

Increasing Accessibility to Trinity River Audubon Center



A Reclaimed Haven for the Community

Study after study proves that nature provides incredible benefits for both mental and physical well-being. In an urban setting like Dallas, finding opportunities to connect with nature can be a significant challenge. TRAC is perfectly positioned to facilitate that connection. It is our legacy to have reclaimed an illegal dumpsite and transformed it into an ecological haven for birds, wildlife, and people alike. Now we want to ensure the South Dallas community experiences the benefits TRAC can provide. To do so equitably, it is important that we remove barriers to access – including admission fees.

(RE)CONNECTING WITH OUR COMMUNITY

Re-engaging the community is a priority goal for TRAC's team. This includes both our local, under-represented communities and other Dallasites who remain unaware of our hidden jewel along the Trinity River. However, once we have inspired and engaged these communities with our nature center, we want to ensure they can return, and return regularly, so they experience the benefits of time spent in nature on an ongoing basis. Removing admission fees removes a critical barrier to that goal.

PILOTING FREE ADMISSION AT TRAC

Currently, admission fees serve as important revenue for the center's operations and incentive to purchase a membership (which waives these fees). We believe that offering free admission will ultimately result in greater community engagement and belonging, increased on-site donations from visitors, and new opportunities to secure funding targeted at equity.

We are happy to share that we will pilot a free entry program to Trinity River Audubon Center January 1 – June 30, 2023.