

National Park Service
U.S. Department of the Interior
Rivers, Trails, and Conservation Assistance



NPS RTCA and the Tejano Trails: *Using Partnerships to Highlight East Austin's Unique History*

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Managing by Network Case Study – August 6, 2014

Who We Are

The Rivers, Trails and Conservation Assistance Program implements the conservation and outdoor recreation mission of the National Park Service in communities across America.



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RTCA is...

- A planning & technical assistance program
- Community-based
- Available to help non-profits, local, state, and federal agencies

We help groups develop their good ideas into viable projects, with a focus on **partnership development and collaboration.**



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In the chat box...

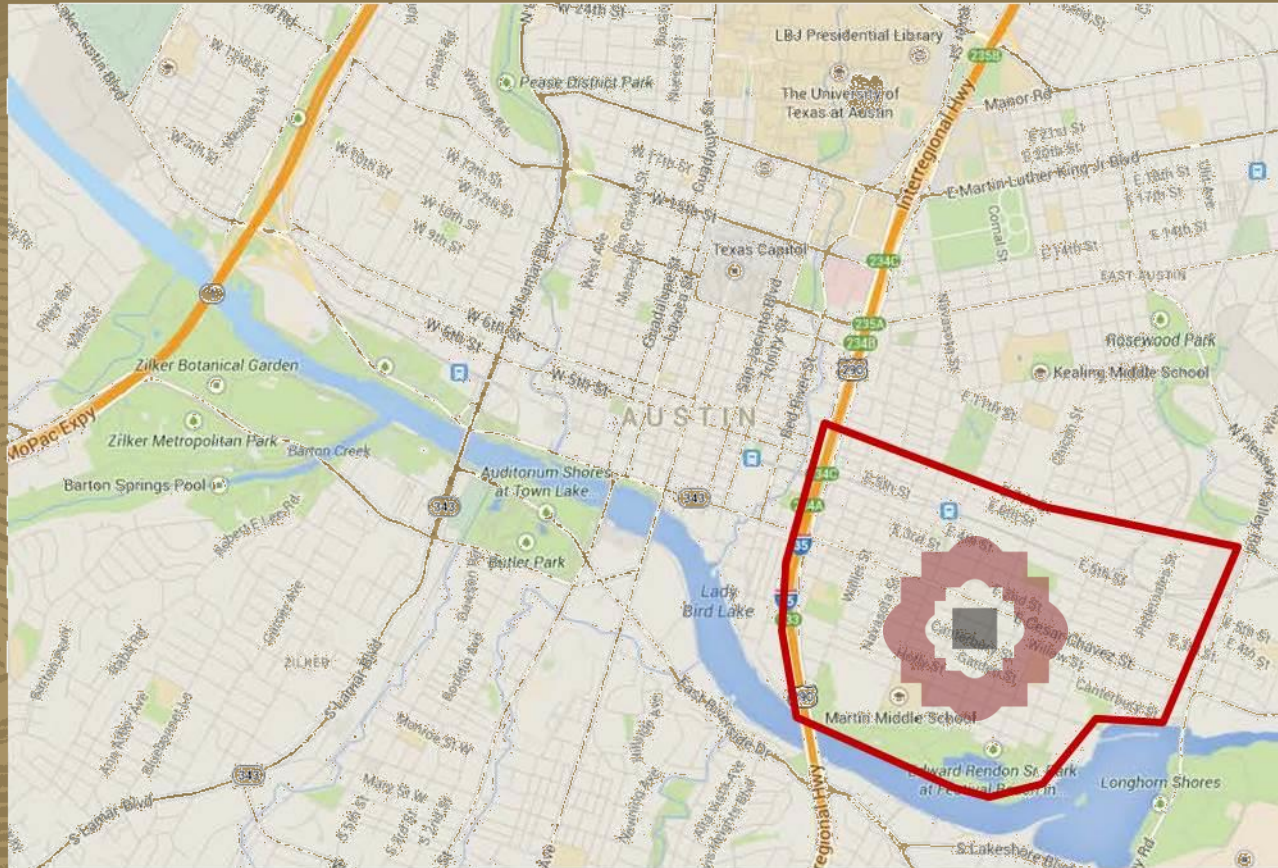
In a few words, tell us about your favorite close-to-home park, trail, bike path, paddle trail, or other recreational resource:

What is it?

Where is it?

What's great about it?

East Austin's Tejano Trails



Quick Facts about East Austin

- Just east of downtown Austin
- Historically, the heart of the African American and Latino community
- History of redlining, community disinvestment
- Increasingly popular commercial and residential area
- Rapidly increasing property values, decreasing percentage of non-white residents
- Loss of historic homes; changing community character

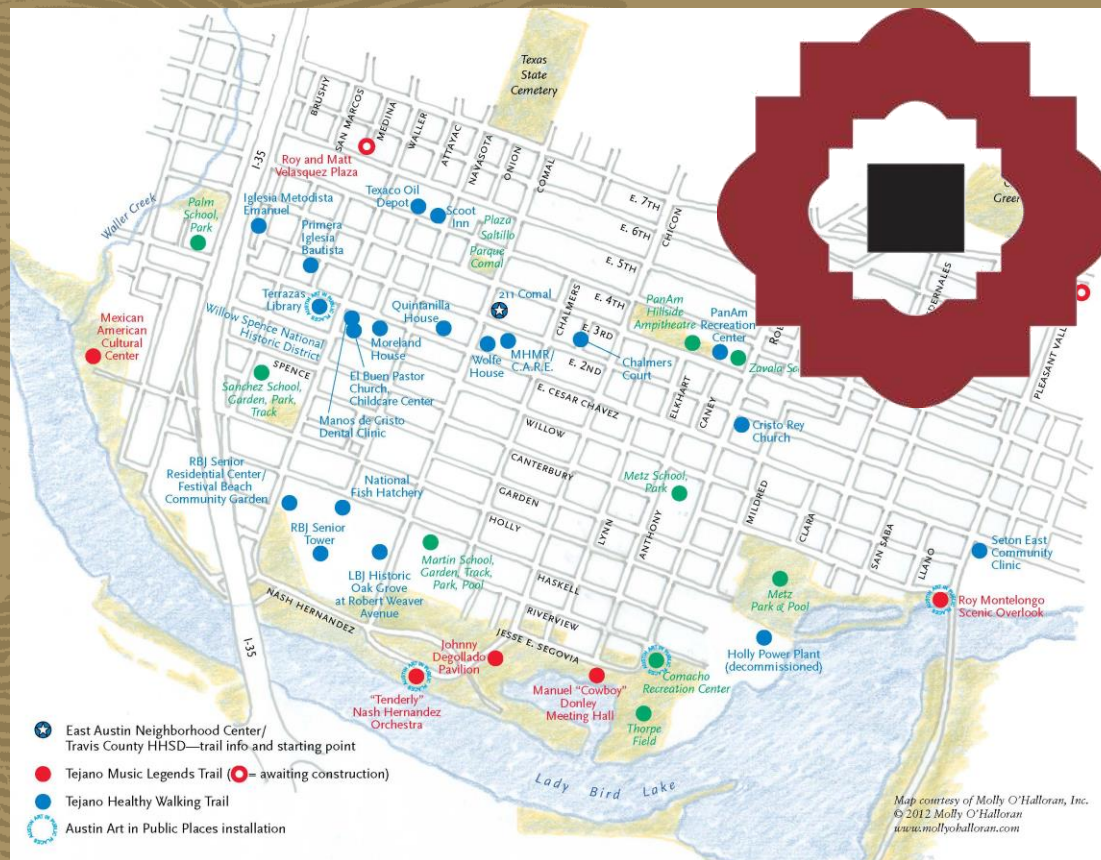


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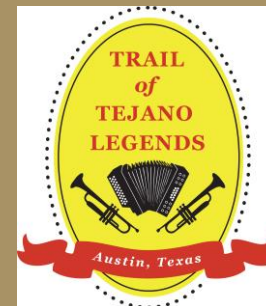
The Idea

“We envision a series of safe, accessible, well-designed walking trails—the Tejano Trails—that highlight East Austin’s numerous community assets...The Tejano Trails will promote and protect the area’s unique culture, history, and natural resources by educating and inspiring trail users.”



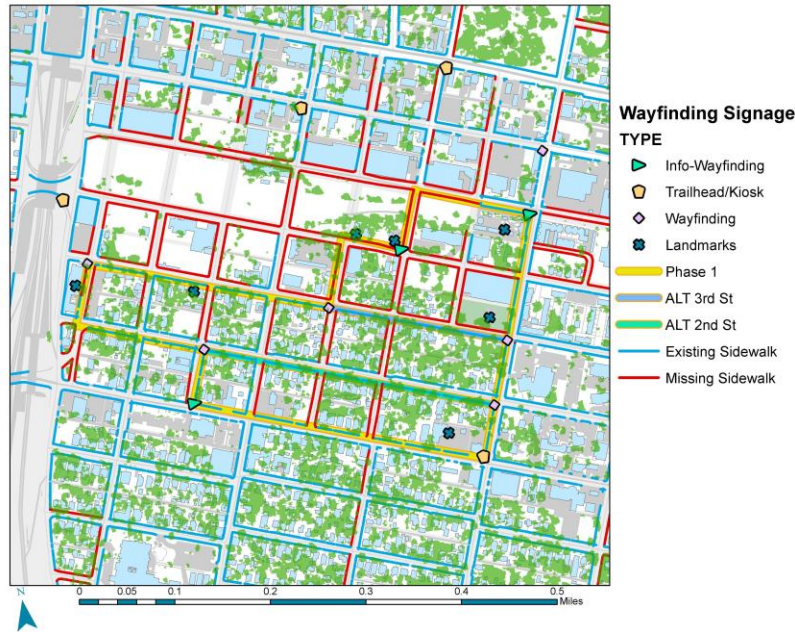
Why Partnerships?

- Represent a wide range of interests & voices
- Bring a range of expertise to the table
- Develop advocates and champions for the project
- Grow public support and awareness
- Identify partners to assist with implementation



Successes

TEJANO TRAILS: PHASE ONE



- New partners: combining efforts with 5th St. Mexican American Heritage Corridor
 - Expand the Trails into downtown Austin
- Reaching residents and visitors through partners' networks
 - Helped to refine trail routes to better cater to residents' and visitors' needs
- Identifying partnerships to aid in implementation
 - Using in-kind donations from partners to pursue additional funding

5th Street Mexican American Heritage Corridor:
From Republic Park (West 5th) to Saltillo Plaza (East 5th)



Lessons Learned

- Create an atmosphere that promotes sustained engagement from partners
- Identify (and celebrate!) milestones/small victories along the way
- Start thinking about implementation from the start
- Expect limited capacity from your community volunteers (they're already busy!)



Questions?

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