



GRAND OPENING
The Boardwalk Trail at Ladybird Lake
June 2014





I believe our parks and unique cultural amenities are at the heart of what makes Austin a special and unique place to live. I'm proud and impressed by the level of work our Department has accomplished this past year to further Austin's reputation for great parks, cultural inclusion and public spaces that help create a sense of community for our citizens.

Our Department's commitment to providing a balanced, sustainable and value-focused system of parks, recreation, and public spaces that create a sense of community is integral to what we do. Working in close collaboration with our stakeholders, and with continued input from our neighbors and active community groups, we will continue to develop additional parks, enhanced recreation facilities and cultural programs to meet the needs of our vibrant, growing and diverse community. And, we will continue to make our programs more accessible, affordable and relevant to those who need them the most.

I encourage you to get out and enjoy the many wonderful amenities Austin has to offer. An active lifestyle – no matter your age or ability – is critical to your quality of living. Get out and play!

A handwritten signature in black ink, appearing to read "Sara L. Hensley".

*Sara L. Hensley, CPRP, Director
Austin Parks and Recreation Department*



I would like to extend my personal thanks to the Parks and Recreation Department, along with the hundreds of City of Austin employees, community volunteers, and stakeholder groups who worked on so many projects related to our park system this past year.

The Parks and Recreation Department has been hard at work – in the heat and cold, and often under the radar – to provide aquatic facilities, sports leagues and ball fields, cultural programs and resources, trails, parks, community programs through our recreation centers, food and activities for our seniors, safe places to play for our children, and so much more.

We brought many new projects to the Austin community this past year, including the beautiful new Boardwalk on the Ann and Roy Butler Hike-and-Bike Trail, a redone and ADA-accessible south entrance to Barton Springs, new aquatic facilities at Bartholomew and Westenfield, and so many other projects that build on Austin's reputation as a great place to live and visit.

*Marc A. Ott
Austin City Manager*



Anyone who has lived in Austin for any length of time realizes that it is a city undergoing tremendous change and record growth. Our collective challenge going forward is to meet the increasing needs for recreational programs, parks and the protection of our natural environment with limited funding. We must find ways to not just maintain what we have, but grow the system to meet future demand.

We invite you to review our FY 2014 achievements and share any feedback and ideas you have with us. The Parks and Recreation Board meets the fourth Tuesday of every month at 6pm in the Boards and Commissions Room at City Hall. These meetings are open to the public, and we welcome you to attend and provide input.

There are no great cities without great park and recreation systems!

*Jane Rivera, Chair
Parks and Recreation Board*

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WHO WE ARE

Austin Parks and Recreation Department

Our purpose is to provide, protect and preserve a park system that promotes quality recreational, cultural and outdoor experiences for the Austin community.

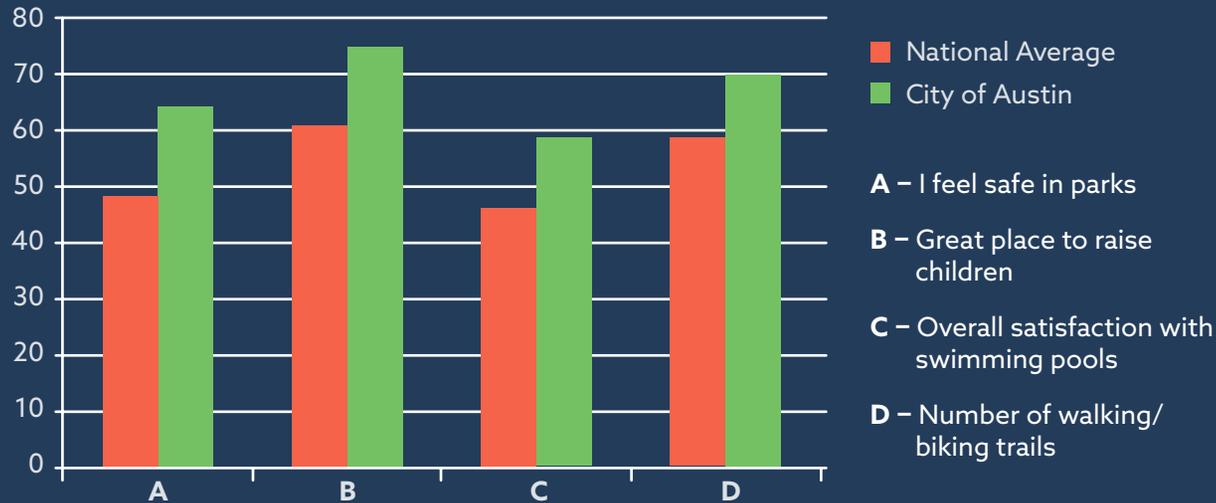


The Austin Parks and Recreation Department has been the trusted steward of our city's public lands since 1928, and is one of the most dynamic and highly regarded parks systems in the nation. By protecting and maintaining parkland, preserving trails, managing green spaces and nature preserves, we provide more than 29,000 acres of parkland for our community to enjoy quiet retreats and lively play, to commune with nature and to connect with each other. But we don't stop there. In addition to the abundant parks and trails, the Department also oversees a wide variety of programs, services and activities to Austin citizens and visitors of all ages.

By the Numbers

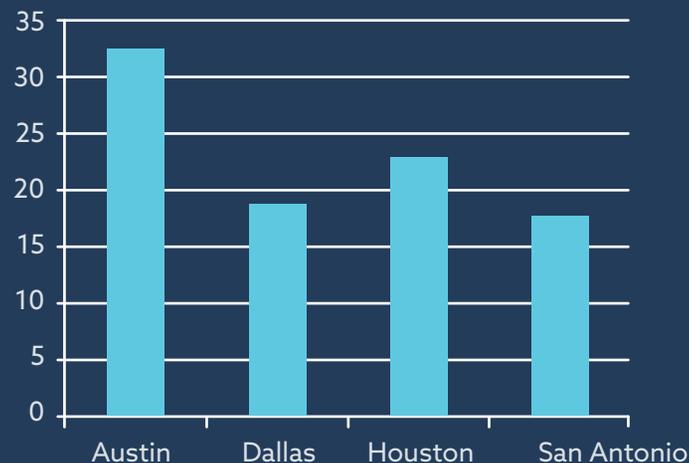
How Austin Compares to Other Communities

The City of Austin rated at least 10 percent above the national average compared to cities with a population of more than 250,000 in the following categories:



Parkland Comparison

Acres of Parkland per 1,000 residents



SOURCES

- City of Austin Community Survey, ETC Institute
- 2014 City Park Facts, Trust for Public Land Center for City Park Excellence

Major Amenities Managed by the Department—Snapshot



Awards & Recognition



Barton Springs Pool General Grounds Improvements | 2014 Arboricultural Project of the Year
This award is given to one project each year in the state of Texas that exemplifies modern arboricultural practices.

Wooldridge Square Landscape Renovation

Merit Award for Preservation of a Cultural Landscape

Dove Springs District Park Playscape

Texas ASLA Merit Award for Design of Public Projects

Republic Square Master Plan

Texas ASLA Honor Award for Design of Public Projects & American Planning Association Current Planning Award

Austin, Texas – Tree City USA Award, 22nd year

Arbor Day Foundation

Austin, Texas – DogTown USA 2014

Dog Fancy Magazine

Austin Chronicle “Best of Austin...” Awards:

Bartholomew Pool Renovation

Best New Eastside Respite

Barton Springs

Best Swimming Hole

Barton Springs South Entrance

Best Improved Entry to the Soul of Austin

The Boardwalk Trail at Ladybird Lake

Best New Way to Avoid I-35

Caswell Tennis Center

Best Tennis Court

Shipe Park

Best Basketball Court

Peacocks at Mayfield Park

Best Lover’s Wake-up Caw

Southern Walnut Creek Trail

Best New Path through the Woods

Austin Nature and Science Center

Best Place to Learn about Nature, Austin Family Magazine’s 2014 Readers’ Poll Favorites

Fiesta Gardens

Macy’s Heart Your Park Fundraising Program Recipient

Zillker Botanical Garden

Lone Star Programming Award, Texas Recreation and Parks Society

Capital Improvements

Our goal is to achieve the national standard for parkland-to-population ratio and to enhance, renovate and replace aging park facilities.

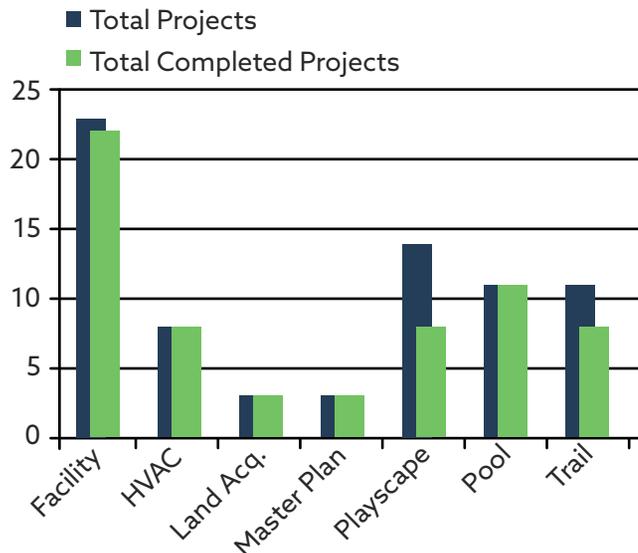
Highlights

Our Capital Improvement Program continues to achieve a high rate of project delivery, with numerous projects being completed under partnerships with community organizations and grant funding agencies.

Recent renovation work at Auditorium Shores, for example, is being funded through a partnership with Austin Parks Foundation along with grant funding from Texas Parks and Wildlife Department. Likewise, the ongoing collaboration with the Waller Creek

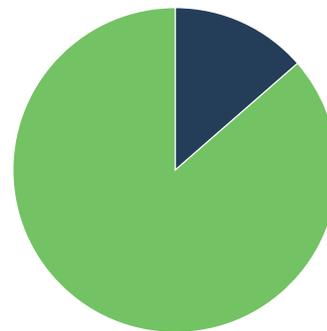
Conservancy brings beneficial leveraging of public funding with private donations for the delivery of innovative design and construction projects within this emerging downtown district.

Other projects benefiting from outside partnering include the Dove Springs District Park Nature Based Children's Play Area, Republic Square Renovations, the Old Bakery Courtyard Renovation, and the Boardwalk at Lady Bird Lake.



■ Projects In Progress
■ Projects Completed

86.3%



WHAT WE'VE DONE

Planning & Development



Our goal is to guide the future growth and development of Austin's parks and recreation system, in a manner that best meets the needs of citizens and the environment.

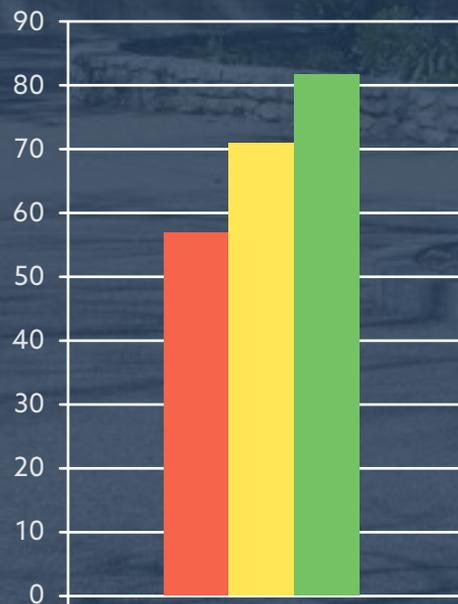
HIGHLIGHTS

Our Planning and Development Division is integral in planning for future growth and development of Austin's parks and recreation system. Over the year, the Department:

- Reviewed and negotiated over **200** site plans and subdivision cases
- Collected **\$3,995,251** of parkland dedication dollars
- Acquired more than **80** acres of parkland

Acres of New Parkland Purchased

- FY 2012
- FY 2013
- FY 2014



10140 Old San Antonio Road Purchase Price: **\$1,250,000**

This property is approximately **6.394** acres with over **1,200** square feet of creek frontage and abuts the existing Slaughter Creek Greenbelt.

4507 Brandt Road Purchase Price: **\$900,000**

This **27.11** acre property could provide a future trail head and other more active recreational opportunities along a beautiful stretch of flood prone Onion Creek.

Onion Creek Metro Park Consent Agreement

Established the City of Austin's first park district to ensure that tax dollars from new development support the continued improvement and staffing of park infrastructure in the parkland deficient Onion Creek neighborhood.

Community Partnerships

HIGHLIGHTS

We invite and encourage businesses, non-profit organizations, neighborhood groups, community associations and individuals to partner with us to enhance and improve our parks, increase our recreational and cultural opportunities, and preserve natural areas.

Community Improvement Projects

A group of Rosedale neighbors have been working with the Department for more than two years to develop a master plan for **Ramsey Park** to undertake major renovations, including resurfacing the tennis courts, covering the basketball court, installing new picnic tables, and creating an amphitheater.

The Friends of **Perry Park** enhanced the trail around the park by raising private funds for the addition of fitness equipment.

The Dove Springs Park Adoption Team raised private funds for the addition of a new shade canopy at **Dove Springs Pool**.

Volunteers Making a Difference

In addition to funding projects, volunteers help maintain and keep our parks clean and neat. Their time and effort is much appreciated and highly valued.

Volunteer Activities	
Number of Volunteers	13,221 volunteers
Number of Volunteer Hours	40,882 hours
Total Value*	\$964,815
*Based on the \$23.60/hour estimated value of volunteer time, per Independent Sector	

Our goal is to form partnerships with corporations, nonprofits and other governmental organizations, leveraging our collective resources for greater benefit to parks and the community.



Community Partnerships



Privately Funded Park Improvement Projects at a Glance:

11 privately funded park improvement projects completed

\$517,961 in private resources invested in the parks



Privately Funded Park Improvement Projects

Auditorium Shores Renovation

PARTNER – Austin Parks Foundation & C3 Presents

The Department's partnership with the Austin Parks Foundation and C3 Presents is funding a **\$3.5 million** renovation project at Auditorium Shores. The result will be a renovated event space with enhanced recreation opportunities including a newly designed off-leash area, realignment of the Ann and Roy Butler Hike-and-Bike Trail, irrigation and landscaping.



Mabson Field Renovation

PARTNER – RBI Austin

The local non-profit RBI Austin raised **\$330,000** in private funding to renovate Mabson Field, transforming the field into the first synthetic turf youth baseball field in Austin.



Pease Park Master Plan

PARTNER – Pease Park Conservancy

The Pease Park Conservancy raised more than **\$225,000** in private funding for the development of a master plan for Pease Park, with a focus on preserving the naturalistic feel of the park. The Pease Park Master Plan was adopted by City Council in October 2014.



Southeast Shore Master Plan

PARTNER – The Trail Foundation

The Trail Foundation partnered with the Department to develop a privately funded master plan in the amount of **\$65,000** for the southeast shore of Lady Bird Lake. The master plan was adopted by City Council in August 2014.

Special Events



Our goal is to facilitate the public's enjoyment of Austin parks and recreation facilities by hosting events of all sizes and occasions.

HIGHLIGHTS

Music Festivals

In FY 2014, the Department again played a major role in the success of some of the country's best-known music festivals, as well as many smaller events. Notable events include the Austin City Limits Music Festival, South by Southwest Festival, Pachanga Latino Music Festival, Juneteenth, Diez y Sies, and the Trail of Lights.

Event Rentals and Permitting

The Department issues permits and manages the public rental of 35 picnic sites and five event facilities/locations for gatherings such as birthday parties, weddings, and public markets.

1,900 building, picnic or facility rentals

205,000 attendees hosted

410 permits issues for sound, moon-walks, photography, filming

167
Events

1.2 million
Attendees

\$501,000
Remitted

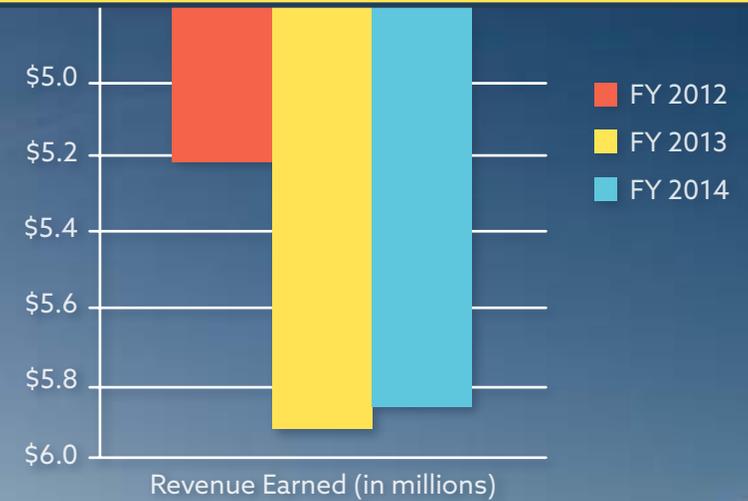
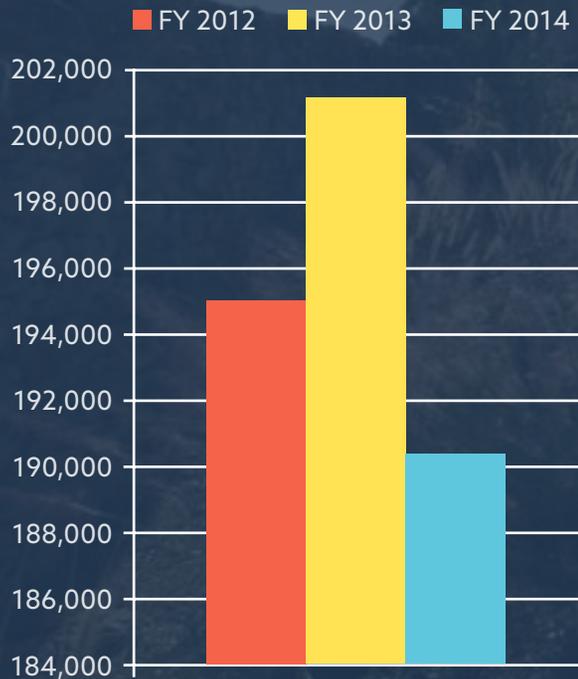
Golf

HIGHLIGHTS

To expand golf opportunities, the Golf Division acquired the Grey Rock Golf and Tennis Club in southwest Austin. It is a **292** acre facility with an 18-hole golf course, eight tennis courts, and the potential for additional park amenities.

During the summer, the Department hosted the annual six-week Summer Junior Tour, providing **300** local kids with an opportunity to compete in golf. The Junior Golf Academy is a long standing tradition in Austin.

Rounds of Golf Played



Our goal is to provide the Austin community with quality golf facilities and programs at an affordable price.

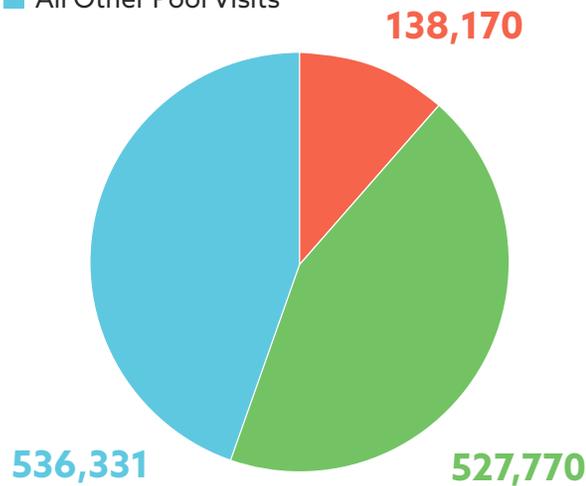
WHERE WE DO IT

Aquatic Recreation

HIGHLIGHTS

During FY 2014, the Department completed drafting the Aquatic Facilities Needs Assessment with the help of a consultant (Brandstetter Carroll Inc.) and extensive community engagement. The assessment provides a framework for a future master plan and direction for repairs, rebuilding and construction of new aquatic facilities. The draft assessment will go to City Council for consideration in FY 2015.

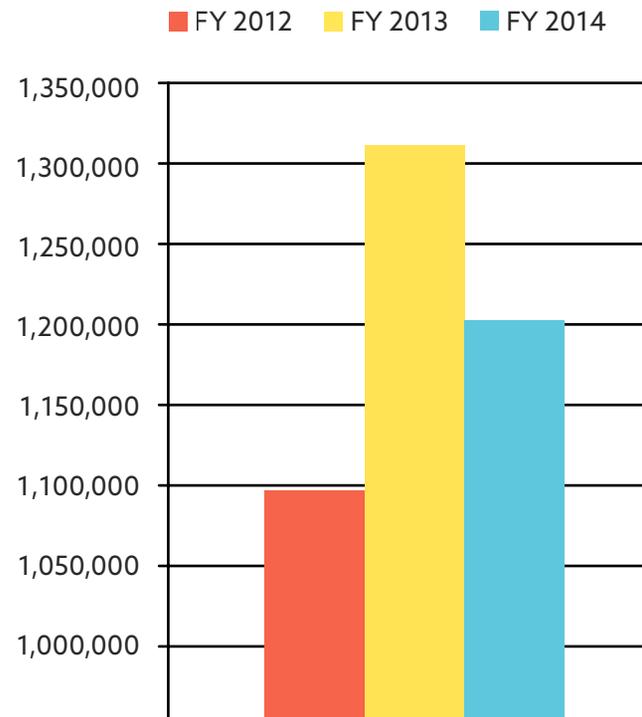
- Barton Springs Pool Visits
- Deep Eddy Pool Visits
- All Other Pool Visits



1,202,271 total pool visits

In June of 2014, the Aquatic Division welcomed Bartholomew and Westenfield pools back in operation after extensive construction and renovation, and celebrated the completion of the Barton Springs Pool General Grounds Improvement Project.

Pool Visits



Our goal is to promote the safe enjoyment of aquatic recreation activities at both natural and man-made pools.

Athletics

HIGHLIGHTS

Athletics is more than just physical activity. Our athletic facilities provide a place for cross-cultural interaction, teamwork, relationship building, healthy competition and a place to find a healthy mind-body balance.



Our goal is to provide Austin residents of all ages the opportunity to find joy and fulfillment through the power of sports.

In FY 2014, our Athletics Office helped Austin play in many ways:

REGISTERED

- **1,600+** teams playing **14** different seasons of flag football, softball and basketball.

RENTED

- Field Space for over **6,400** hours in tournaments and **1,700** hours in reservations.

SUPPORTED

- **19** Youth Sports Organizations serving **21,000** Austin-area youth
- **3,000** volunteers served as coaches, concession stand operators, ball field maintenance workers and team parents, working more than **320,000** hours.

BEGAN

- The **1st** women's division in the Adult Flag Football League

WON

- With help of the Athletics Office, the City of Austin won the bid to host the 2016 North American Gay Amateur Athletic Alliance (NAGAAA) World Series Softball Tournament. It is the largest annual gay sporting event in the world, boasting **5,000** participants from **45** cities, **20** states and **3** Canadian provinces.



Recreation & Program Services

HIGHLIGHTS

The Department is committed to providing a wide-range of quality recreation programs and services to the Austin community, and the scope of programs offered at our recreation centers are planned for people of all ages and abilities to enjoy.

FREE PROGRAMS

Financial Aid

We strive to increase access to our programs to as many residents as possible by offering classes that are free or low-cost. Our financial aid program also serves the Austin community by supplementing enrollment costs.

- **\$200,000** allocated for increased access to programs
- **500** youth received access to youth services at reduced enrollment rates

Inclusion Support

The Inclusion Support Team provides opportunities where all individuals are accepted, included and welcomed to participate, play and recreate together.

- **147** total sign language requests received, double the rate in FY 2013



Summer Playgrounds

A free drop-in program offered to the Austin community, Summer Playgrounds allows youth to participate in supervised activities throughout the day. Activities include active play, arts and crafts, games, team building and nutrition lessons and are lead at 15 playground sites.

- **203** youth received inclusion support to participate fully in Summer Camp
- **1,044** youth enrolled in the Summer Playgrounds Program
- **2,180** youth served by Boredom Busters



Boredom Busters

For the third year, we offered Boredom Busters, which is a free drop-in summer program for youth aged 5 to 12 years. Activities include arts and crafts, cooking, drama, games and nature programs.

Our goal is to provide physical spaces and programs that engage Austin residents of all ages in activities that provide relaxation and enjoyment.

Recreation & Program Services

YOUTH PROGRAMS

McBeth Recreation Center

In April 2014, the Danny G. McBeth Recreation Center successfully carried out the Art in the Park Festival held at the Emma S. Barrientos Mexican American Cultural Center. The hands-on arts event combined arts and crafts, music, dance, drama and the outdoors. It was the largest event to date since the festival began in 1978.



Healthy Meals

The Department continued its partnership with CitySquare to ensure that low-income youth receive nutritional meals during out of school time activities.



- **1,000+** youth with special needs or disabling conditions participated
- **500+** adults attended

- **80,771** meals served to youth participants



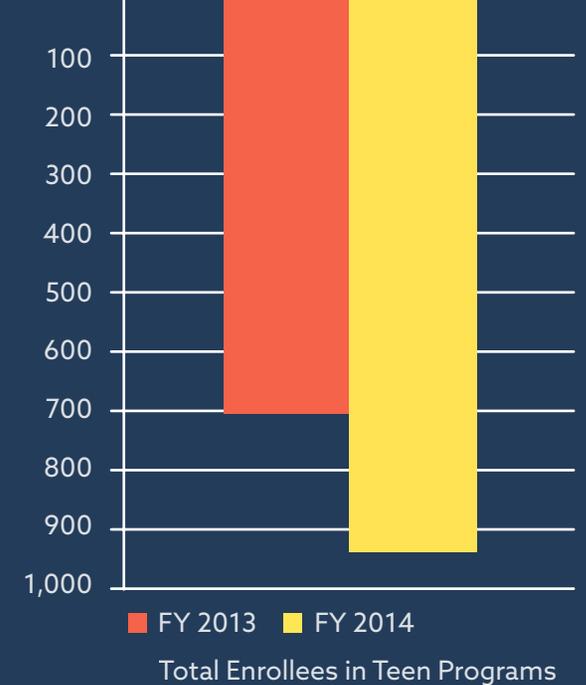
Afterschool Program

We continued to offer afterschool programs focusing on academic assistance, active play, enrichment, and nutrition.

Summer Camps

Our summer camps provide structured recreation, field trips, swimming arts and crafts, outdoor adventure, and special events.

- **880** youth were enrolled in afterschool programs at our recreation centers
- **1,723** youth were enrolled in camps at our recreation centers



TEEN PROGRAMS

Roving Leaders

Roving Leaders is a mobile technology based program that helps build youth leadership and character development. Projects this year included Green Corn Project, Franklin Park Renovation, Trail of Lights and others.

- **127** teens participated in at least one service learning project

Totally Cool Totally Art

The Totally Cool Totally Art (TCTA) program brought free arts education to 197 teens, engaging them in subjects as diverse as short film, mixed media, painting, sculpture, and culinary arts offered at 16 recreation centers.

- **197** teens participated in TCTA

Recreation & Program Services

SENIOR / ADULTS 50+ PROGRAMS

Through our Senior Programs, the Department provided recreation activities specifically focused on adults over 50. Activities included arts, dance, fitness, games and technology education. This year, a new 'brain fitness' program served 50 seniors in its pilot phase.

In June 2014, the Asian American Resource Center began providing a senior lunch program. Along with our nonprofit partner, Meals on Wheel and More, we deliver congregate meals to adults over 60 years old at **5** cultural/recreation centers and **3** senior activity centers.

- **18,337** rides provided to seniors for congregate meals, medical appointments, grocery shopping, and errands through our Senior Transportation Service.
- **11,079** seniors visited our senior activity centers, recreation centers, and the Old Bakery and Emporium
- **1,977** seniors enrolled in programs
- **166** seniors supplemented their income through the consignment of handcrafted gifts and fine art at the Old Bakery and Emporium



Nature Programs

Arbor Day Celebration

The Department partnered with TreeFolks to celebrate Austin's 23rd year as a Tree City USA community and host a tree planting and family-friendly Arbor Day event at Boggy Creek Greenbelt. Volunteers helped to plant 80 native trees and mulch existing trees at the park.



Nature Programs

HIGHLIGHTS

Park Rangers

The Park Rangers provide safety and security at parks and recreational facilities. Equally important, Park Rangers also protect and foster stewardship of the natural world through guided hikes, wildlife presentations, caving, fishing, and other educational outreach programs resulting in:

- **16,000+** educational contacts
- **200+** outreach programs/events

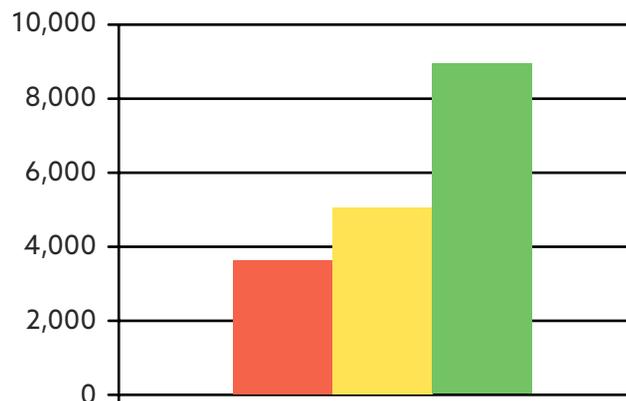
Preserves

Along with coordinating Land Management Partnerships with the Watershed Protection Department, Austin Fire Department Wildfire Division, Balcones Canyon Preserves, and the Austin Water Utility, the Department also conducted prescribed burns on 182 preserve acres to reduce fire fuel loads, restore ecological health, and clear drought stricken habitat.

Forestry

In FY 2014, the Urban Forestry Program receiving additional funds in order to:

- Increase front line tree inspection and maintenance staffing resources by **36%**
- Reduce the urban forestry maintenance cycle from **91** years to **46** years



9,019 public trees receiving maintenance in FY 2014

- FY 2012
- FY 2013
- FY 2014



Sustainable Urban Agriculture and Community Gardens

In FY 2014, the community garden program continued to expand, as well as established processing and licensing for community gardens on City of Austin land, edible food forests were mapped, and a new food portal on the City of Austin website was developed.

In addition:

- **2** new community gardens opened
- **7** community gardens received *Love Your Block* grants
- **416** community garden plots were maintained

Wildlife Austin

The Department hosted two extensive trainings of Habitat Stewards for the National Wildlife Federation Program.

- **656** volunteer work provided by Habitat Stewards to improve Austin's wildlife habitats

Our goal is to increase awareness and appreciation of the natural environment.

Nature Programs



Austin Nature and Science Center

The Austin Nature and Science Center (ANSC) produced *Discover Nature Backpacks*, a project funded by The National Recreation and Parks Association, with a goal to get outdoor nature activities and materials into the hands of recreation leaders.

The ANSC also delivered programs on two new exhibits —Conservation Quest and Nano Technology— through collaborations with the Thinkery, Austin Independent School District and Austin Energy.

- **250,671** patrons visited ANSC
- **2,541** youth attended our homeschool program for a total of 70 sessions
- **2,314** youth created *Discover Nature Backpacks* at a total of 27 sites
- **138** teams participated in the Texas Nature Challenge at a total of 16 sites

Zilker Botanical Garden

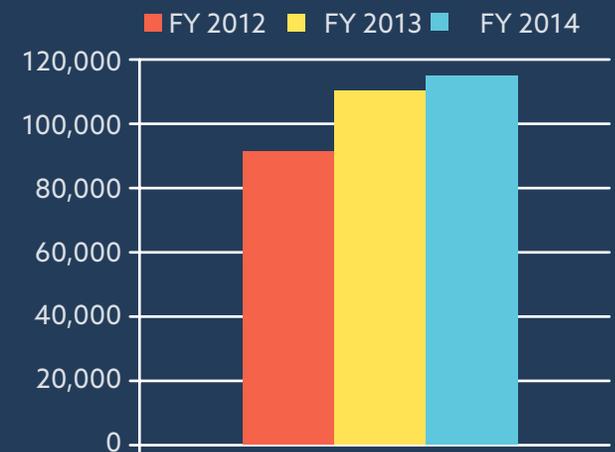
In addition to serving an increasing number of visitors to its tranquil gardens, the Zilker Botanical Garden was recognized in FY 2014 for its Faerie Homes and Gardens series.

Camacho Activity Center

In FY 2014, the Camacho Activity Center began operating as a specialty programs site, featuring high adventure programming for youth, teens and seniors.

- **1,600+** youth and teens were introduced to outdoor programming through *Into the Wild Outreach Program* activities of kayaking, mountain biking, archery, geocaching, fishing, caving, rock climbing, outdoor cooking and nature photography.
- **500+** seniors participated in outdoor programs promoting health, wellness, environmental stewardship and education through the Active Adult Adventure Club.

Paid visits to Zilker Botanical Garden



Culture & Arts Activities

HIGHLIGHTS

Asian American Resource Center

The Senior Meal Program at the Asian American Resource Center was inaugurated under the name "RICE" serving seniors a healthy meal, social activities, transportation and workshops on health and human services.

George Washington Carver Museum and Cultural Center

Providing access and resources to help people conduct family history research, our new Genealogy Center opened its doors on June 14th, 2014.

Brush Square Museums

The O.Henry Museum and the Susanna Dickinson Museum initiated a partnership with the Austin Fire Department for the professional operation and development of the Fire Museum in Brush Square.

Elisabet Ney Museum

The Elisabet Ney Museum Interpretive Trail was completed by restoring the historic landscape, which provided a unique perspective on the 19th Century studio during the life of German sculptor Elisabet Ney.

Emma S. Barrientos Mexican American Cultural Center

The Emma S. Barrientos Mexican American Cultural Center completed its first full year of the Latino Arts Residency Program featuring four outstanding Latino theater and dance troupes.

Our goal is to promote the exploration and enjoyment of art and culture in all forms.

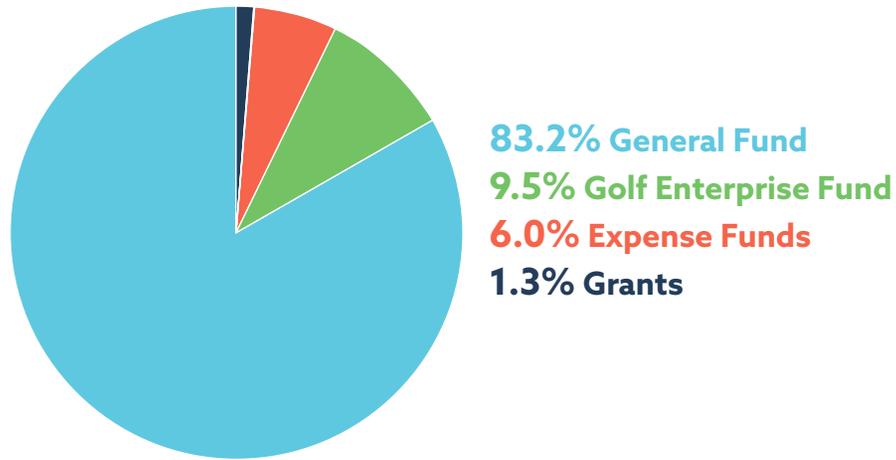


Visits to Educational and Cultural Facilities

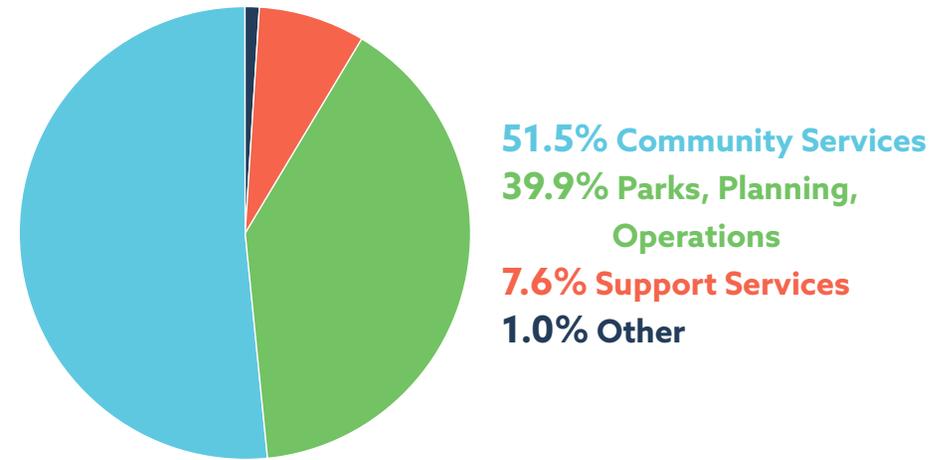


Financial Overview

Austin Parks and Recreation Department Sources of Funds



Austin Parks and Recreation Department Expenses



BUDGET OVERVIEW

	FY 2011 - 12 Actual	FY 2012 -13 Actual	FY 2013 -14 Estimated	FY 2013 - 14 Amended
GENERAL FUND				
Revenue	\$8,307,984	\$8,652,739	\$9,984,323	\$10,044,924
Requirements	\$44,813,571	\$51,813,653	\$59,886,573	\$59,886,573
GOLF ENTERPRISE FUND				
Revenue	\$5,238,814	\$6,068,927	\$6,804,682	\$7,104,682
Requirements	\$5,191,287	\$6,233,314	\$6,601,342	\$6,801,438
EXPENSE REFUNDS	\$5,339,493	\$5,125,893	\$5,191,632	\$4,309,416
GRANTS				
Requirements	\$236,385	\$1,080,000	\$1,593,825	\$1,593,825
Full-Time Equivalents	3.00	3.00	3.00	3.00
TOTAL BUDGET	\$55,580,737	\$65,445,842	\$73,273,372	\$72,591,252

Facility Services

Our goal is to keep Austin Parks and Recreation Department facilities clean, safe and enjoyable for now and years to come.

HIGHLIGHTS

The Facility Services Division helps keep our buildings and facilities in good working order. Projects this year included:

Asian American Resource Center

Facility Services crews removed a wall to expand capacity for the Senior Meals Program at the Asian American Resource Center.

Delwood Ballfields

Facility Services crews installed a new metal roof and replaced the garage doors on the equipment storage room at Delwood Ballfields. The league was so enthusiastic about how the project turned out, they converted the building to a new training room.

Old Zilker Pistol Range

Facility Services constructed a whale deck for an obstacle course at the old Zilker Pistol Range. The whale deck is used for team building exercises and other program activities.

Mary Moore Searight Pavilion

The Mary Moore Searight Pavilion roof was repaired, with careful attention to nearby trees.

Shower Facilities

A new shower facility was built at the Department's main office.

HOW WE GET IT DONE



Grounds Maintenance

HIGHLIGHTS

The Austin Parks and Recreation Department has responsibility for maintaining over 200 miles of the City of Austin's trail system. In FY 2014, City Council approved funding for 12 additional staff to enhance trail services. The newly added crews focused on cutting back vegetation, trimming trees, inspecting and repairing drainage systems, along with the reconstruction and reconditioning of current trails.

200+ miles of trails maintained



In addition to trail maintenance, in FY 2014 Grounds Maintenance crews also renovated the restrooms and showers at Emma Long Metropolitan Park (following sustainable practices and using state-of-art fixtures), and installed new bleachers at the Gus Garcia multi-purpose field and at the Givens Park athletic fields.

Our goal is to keep Austin parks clean, safe and enjoyable for people, plants and animals — both now and for years to come.



Administration

HIGHLIGHTS

Human Resources By The Numbers

664.75

Budgeted Full Time Staff

91

New Employees Hired

1,272

Temporary Staff Hired

23

Internal Promotions

215

Jobs Recruited



Organizational Development

In addition to providing training to Department employees on topics designed to enhance work productivity, Organizational Development also sponsors an Internship Program:

- **14** college and university students were involved in internships

Occupational Safety and Health

With safety a big priority, our Safety and Health team taught a total of:

- **67** training classes provided to **1,184** staff

Records Management

FY 2014 marked an important milestone for our Department with the completion of our State Approved Records Control Schedules. We will move incrementally forward with application of these schedules to our records holdings for their life cycle.



Our goal is to attract, retain and develop top talent, providing an environment where employees grow in their careers while maintaining the highest levels of health and safety.

Marketing & Communications

HIGHLIGHTS

Public Information and Media Relations

Our Department enjoys a robust community of engaged citizens and stakeholders who are passionate about their parks, pools, trails, recreation and cultural centers, museums and other facilities. Our programs are often in the news, and we handle daily media inquiries in support of keeping Austin residents informed about the programs, services, facilities, parks and trails under our jurisdiction.

Community Engagement

FY 2014 was also an active year for community engagement. We engaged citizens and worked with our stakeholders on numerous projects, including:

- Aquatic Facilities Assessment
- Recreation Programs Town Hall
- Dove Springs Recreation Center Expansion
- Montopolis Recreation Center
- Walsh Boat Landing
- Cemeteries Master Planning
- Cemetery Rules & Regulations
- Onion Creek Master Plan
- Pease Park Master Plan

Grand Opening Events and Celebrations:

- Boardwalk on the Ann and Roy Butler Hike-and-Bike Trail
- Bartholomew Metropolitan Pool
- Westenfield Pool
- Barton Springs Improvement Project
- Dove Springs Playscape Ground Breaking
- Genealogy Center at the Carver Museum and Cultural Center
- Delores Duffie Recreation Center Renaming



Media Outreach By The Numbers

90+
News Releases

2,050+
Webpages Published



500+
Facebook Posts

1,067
Facebook Daily Reach

95,073
Facebook Daily Reach
Record High on July 14th



705+
Lifetime Tweets

Our goal is to promote Austin's parks and recreation destinations and keep residents informed of our programs and events.

Marketing & Communications

Zilker Zumbathon Zelebration & Unase Al Reto

The Department collaborated with Univision Austin on two Unase Al Reto events, as well as the citywide 'Zilker Zumbathon Zelebration' in support of the National Recreation and Parks Association 'Parks Month' in July. These events engaged residents throughout Austin, and especially included the Hispanic community, to participate in exercise workshops and community walks.



OFFICE OF THE CITY MANAGER

Marc A. Ott, City Manager
Michael McDonald, Deputy City Manager
Rey Arellano, Assistant City Manager
Sue Edwards, Assistant City Manager
Robert Goode, Assistant City Manager
Bert Lumbreras, Assistant City Manager
Anthony Snipes, Assistant City Manager

PARKS AND RECREATION DEPARTMENT

Sara L. Hensley, CPRP, Director
Kimberly A. McNeeley, CPRP, Assistant Director
Cora D. Wright, Assistant Director

PARKS AND RECREATION BOARD

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Lynn Osgood, Board Member
Susan Roth, Board Member

STAY IN TOUCH

[AustinTexas.gov/Parks](https://austintexas.gov/Parks)

 Austin Parks and Recreation Department

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