

Hancock Golf Course Community Meeting

Austin Parks and Recreation Department, Virtual Meeting, December 2, 2021

Additional Response to Questions and Comments

Thank you for the questions regarding the 2021 survey shared during the Hancock Golf Course Community Meeting on December 2, 2021. During the meeting, numerous questions were asked about the March 2021 survey that PARD representatives were unable to answer during the meeting. PARD was able to connect with the Austin Energy Data Analytics and Business Intelligence group to provide some additional insight and a response to some of the questions. The survey results were only one factor in the decision to continue operating golf as it is at Hancock Golf Course, but the responses are given to provide greater understanding and transparency.

Background

Hancock Golf Course

Hancock Golf Course has been a golf course since 1899, a public golf course since 1946, and open to all since integration of PARD in 1963. In the last 15 years, the golf course has faced financial obstacles as part of the Golf enterprise fund. However, since the start of the pandemic, golf throughout the country has experienced a resurgence, including here in Austin and at Hancock Golf Course. With this key factor as well as evidence of support through small group discussions, surveys, and general feedback, PARD will continue to operate Hancock Golf Course as a 9-hole golf facility that reaches community members throughout all 10 districts. Additional shared-use recreational opportunities that serve the immediate community as well as the city will continue at this location.

Survey Overview

In March 2021, a survey was created with PARD and Austin Energy's Data Analytics and Business Intelligence group and then distributed using multiple methodologies across the city:

1. A stratified random survey based on psychographic segmentation of those most inclined to participate in outdoor activities, including golf. Community members from all 10 districts, numbering approximately 40,000, were selected according to this methodology and sent a unique link. This allowed for a statistically valid analysis of the survey data. Responses received: 3,629
2. An open link was also shared that allowed anyone the opportunity to respond and share their comments. This link was shared with Neighborhood Associations, Conservancy groups, and golf partners. Responses received: 4,754.
3. A QR code was posted around the municipal golf courses that allowed visitors to take the survey at golf courses as well. Responses received: 721.

Responding to Questions

During the virtual community meeting, a number of questions were asked through the chat and shared during the "Question and Answer" portion of the meeting. The questions that could not be responded to

by representatives from PARD were shared with the Austin Energy team. Since many of the questions are similar, PARD has condensed the questions where appropriate.

Question: Why were the respondents of pard survey overwhelmingly not inclusive of people living close to the golf course?

PARD indicated that this is a citywide amenity, so no limits were placed on the geography of the current or planned usage of the survey. Data was gathered from both an email survey and an online survey. The online survey, while asking for zip code, did not always have that field completed. Zip codes were reported in the Austin area but IP addresses were found to be from the east coast to the west coast, which is not uncommon, especially with increased use of VPNs. Additionally, the online survey was distributed to groups local to the Hancock golf course so it can be assumed that respondents to the online survey were "local" without the recording of a zip code.

Finally, online surveys and email surveys do not guarantee 100% completion or participation. This was a stratified random survey, not a census process.

Random sampling is a part of the sampling technique in which each sample has an equal probability of being chosen. The subpopulation AE used was the segmentation of "outdoor activities."

Question: Can AE check the raw data to make sure the data table didn't get inadvertently compromised when they cleaned it for their analysis?

No data was compromised in the analysis.