



## OUR MISSION

Austin Parks Foundation partners with our community to enhance people's lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support.

## OUR IMPACT

- Improve the lives of the community by ensuring access to high-quality parks in Austin
- Austinites understand the true value of our parks
- Parks are a priority in the minds (and wallets) of the Austin community (i.e. improving existing parks, advocating for parks/park issues, volunteering)
- Increased accessibility to parks and leveling the playing field for all members of the community, especially those with less access to parks
- Expand existing footprint of parks for Austinites

## OUR STRATEGY

Austin Parks Foundation will continue to grow its impact by creating better and more equitable access to Austin parks for all through the following three phases.



# PRIORITY AREAS

1

## FOCUS ON APF'S UNIQUE VALUE: PEOPLE + PARKS

Build a community of park lovers through inclusive volunteer opportunities and park activations.

2

## CREATE EQUITABLE PARKS ACCESS

Ensure all Austinites have equitable access to quality parks, ideally living within a ten-minute walk from a park or green space, in order to align with TPL's campaign and Mayor Adler's commitment to the 10-minute walk to a park standard for all.

3

## DEVELOP SIGNATURE PARKS PROJECTS

Develop multi-year, transformative projects that allow more people to engage with Austin's parks.

4

## DIVERSIFY APF'S FUNDING

Diversify funding and further develop a concrete rationale and sustainable approach for fund development.

5

## POSITION APF AS THE GO-TO PARKS ORG

Internally embrace our position as the go-to parks organization in Austin and promote ourselves as such within the community.