Heidi Anderson is the executive director of The Trail Foundation, the nonprofit organization that works to protect, enhance, and connect the Ann and Roy Butler Hike-and-Bike Trail for the benefit of all. The Butler Trail is the 10-mile lush, urban pathway in the heart of Austin that serves as the hub of the city’s 130-mile trail system, circling Lady Bird Lake and passing skyscrapers, neighborhoods, sports fields, and cultural attractions. With more than 2.6 million visits annually, the Trail is one of Austin’s most popular recreational attractions, and has an economic impact of $8.8 million annually.

As executive director of TTF, Heidi leads the Foundation’s strategic vision and continued growth, including projects currently underway such as the Trail-wide ecological restoration, Holly Shores revitalization, and enhancements to the East side of the Trail. Her key duties include overseeing the administration, projects, programs, and strategic plan of The Trail Foundation. Other responsibilities include fundraising, communications, marketing, and community outreach.

During Heidi’s tenure with The Trail Foundation, she has lead the efforts to establish criteria by which future projects are selected, announced the organization’s ambitious 15 new projects in honor of its 15th anniversary in 2018, and created a Canopy Fund dedicated to financing the initial phases of each future project. Heidi has also spearheaded the strategic modification of TTF’s mission to include connectivity for the Butler Trail (in addition to protection and enhancement), unveiled TTF’s completed $2.5 million Trail Bridge at Congress Avenue project, was appointed by the City as a member and key stakeholder of the Zilker Working Group, has helped lead the Seaholm Intake Facility joint revitalization project with the Austin Parks Foundation and City of Austin’s Parks and Recreation Department, and been a featured guest speaker at various esteemed summits including the Texas Trails and Active Transportation Conference and the American Institute of Architects Austin Summer Conference.

She and her family regularly enjoy the Trail for its urban access to nature and connectivity to community. Heidi’s commitment to the Trail lies in the belief that this treasured asset, within Austin’s core, is at the heart of what makes our city great and our people healthy.

Heidi came to TTF with 24 years of experience in nonprofits, most recently focused on protecting green space and building additional trails for Central Texans. Prior to taking the reins of TTF, she served as director of development for Austin-based Hill Country Conservancy. She is the third leader in The Trail Foundation’s nearly 16-year history.

For more information, contact Allison Baron, pr@thetrailfoundation.org or 682-551-7172. High-res photos, a headshot of Heidi Anderson, and TTF’s logo are available here.

About The Trail Foundation
Celebrating its 15th anniversary this year, The Trail Foundation’s mission is to protect, enhance, and connect the Butler Hike-and-Bike-Trail at Lady Bird Lake for the benefit of all. The Butler Trail is the 10-mile lush, urban path in the heart of Austin that gets more than 2.6 million visits every year. Since its founding, The Trail Foundation has achieved restoration and beautification projects to the Trail’s infrastructure and environment, while honoring the original vision of the Trail’s founders and ensuring its vibrancy for generations to come. #TTFturns15 www.thetrailfoundation.org