

AUSTIN PARKS & RECREATION DEPARTMENT

PHASE I: COMMUNITY ENGAGEMENT SUMMARY

OUR PARKS, OUR FUTURE.



OUR PARKS
OUR FUTURE



AUSTIN PARKS & RECREATION
LONG RANGE PLAN

2018 - 2028



AUSTIN
PARKS
FOUNDATION



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IN COLLABORATION WITH:

STUDIO BALCONES, GO COLLABORATIVE, ADISA COMMUNICATIONS,
THE TRUST FOR PUBLIC LAND, ETC INSTITUTE, PROS CONSULTING



FIGURE I. RUNNERS IN AUSTIN
Source: PARD.

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I. INTRODUCTION

PUBLIC ENGAGEMENT FOR OUR PARKS, OUR FUTURE

The City of Austin Parks and Recreation Department (PARD) is developing an update to the Long Range Plan for Land, Facilities, and Programs for the Austin park system, Our Parks, Our Future. The Long Range Plan is developed every 10 years and provides a blueprint to guide land acquisition, capital improvements, and the development of programs and new amenities. The City of Austin's leadership, staff, and partners are committed to involving the community in planning and decision making through a variety of means including in-person meetings, ongoing informal conversations, and the use of technology.

PARD MISSION

PARD's mission is to inspire Austin to learn, play, protect and connect by creating diverse programs and experiences in sustainable natural spaces and public places.

PARD provides community and recreation services, facility and park maintenance, and planning facility construction, and oversees more than 20,000 acres of land.

LRP PLANNING PROCESS GOALS



CREATE A VISION FOR AUSTIN'S PARK SYSTEM IN 2028

This effort will focus on engaging the community and city staff to define a new vision that is both inspirational and achievable.



GUIDE FUTURE GROWTH AND DEVELOPMENT

As Austin continues to grow and change, the Long Range Plan will provide a careful analysis and guidebook for how and where to invest to ensure a world-class park system.



DEVELOP STRATEGIES, ACTIONS, AND PRIORITIES

The Long Range Plan will provide citywide strategies and priorities to inform the Capital Improvement Program and development of Park Master Plans.



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2. ENGAGEMENT GOALS, METRICS & OUTCOMES

As the city's blueprint for new and improved parkland and recreation in Austin for the next ten years, it is critical that Austin PARD staff hear from as many people as possible while the plan is being developed. In addition, the planning horizon of 2028 presents an exciting opportunity for storytelling and celebrating Austin's park system, as it coincides with the 100-year anniversary of city's Parks and Recreation Department, which was created in February 1928.

COMMUNITY ENGAGEMENT GOALS

Within this context, the goals for community engagement include:

1. Create a fun, culturally sensitive, inclusive and engaging process that celebrates Austin's parks and recreation facilities and educates the community about the value of Austin parks and recreation;
2. Design a public engagement process that captures the public perception of current and future needs for the city's park system and results in the development of the Parks and Recreation core values and Long Range Plan priorities;
3. Involve a wide range of ages, races, ethnicities and hard-to-reach residents in the plan by providing multiple ways for the public to engage, including variety in location and timing of events; and providing opportunities for engagement to happen within the context of a person's everyday activities.
4. Involve PARD employees from various divisions in community engagement to provide perspective on the various programs that PARD provides; help PARD staff understand resident needs and priorities; and assist in developing the core values and priorities for the Plan.

As community engagement activities are planned, they will be tied back to the goals of the Public Engagement Plan.

METRICS TO EVALUATE OUTREACH & EQUITY

The primary methods PARD and the consultant team will use to evaluate success include: asking participants to provide their demographic information through surveys and assessing how well the planning process is reaching Austin's less engaged, hard-to-reach populations.

The following metrics will be used to evaluate the effective reach of promotion efforts:

- Number of mentions in local and alternative news outlets
- Website hits and downloads of educational materials or reports
- Social media share of Our Parks, Our Future content
- Engagement on NextDoor and SpeakUp Austin
- A minimum of 1,000 survey responses from geographically diverse areas of the city
- Engagement and general awareness of PARD employees and partners

For all public meetings, events and surveys, the following metrics will be used to evaluate the equity of participation:

- Number of people who attend meetings or events throughout the life of project
- The range of zip codes of participants
- The age range of participants (when available)
- The race and ethnicity range of participants (when available)
- Statistically Valid Survey Results (representative of Austin's demographics) with a minimum of 800 completed surveys
- A minimum of 1,000 completed online survey responses
- A minimum of 500 new interest list sign-ups
- Level of participation from those with limited English proficiency
- Results of survey / feedback on process (e.g., public meeting comment card)

DESIRED COMMUNITY ENGAGEMENT OUTCOMES

Outcomes of a successful public engagement process include:

1. Participation that is representative of Austin's demographics (e.g., homeowners/renters; race and ethnicity; age; geographic location) and numbers into the thousands;
2. Involvement at key stages with the City of Austin Equity Office staff and application of the equity analysis tool (specifically Box 4: Community Engagement) leading up to and following each planning summit, to ensure communities of color have been actively and effectively engaged in the LRP process;
3. At the end of the planning process, more residents have learned about and participated in their parks through enjoyable and engaging experiences that help them to develop a deeper understanding about the parks system and the role parks play in peoples' lives";
4. The LRP is an easy-to-use and meaningful document, which provides clear guidance and priorities for PARD staff and the public, and includes a clear picture of the input received from the community and the plan's vision, strategies, and priorities; and
5. Development of a public engagement process, including messaging and educational materials, that helps define the planning process as a model for the City of Austin and other cities across the country.

3. OUTREACH EFFORTS

A key part of the outreach effort is building a comprehensive stakeholder list. The contact database developed by Austin PARD, the Community Engagement Advisory Committee (CEAC), and consultant team-member Adisa Communications will be informed regularly of public meetings and project updates. This stakeholder list will be supplemented by and regularly updated to include survey participants, as well as those who sign up for updates online and as the public engagement process progresses.

DIGITAL MEDIA

Digital outreach efforts were designed to promote all opportunities for public involvement on the project and to comply with the city's Digital Inclusion strategy. Reporting by Council District to potentially identify ways in which we can expand the social media reach (e.g., through libraries, neighborhood organizations, community connectivity sites).

Austin Future Parks Website

The project website provides the public with a one-stop-shop for information on all project components, a schedule of the LRP activities and updates, as well as materials including draft documents, frequently asked questions, public notices, and links to related websites. The website includes presentations, surveys and other exercises from the various meetings for those individuals who are unable to attend in person. A direct email is also provided for residents to submit questions or comments and requests for additional information.

Eblasts

Eblasts are sent out via email to the entire contact database to inform community members of the open houses, surveys, and other events as scheduled. These are distributed through email communications to be both efficient and broad reaching. PARD distributed e-blasts as needed (e.g. in advance of all planning summits and pop-up events) to promote event attendance and increase awareness of the planning process.

Social Media

Social media provides an efficient and accessible method of reaching a large cross-section of residents. PARD regularly posts and maintains content and updates on social media sites, including Twitter, Facebook, and NextDoor. The project hashtag for use on Twitter and other tagging-enabled sites is: #AustinFutureParks. A social media project kit is shared with the CEAC and PARD partners to expand the reach beyond the PARD audience, and to personally engage with community members.

Speak-Up Austin

PARD created an Our Parks, Our Future Long Range Plan SpeakUp Austin! page that links to the project website and includes discussions and posts on topics related to the LRP. The SpeakUp page was used to create a virtual meeting space tied to the first round of community open house meetings. It also served as the landing page for the online survey and will be used in upcoming rounds of community input.

NEWS MEDIA & ADVERTISING

Local news stories are essential to informing and educating the public. The PARD media team provides ongoing media briefings and press releases with the project's background, process, goals and objectives, and information about how to get involved. Efforts to inform the media happen in advance of and during each of the planning summits and at project milestones. Minority media and alternative news sources, like El Mundo and the Villager, are included in the project's distribution of information and materials. To encourage participation in the Our Parks, Our Future online survey, PARD placed CapMetro bus ads, radio ads, and print ads, including a survey link through text number.

PRINT MEDIA: FLYERS, POSTERS & POSTCARDS

Flyers, posters, and postcards are used to inform community members of the planning process, meetings, surveys, and other events. Not every resident has access to or uses social media and email regularly. Flyers and posters help to bridge the digital divide. Flyers were distributed before every community meeting in locations near the meeting site. Posters and signs were placed at meeting locations, in nearby locations, and in PARD facilities. All meeting flyers are produced in English and Spanish, and other languages are included based on population area. Project postcards are available at events throughout the planning process. Signage advertising the online survey was placed at all facilities and parks.

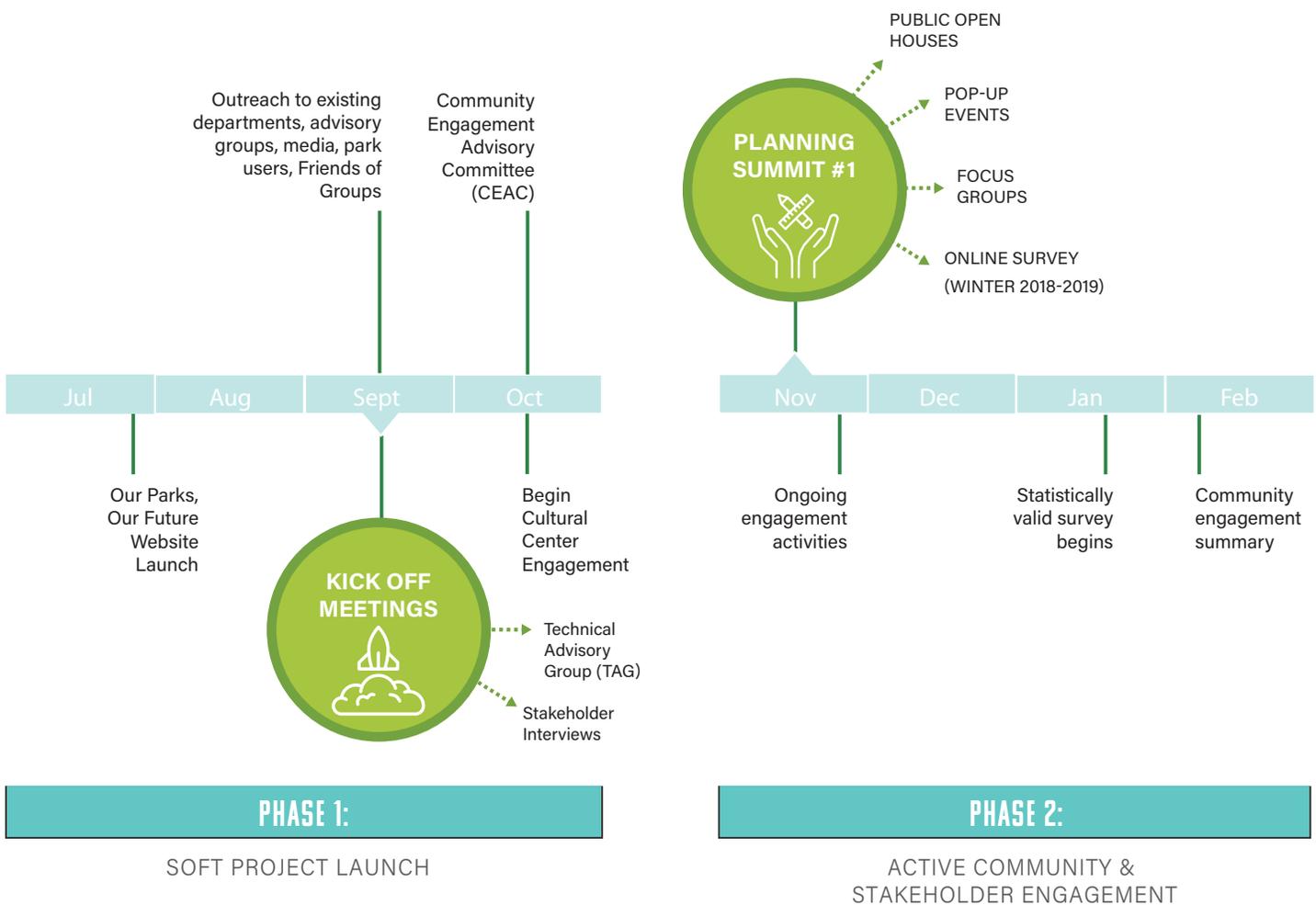


FIGURE 2. PROMOTIONAL BANNER, SIGN, AND POSTCARD

4. PHASES & TYPES OF ENGAGEMENT

SURVEYS

To ensure broad participation beyond those that can attend in-person meetings, several types of surveys are included: online citywide survey; a randomly selected statistically valid survey; and an audio survey of cultural center users. Information and results from all surveys will be shared with the community at large and used to inform the reporting of the Austin community needs and priorities for use in the plan development.



MEETINGS

Planning Summits 1 and 2 each include five community meetings to ensure geographic and scheduling diversity and gather input and feedback. Planning Summit 3 will include one to two community meetings - draft plan conversations - to review the plan recommendations and actions. A minimum of 12 community meetings will be held throughout the process. The process also includes meetings with several key groups to help inform and guide the process throughout: Core Group (PARD), Technical Advisory Committee (TAG), and the Community Engagement Advisory Committee (CEAC), described in the following section.

POP-UP EVENTS

These quick engagement stations take advantage of existing events or highly trafficked locations (e.g., parks, grocery stores) to supplement the community meeting series and broaden the geographic and scheduling reach of public engagement. Pop-Ups are modeled after the community meetings and are intended to engage a broader audience and meet people where they already are.

FOCUS GROUPS

As part of the outreach, the WRT team is conducting five focus groups to engage a demographically diverse group of people in guided discussions. The specific groups to be engaged will be based on input from PARD, the CEAC (at their first meeting in September), and other stakeholders as the process evolves.

In addition, the project team is conducting group interviews as part of each round of engagement. Groups include both city and non-city staff and have been organized around topic areas, e.g., maintenance and operations, community partnerships, recreation, programs, mobility and trails, and community health and wellness.

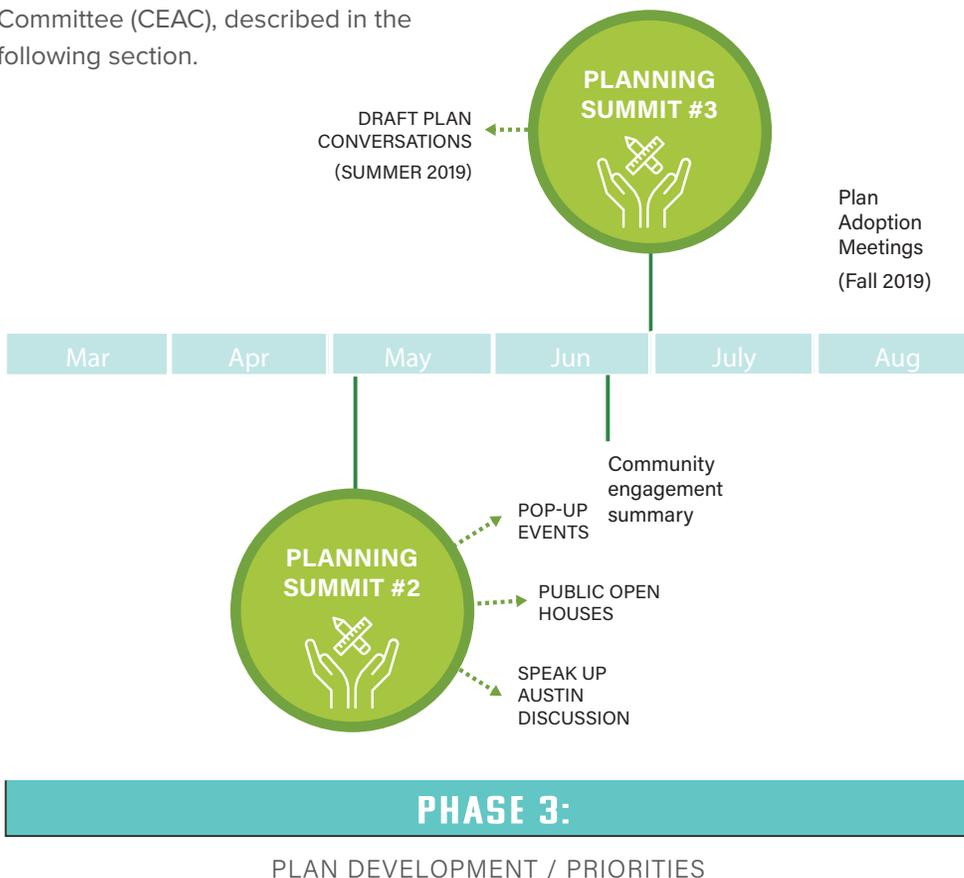


FIGURE 3. ENGAGEMENT PHASES TIMELINE

ADVISORY BODIES

CORE TEAM

The LRP Core Team consists of PARD leadership and staff from across the department who are closely involved in the planning process and implementation of the LRP. The Core Team meets monthly to review materials and provide guidance and direction to the consultant team.

COMMUNITY ENGAGEMENT ADVISORY COMMITTEE (CEAC)

The role of the Community Engagement Advisory Committee (CEAC) is to help guide the outreach, serve as ambassadors of Our Parks, Our Future planning process, identify strategies to engage hard to reach groups, and assist PARD in sharing information about the process and plan with the community. The CEAC met for the first time in October 2018 and assisted PARD with identifying outreach strategies, adding to the stakeholder database, and supporting the overall social media engagement. The CEAC will meet prior to Planning Summit 2 to review and provide feedback on meeting content, logistics, and engagement strategies..



FIGURE 4. COMMUNITY GARDEN
Source: PARD

TECHNICAL ADVISORY GROUP (TAG)

The Technical Advisory Group (TAG) is a diverse group of representatives of various City departments including PARD divisions, Transportation, Public Works, Public Health, Watershed Protection, Real Estate Services, Planning and Zoning, Office of Sustainability, Office of Equity, among others. The TAG met for the first time as part of the project kickoff in September 2018 and will meet again as part of Planning Summit 2.



FIGURE 5. TECHNICAL ADVISORY GROUP (TAG) KICK-OFF DISCUSSIONS
Source: WRT

5. SUMMARY OF ACTIVITIES TO DATE

The LRP Public Engagement Plan includes a more detailed description of all plan goals, anticipated outcomes, engagement and outreach activities. The following summary provides an overview of the events that have occurred to date, and will be updated as we move through the process.

1. KICK-OFF EVENTS & GETTING ORGANIZED

2. COMMUNITY MEETING SERIES #1

3. POP-UP SERIES #1

4. ONLINE COMMUNITY SURVEY

5. CULTURAL FACILITY AUDIO SURVEY

6. STATISTICALLY VALID SURVEY

KICK-OFF EVENTS & GETTING ORGANIZED

PHASE ONE

PURPOSE & OVERVIEW

PARD and the consultant team, led by WRT, held a two-day series of meetings, interviews, and tours to officially kickoff the planning process, 9/20/18 and 9/21/18. The kickoff events included a group tour of park and recreation facilities, the first meeting of the Technical Advisory Group (TAG) with representatives from departments across the city, a public engagement strategy session, and a series of WRT-led interviews with PARD divisions and park partners. Stakeholders included PARD operations and maintenance staff, AISD and other schoolyard parks and partnerships, and partners including Austin Parks Foundation, Downtown Austin Alliance, GAVA, Stronger Austin, and Travis County.

WHERE & WHEN

Park Tour and PARD Offices
September 20-20, 2018



FIGURE 6. KICK-OFF PARK TOUR
Source: WRT



FIGURE 7. PARK TOUR HIGHLIGHTS
Source: WRT.

COMMUNITY MEETING SERIES #1

PHASE ONE

189
PARTICIPANTS

PURPOSE & OVERVIEW

This series of five open houses focused on the question “what do our parks mean to you?” and consisted of stations manned by the consultant team and local stakeholders that described the existing parks and recreation resources in the city, explained the planning process and the LRP’s importance, and solicited feedback on:

- Current strengths, deficiencies, opportunities, and challenges
- Facility and program priorities
- Budget priorities and trade-offs (e.g., “money game”)
- Park and recreation future vision

WHERE & WHEN

George Washington Carver Museum

1165 Angelina Street
November 8, 2018, 6pm-8pm

Northwest Recreation Center

2913 Northland Drive
November 10, 2018, 11am-1pm

Gustavo “Gus” L. Garcia Recreation Center

1201 E Rundberg Lane
November 10, 2018,, 3pm-5pm

Dittmar Recreation Center

1009 W Dittmar Road
November 13, 2018, 6pm-8pm

Fiesta Gardens Building

2101 Jesse E. Segovia Street
November 14, 2018, 6pm-8pm

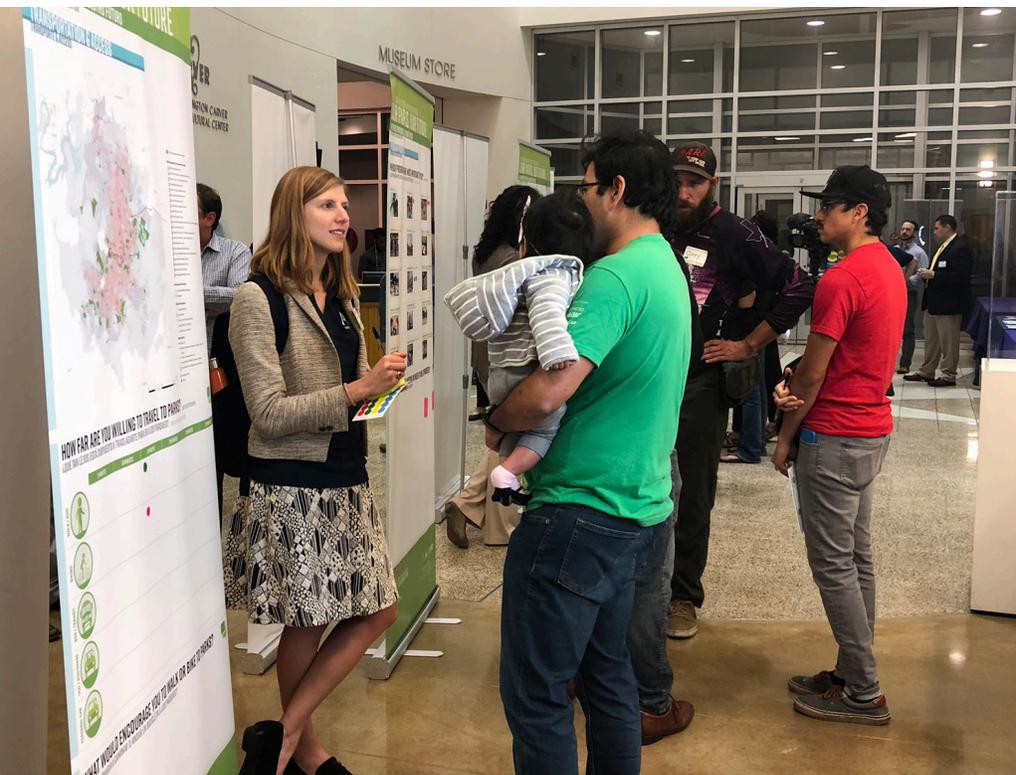


FIGURE 8. GEORGE WASHINGTON CARVER MUSEUM
Source: PARD.

WHAT WE HEARD

Summary of top responses (for all participants, not individual meeting locations):

Favorite Parks:

- Zilker Metropolitan Park
- Metz Neighborhood Park
- Roy Guerezo Colorado River Park
- Barton Creek Greenbelt
- Circle C Metropolitan Park
- Gustavo “Gus” L. Garcia Recreation Center

What You Love About Austin Parks/

What Austin Parks Do Well:

- Trails, variety in trails
- Nature
- Maintenance of facilities, parks and vegetation - always clean.
- Sports programming (Basketball, volleyball, swimming, Disc Golf)
- Spread throughout the city
- Disc golf and multi-use courts
- Programs/Activities offered, Accessible events

Facility Types That Are Most Important to You:

- Nature Trails
- Pools & Water Features
- Natural Areas/Preserves
- Community Gardens
- Cultural/Historic Art Center

Programs Most Important to You:

- Outdoor Recreation
- Aquatics
- Stewardship Services (Adopt-a-Park/Trail)
- Arts & Culture
- Health & Fitness
- Senior Programs & Services

How Far You Are Willing to Travel to Parks (on average):

- Walk/Run: 15 minutes
- Biking: 20 minutes
- Personal Car: 30 minutes
- Transit: 30 minutes
- Taxi/Ride Share: 15 minutes

What Would Encourage You to Walk or Bike to Parks:

- More connected trails/bike lanes off streets
- Local or within 1 mile
- Improved neighborhood sidewalks and crosswalks
- Disc Golf (Closer access to disc golf courses, Put 9-hole disc golf courses at small parks)

How Austin Parks Can Improve:

OVERALL

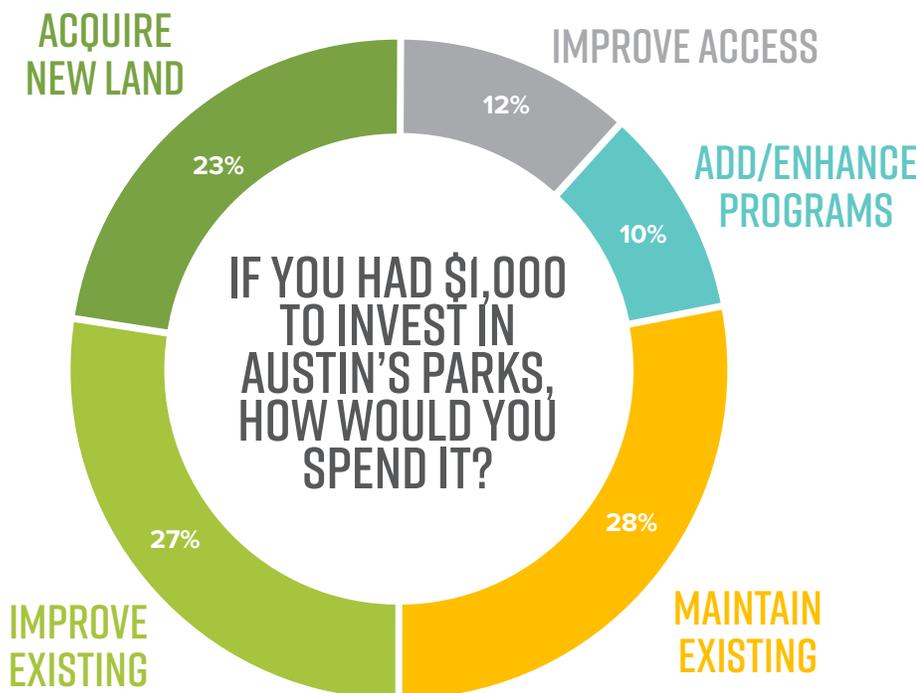
- Better, More Consistent Year-round Maintenance & Repair Programs for buildings, vegetation and infrastructure
- Disc Golf Improvements (More courses, Add safer crossings)
- Expanding Programming (More water stations/pads, dog parks, utilities for large events, educational classes)
- Promotion/Outreach/Education
- Trail/Path Improvements & Purpose/Mode Separations (ADA accessibility/paths, better access into parks)

FACILITIES

- Disc Golf (More and improved courses, disc golf tournament)
- Trail Improvements (add separate bike/hike trails, repair throughout city, better signage)
- Maintenance (on invasive species, repair infrastructure, bathrooms)
- More Neighborhood Parks

PROGRAMS

- Athletic/Sports Facilities (Multi-use/Bike polo courts, tennis courts)
- Programming for Special Populations (Youth Sports programs, fitness classes/section for women)
- Streamline the process for arranging events in Austin Parks





POP-UP SERIES #1

140+
SURVEYS
COMPLETED

12
LOCAL EVENTS
ATTENDED

PHASE ONE

PURPOSE & OVERVIEW

PARD staff and consultant team member Adisa Communications, led pop-ups as a part of existing events or highly trafficked locations (e.g., libraries, farmers markets). These pop-ups took place in December of 2018 and January of 2019 and were designed to not only share information about the PARD Long Range Plan, but also to promote and extend the impact of the Community Series #1 by engaging residents and stakeholders outside of the meeting setting and encouraging more continuous, ongoing participation in the planning effort between meetings.

At the pop-ups, community members were greeted and provided with a fact sheet and one-page handout as well as PARD giveaways and additional Long Range Plan materials. Paper surveys and a tablet/computer were available to collect input for those interested. The money game board used as part of the first meeting series also proved an effective and concise way to gather input. Participants either completed the survey on site or were asked to complete the survey at a more convenient time.

WHERE & WHEN

Walter E Long. MP Meeting #4

Deckler Middle School
8104 Decker Lane
December 4, 2018, 6pm – 8pm
Est. Attendance: 70

JingleBooze (The Thinkery)*

1830 Simond Avenue
December 6, 2018, 7pm – 10pm
Est. Attendance: 600

Asian American Resource Center Master Plan Meeting #1

3200 Jones Road
December 11, 2018, 6pm – 8pm
Est. Attendance: 50

* Indicates Adisa Communications attended; all others staffed by PARD



FIGURE 9. LBJ WILDFLOWER CENTER POP-UP WITH MONEY GAME

Movies in the Park

Zilker Park
December 13, 2018, 6pm – 8pm
Est. Attendance: 200

SFC Farmers Market at Sunset Valley*

3200 Jones Road
December 15, 2018, 9am – 1pm
Est. Attendance: 100

MT Supermarket

10901 N Lamar Boulevard G
January 5, 2019, 10am – 2pm
Est. Attendance: 100

YMCA Mobile Market

YMCA of East Austin Branch
5315 Ed Bluestein Boulevard
January 10, 2019, 4pm – 7pm
Est. Attendance: 100

TownLake YMCA

1100 W Cesar Chavez Street
January 19, 2019, 10am – 1pm
Est. Attendance: 150

Howson Branch Library*

2500 Exposition Boulevard
January 12, 2019, 11am – 1pm
Est. Attendance: 10

Spicewood Springs Branch Library*

8637 Spicewood Springs Road
January 12, 2019, 2pm – 4:45pm
Est. Attendance: 12

MLK Community Festival

MLK Statue at The University of Texas at Austin
Speedway & Inner Campus Drive
January 21, 2019, 9am – 2pm
Est. Attendance: 300

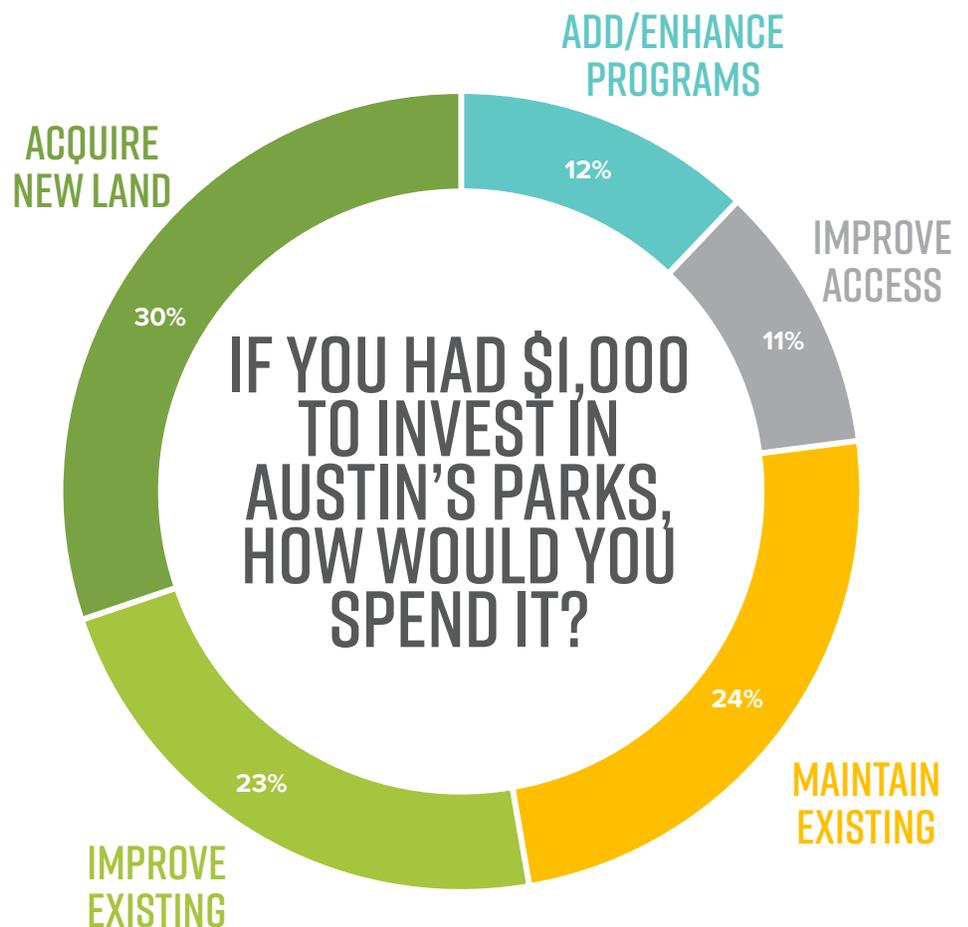
Lady Bird Johnson Wildflower* Center

4801 La Crosse Avenue
DATE, Time
Est. Attendance: 68



FIGURE 10. LBJ WILDFLOWER CENTER POP-UP WITH MONEY GAME

WHAT WE HEARD



ONLINE COMMUNITY SURVEY

4,400+
PARTICIPANTS

PHASE ONE

PURPOSE & OVERVIEW

The online LRP survey opened following the first round of community meetings on November 27, 2018 and closed January 27, 2019. PARD advertised the survey through pop-up events, flyers, email blasts and social media, signage, CAP Metro and media/radio ads. Survey questions are intended to understand the current interests and needs of the community, related to parks and recreational facilities and include questions related to frequency of park use, how a person gets to or would like to get to their parks, and the types of programs and amenities they would like to see in future parks. The survey allowed for open ended comments and the LRP survey received almost 9,000 comments. The team is currently processing all the responses and will provide an update to this section and a full survey report as it is complete.



SHARE YOUR VISION FOR THE FUTURE OF AUSTIN'S PARKS

TEXT "SURVEY" TO (512) 580-8850
VISIT [AUSTINFUTUREPARKS.ORG/SURVEY](https://austinfutureparks.org/survey)



FIGURE II. LAWN SIGN ENCOURAGING SURVEY PARTICIPATION

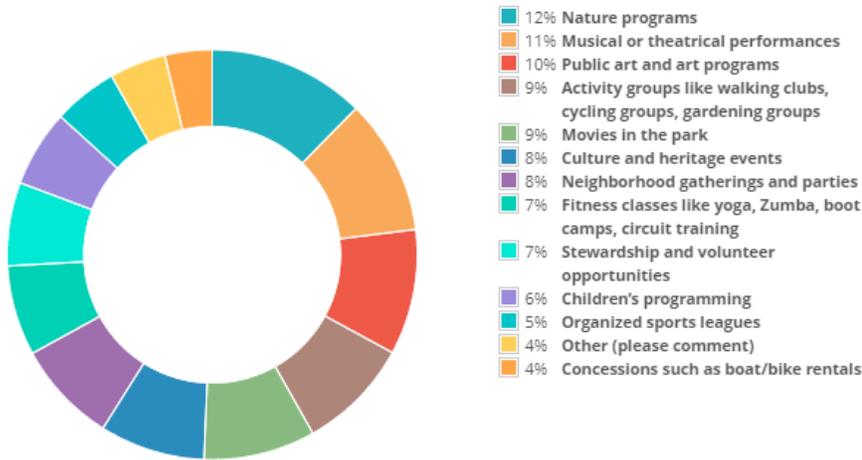


FIGURE 12. PUBLIC TRANSIT ADVERTISING ENCOURAGING SURVEY PARTICIPATION

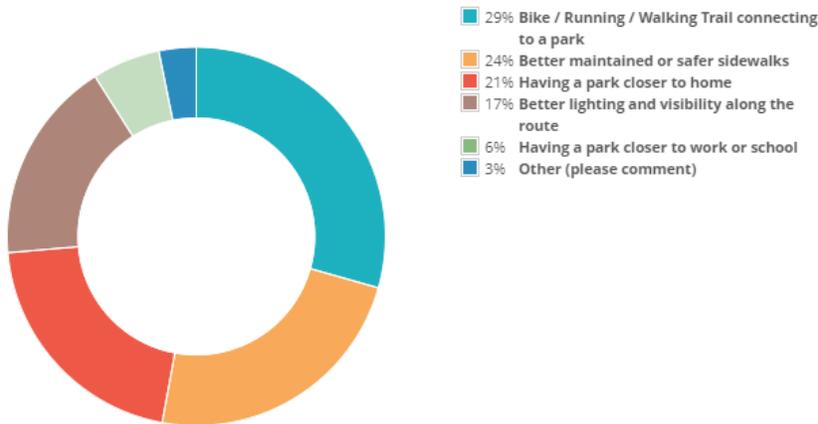
WHAT WE HEARD

A selection of responses to the 41 Online Community Survey questions:

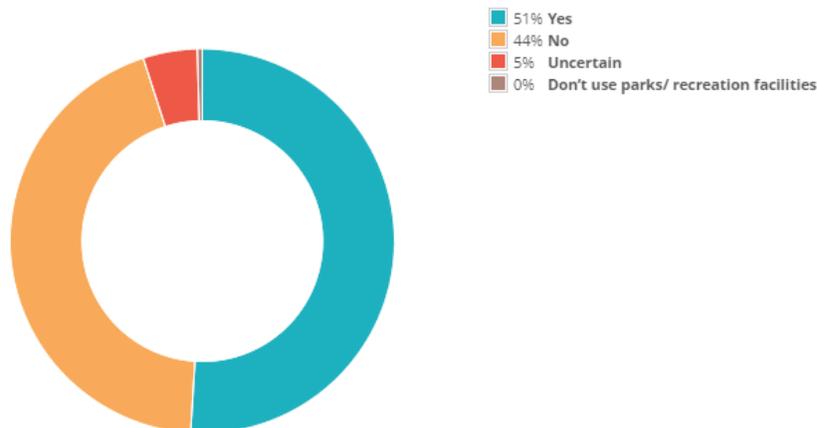
2. Select up to five (5) **programs** that would increase your use of a park.



8. What would encourage you to walk or bike more to a park? (Select all that apply.)



7. Do you feel there are adequate parks and usable green space within walking/ biking distance from your home?



FOCUS GROUPS & INTERVIEWS

PHASE ONE

PURPOSE & OVERVIEW

As part of the insight gathering process, the GO collaborative team is conducting a series of five focus groups and interviews that are looking to gather a deeper understanding about some key issues that the Parks and Recreation Department knows will be of community-wide interest in the future. The subjects for these engagements include: Parks Usage for Seniors, Dog Parks, Untapped Minority Youth Engagement, and Accessibility. Focus groups were held for each topic at different park facility locations. For the senior audiences additional interviews are being held with seniors who do not currently access the city's senior centers and other park amenities in order to more fully understand how the city can better serve that particular audience of users.

WHERE & WHEN

Dog Parks

Austin Recreation Center

March 5, 2019, ##am – ##pm

Parks Usage for Seniors

Lamar Senior Center

March 7, 2019, ##pm – ##pm

Accessibility

Austin Recreation Center

March 7, 2019, 6pm – 8pm

Untapped Minority Youth Engagement

Location to be added

March 26, 2019

Senior (Non-Park Users)

Location to be added

Multiple Dates

CULTURAL FACILITY AUDIO SURVEY



PHASE ONE

PURPOSE & OVERVIEW

Consultant team-member, GO collaborative conducted an arts-based engagement activity intended to bring a deeper understanding of the role PARD Cultural facilities play in the lives of their users. The team interviewed Austin residents at eight city cultural facility sites, and results from the conversations will inform the development of the LRP. A local Austin-based sound is creating an “audio compendium” as a sampling of comments to be available to the larger project for education and promotional purposes.

The survey results and audio clips are being processed and this section will be updated as they are completed.

WHERE

Elisabet Ney Museum

Susanna Dickinson Museum

O. Henry Museum

Asian American Resource Center

Dougherty Arts Center

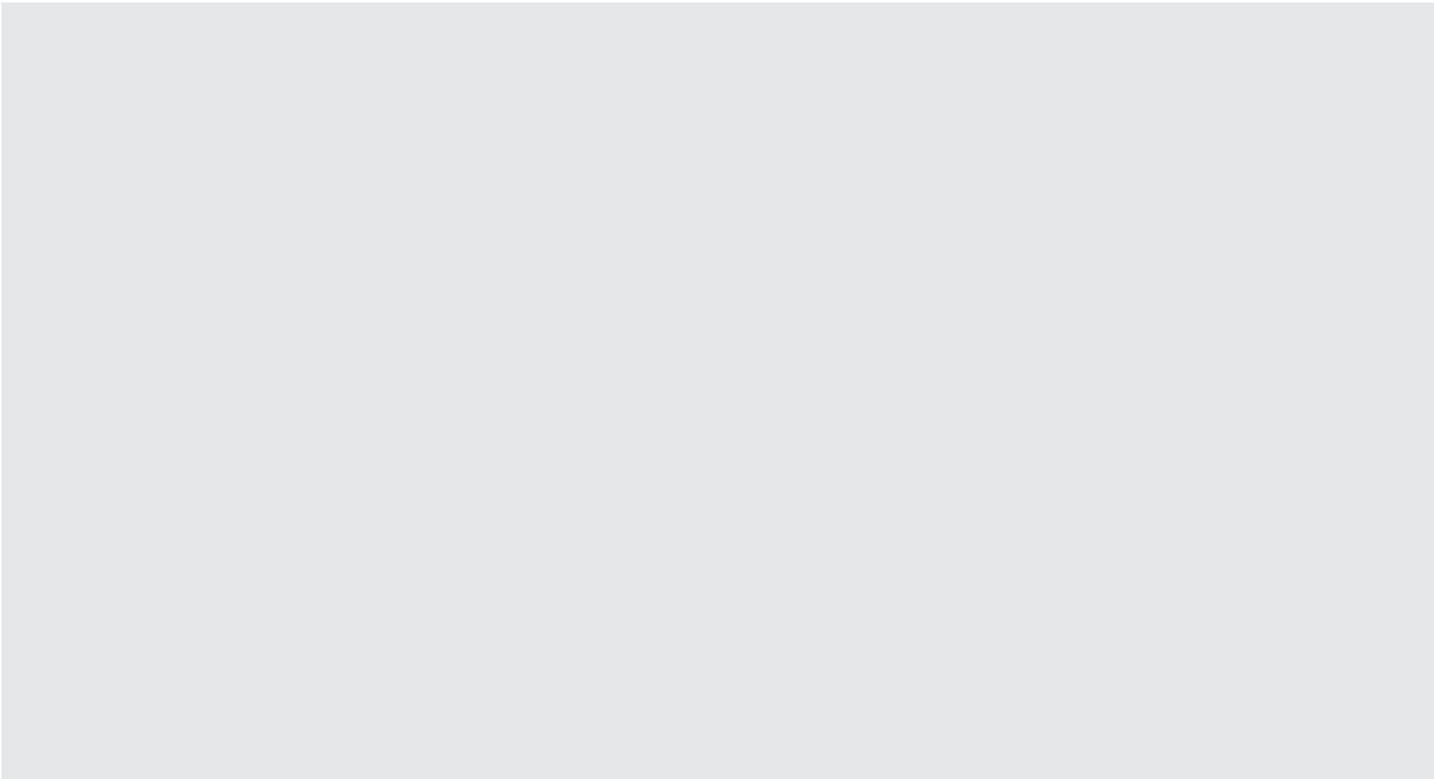
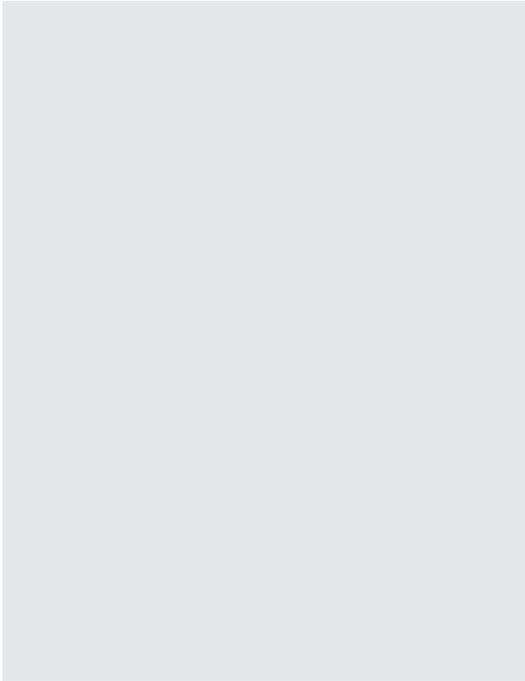
Emma S. Barrientos Mexican
American Cultural Center

George Washington Carver Museum
and Cultural Center

Zilker Hillside Theate

WHAT WE HEARD

IN PROGRESS



STATISTICALLY VALID SURVEY



PHASE ONE

PURPOSE & OVERVIEW

WHERE & WHEN

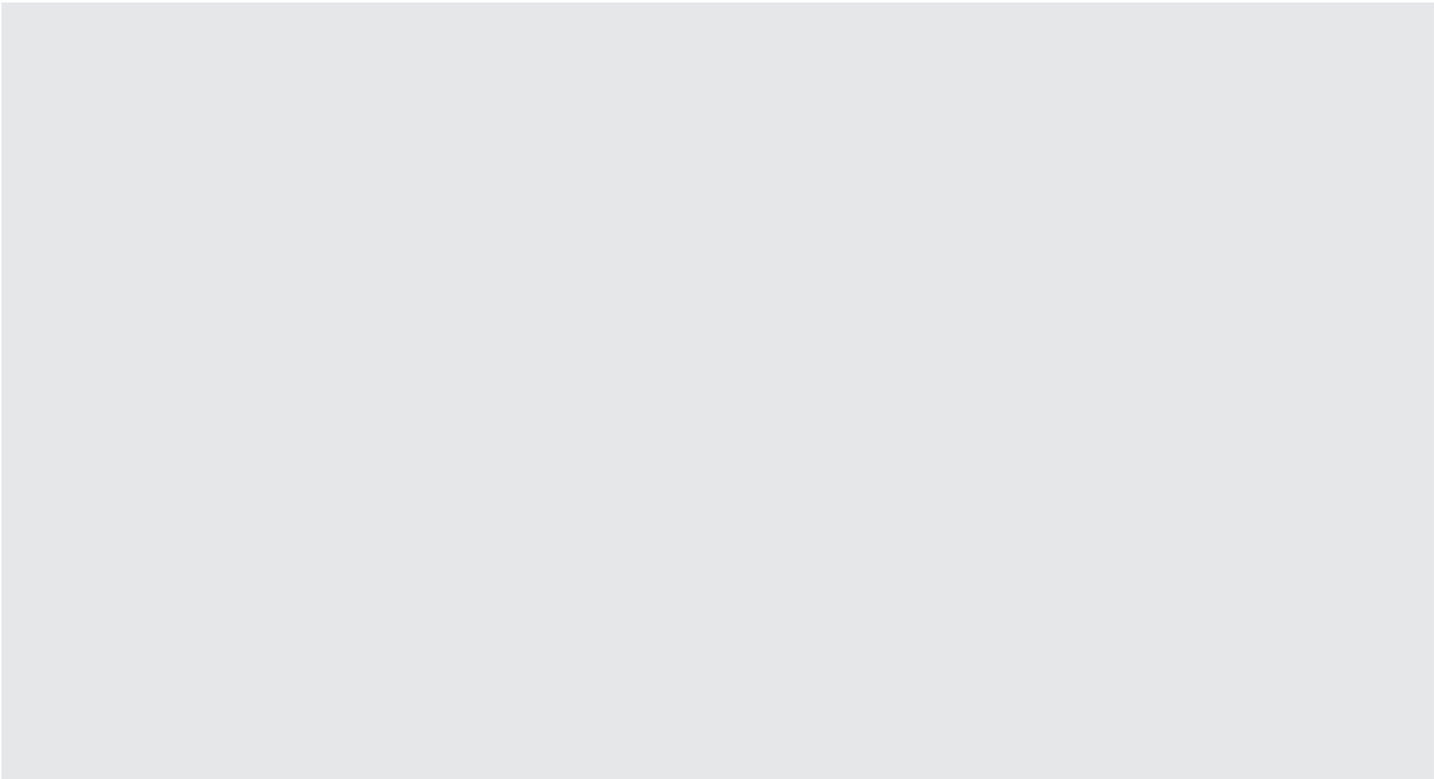
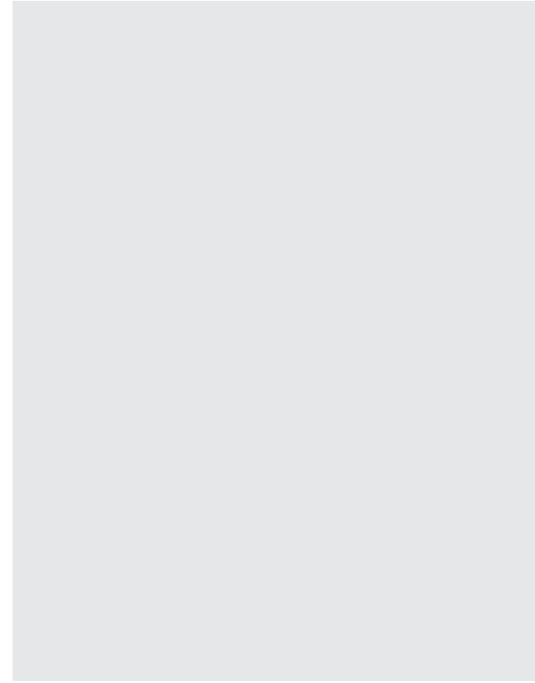
IN PROGRESS

Survey Administered by ETC Institute
Between January 22, 2019 through
March 2019

Name of Place
Address
Date

WHAT WE HEARD

IN PROGRESS



APPENDIX A

ONLINE COMMUNITY SURVEY COMPREHENSIVE RESULTS

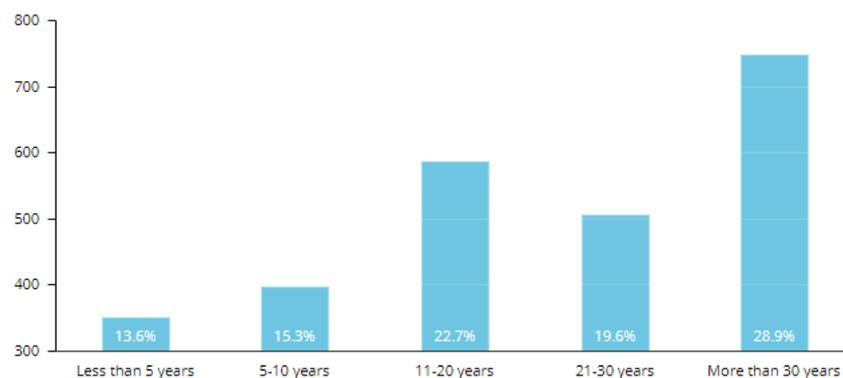
PHASE ONE

DEMOGRAPHICS

The following graphs and charts represent the demographic profile of Austin residents that submitted responses to the Online Community Survey.

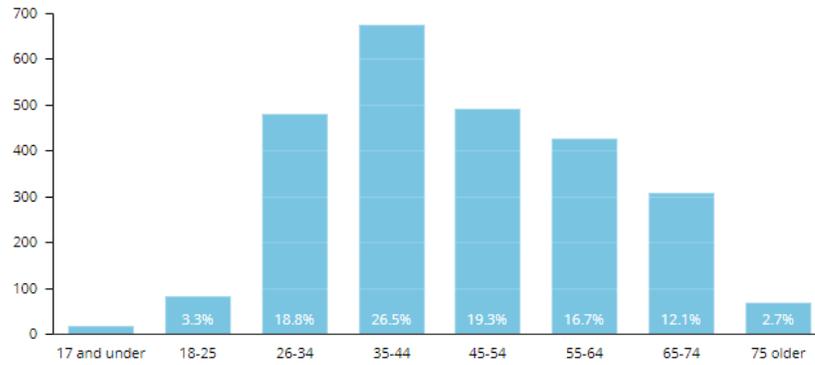
LENGTH OF AUSTIN RESIDENCE

2,571 RESPONDENTS



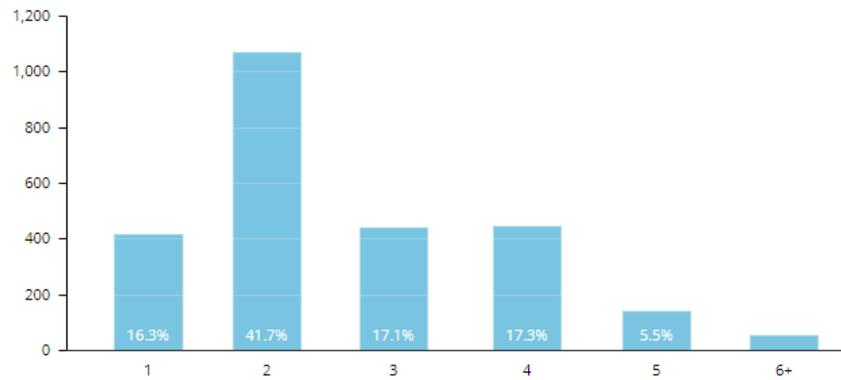
AGE

2,551 RESPONDENTS



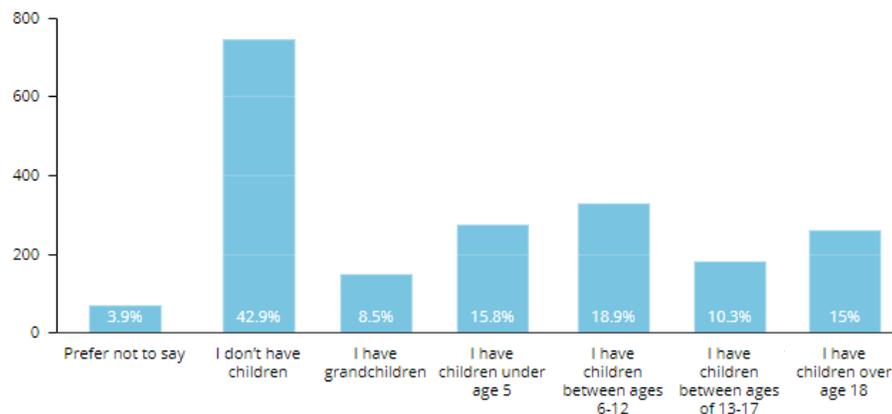
HOUSEHOLD SIZE

2,566 RESPONDENTS



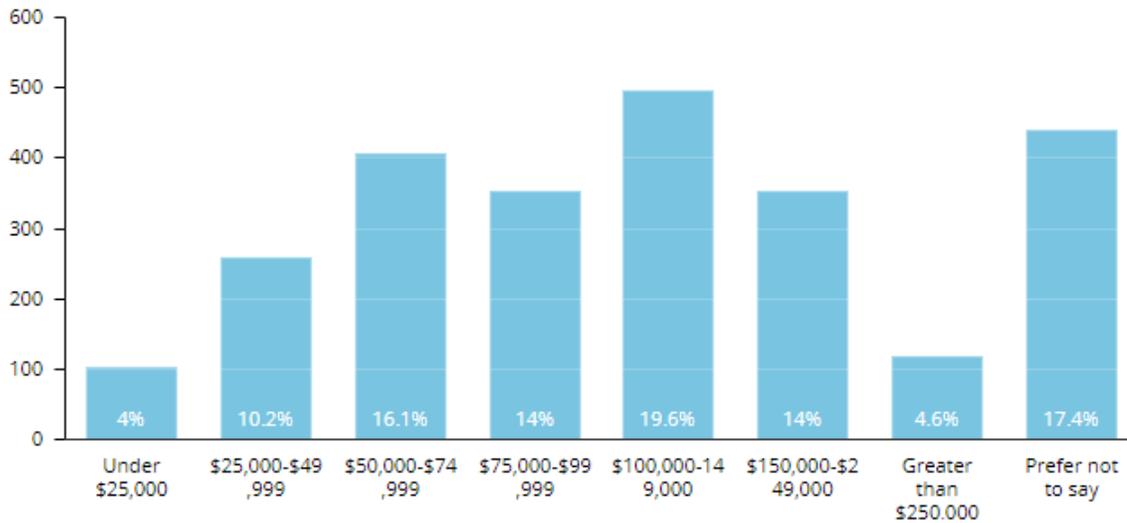
PARENTING STATUS

1,738 RESPONDENTS



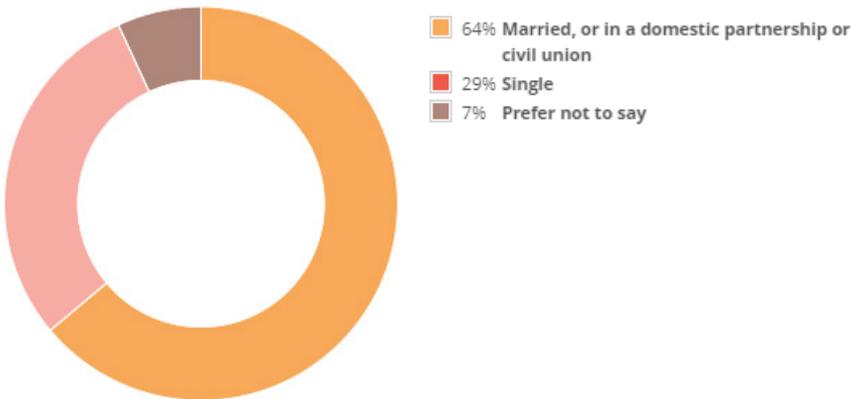
HOUSEHOLD INCOME

2,521 RESPONDENTS



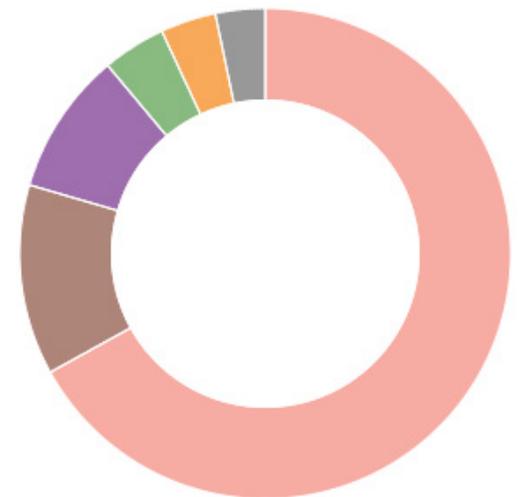
MARITAL STATUS

2,492 RESPONDENTS



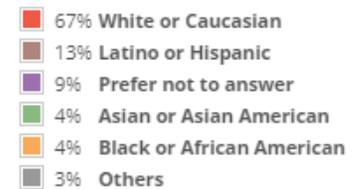
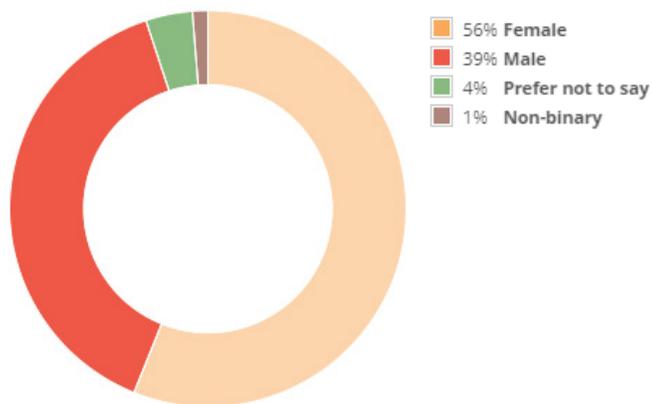
RACE/ETHNICITY

1,693 RESPONDENTS



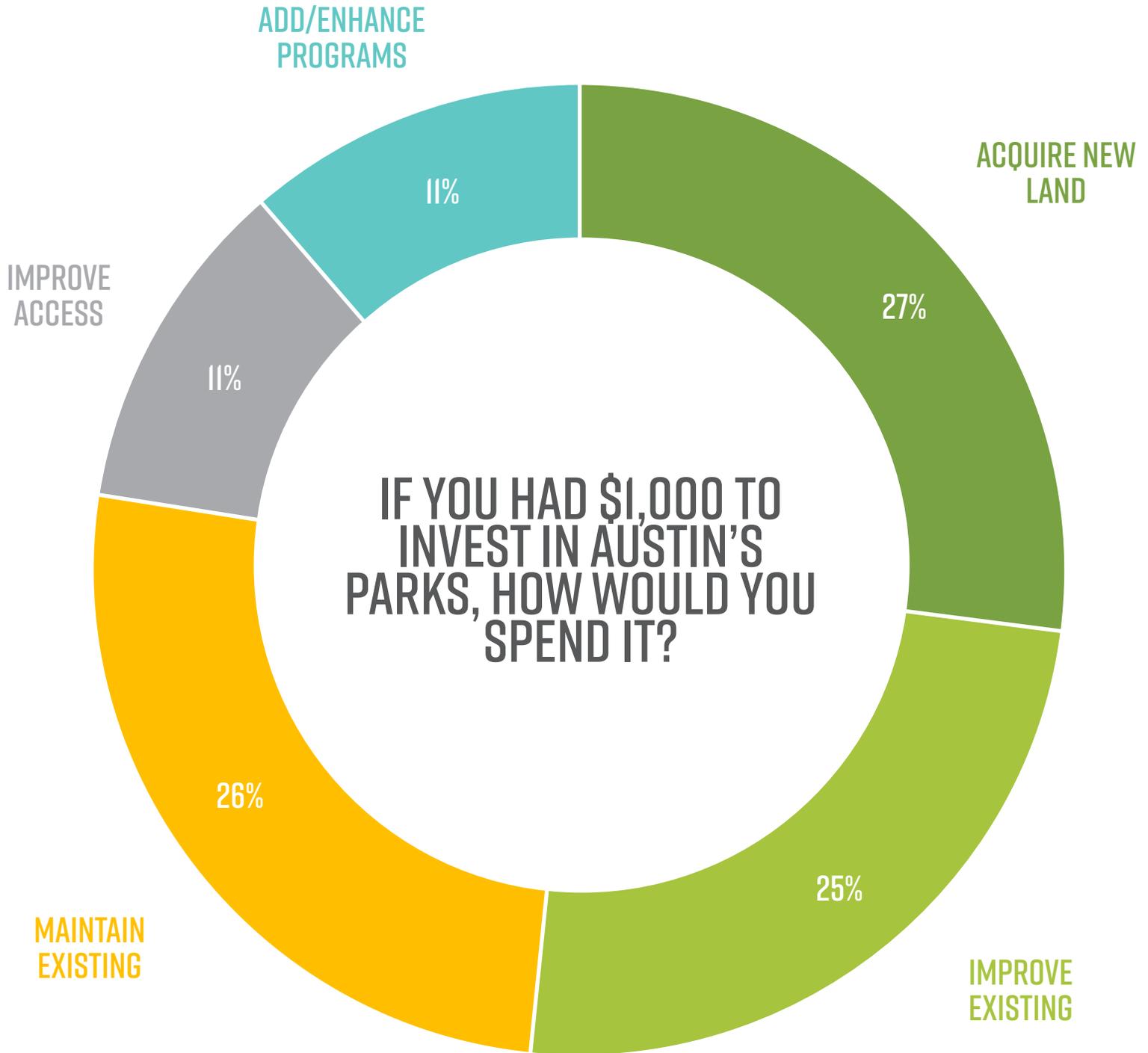
GENDER

1,756 RESPONDENTS



PARD SPENDING PRIORITIES

The following pie chart shows the composite outcome from both the pop-ups and the community meeting series (not the Online Community Survey).



GENERAL PARK USE & VALUE

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

WHAT MAKES A PARK VALUABLE

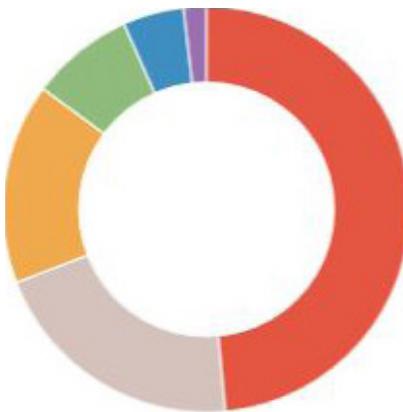
2,616 RESPONDENTS



- 15% **Beauty (e.g., natural features, landscape, views)**
- 13% **Places to connect with nature**
- 13% **Cleanliness**
- 12% **Easy to get to**
- 11% **Safety**
- 10% **Places to exercise or be active**
- 10% **Quiet places and places to relax**
- 5% **Opportunities to socialize, be with family or friends**
- 4% **Lots of diverse activities in the park**
- 6% **Others**

HOW OFTEN YOU VISIT THE PARKS

4,351 RESPONDENTS



- 49% **Weekly**
- 21% **Monthly**
- 16% **Daily**
- 8% **4-6 Times a Year**
- 5% **1-3 Times a Year**
- 2% **Never**

PARKS VISITED OUTSIDE OF AUSTIN

1,920 RESPONDENTS



- 28% **Travis County parks**
- 17% **LCRA parks**
- 14% **Private clubs, gyms, fields, pools**
- 13% **HOA/Municipal Utility Districts/Limited District parks**
- 13% **Neighboring cities**
- 11% **YMCA**
- 5% **Other (please list)**

WHAT STOPS YOU FROM USING THE PARKS

2,236 RESPONDENTS



- 11% Crime or safety concerns
- 10% No parks or facilities close to home
- 10% Parks and facilities appear degraded and in poor condition
- 10% Inadequate parking
- 9% Presence of people experiencing homelessness
- 8% Lack of lighting
- 7% Parks and facilities do not appear clean
- 6% Lack of awareness of what programs are offered
- 5% Operating hours or length of season is too short
- 4% Entry fees at select sites, such as specialty pools
- 4% Other (please comment)
- 17% Others

PRIORITIES FOR PARK INVESTMENT

1,623 RESPONDENTS



- 21% Acquire land for parks and facilities in areas that lack parkland
- 20% Maintain existing parks and facilities
- 20% Improve access to parks and facilities through trails, sidewalks, bike lanes, safer crossings
- 19% Improve existing parks and facilities through new buildings, paving, trees, playgrounds
- 16% Add or enhance programs at parks and facilities (e.g., group exercise, arts and culture, education concerts, markets,)
- 3% Other (please comment)

BEST WAY TO FIND OUT ABOUT PARD EVENTS/PROGRAMS

2,500 RESPONDENTS



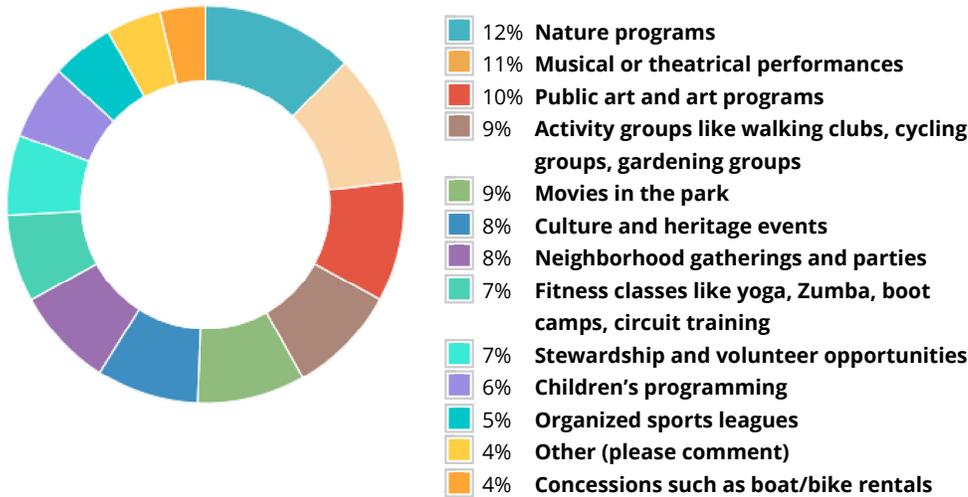
- 17% Email
- 15% PARD Social Media (Facebook, Twitter)
- 13% PARD Website
- 13% NextDoor
- 11% Word of Mouth / Other organizations
- 9% TV / Radio
- 9% City of Austin Website
- 6% Newspaper
- 5% Flyers / Posters
- 3% Others

RECREATION & PROGRAM PREFERENCES

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

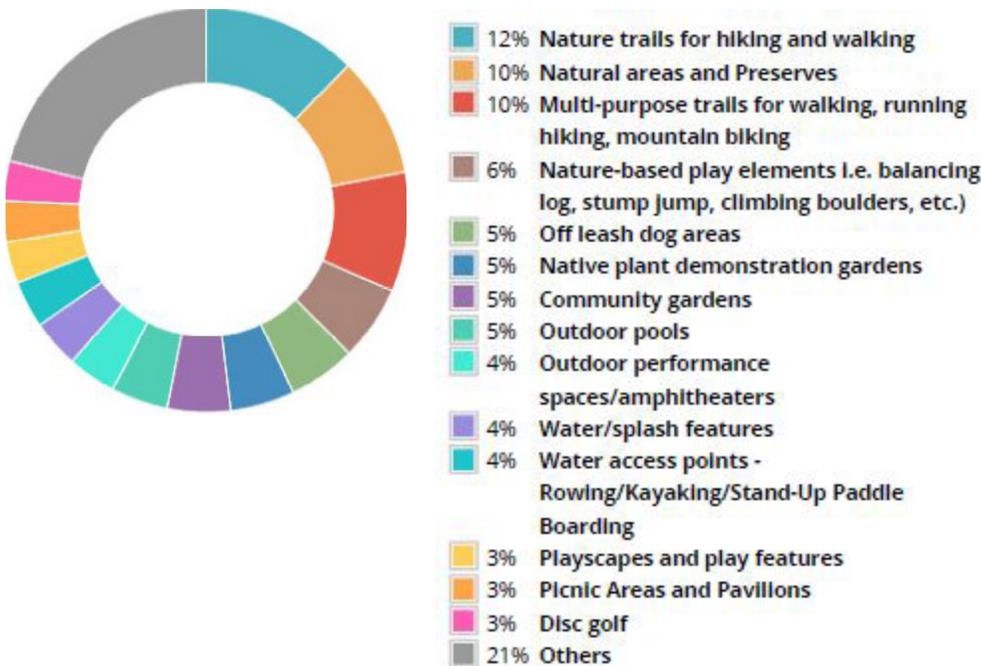
PROGRAMS THAT WOULD KEEP YOU AT A PARK MORE

3,004 RESPONDENTS



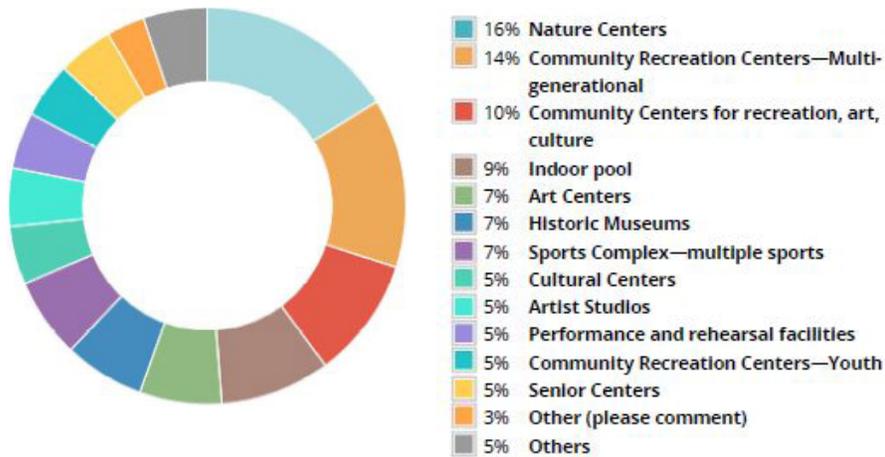
PROGRAM OPTIONS YOU WANT IN THE NEXT 10 YEARS

2,981 RESPONDENTS



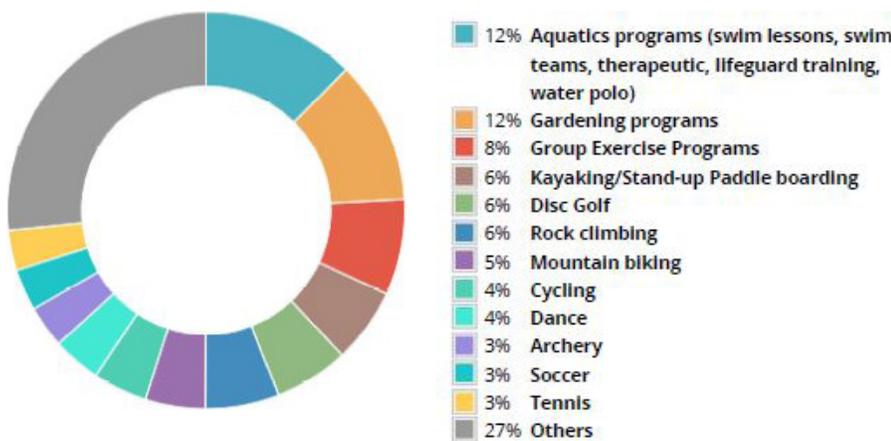
FACILITIES YOU WANT IN THE NEXT 10 YEARS

2,567 RESPONDENTS



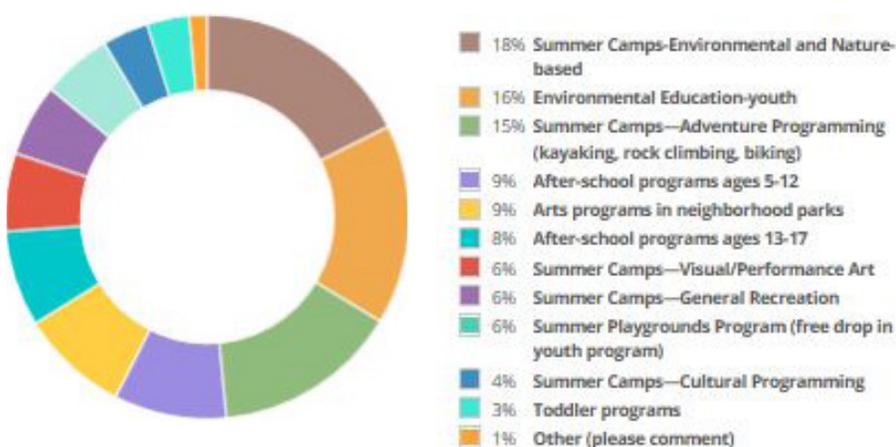
SPORTS PROGRAMS YOU WANT IN THE NEXT 10 YEARS

2,682 RESPONDENTS



YOUTH PROGRAMS YOU WANT IN THE NEXT 10 YEARS

2,357 RESPONDENTS

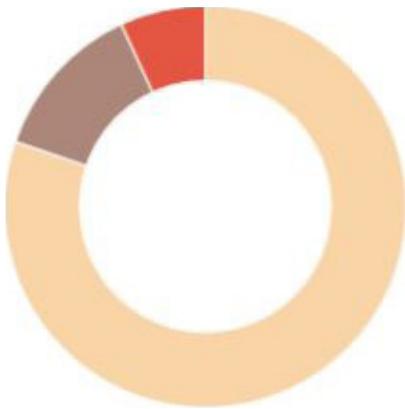


FACILITY PREFERENCES

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

DOWNTOWN & URBAN SPACES

793 RESPONDENTS



- 80% Republic Square
- 13% Wooldridge Square
- 7% Brush Square

COMMUNITY RECREATION CENTERS

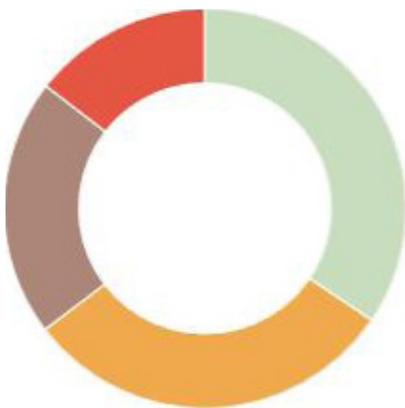
724 RESPONDENTS



- 13% Hancock Recreation Center
- 13% Northwest Recreation Center
- 12% South Austin Recreation Center
- 11% COA/YMCA North Austin Community Recreation Center
- 9% Austin Recreation Center
- 9% Dittmar Recreation Center
- 4% Dove Springs Recreation Center
- 4% Gustavo "Gus" L. Garcia Recreation Center
- 3% Dottie Jordan Recreation Center
- 20% Others

TENNIS CENTERS

426 RESPONDENTS



- 34% South Austin Tennis Center
- 30% Austin High Tennis Center
- 21% Caswell Tennis Center
- 15% Burnett "Blondie" Pharr Tennis Center

CULTURAL/HISTORIC FACILITIES

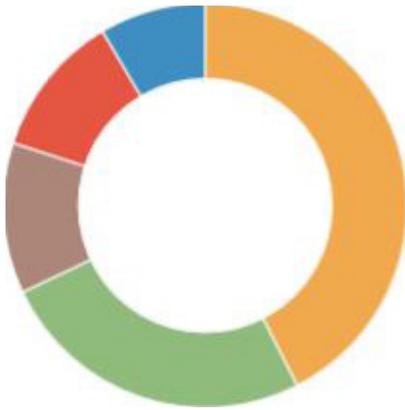
982 RESPONDENTS



- 16% Zilker Botanical Garden
- 12% Umlauf Sculpture Garden
- 12% Mayfield Park
- 11% Dougherty Arts Center
- 10% Austin Nature and Science Center
- 9% Emma S. Barrientos Mexican American Cultural Centers
- 8% George Washington Carver Museum and Cultural Center
- 8% Elisabet Ney Museum
- 6% Covert Park at Mt. Bonnell
- 5% Asian American Resource Center
- 4% Others

CEMETERIES

291 RESPONDENTS



- 42% Austin Memorial Park Cemetery
- 25% Oakwood Cemetery
- 12% Oakwood Annex Cemetery
- 12% Evergreen Cemetery
- 8% Plummers Cemetery

SPECIAL/ATHLETICS/RECREATION

551 RESPONDENTS



- 40% Red Bud Isle
- 19% Krieg Fields
- 10% Mabel Davis BMX Skate Park
- 9% Walsh Boat Landing
- 8% Heath Eiland and Morgan Moss BMX Skate Park
- 7% Montopolis Practice Field
- 7% Onion Creek Soccer Complex

SENIOR CENTERS

443 RESPONDENTS



- 39% South Austin Senior Activity Center
- 37% Lamar Senior Activity Center
- 24% Conley-Guerrero Senior Activity Center

GOLF COURSES

397 RESPONDENTS

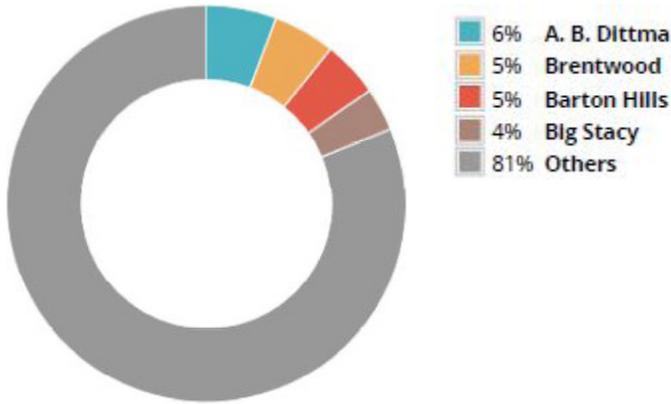


- 26% Hancock Golf Course
- 19% Lions Municipal Golf Course
- 15% Jimmy Clay Golf Course
- 15% Morris Williams Golf Course
- 13% Grey Rock Golf Course
- 12% Roy Kizer Golf Course

NEIGHBORHOOD PARK PREFERENCES

NEIGHBORHOOD/SCHOOL/POCKET PARKS YOU FREQUENT THE MOST

1,906 RESPONDENTS



FAVORITE THING TO DO AT THESE PARKS

1,830 RESPONDENTS



WHAT YOU WANT MORE OF IN THESE PARKS

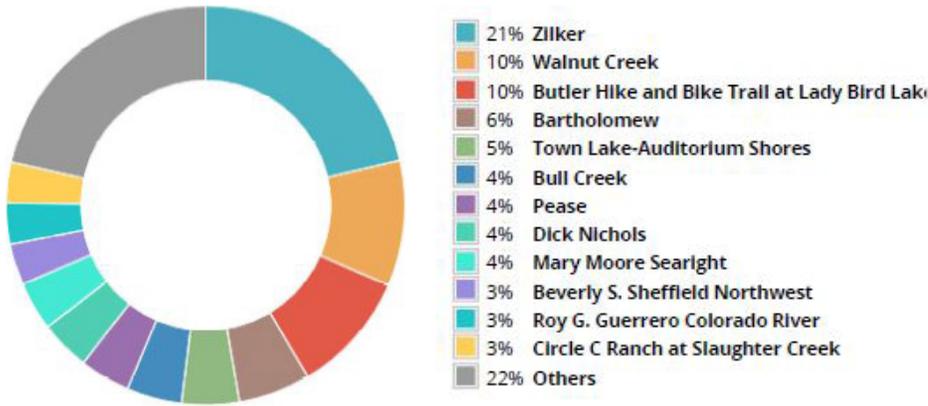
1,592 RESPONDENTS



DISTRICT PARK PREFERENCES

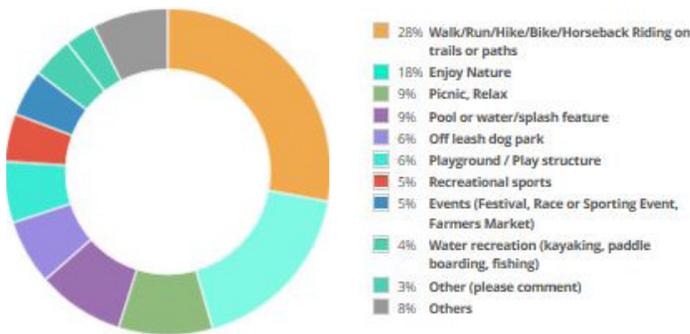
DISTRICT/METROPOLITAN PARKS YOU FREQUENT THE MOST

2,098 RESPONDENTS



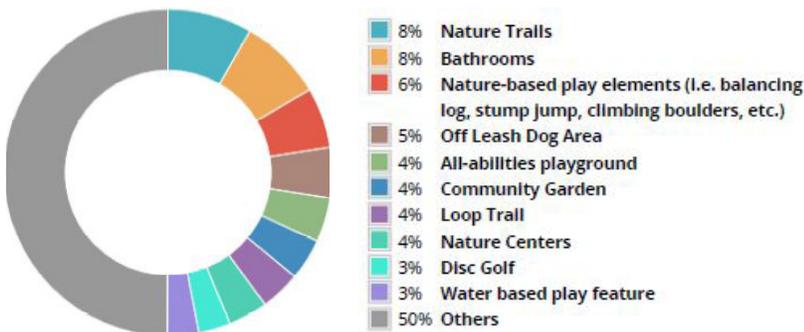
FAVORITE THING TO DO AT THESE PARKS

1,881 RESPONDENTS



WHAT YOU WANT MORE OF IN THESE PARKS

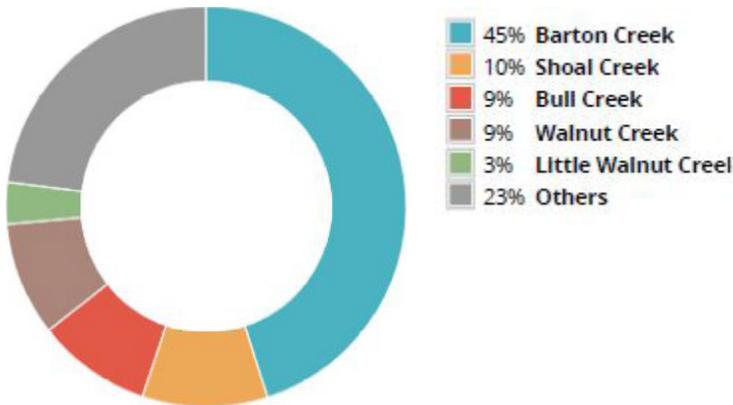
1,704 RESPONDENTS



GREENBELT PARK PREFERENCES

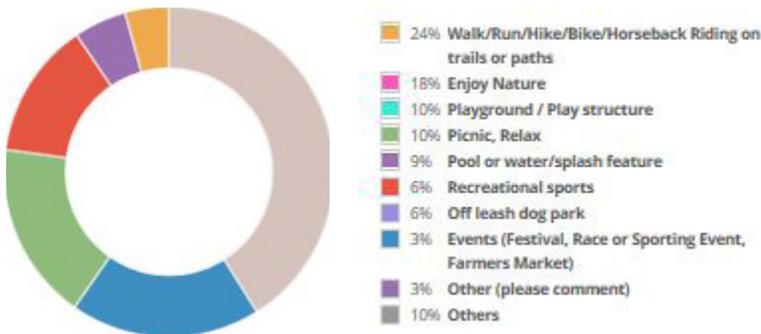
GREENBELTS/GREENWAYS YOU FREQUENT THE MOST

1,762 RESPONDENTS



WHAT YOU WANT MORE OF IN THESE PARKS

1,368 RESPONDENTS



APPENDIX B

COMMUNITY MEETING SERIES #1 DEMOGRAPHIC SURVEY

PHASE ONE

PARTICIPANTS

141

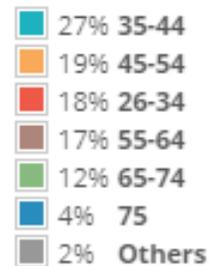
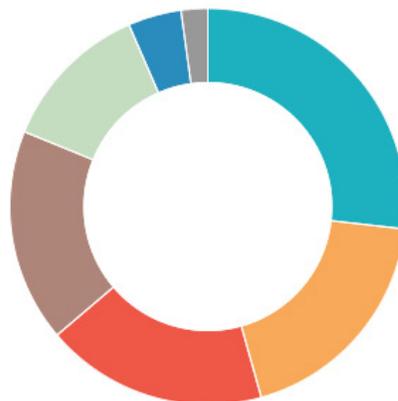
RESPONSES

1,299

COMMENTS

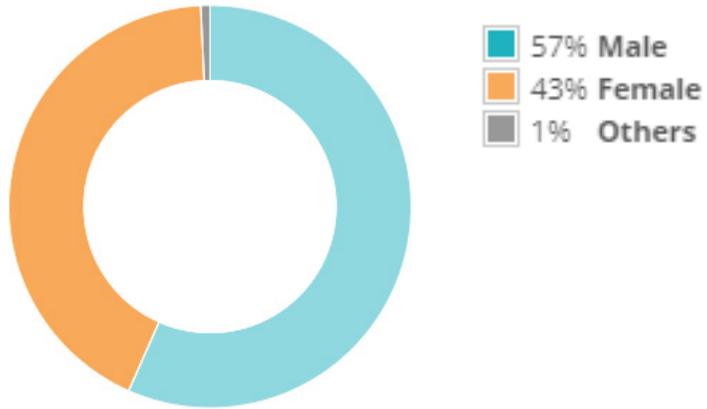
81

AGE
138 RESPONSES



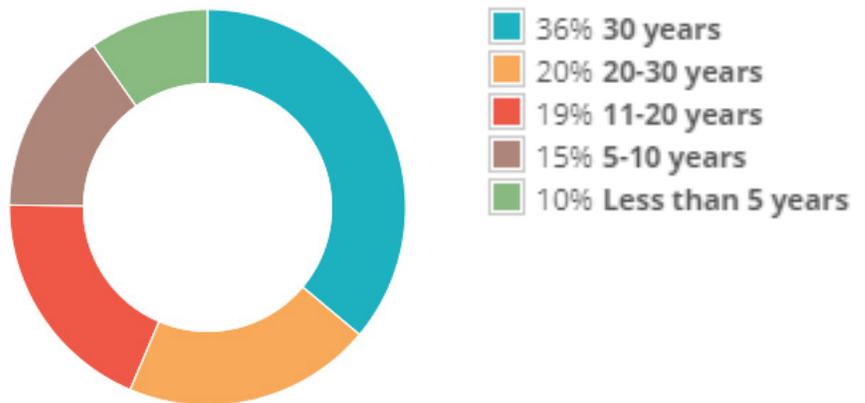
GENDER

136 RESPONSES



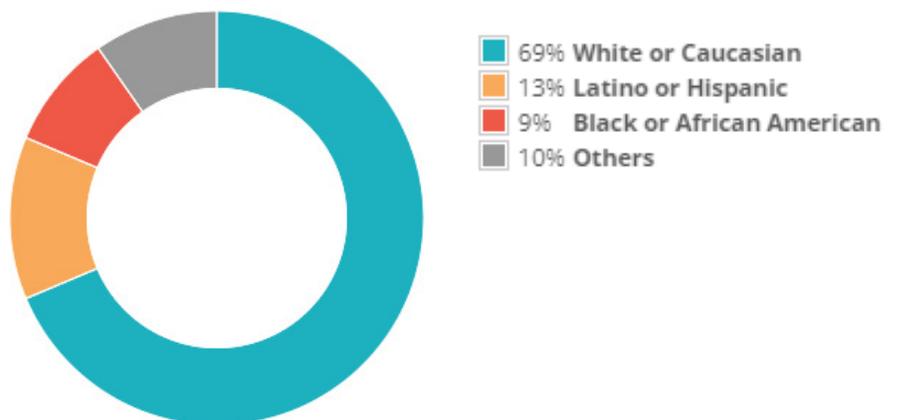
TIME LIVING IN AUSTIN

133 RESPONSES



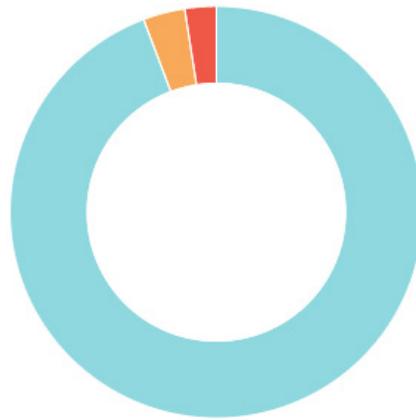
RACE/ETHNICITY

134 RESPONSES



DISABILITY

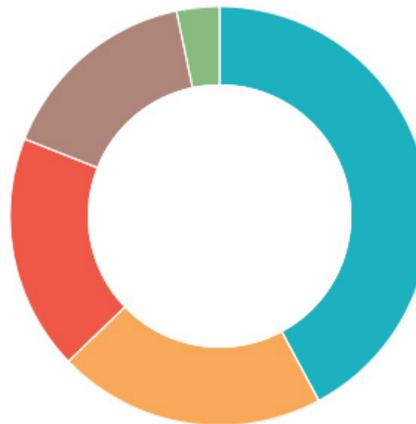
122 RESPONSES



- 94% No
- 3% Yes
- 2% Partially

HOUSEHOLD SIZE

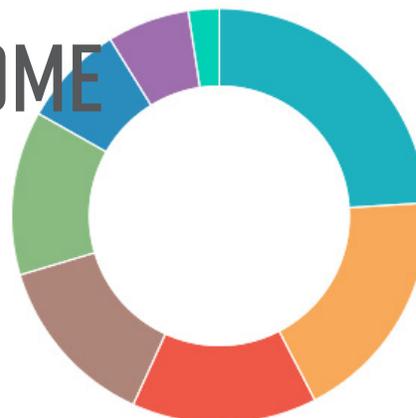
121 RESPONSES



- 42% 2
- 21% 3
- 18% 4
- 16% 1
- 3% 5
- 0% 6

HOUSEHOLD INCOME

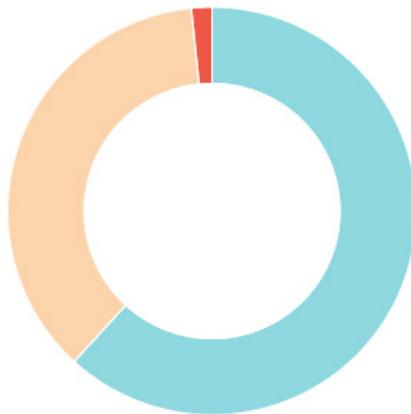
125 RESPONSES



- 24% \$50,000-74,999
- 18% \$75,000-99,999
- 14% \$150,000-\$249,999
- 14% \$100,000-\$149,999
- 13% \$25,000-\$49,999
- 8% Prefer not to answer
- 6% <\$25,000
- 2% \$250,000

MARITAL STATUS

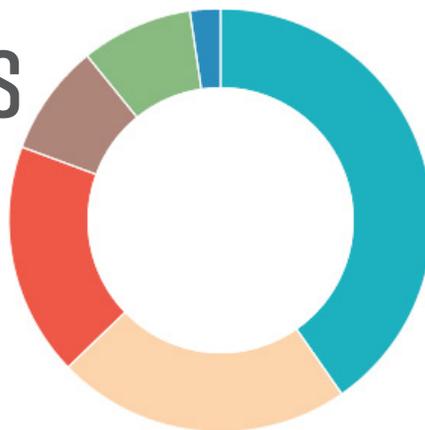
123 RESPONSES



- 37% Single
- 2% Prefer not to say
- 62% Married, or in a domestic partnership or civil union

PARENTING STATUS

118 RESPONSES



- 40% I don't have children
- 22% Children 17+
- 18% Children 6-12
- 9% Children under 5
- 9% Children 13-17
- 2% Prefer not to say

MEETING NUMBER

138 RESPONSES



- 27% 5
- 25% 2
- 21% 1
- 20% 4
- 7% 3