd Place

City-County Communications & Marketing Association

3CMA 1st Place

Texas Association of Municipal Information Officers

TAMIO 1st Place

Texas Association of Telecommunications Officers and Advisors

TATOA 2nd and 3rd Place

National Association of Government Communicators

NAGC 3rd Place



FACEBOOK Likes

2015 10,984

2016 17,557



TWITTER Impressions

2015 1,251,700

2016 3,171,500

FACILITIES SERVICES DIVISION

The Facilities Services Division provides maintenance to PARD facilities by keeping spaces, structures and infrastructure in their proper operating condition. This also includes replacement of components and systems not requiring professional engineering.

Major Renovations in FY 16



Walnut Creek Bath House

Replaced with "Cool Roof" system that will reflect heat, improving indoor comfort



Zilker Botanical Gardens

Painted the Zilker Botanical Gardens Cupola, handrails and light poles



Caswell Tennis Center

Painted and refurbished Caswell Tennis Center's steel structure



Delores Duffie Recreation Center

Replaced the Delores Duffie Recreation Center's 30 years old HVAC system



PARKS AND RECREATION DEPARTMENT

Sara L. Hensley, CPRP, Director
Kimberly A. McNeeley, CPRP, Assistant Director
Angela Means, Interim Assistant Director
Liana Kallivoka, PhD, PE, Interim Assistant Director

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AUSTIN PARKS & RECREATION DEPARTMENT

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