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City of Austin

Parks and Recreation Long Range Plan Survey

...helping organizations make better decisions since 1982

Findings Report

**Submitted to the City of Austin
Parks and Recreation Department:**

ETC Institute
725 W. Frontier Lane,
Olathe, Kansas
66061

April 2019



2019 City of Austin Parks and Recreation Long Range Plan Survey Executive Summary

Overview

ETC Institute administered a Parks and Recreation Long Range Plan Survey for the City of Austin Parks and Recreation Department (PARC) during the winter and spring of 2019. The survey will help PARC establish priorities for the future development of parks and recreation facilities, programs, and services.

Methodology

ETC Institute mailed a survey packet to a random sample of households in the City of Austin. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it on-line at www.AustinPARCSurvey.org.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the City of Austin from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

A total of 925 residents completed the survey. The overall results for the sample of 925 households have a precision of at least +/-3.22 at the 95% level of confidence.

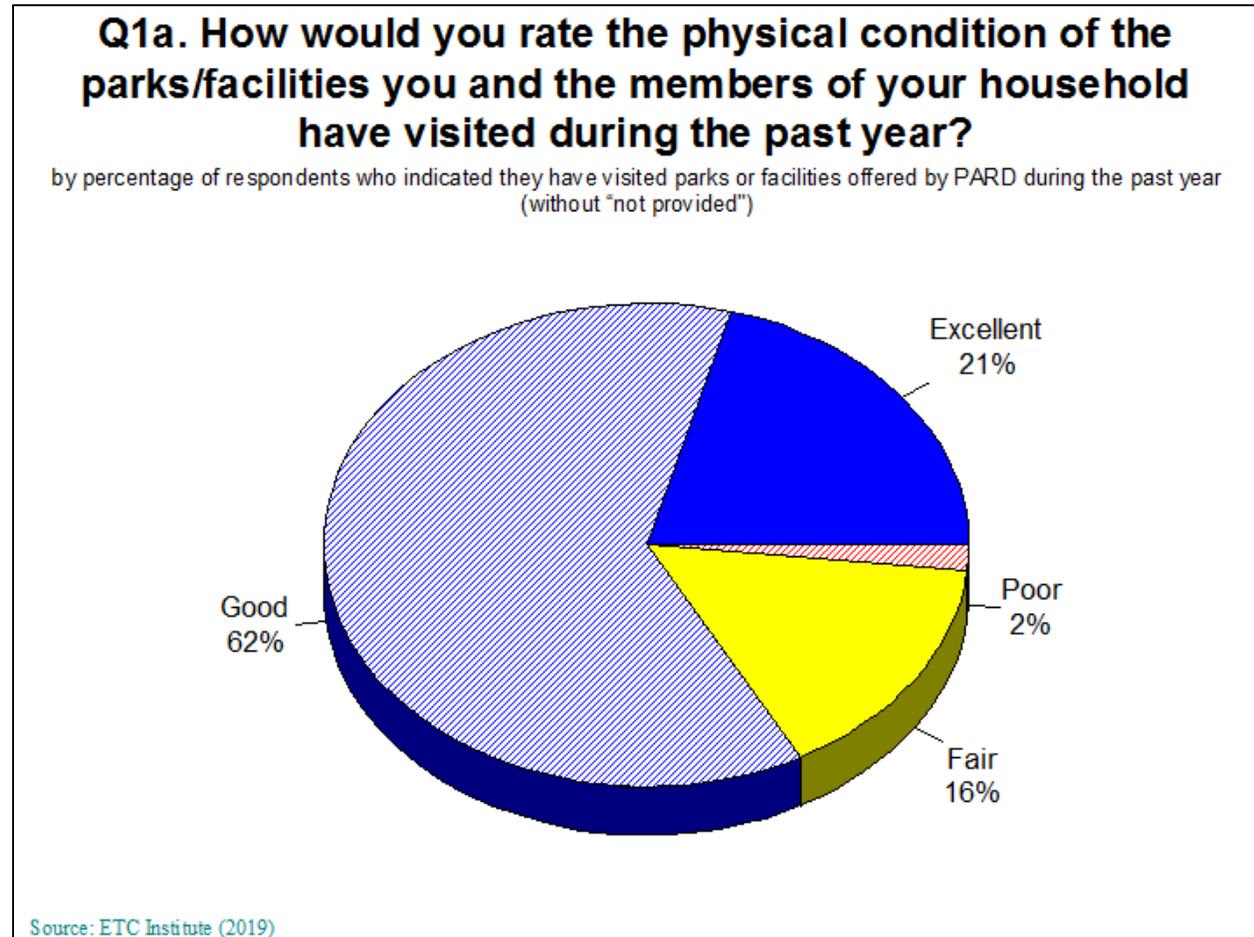
This report contains the following:

- Charts showing the overall results of the survey (Section 1)
- Priority Investment Rating (PIR) that identifies priorities for facilities and programs (Section 2)
- Benchmarking analysis comparing the City's results to national results (Section 3)
- Tabular data showing the overall results for all questions on the survey (Section 4)
- A copy of the survey instrument (Section 5)

The major findings of the survey are summarized on the following pages.

Facility Use and Ratings

Ninety percent (90%) of respondents indicated someone in their household visited a park or facility offered by PARD during the past year. Eighty-three percent (83%) of respondents who visited a park or facility indicated that the condition of the parks/facilities they visited was either “excellent” (21%) or “good” (62%), 16% of respondents gave a “fair” rating and only 2% gave a “poor” rating.

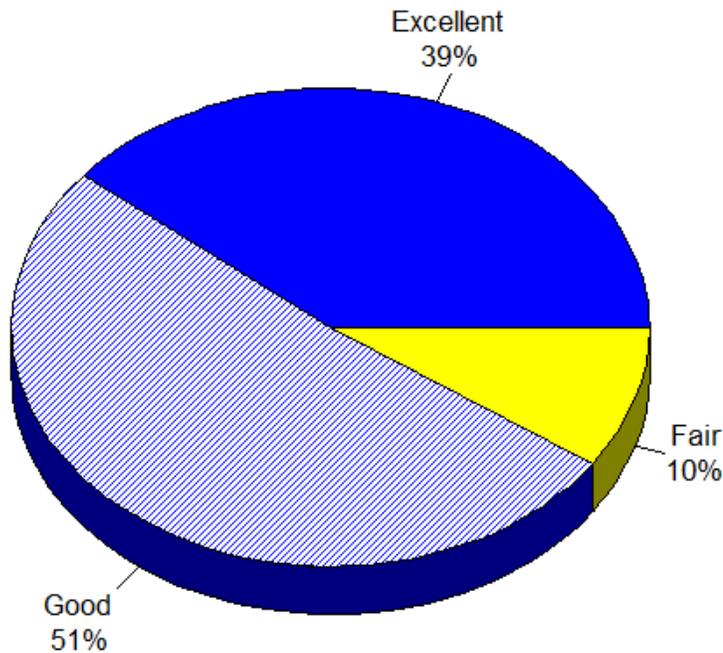


Program Participation and Ratings

Seventeen percent (17%) of respondents indicated someone in their household has participated in a program offered by PARD during the past year. Ninety percent (90%) of respondents who rated the programs their household participated in as either “excellent” (39%) or “good” (51%), only 10% of respondents gave a “fair” rating and no respondents gave a “poor” rating.

Q2a. How would you rate the programs you and the members of your household have participated in during the past year?

by percentage of respondents who indicated they have participated in a program offered by PARD during the past year (without “not provided”)



Source: ETC Institute (2019)

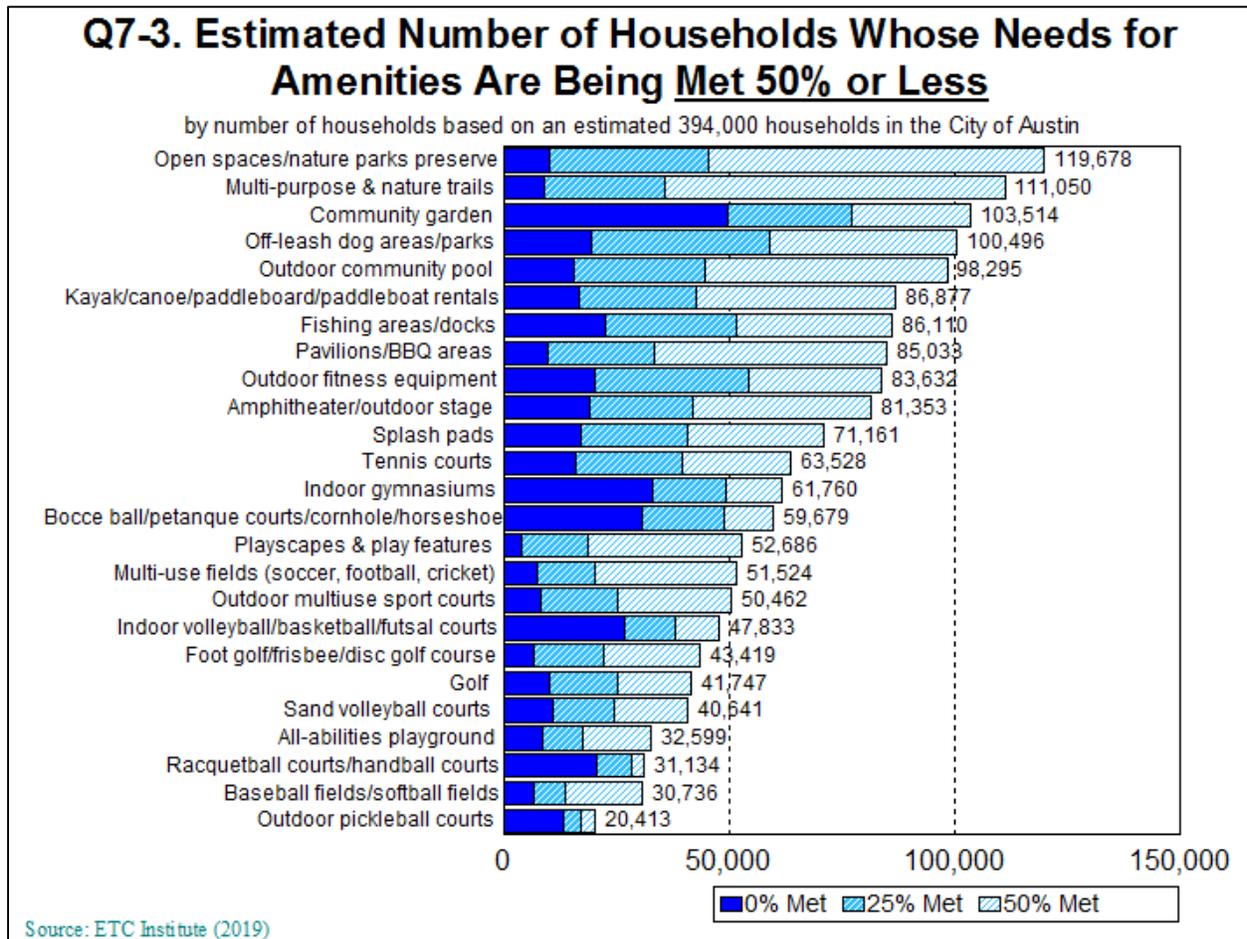
Amenity Needs and Priorities

Amenity Needs: Respondents were asked to identify if their household had a need for 25 recreation amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest “unmet” need for various amenities.

The four recreation amenities with the highest percentage of households that have an unmet need were:

1. Open spaces/nature parks preserve – 119,678 households,
2. Multi-purpose and nature trails – 111,050 households,
3. Community garden – 103,514 households, and
4. Off-leash dog areas/parks – 100,496 households.

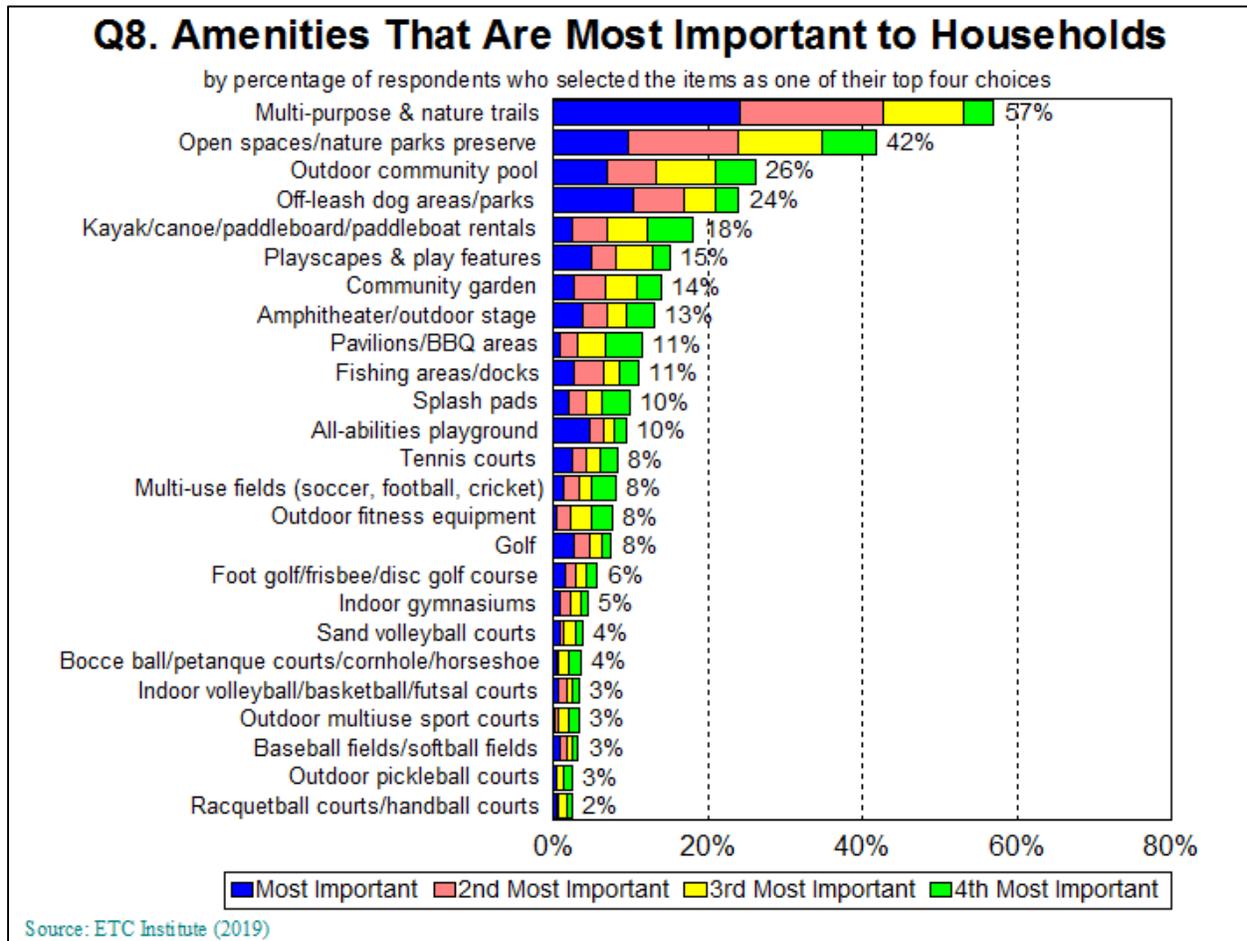
The estimated number of households that have unmet needs for each of the 25 amenities that were assessed is shown in the chart below.



Amenity Importance: In addition to assessing the needs for each amenity, ETC Institute also assessed the importance that residents placed on each amenity. Based on the sum of respondents’ top four choices, the two most important amenities to residents were:

1. Multi-purpose and nature trails (57%) and
2. Open spaces/nature parks preserve (42%).

The percentage of residents who selected each amenity as one of their top four choices is shown in the chart below.

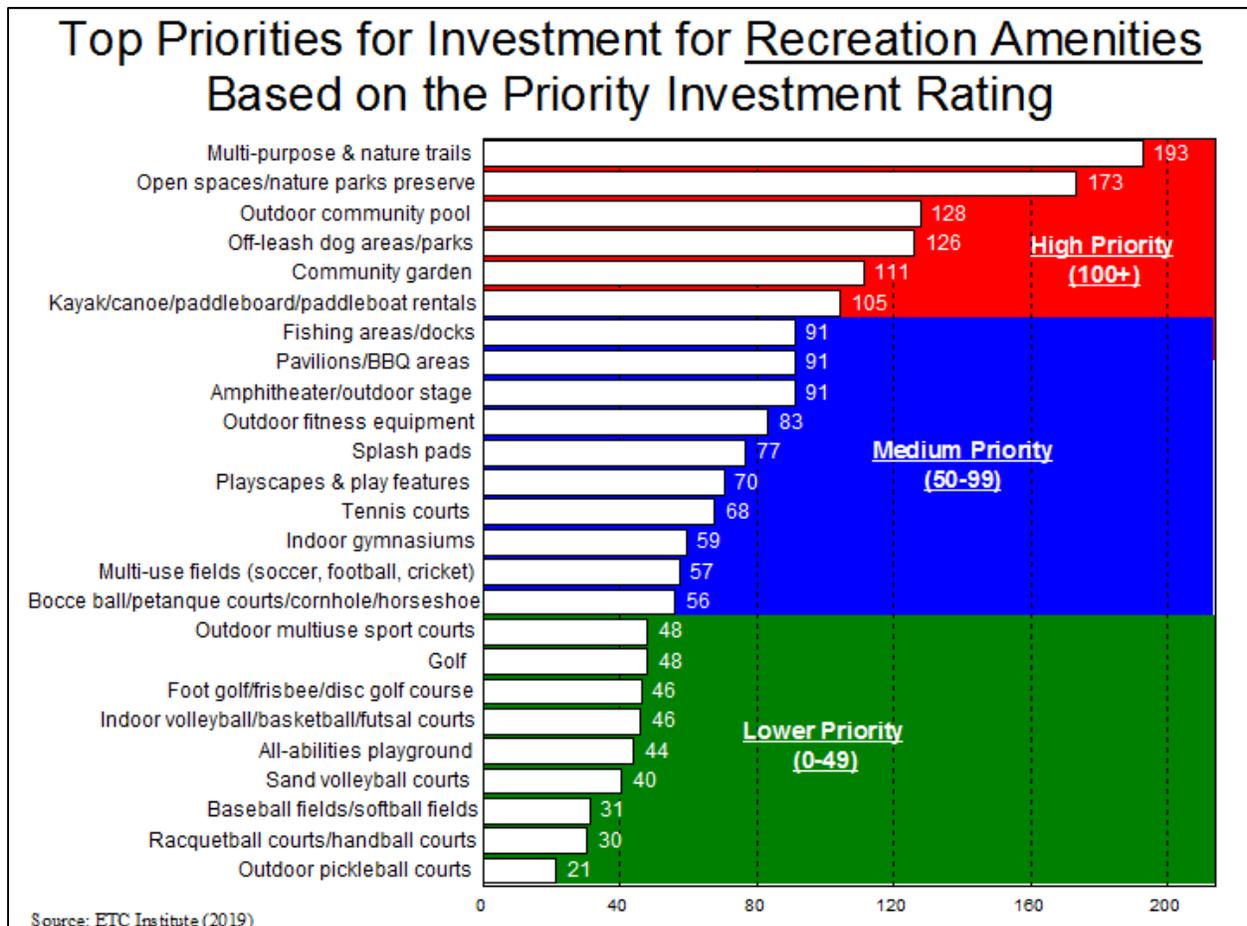


Priorities for Facility Investments: The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on recreation and parks investments. The Priority Investment Rating (PIR) equally weights (1) the importance that residents place on amenities and (2) how many residents have unmet needs for the amenity. [Details regarding the methodology for this analysis are provided in Section 2 of this report.]

Based the Priority Investment Rating (PIR), the following six amenities were rated as high priorities for investment:

- Multi-purpose and nature trails (PIR=193)
- Open spaces/nature parks preserve (PIR=173)
- Outdoor community pools (PIR=128)
- Off-leash dog areas/parks (PIR=126)
- Community garden (PIR=111)
- Kayak/canoe/paddleboard/paddleboat rentals (PIR=105)

The chart below shows the Priority Investment Rating for each of the 25 facilities/amenities that were assessed on the survey.



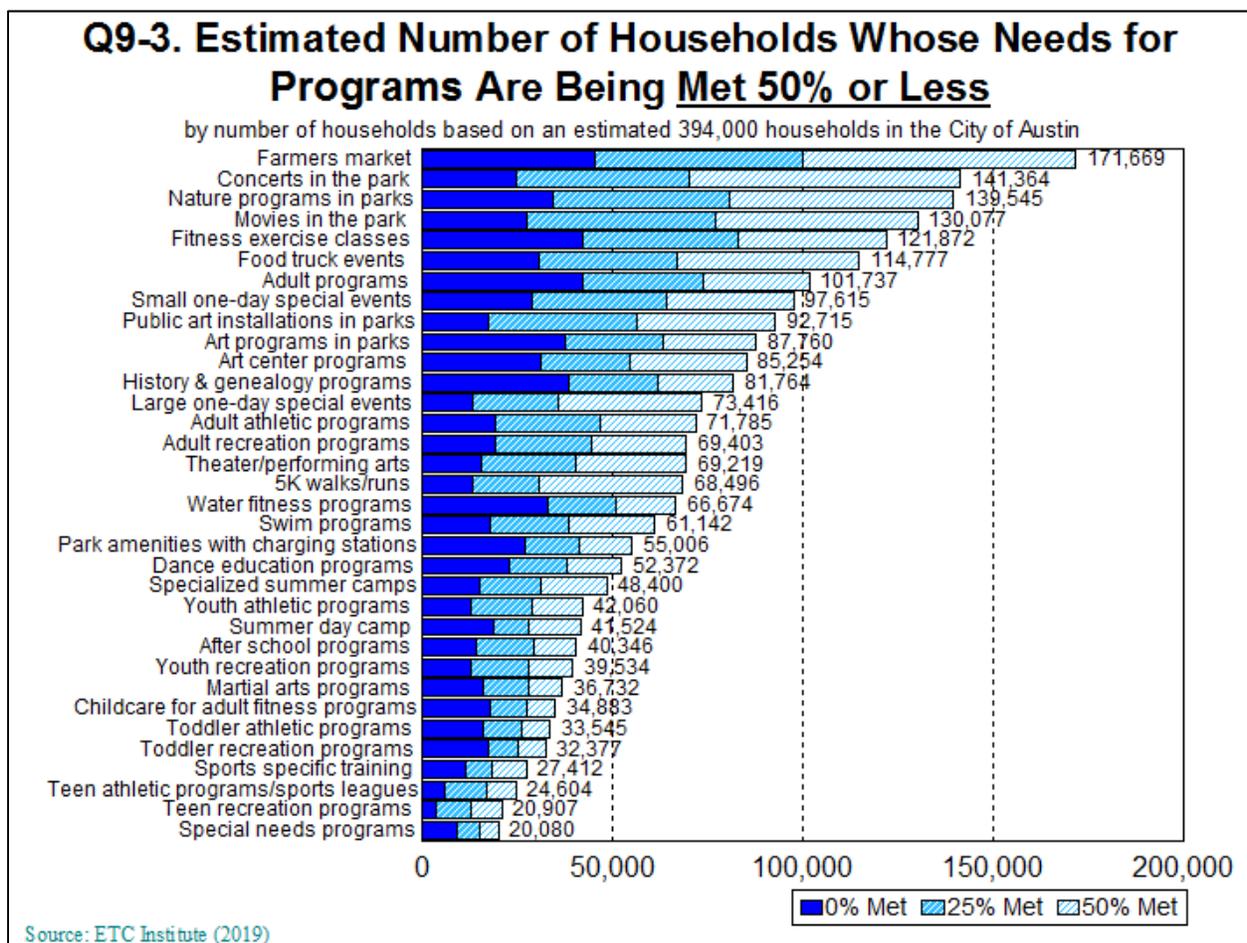
Programming Needs and Priorities

Programming Needs. Respondents were also asked to identify if their household had a need for 34 recreational programs and rate how well their needs for each program were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had “unmet” needs for each program.

The seven recreation programs with the highest percentage of households that have an unmet need were:

1. Farmers market – 171,669 households,
2. Concerts in the park– 141,364 households,
3. Nature programs in parks – 139,545 households,
4. Movies in the park –130,077 households,
5. Fitness exercise classes– 121,872 households,
6. Food truck events – 114,777 households, and
7. Adult programs – 101,737 households (or 29%).

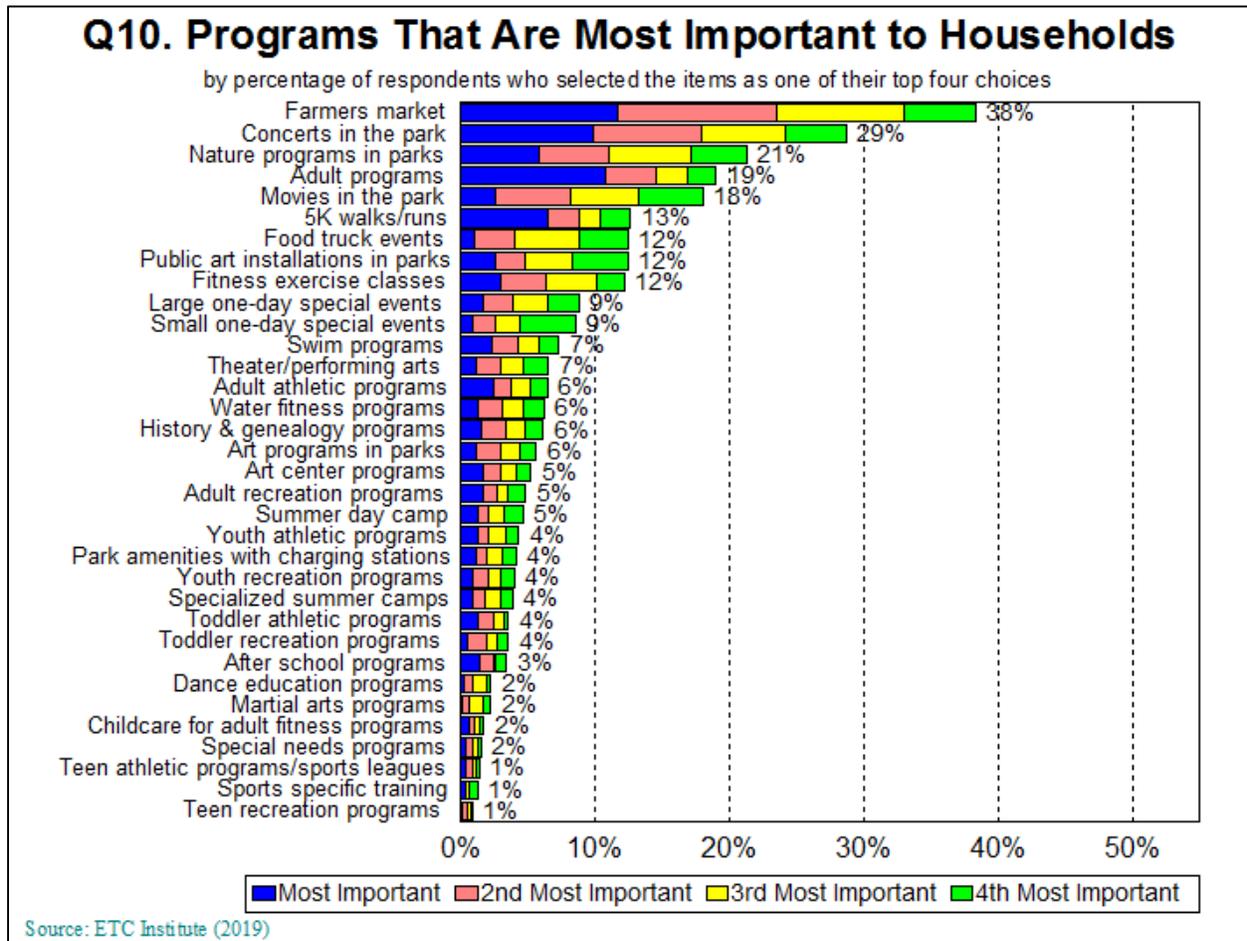
The estimated number of households that have unmet needs for each of the 34 programs that were assessed is shown in the chart below.



Program Importance. In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents place on each program. Based on the sum of respondents’ top four choices, the two most important programs to residents were:

1. Farmers market (38%) and
2. Concerts in the park (29%).

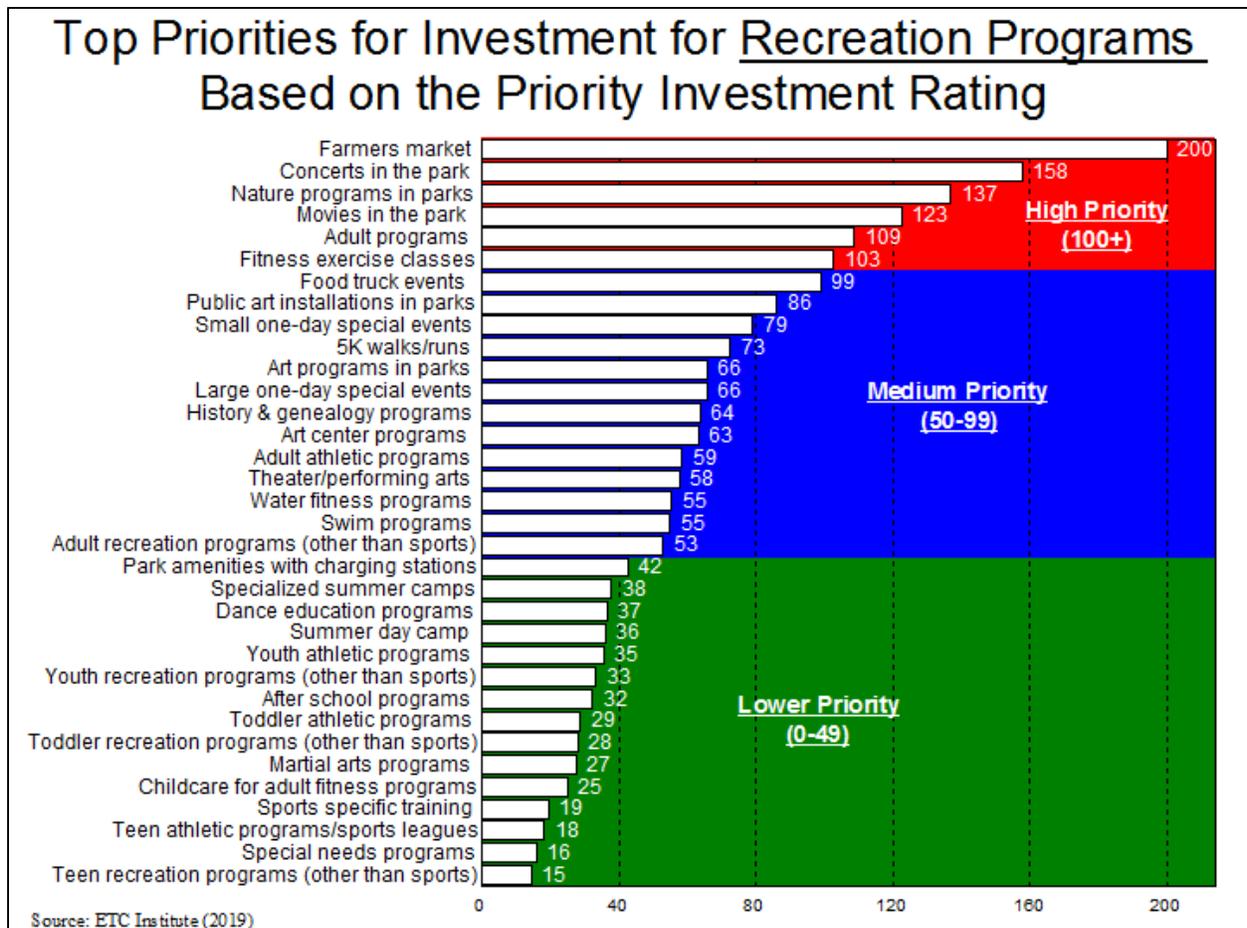
The percentage of residents who selected each program as one of their top four choices is shown in the chart below.



Priorities for Programming Investments. Based the priority investment rating (PIR), which was described briefly on page v of this Executive Summary and is described in more detail in Section 2 of this report, the following six programs were rated as “high priorities” for investment:

- Farmers market (PIR=200)
- Concerts in the park (PIR=158)
- Nature programs in parks (PIR=137)
- Movies in the park (PIR=123)
- Adult programs (PIR=109)
- Fitness exercise classes (PIR=103)

The chart below shows the Priority Investment Rating (PIR) for each of the 34 programs that were rated.



Barriers to Usage and Participation

Respondents were given a list of 21 potential barriers to their household's usage of or participation in PARD facilities and programs. For each potential barrier respondents were asked to indicate if it is a "major barrier," "minor barrier," or "not a barrier" to their usage of or participation in PARD facilities and programs. The biggest barriers to usage and participation, based upon the combined percentage of "minor barrier" and "major barrier" responses, were:

1. a lack of awareness of what programs are offered (69%),
2. inadequate parking at parks and facilities (61%), and
3. the presence of people experiencing homelessness (54%).

Information Sources

Seventy-three percent (73%) of respondents indicated that word of mouth is the way they learn about City of Austin programs, activities, and events. Only 29% of respondents indicated they used the City of Austin website and another 29% indicated they use newspapers. However, respondents indicated that Email (28%) or the PARD website (18%) are the most preferred information sources for programs, activities, and events.

The Future of Austin's Parks and Recreation System

Respondents were asked a series of questions related to the future of the City's parks and recreation system.

First, respondents were asked to indicate what three facilities, from a list of 14, they would like to see added to or increased over the next 10 years.

- 45% of respondents selected nature centers,
- 27% selected a multi-generational community recreation center,
- 25% selected a community center for recreation, arts, and culture, and
- 24% selected indoor pools.

Second, respondents were asked to indicate their level of support for five potential actions that the PARD could take to improve the types of parks and recreation amenities offered to residents. Based on the sum of "very supportive" and "supportive" responses, four of the actions received significant levels of support:

- improving the maintenance at existing parks and facilities (90%),
- improving existing parks and facilities through new buildings, paving, trees, and playgrounds (86%),
- acquiring land for parks and facilities in areas that lack parkland (84%), and
- improving access to parks and facilities through trails, sidewalks, bike lanes, and safe crossings (82%).

Finally, respondents were asked to indicate which two potential actions they would be most willing to support with their tax dollars. The two actions that received the most support based upon the sum of respondents' top two choices were:

- acquiring land for parks and facilities in areas that lack parkland (44%) and
- improving existing parks and facilities through new buildings, paving, trees, and playgrounds (42%).

Conclusions

Although usage of facilities and amenities is high participation in PARD programs is relatively low when compared to the national average (17% vs. 32%). A contributing factor to this discrepancy in the participation rates of respondents is likely a result of the number of respondents who indicated they are unaware of the programs that are currently offered. Furthermore, most respondents (73%) indicated they learn about programs, activities, and events via word of mouth but would prefer to receive this information via email. Aligning the preferred methods of communication with the most used methods of communication can help bridge the gap between the national average of recreation program participation (32%) and the percentage of respondents who indicated they participate in programs in the City of Austin.

Fifty-seven percent (57%) of respondents indicated they are either “very satisfied” or “satisfied” with the overall value their household receives from the PARD. To ensure the PARD continues to meet the needs and expectations of the community, ETC Institute recommends that they sustain and/or improve the performance in areas that were identified as “high priorities” by the Priority Investment Rating (PIR). The facilities and programs with the highest PIR ratings are listed below.

Programming Investments

- Farmers market (PIR=200)
- Concerts in the park (PIR=158)
- Nature programs in parks (PIR=137)
- Movies in the park (PIR=123)
- Adult programs (PIR=109)
- Fitness exercise classes (PIR=103)

Amenity Investments

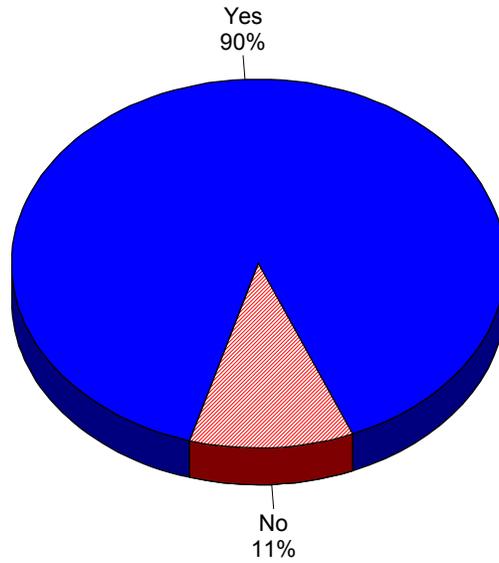
- Multi-purpose and nature trails (PIR=193)
- Open spaces/nature parks preserve (PIR=173)
- Outdoor community pools (PIR=128)
- Off-leash dog areas/parks (PIR=126)
- Community garden (PIR=111)
- Kayak/canoe/paddleboard/paddleboat rentals (PIR=105)

Section 1

Charts and Graphs

Q1. Have you or other members of your household visited any parks or facilities offered by PARD during the past year?

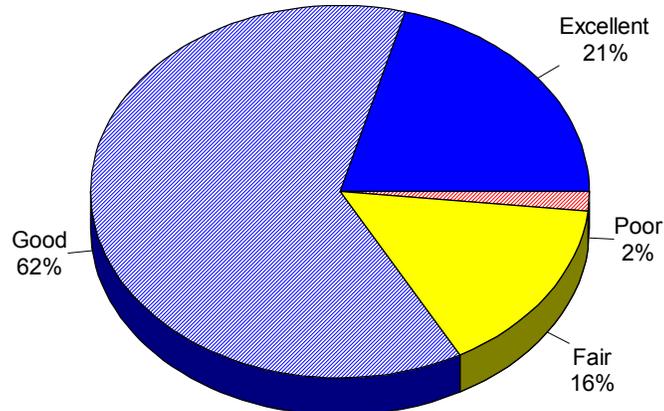
by percentage of respondents



Source: ETC Institute (2019)

Q1a. How would you rate the physical condition of the parks/facilities you and the members of your household have visited during the past year?

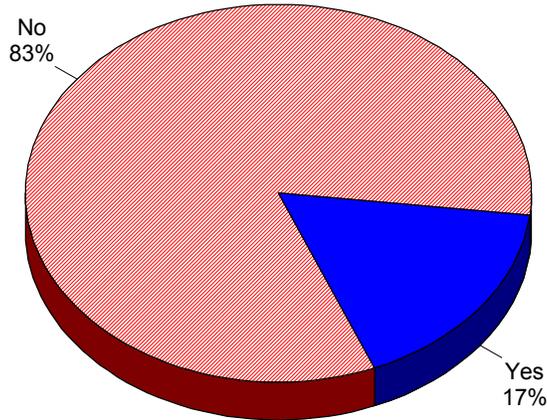
by percentage of respondents who indicated they have visited parks or facilities offered by PARD during the past year (without "not provided")



Source: ETC Institute (2019)

Q2. Have you or other members of your household participated in any programs offered by PARD during the past year?

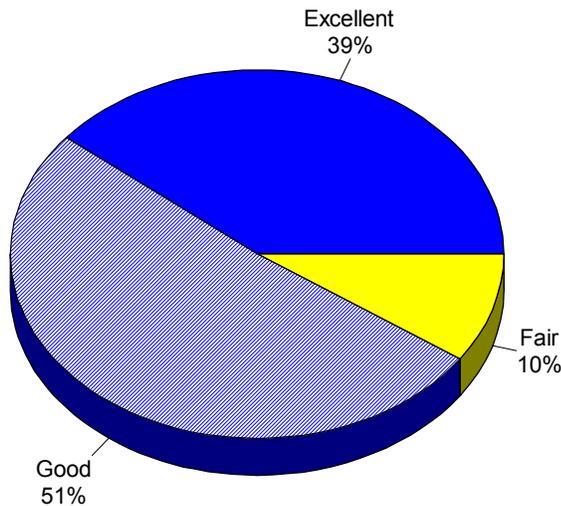
by percentage of respondents



Source: ETC Institute (2019)

Q2a. How would you rate the programs you and the members of your household have participated in during the past year?

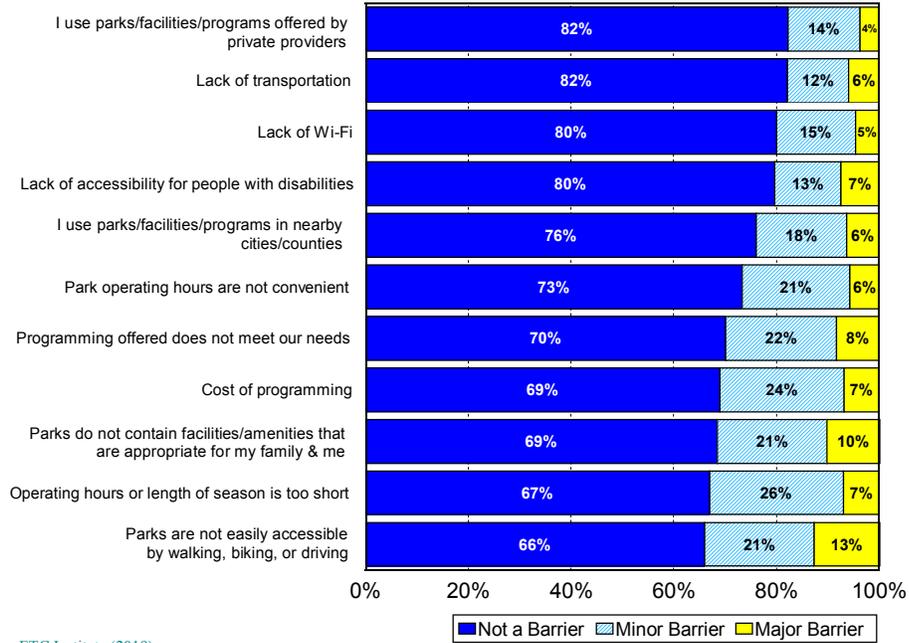
by percentage of respondents who indicated they have participated in a program offered by PARD during the past year (without "not provided")



Source: ETC Institute (2019)

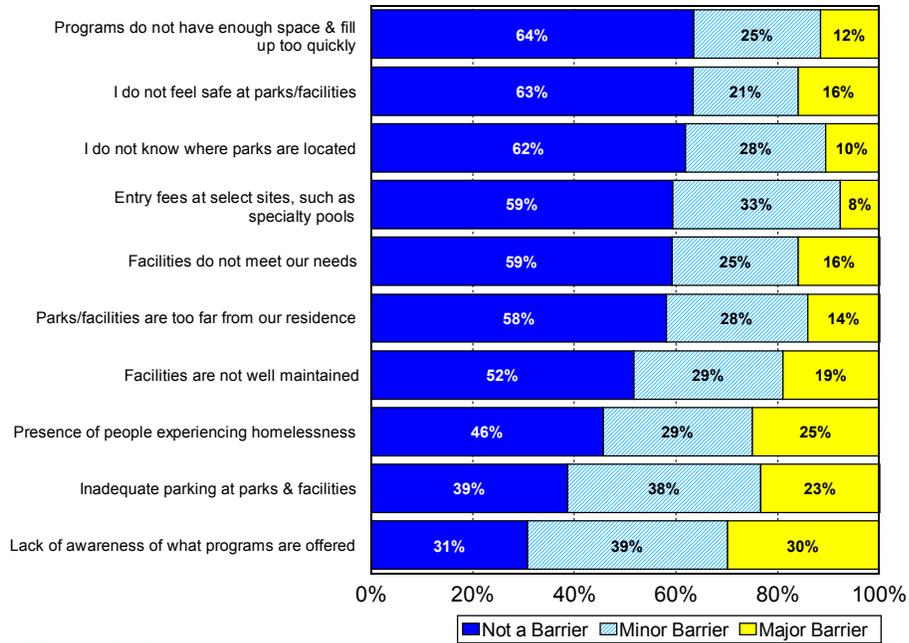
Q3. Barriers to Usage and Participation

by percentage of respondents (without "not provided")



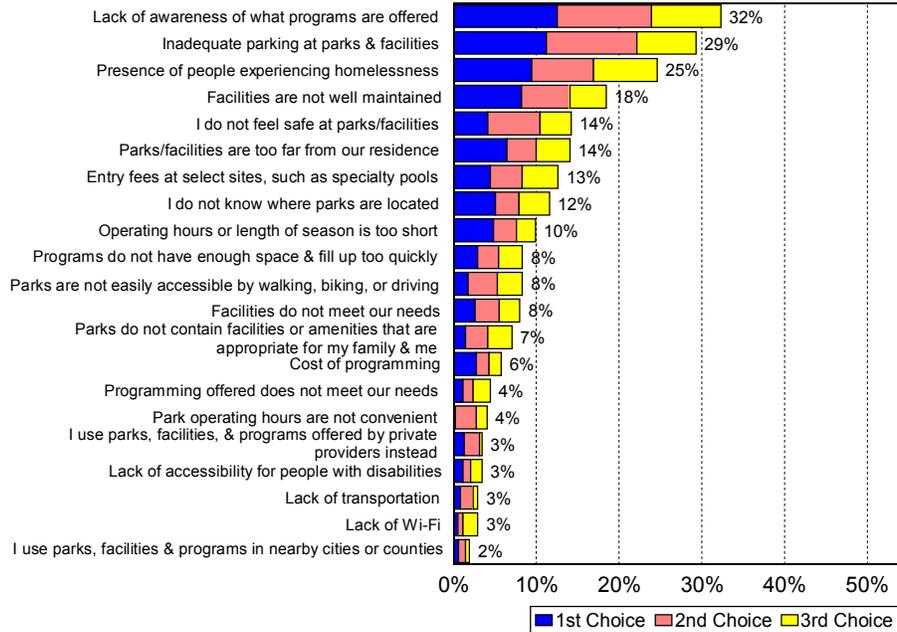
Q3. Barriers to Usage and Participation (Continued)

by percentage of respondents (without "not provided")



Q4. Which Three Barriers Impact Households Most

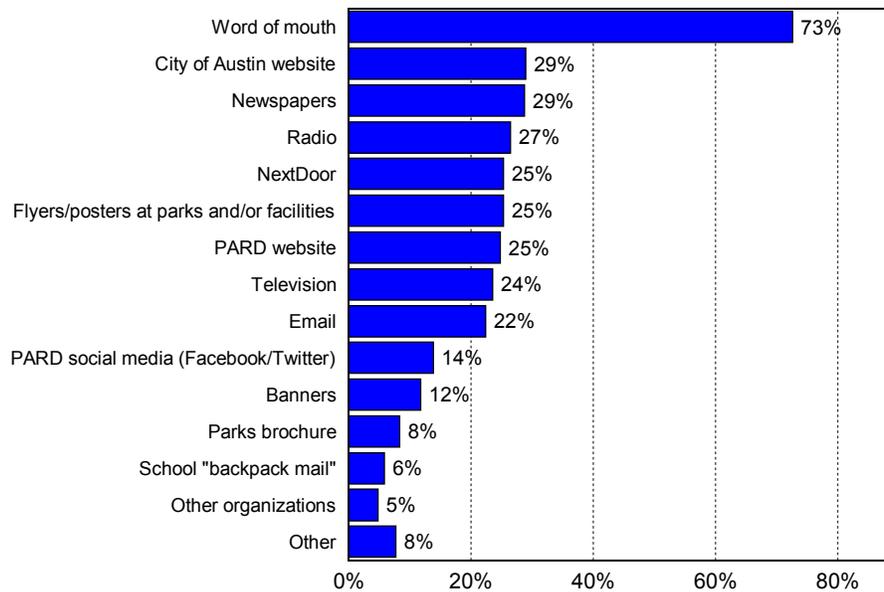
by percentage of respondents who selected the items as one of their top three choices



Source: ETC Institute (2019)

Q5. Ways Respondents Learn About City of Austin Programs, Activities, and Events

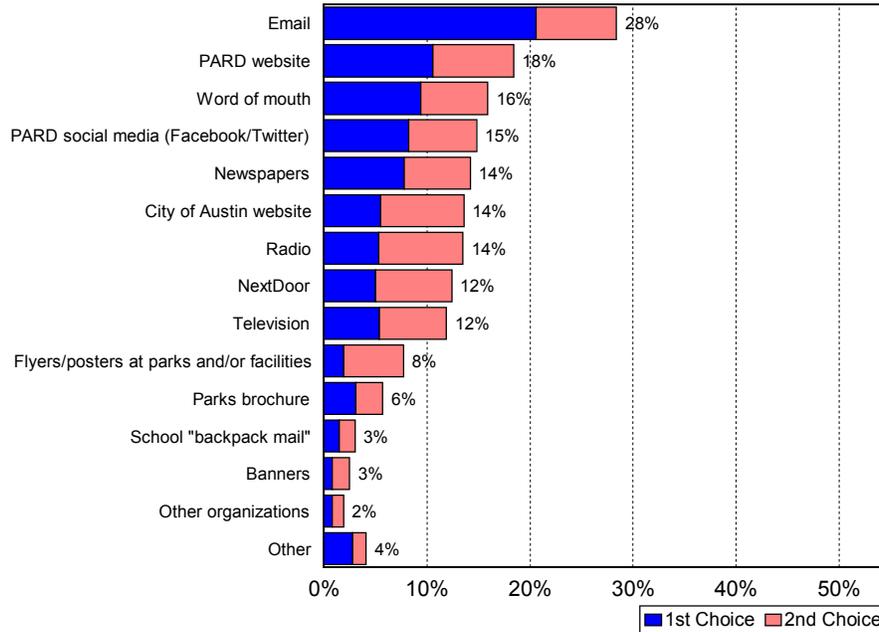
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q6. Which Two Information Sources Are Most Preferred

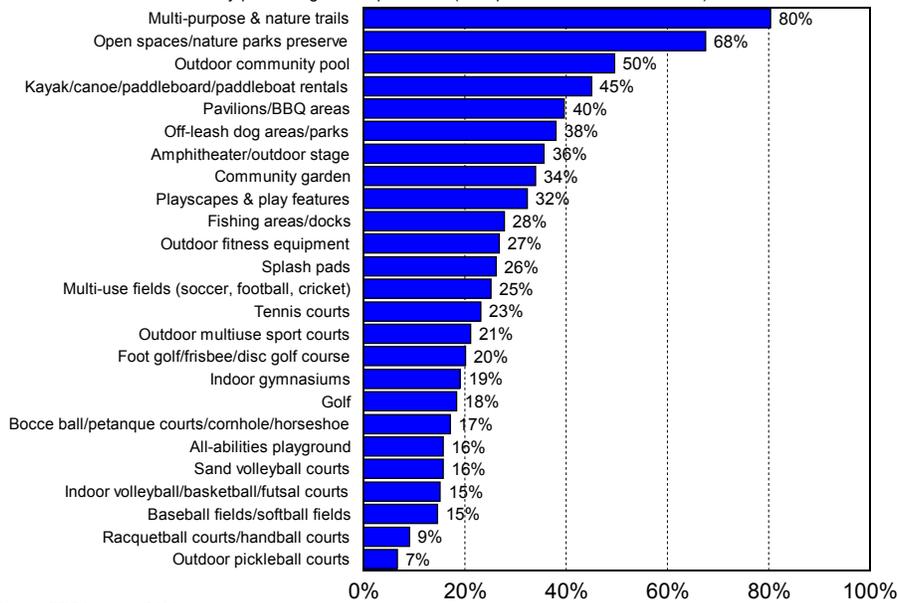
by percentage of respondents who selected the items as one of their top two choices (without "none chosen")



Source: ETC Institute (2019)

Q7. Amenities Respondent Households Have a Need For

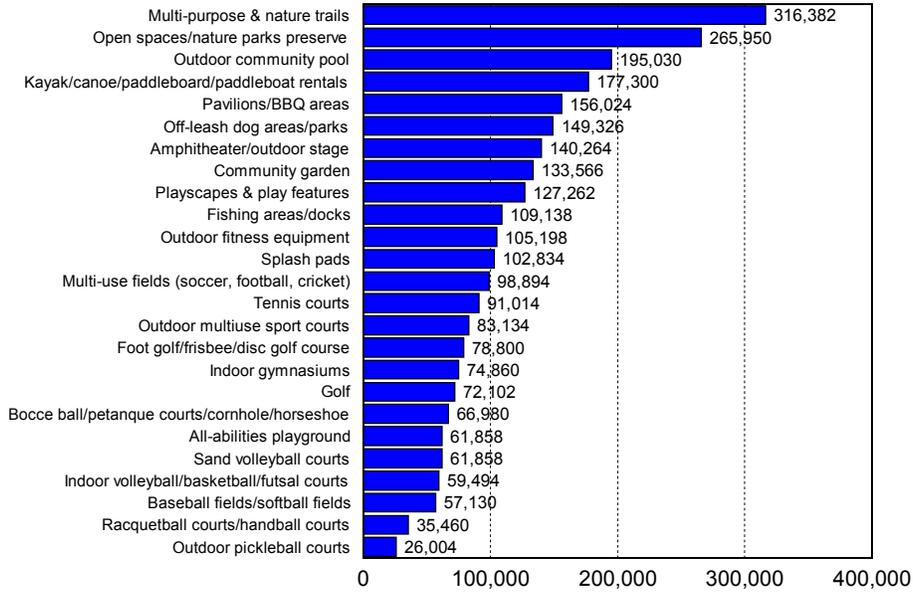
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q7-1. Estimated Number of Households That Have a Need for Various Amenities

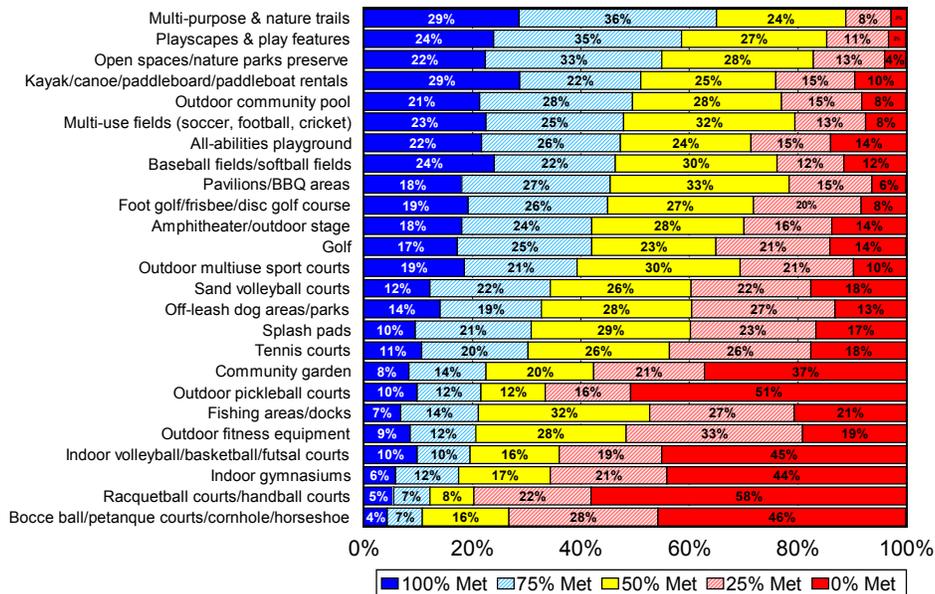
by number of households based on an estimated 394,000 households in the City of Austin



Source: ETC Institute (2019)

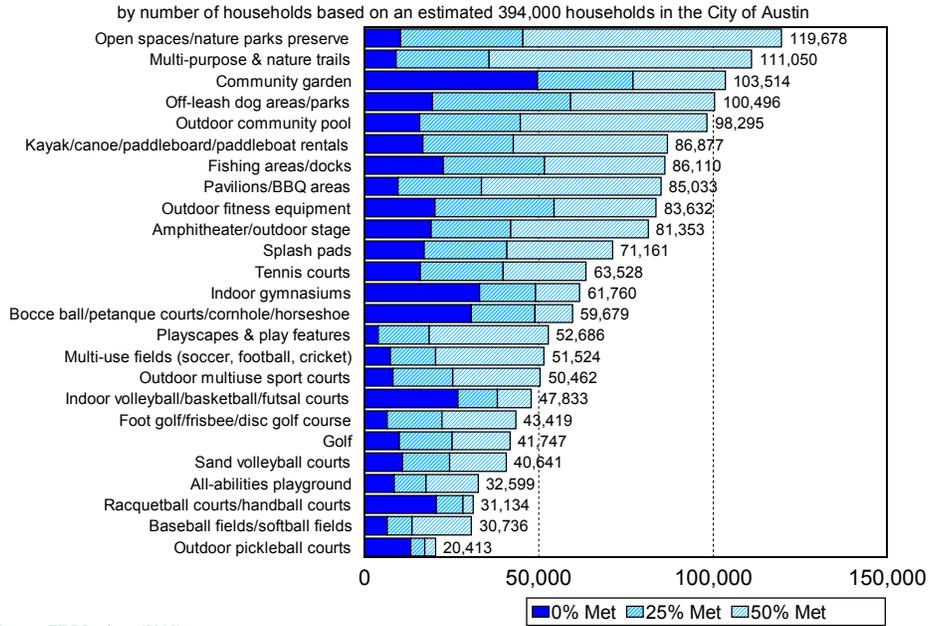
Q7-2. How Well Parks and Recreation Amenities Meet the Needs of Respondent Households

by percentage of respondents with a need for amenities

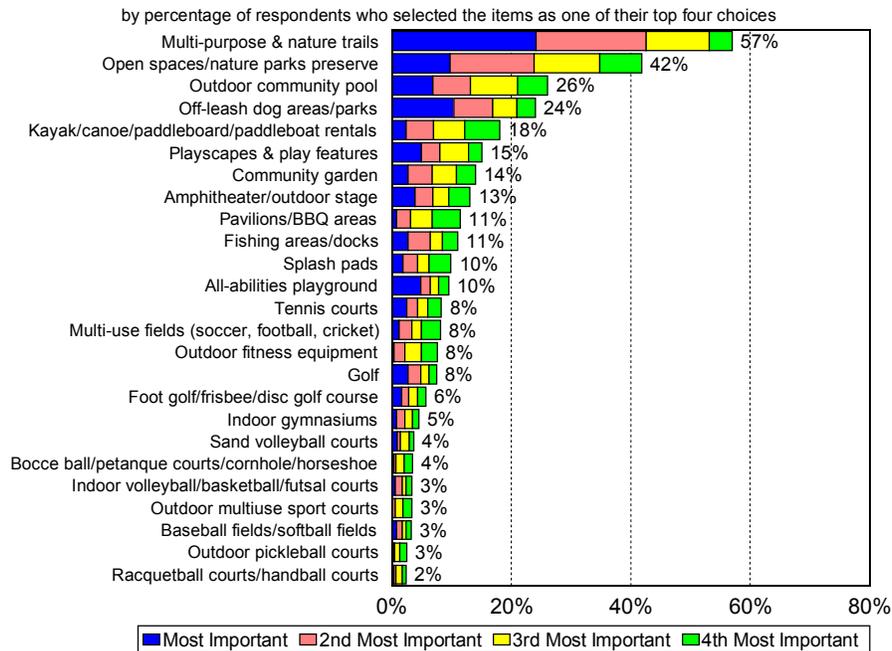


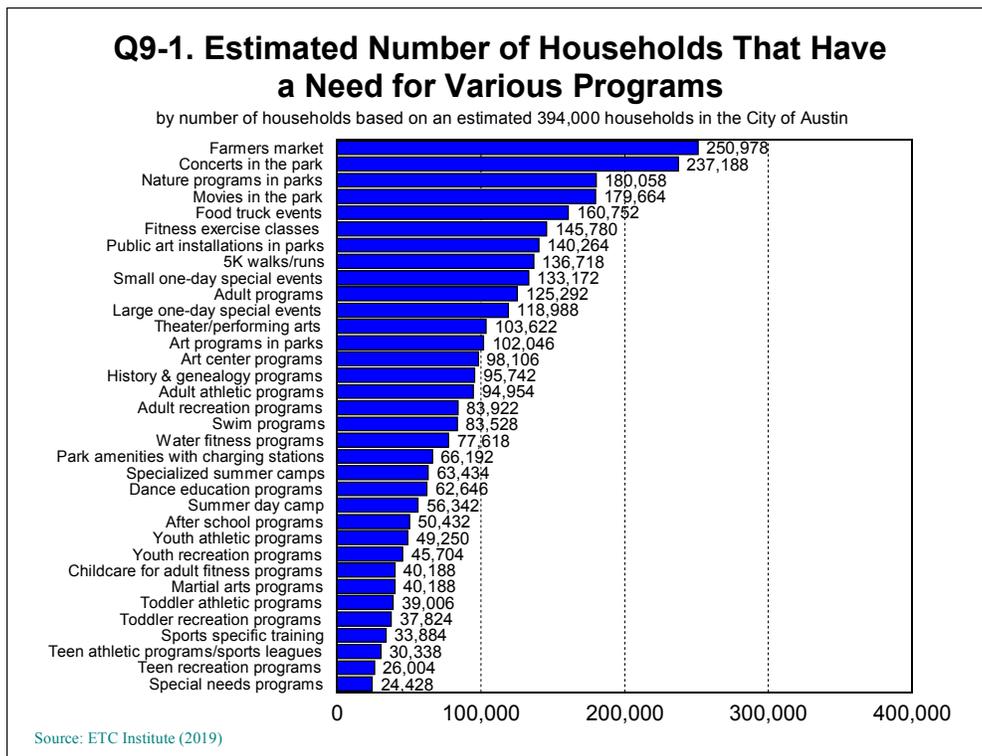
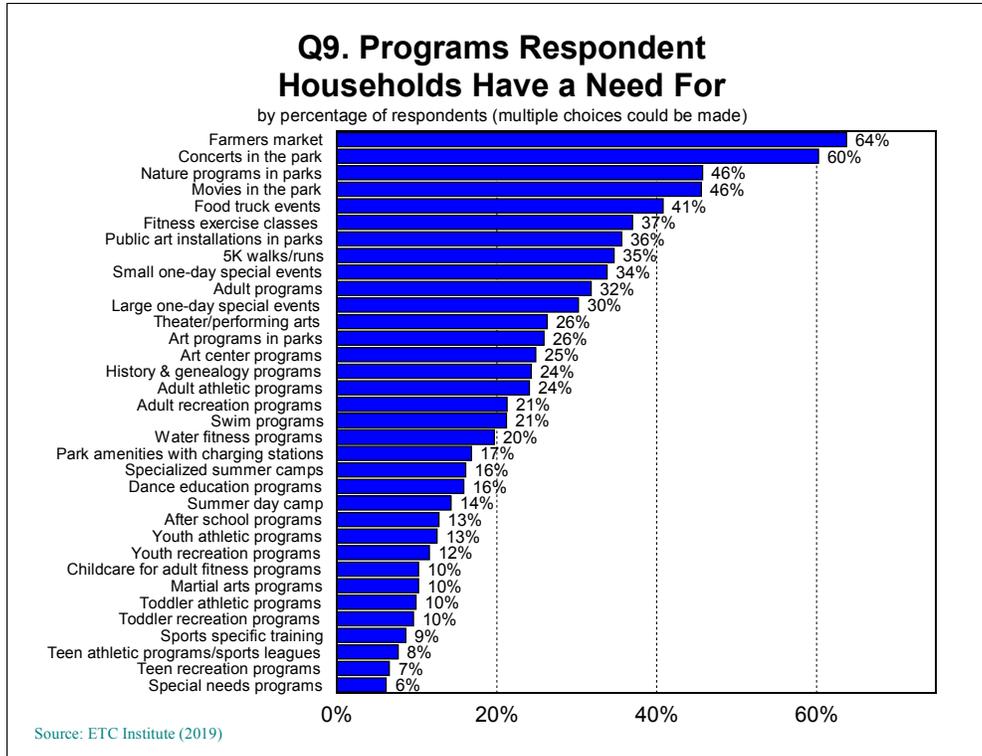
Source: ETC Institute (2019)

Q7-3. Estimated Number of Households Whose Needs for Amenities Are Being Met 50% or Less



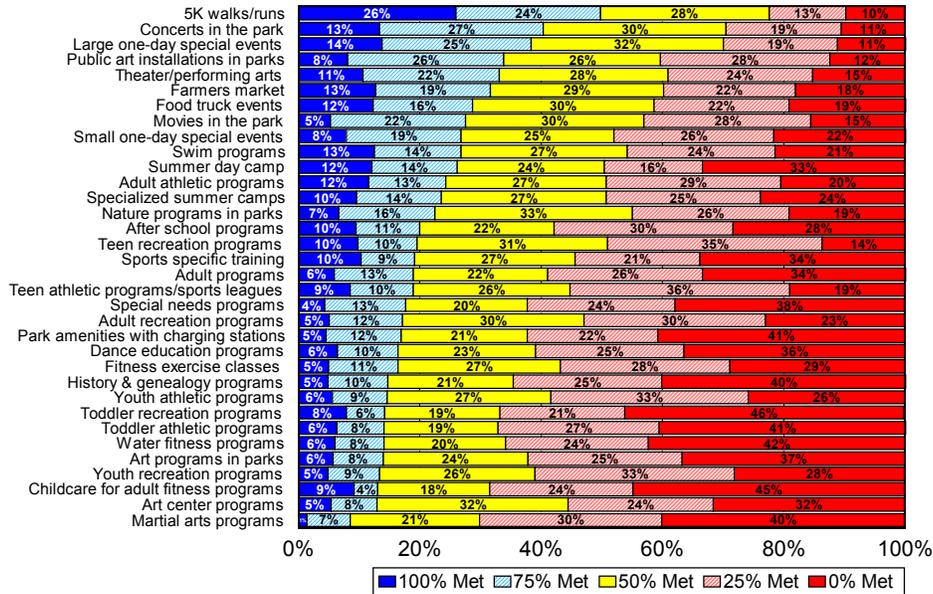
Q8. Amenities That Are Most Important to Households





Q9-2. How Well Parks and Recreation Programs Meet the Needs of Respondent Households

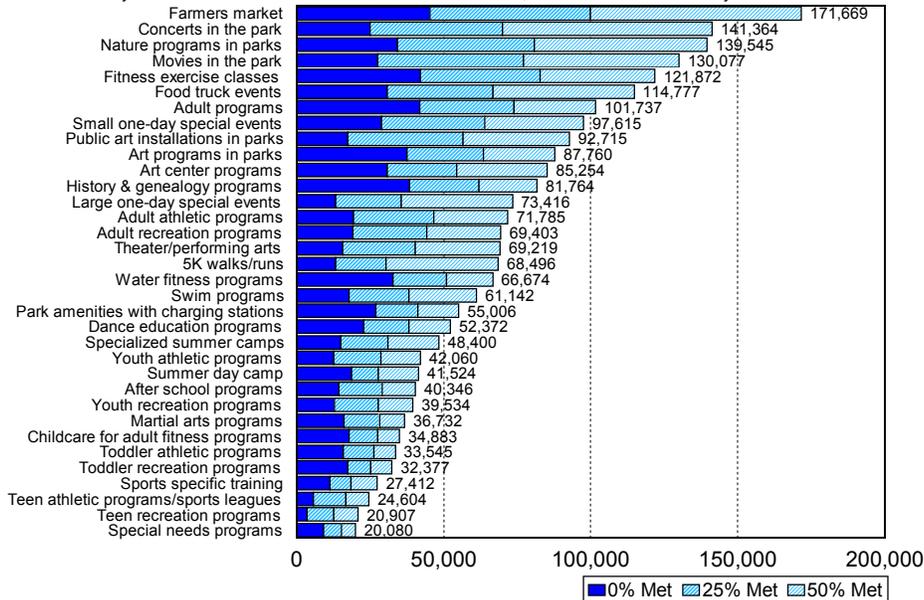
by percentage of respondents with a need for programs



Source: ETC Institute (2019)

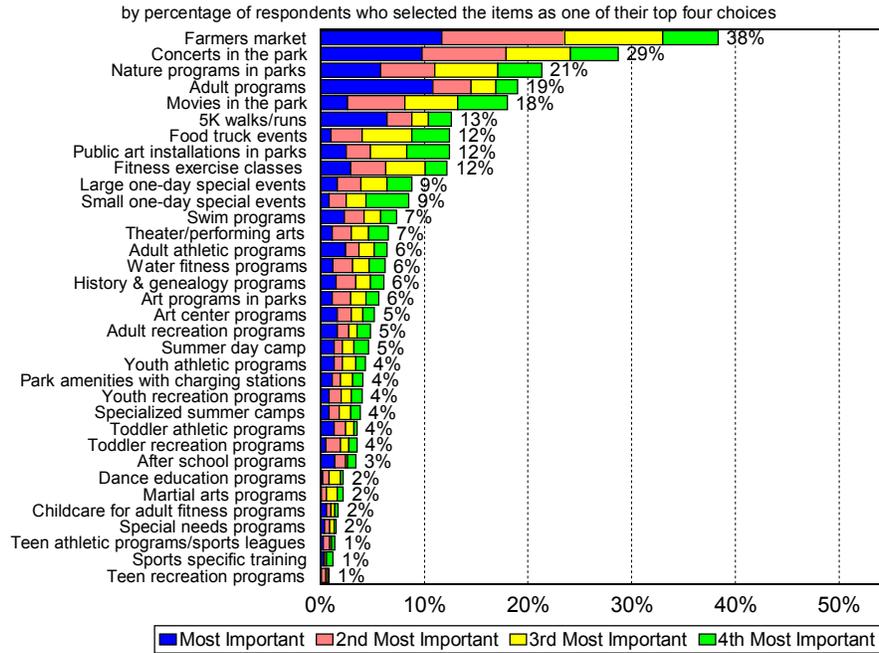
Q9-3. Estimated Number of Households Whose Needs for Programs Are Being Met 50% or Less

by number of households based on an estimated 394,000 households in the City of Austin

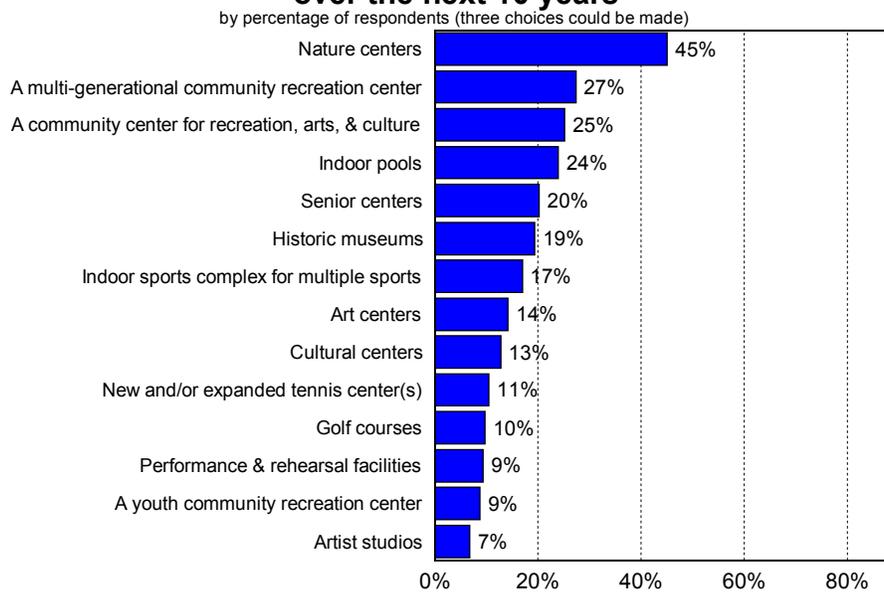


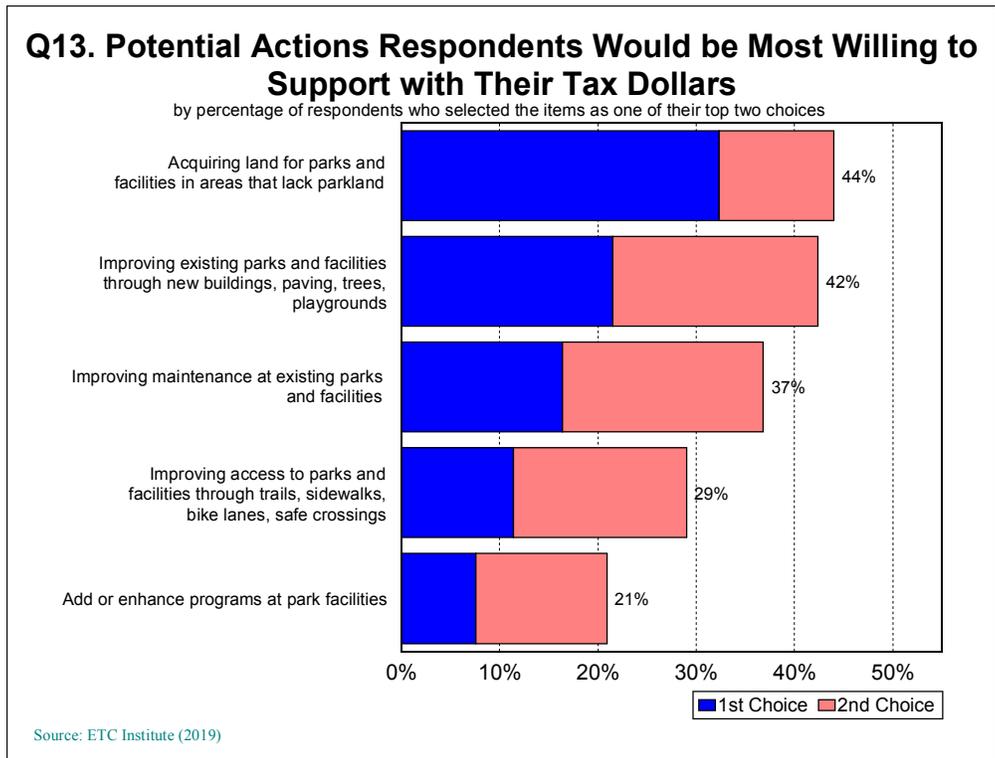
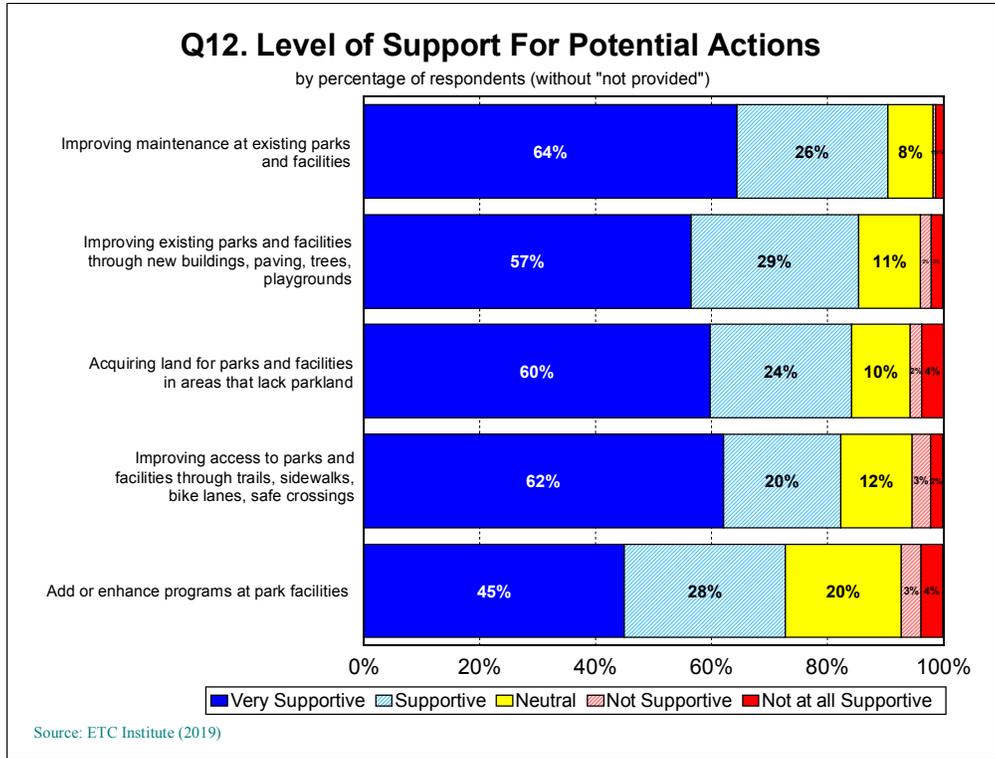
Source: ETC Institute (2019)

Q10. Programs That Are Most Important to Households



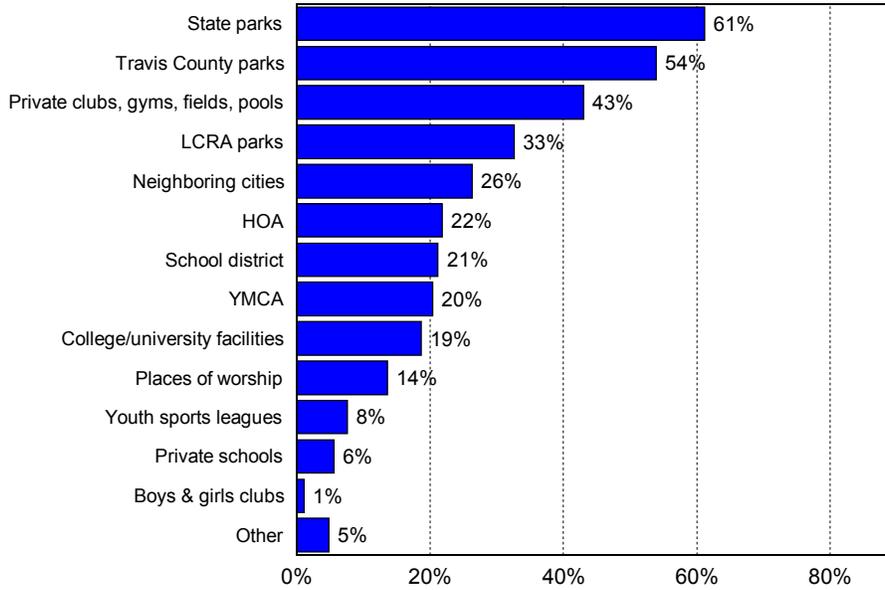
Q11. Facilities Respondents Would Like to See Added to or Increased in Austin's parks and recreation system over the next 10 years





Q14. Recreation Facilities Not Managed by the City of Austin Respondent Households Use for Recreation

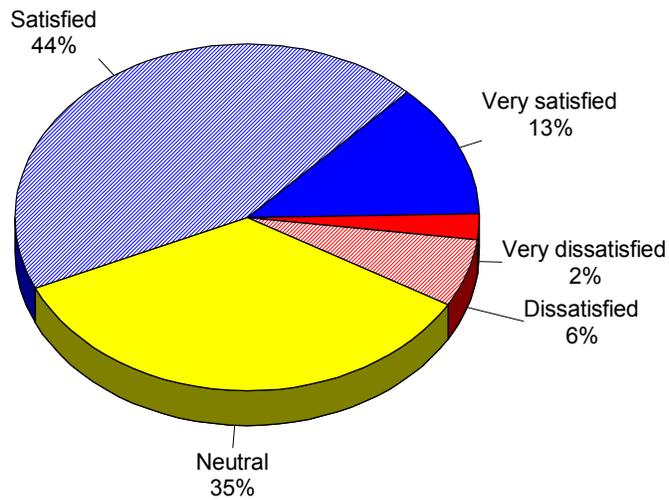
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q15. How satisfied are you with the overall value your household receives from the PARD?

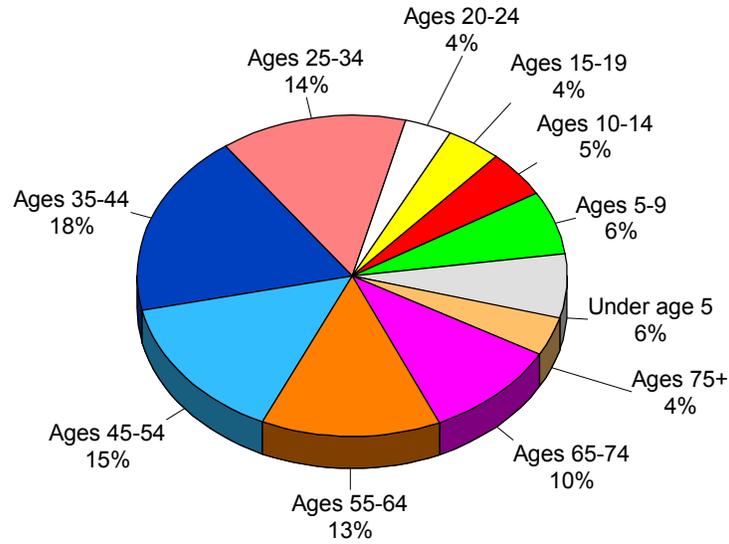
by percentage of respondents (without "not provided")



Source: ETC Institute (2019)

Q16. Demographics: Ages of People in Household

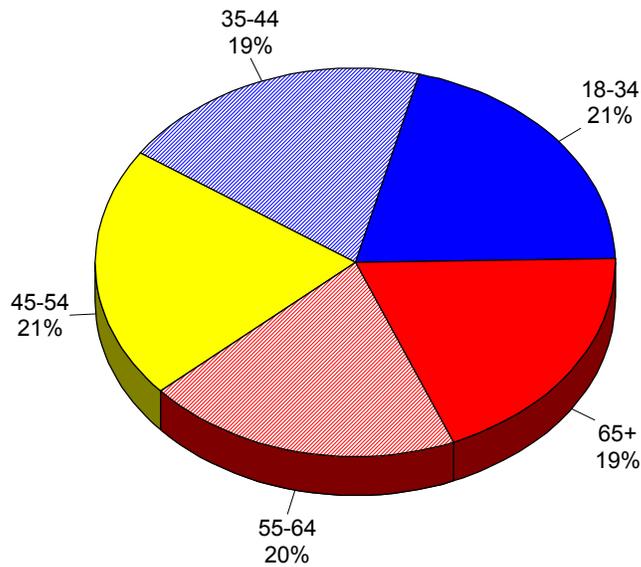
by percentage of household occupants



Source: ETC Institute (2019)

Q17. Demographics: Ages of Respondent

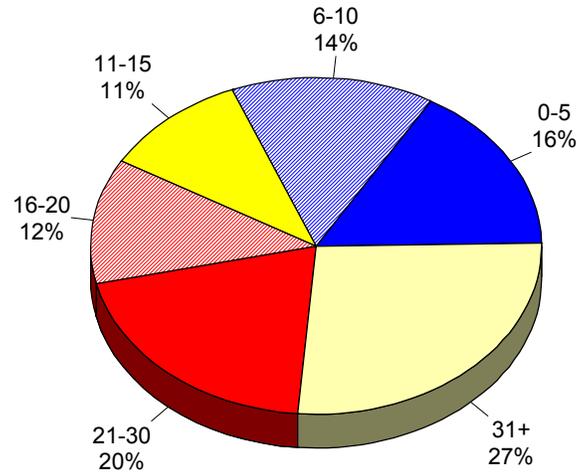
by percentage of respondents (without "not provided")



Source: ETC Institute (2019)

Q18. Demographics: How many years have you lived in Austin?

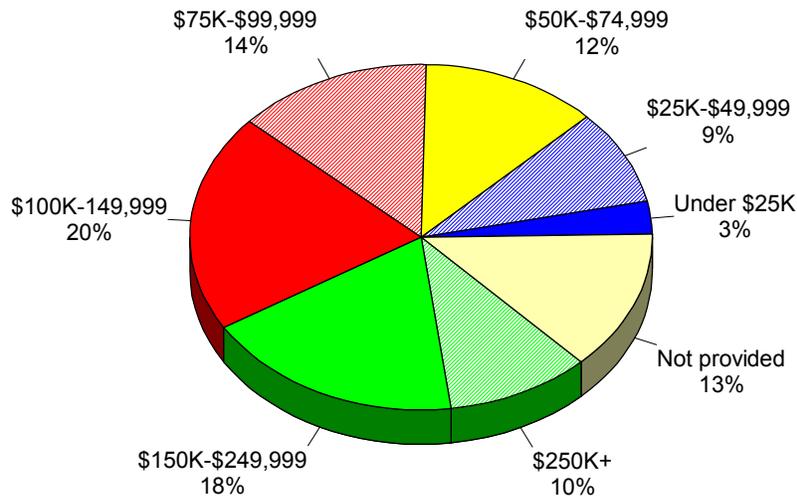
by percentage of respondents



Source: ETC Institute (2019)

Q19. Demographics: Household Income

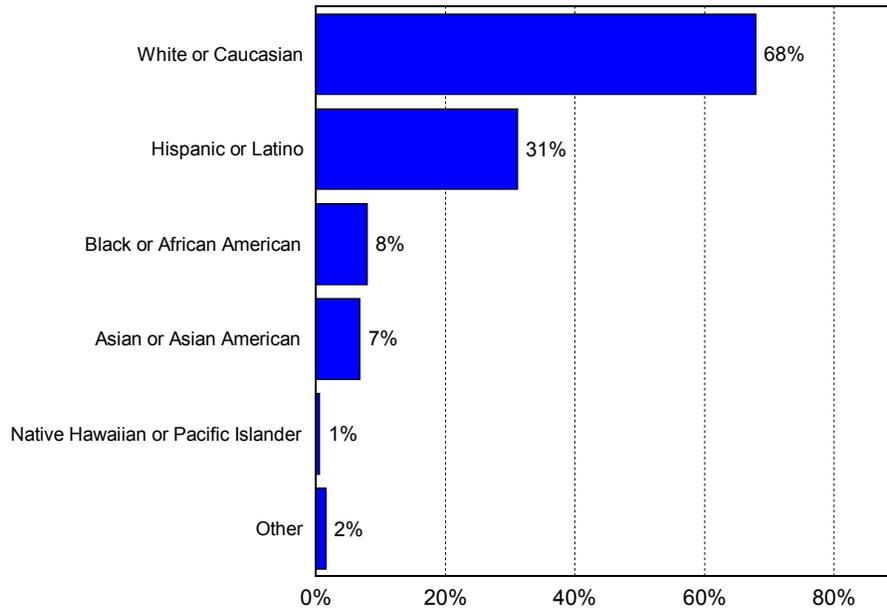
by percentage of respondents



Source: ETC Institute (2019)

Q20. Demographics: Race/Ethnicity

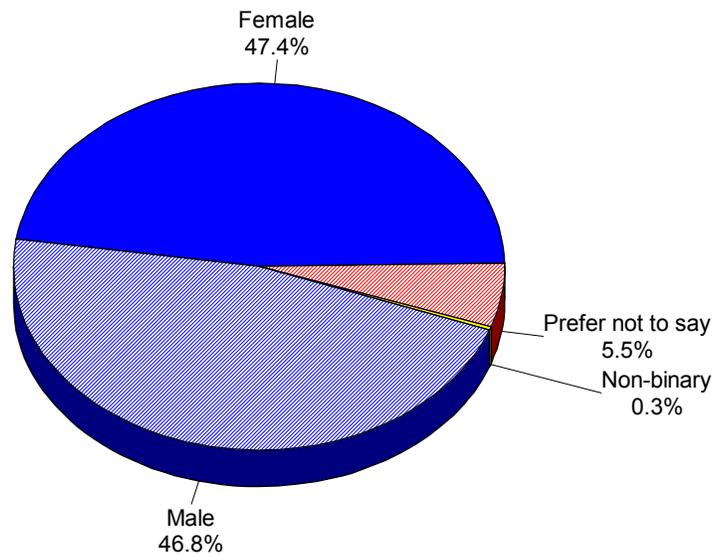
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2019)

Q21. Demographics: Gender of Respondent

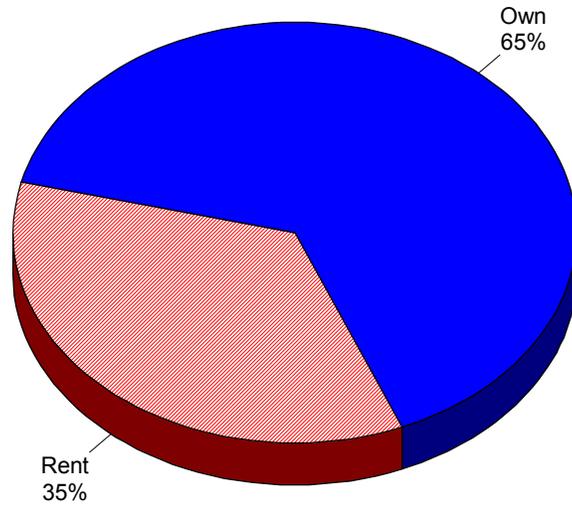
by percentage of respondents (without "not provided")



Source: ETC Institute (2019)

Q22. Demographics: Own vs. Rent

by percentage of respondents (without "not provided")



Source: ETC Institute (2019)

Section 2

Priority Investment Rating

Priority Investment Rating

City of Austin, Texas

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

For example, suppose the Unmet Needs Rating for playgrounds is 26.5 (out of 100) and the Importance Rating for playgrounds is 52 (out of 100), the Priority Investment Rating for playgrounds would be 78.5 (out of 200).

How to Analyze the Charts:

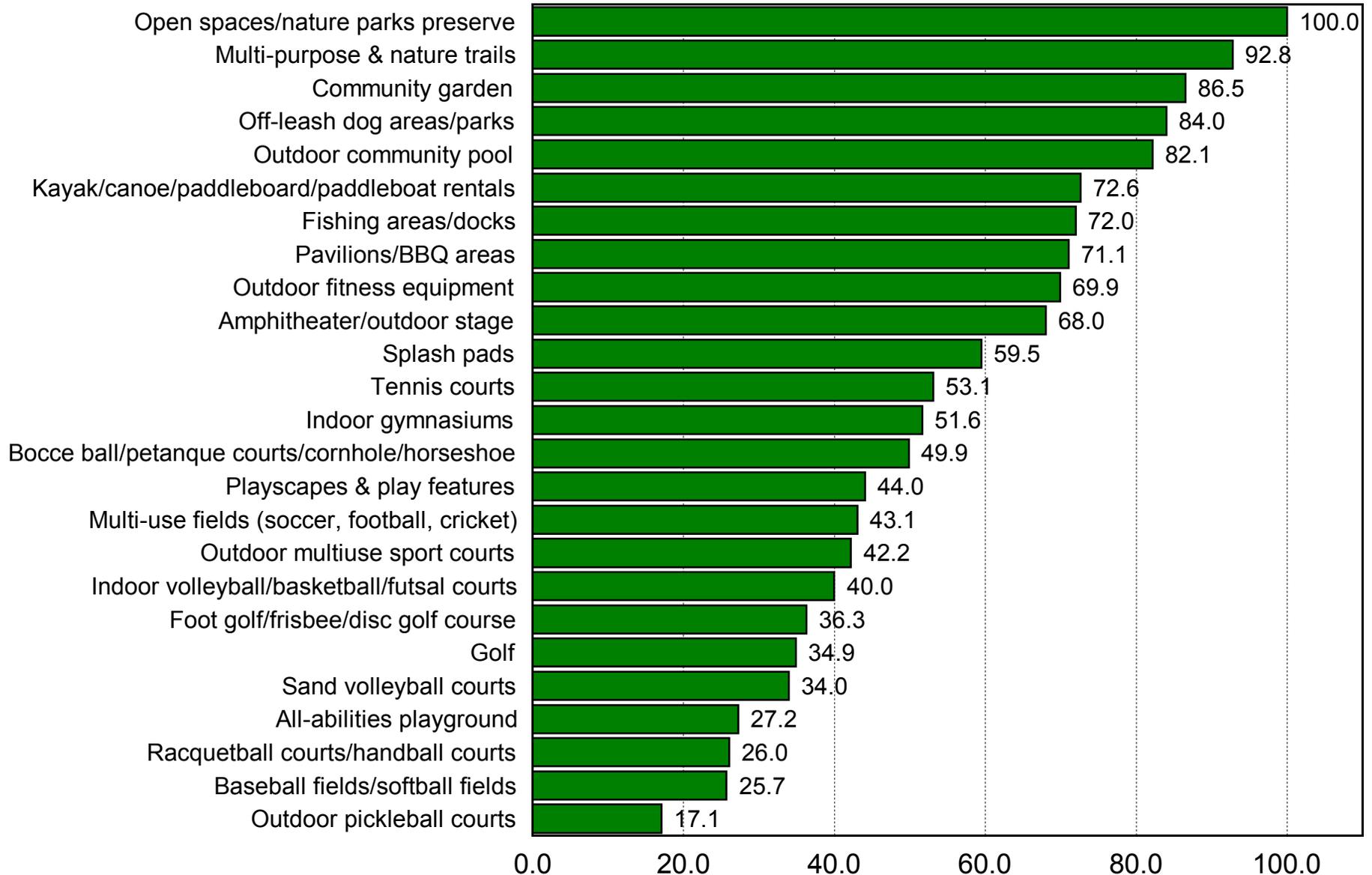
- **High Priority Areas** are those with a PIR of at least 100. A rating of 100 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on the greatest number of households.
- **Medium Priority Areas** are those with a PIR of 50-99. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas.
- **Low Priority Areas** are those with a PIR below 50. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Recreation Amenities

the rating for the item with the most unmet need=100

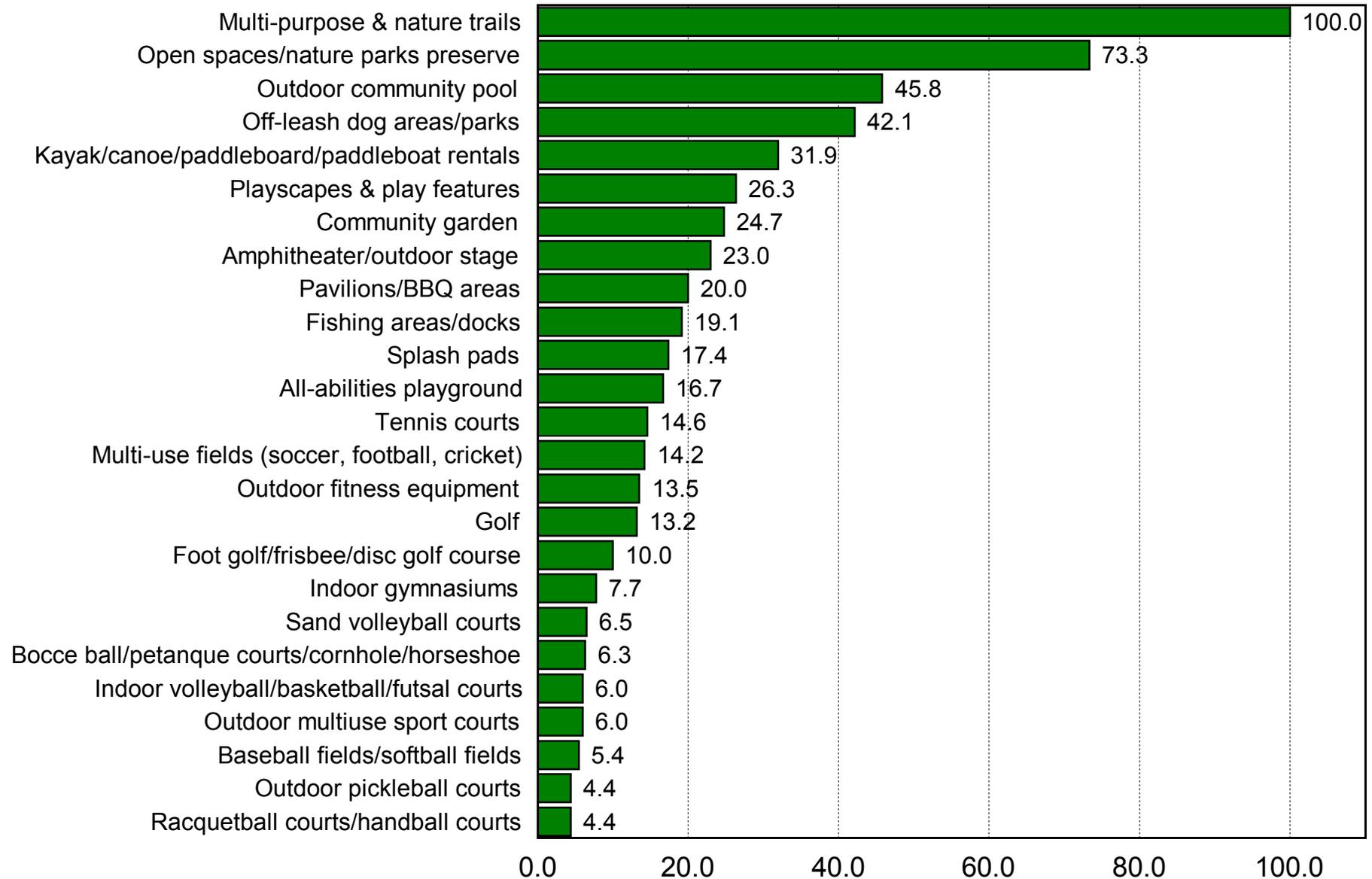
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



Source: ETC Institute (2019)

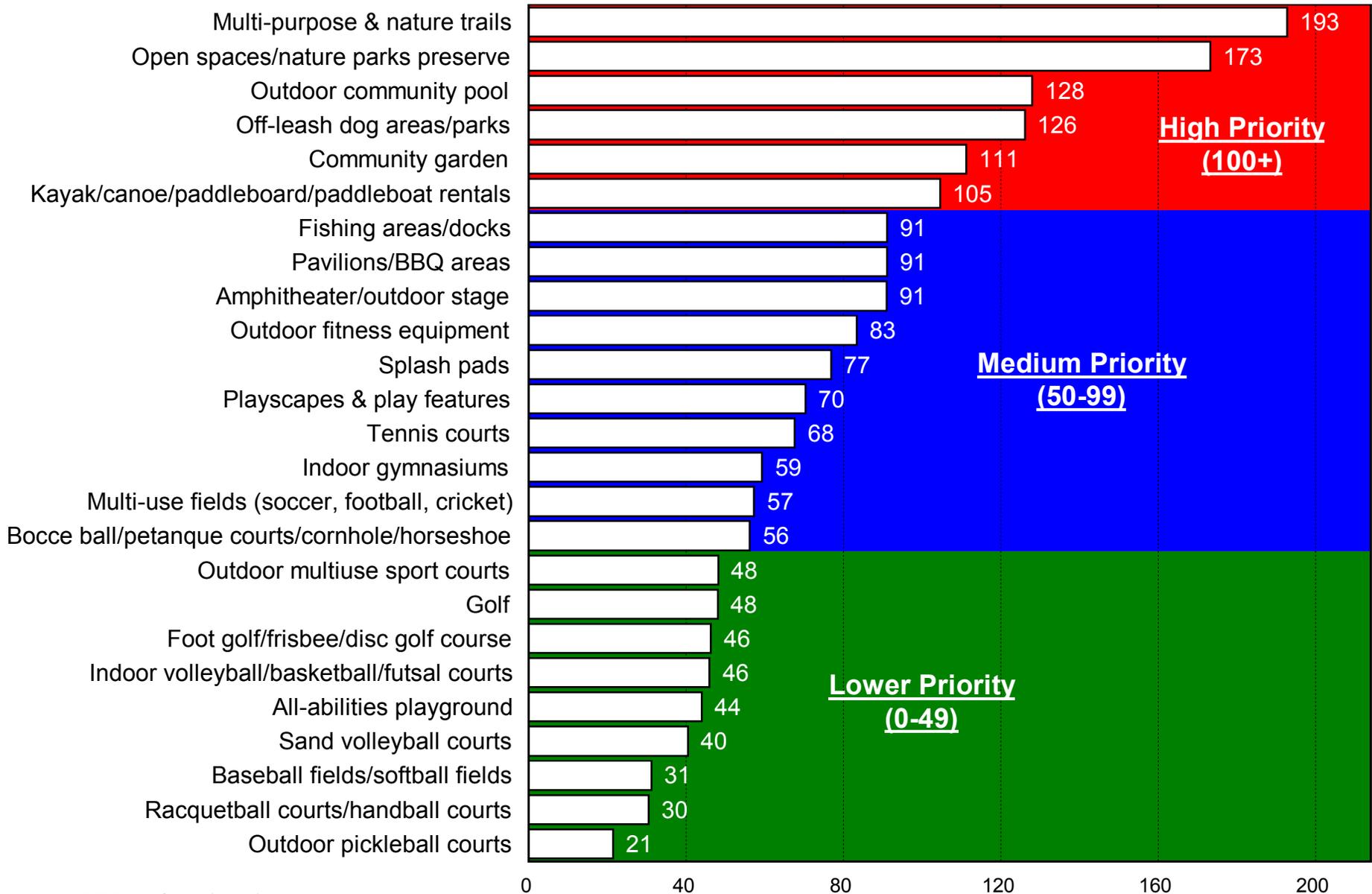
Importance Rating for Recreation Amenities

the rating for the item rated as the most important=100
 the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2019)

Top Priorities for Investment for Recreation Amenities Based on the Priority Investment Rating

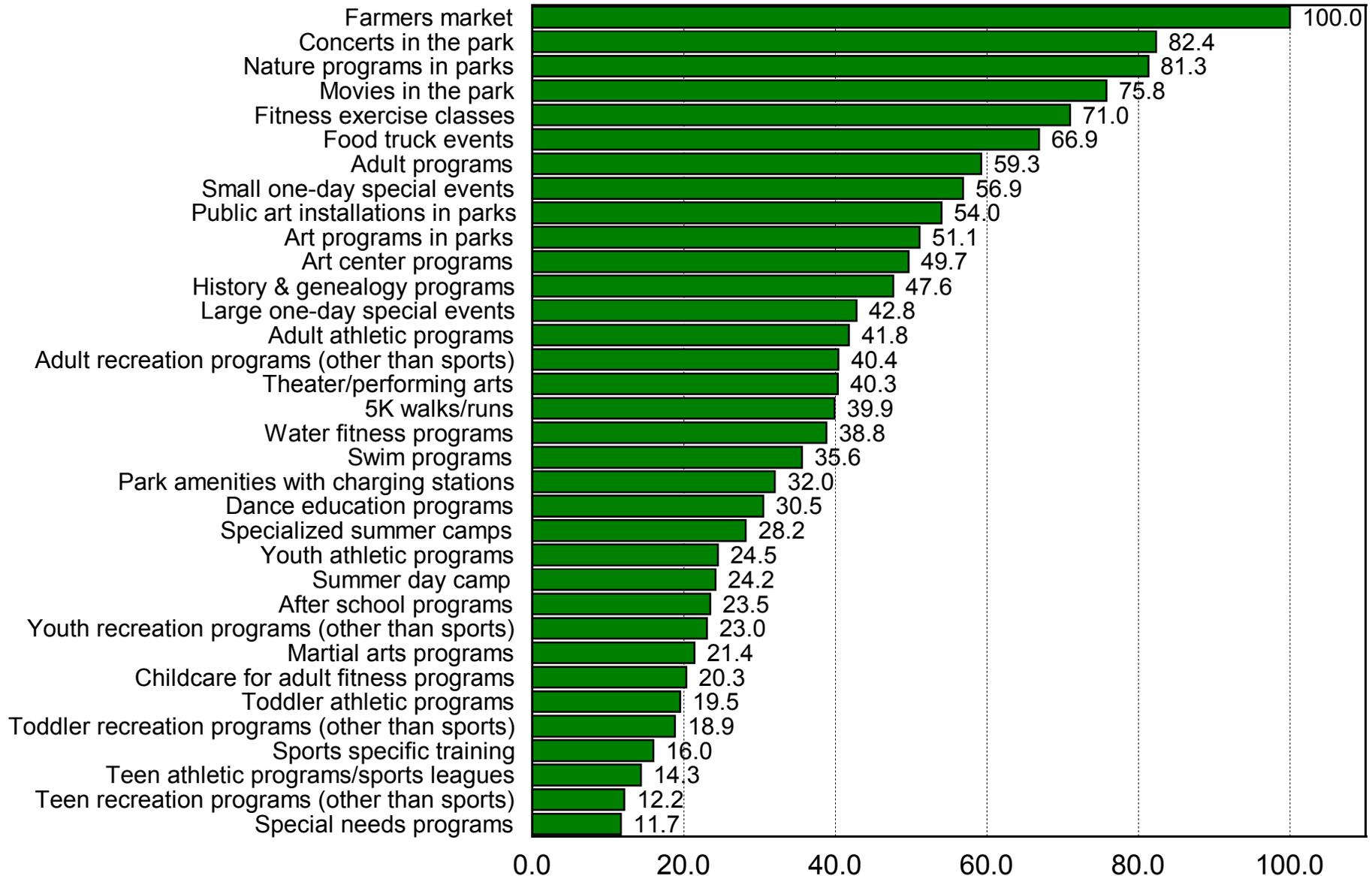


Source: ETC Institute (2019)

Unmet Needs Rating for Recreation Programs

the rating for the item with the most unmet need=100

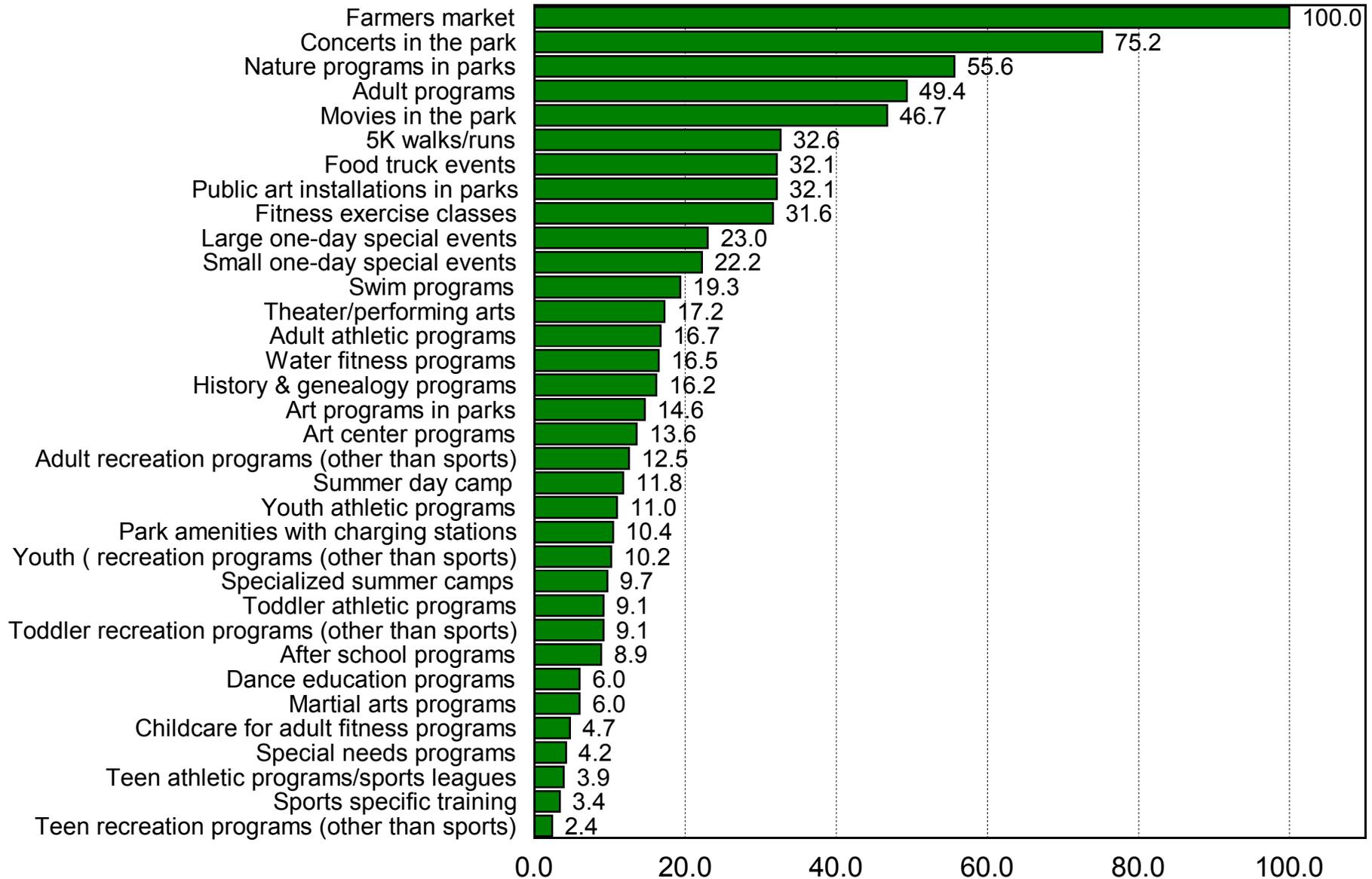
the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need



Source: ETC Institute (2019)

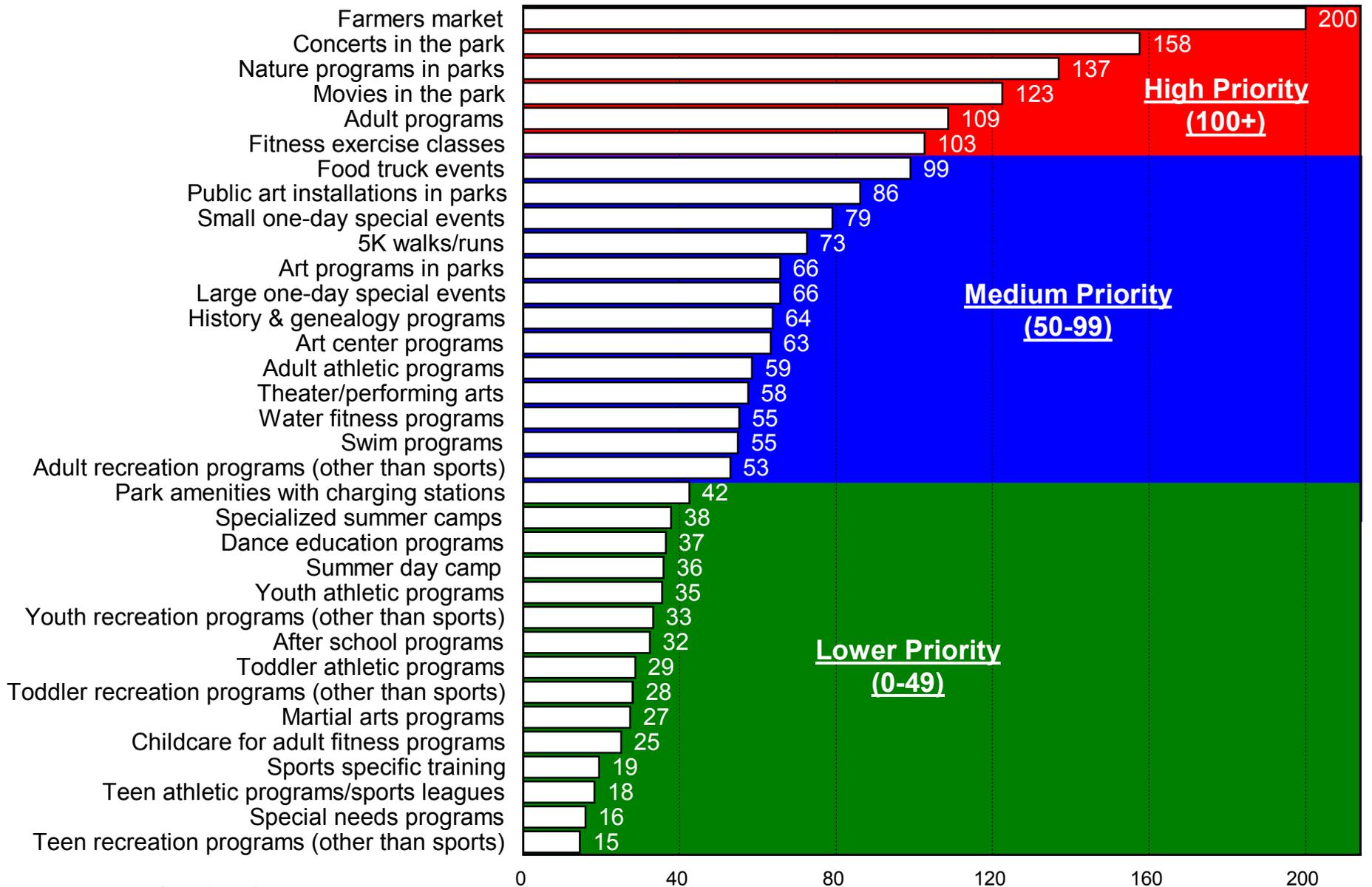
Importance Rating for Recreation Programs

the rating for the item rated as the most important=100
 the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2019)

Top Priorities for Investment for Recreation Programs Based on the Priority Investment Rating



Source: ETC Institute (2019)

Section 3

Benchmarking Analysis

Benchmarking Summary Report

City of Austin, Texas

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in 49 states across the country.

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

Results from household responses for Austin, Texas were compared to National Benchmarks to gain further strategic information. A summary of all tabular comparisons are shown on the following page.

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Austin is not authorized without written consent from ETC Institute.

Benchmarking for the City of Austin, Texas		
	<i>National Average</i>	<i>Austin 2019</i>
Satisfaction with the overall value received from the parks and recreation department		
Very Satisfied	24%	12%
Somewhat Satisfied	35%	42%
Neutral	22%	34%
Somewhat Dissatisfied	6%	6%
Very Dissatisfied	3%	2%
Don't Know	12%	3%
Have you or members of your household visited any City/County/Park District parks over the past year?		
Yes	78%	90%
No	22%	11%
How would you rate the quality of all the parks you've visited?		
Excellent	30%	21%
Good	53%	62%
Fair	14%	16%
Poor	3%	2%

Benchmarking for the City of Austin, Texas		
	<i>National Average</i>	<i>Austin 2019</i>
Have you or members of your household participated in City/County/Park District recreation programs during the past year?		
Yes	32%	17%
No	68%	83%
How would you rate the quality of all the recreation programs you've participated in?		
Excellent	34%	39%
Good	54%	51%
Fair	10%	10%
Poor	2%	0%
Ways respondents learn about recreation programs and activities		
Word of Mouth/Friends/Coworkers	49%	73%
Newspaper	34%	29%
Radio	14%	27%
Flyers/Materials at City/County/Park District facilities	22%	25%
PARC website	37%	25%
TV/Cable Access	14%	24%
E-mail bulletins/notification (Email)	15%	22%
Social media - Facebook/Twitter	25%	14%
Departmental Brochure (Seasonal program guide)	42%	8%
School flyers	12%	6%

Section 4

Tabular Data

Q1. Have you or other members of your household visited any parks or facilities offered by PARD during the past year?

Q1. Have you visited any parks or facilities offered by PARD during past year	Number	Percent
Yes	828	89.5 %
No	97	10.5 %
Total	925	100.0 %

Q1a. How would you rate the physical condition of the parks/facilities you and the members of your household have visited during the past year?

Q1a. How would you rate physical condition of parks/facilities	Number	Percent
Excellent	173	20.9 %
Good	513	62.0 %
Fair	128	15.5 %
Poor	13	1.6 %
Not provided	1	0.1 %
Total	828	100.0 %

WITHOUT "NOT PROVIDED"

Q1a. How would you rate the physical condition of the parks/facilities you and the members of your household have visited during the past year? (without "not provided")

Q1a. How would you rate physical condition of parks/facilities	Number	Percent
Excellent	173	20.9 %
Good	513	62.0 %
Fair	128	15.5 %
Poor	13	1.6 %
Total	827	100.0 %

Q2. Have you or other members of your household participated in any programs offered by PARD during the past year?

Q2. Have you participated in any programs offered by PARD during past year	Number	Percent
Yes	158	17.1 %
No	767	82.9 %
Total	925	100.0 %

Q2a. How would you rate the programs you and the members of your household have participated in during the past year?

Q2a. How would you rate programs you have participated in	Number	Percent
Excellent	61	38.6 %
Good	80	50.6 %
Fair	15	9.5 %
Not provided	2	1.3 %
Total	158	100.0 %

WITHOUT "NOT PROVIDED"

Q2a. How would you rate the programs you and the members of your household have participated in during the past year? (without "not provided")

Q2a. How would you rate programs you have participated in	Number	Percent
Excellent	61	39.1 %
Good	80	51.3 %
Fair	15	9.6 %
Total	156	100.0 %

Q3. Listed below are potential barriers to your household's usage of or participation in PARD facilities and programs. For each potential barrier, please indicate whether you believe it is a "major barrier," "minor barrier," or "not a barrier" to you and your household's usage of or participation in PARD facilities and programs.

(N=925)

	Major barrier	Minor barrier	Not a barrier	Not provided
Q3-1. Cost of programming	6.3%	22.3%	63.6%	7.9%
Q3-2. Entry fees at select sites, such as specialty pools	7.1%	31.1%	56.0%	5.7%
Q3-3. Facilities are not well maintained	17.7%	27.4%	48.2%	6.7%
Q3-4. Facilities do not meet our needs	14.6%	22.7%	54.1%	8.6%
Q3-5. I do not feel safe at parks/facilities	14.9%	19.4%	59.4%	6.4%
Q3-6. I do not know where parks are located	9.7%	25.7%	57.7%	6.8%
Q3-7. I use parks, facilities & programs in nearby cities or counties	3.2%	12.2%	72.1%	12.4%
Q3-8. I use parks, facilities, & programs offered by private providers instead	5.4%	15.0%	65.0%	14.6%
Q3-9. Inadequate parking at parks & facilities	21.9%	35.7%	36.3%	6.1%
Q3-10. Lack of accessibility for people with disabilities	6.6%	11.7%	71.9%	9.8%
Q3-11. Lack of awareness of what programs are offered	28.0%	36.8%	28.8%	6.5%
Q3-12. Lack of transportation	5.4%	11.0%	75.2%	8.3%
Q3-13. Lack of Wi-Fi	4.2%	14.3%	73.9%	7.6%
Q3-14. Operating hours or length of season is too short	6.4%	23.7%	61.1%	8.9%
Q3-15. Park operating hours are not convenient	5.2%	19.2%	67.0%	8.5%
Q3-16. Parks are not easily accessible by walking, biking, or driving	11.7%	19.7%	60.8%	7.9%

Q3. Listed below are potential barriers to your household's usage of or participation in PARD facilities and programs. For each potential barrier, please indicate whether you believe it is a "major barrier," "minor barrier," or "not a barrier" to you and your household's usage of or participation in PARD facilities and programs.

	Major barrier	Minor barrier	Not a barrier	Not provided
Q3-17. Parks do not contain facilities or amenities that are appropriate for my family & me	9.4%	19.5%	62.7%	8.4%
Q3-18. Parks/facilities are too far from our residence	13.1%	25.6%	53.6%	7.7%
Q3-19. Presence of people experiencing homelessness	23.4%	27.4%	42.6%	6.7%
Q3-20. Programming offered does not meet our needs	7.4%	19.1%	62.2%	11.4%
Q3-21. Programs do not have enough space & fill up too quickly	10.2%	21.8%	55.7%	12.3%

WITHOUT "NOT PROVIDED"

Q3. Listed below are potential barriers to your household's usage of or participation in PARD facilities and programs. For each potential barrier, please indicate whether you believe it is a "major barrier," "minor barrier," or "not a barrier" to you and your household's usage of or participation in PARD facilities and programs. (without "not provided")

(N=925)

	Major barrier	Minor barrier	Not a barrier
Q3-1. Cost of programming	6.8%	24.2%	69.0%
Q3-2. Entry fees at select sites, such as specialty pools	7.6%	33.0%	59.4%
Q3-3. Facilities are not well maintained	19.0%	29.3%	51.7%
Q3-4. Facilities do not meet our needs	16.0%	24.9%	59.2%
Q3-5. I do not feel safe at parks/facilities	15.9%	20.7%	63.4%
Q3-6. I do not know where parks are located	10.4%	27.6%	61.9%
Q3-7. I use parks, facilities & programs in nearby cities or counties	3.7%	14.0%	82.3%
Q3-8. I use parks, facilities, & programs offered by private providers instead	6.3%	17.6%	76.1%
Q3-9. Inadequate parking at parks & facilities	23.4%	38.0%	38.7%
Q3-10. Lack of accessibility for people with disabilities	7.3%	12.9%	79.7%
Q3-11. Lack of awareness of what programs are offered	29.9%	39.3%	30.8%
Q3-12. Lack of transportation	5.9%	12.0%	82.1%
Q3-13. Lack of Wi-Fi	4.6%	15.4%	80.0%
Q3-14. Operating hours or length of season is too short	7.0%	26.0%	67.0%
Q3-15. Park operating hours are not convenient	5.7%	21.0%	73.3%
Q3-16. Parks are not easily accessible by walking, biking, or driving	12.7%	21.4%	66.0%

WITHOUT "NOT PROVIDED"

Q3. Listed below are potential barriers to your household's usage of or participation in PARD facilities and programs. For each potential barrier, please indicate whether you believe it is a "major barrier," "minor barrier," or "not a barrier" to you and your household's usage of or participation in PARD facilities and programs. (without "not provided")

	Major barrier	Minor barrier	Not a barrier
Q3-17. Parks do not contain facilities or amenities that are appropriate for my family & me	10.3%	21.3%	68.5%
Q3-18. Parks/facilities are too far from our residence	14.2%	27.8%	58.1%
Q3-19. Presence of people experiencing homelessness	25.0%	29.3%	45.7%
Q3-20. Programming offered does not meet our needs	8.3%	21.6%	70.1%
Q3-21. Programs do not have enough space & fill up too quickly	11.6%	24.9%	63.5%

Q4. Which THREE barriers from the list in Question 3 do you think impact your household THE MOST?

Q4. Top choice	Number	Percent
Cost of programming	25	2.7 %
Entry fees at select sites, such as specialty pools	41	4.4 %
Facilities are not well maintained	76	8.2 %
Facilities do not meet our needs	24	2.6 %
I do not feel safe at parks/facilities	38	4.1 %
I do not know where parks are located	46	5.0 %
I use parks, facilities & programs in nearby cities or counties	6	0.6 %
I use parks, facilities, & programs offered by private providers instead	12	1.3 %
Inadequate parking at parks & facilities	104	11.2 %
Lack of accessibility for people with disabilities	10	1.1 %
Lack of awareness of what programs are offered	116	12.5 %
Lack of transportation	7	0.8 %
Lack of Wi-Fi	5	0.5 %
Operating hours or length of season is too short	44	4.8 %
Park operating hours are not convenient	2	0.2 %
Parks are not easily accessible by walking, biking, or driving	16	1.7 %
Parks do not contain facilities or amenities that are appropriate for my family & me	13	1.4 %
Parks/facilities are too far from our residence	59	6.4 %
Presence of people experiencing homelessness	87	9.4 %
Programming offered does not meet our needs	10	1.1 %
Programs do not have enough space & fill up too quickly	27	2.9 %
<u>None chosen</u>	<u>157</u>	<u>17.0 %</u>
Total	925	100.0 %

Q4. Which THREE barriers from the list in Question 3 do you think impact your household THE MOST?

Q4. 2nd choice	Number	Percent
Cost of programming	15	1.6 %
Entry fees at select sites, such as specialty pools	36	3.9 %
Facilities are not well maintained	54	5.8 %
Facilities do not meet our needs	27	2.9 %
I do not feel safe at parks/facilities	58	6.3 %
I do not know where parks are located	27	2.9 %
I use parks, facilities & programs in nearby cities or counties	7	0.8 %
I use parks, facilities, & programs offered by private providers instead	17	1.8 %
Inadequate parking at parks & facilities	101	10.9 %
Lack of accessibility for people with disabilities	8	0.9 %
Lack of awareness of what programs are offered	105	11.4 %
Lack of transportation	14	1.5 %
Lack of Wi-Fi	6	0.6 %
Operating hours or length of season is too short	26	2.8 %
Park operating hours are not convenient	23	2.5 %
Parks are not easily accessible by walking, biking, or driving	33	3.6 %
Parks do not contain facilities or amenities that are appropriate for my family & me	25	2.7 %
Parks/facilities are too far from our residence	33	3.6 %
Presence of people experiencing homelessness	69	7.5 %
Programming offered does not meet our needs	11	1.2 %
Programs do not have enough space & fill up too quickly	23	2.5 %
<u>None chosen</u>	<u>207</u>	<u>22.4 %</u>
Total	925	100.0 %

Q4. Which THREE barriers from the list in Question 3 do you think impact your household THE MOST?

Q4. 3rd choice	Number	Percent
Cost of programming	13	1.4 %
Entry fees at select sites, such as specialty pools	40	4.3 %
Facilities are not well maintained	41	4.4 %
Facilities do not meet our needs	23	2.5 %
I do not feel safe at parks/facilities	35	3.8 %
I do not know where parks are located	34	3.7 %
I use parks, facilities & programs in nearby cities or counties	5	0.5 %
I use parks, facilities, & programs offered by private providers instead	3	0.3 %
Inadequate parking at parks & facilities	67	7.2 %
Lack of accessibility for people with disabilities	13	1.4 %
Lack of awareness of what programs are offered	78	8.4 %
Lack of transportation	6	0.6 %
Lack of Wi-Fi	17	1.8 %
Operating hours or length of season is too short	21	2.3 %
Park operating hours are not convenient	12	1.3 %
Parks are not easily accessible by walking, biking, or driving	28	3.0 %
Parks do not contain facilities or amenities that are appropriate for my family & me	27	2.9 %
Parks/facilities are too far from our residence	37	4.0 %
Presence of people experiencing homelessness	71	7.7 %
Programming offered does not meet our needs	19	2.1 %
Programs do not have enough space & fill up too quickly	27	2.9 %
<u>None chosen</u>	<u>308</u>	<u>33.3 %</u>
Total	925	100.0 %

Q4. Which THREE barriers from the list in Question 3 do you think impact your household THE MOST? (top 3)

Q4. Sum of top 3 choices	Number	Percent
Cost of programming	53	5.7 %
Entry fees at select sites, such as specialty pools	117	12.6 %
Facilities are not well maintained	171	18.5 %
Facilities do not meet our needs	74	8.0 %
I do not feel safe at parks/facilities	131	14.2 %
I do not know where parks are located	107	11.6 %
I use parks, facilities & programs in nearby cities or counties	18	1.9 %
I use parks, facilities, & programs offered by private providers instead	32	3.5 %
Inadequate parking at parks & facilities	272	29.4 %
Lack of accessibility for people with disabilities	31	3.4 %
Lack of awareness of what programs are offered	299	32.3 %
Lack of transportation	27	2.9 %
Lack of Wi-Fi	28	3.0 %
Operating hours or length of season is too short	91	9.8 %
Park operating hours are not convenient	37	4.0 %
Parks are not easily accessible by walking, biking, or driving	77	8.3 %
Parks do not contain facilities or amenities that are appropriate for my family & me	65	7.0 %
Parks/facilities are too far from our residence	129	13.9 %
Presence of people experiencing homelessness	227	24.5 %
Programming offered does not meet our needs	40	4.3 %
Programs do not have enough space & fill up too quickly	77	8.3 %
<u>None chosen</u>	<u>157</u>	<u>17.0 %</u>
Total	2260	

Q5. Please CHECK ALL of the following ways you learn about City of Austin programs, activities, and events.

Q5. Ways you learn about City programs, activities, & events	Number	Percent
Word of mouth	672	72.6 %
PARD website	229	24.8 %
Parks brochure	77	8.3 %
School "backpack mail"	54	5.8 %
Email	207	22.4 %
Banners	109	11.8 %
PARD social media (Facebook/Twitter)	129	13.9 %
City of Austin website	268	29.0 %
Newspapers	266	28.8 %
NextDoor	234	25.3 %
Television	218	23.6 %
Radio	245	26.5 %
Flyers/posters at parks and/or facilities	234	25.3 %
Other organizations	44	4.8 %
Other	71	7.7 %
Total	3057	

Q5-14. Other organizations:

<u>Q5-14. Other organizations</u>	<u>Number</u>	<u>Percent</u>
REI	2	4.7 %
YMCA	2	4.7 %
Other organizations like MoW, Safe Place, Trail of Lights, etc.	1	2.3 %
Trail Foundation	1	2.3 %
EventBrite, art/theater groups that use PARD facilities (Dougherty Arts Center)	1	2.3 %
Community Impact Publications	1	2.3 %
Meet-Ups.com or other parks and hiking clubs	1	2.3 %
Social meet up groups	1	2.3 %
My company	1	2.3 %
YMCA, work	1	2.3 %
Newsletters	1	2.3 %
Home owners association	1	2.3 %
Impact Gold Organization	1	2.3 %
Free Austin and other Austin events websites	1	2.3 %
EmanciPet	1	2.3 %
Keep Austin Beautiful and Austin Parks Foundation	1	2.3 %
Neighborhood groups	1	2.3 %
S Austin Senior Center	1	2.3 %
PICKLEBALL ASSOC	1	2.3 %
Neighborhood association outreach	1	2.3 %
Travis Audubon Society	1	2.3 %
Neighborhood organizations	1	2.3 %
Advisory Board	1	2.3 %
Social Services	1	2.3 %
ECC PLANNING TEAM INFO	1	2.3 %
HOPE FARMERS MARKET	1	2.3 %
TRAVIS COUNTY SBCA	1	2.3 %
AUSTIN MAGAZINE	1	2.3 %
CULTUREMAP, DO512 FAMILY	1	2.3 %
GARDEN CLUB WEBSITE AND EMAIL	1	2.3 %
Family websites	1	2.3 %
Circle C Homeowners Association	1	2.3 %
Sierra Club, Travis County Master Gardeners, National Wildlife Foundation	1	2.3 %
Do512	1	2.3 %
AIA Austin	1	2.3 %
Parks Foundation	1	2.3 %
BCNA	1	2.3 %
Pickleball instructors	1	2.3 %
Other social media sites	1	2.3 %
Our HOA shares information about events/programs	1	2.3 %
Zilker Assoc	1	2.3 %
Total	43	100.0 %

Q5-15. Other:

Q5-15. Other	Number	Percent
Social media	6	9.0 %
Word of mouth	4	6.0 %
Facebook	4	6.0 %
Friends	2	3.0 %
Google search	2	3.0 %
Internet search	2	3.0 %
Reddit	2	3.0 %
Drive by	2	3.0 %
Other social media	1	1.5 %
Other social media websites	1	1.5 %
Just social media in genera	1	1.5 %
Social media from other sources (Do512, etc.)	1	1.5 %
I just happen to see an event going on	1	1.5 %
Friends and neighbors	1	1.5 %
Through people at work	1	1.5 %
Do512	1	1.5 %
AllTrail mobile app	1	1.5 %
Online search (Google, Maps, etc.)	1	1.5 %
Google Maps or Yelp	1	1.5 %
NEIGHBORHOOD WEBSITE	1	1.5 %
Other websites	1	1.5 %
Internet	1	1.5 %
Do512 family and free fun in Austin websites and Nextdoor site	1	1.5 %
I know where the parks are located	1	1.5 %
Chronicle	1	1.5 %
COMMUNITY IMPACT	1	1.5 %
GOOGLE AND FACEBOOK	1	1.5 %
Mail	1	1.5 %
Flyers seen around town or neighbor mentioning a park related activity	1	1.5 %
PRIVATE TRAIL WEBSITES	1	1.5 %
INSTAGRAM	1	1.5 %
I ONLY GO TO BIG STACY POOL	1	1.5 %
INPUT MAGAZINE	1	1.5 %
CITY OF AUSTIN INSERT	1	1.5 %
COMMUNITY IMPACT AND AUSTIN CHRONICLE	1	1.5 %
Reddit, other public social media	1	1.5 %
RADIO	1	1.5 %
Random internet activity	1	1.5 %
GOOGLE	1	1.5 %
Google Austin news	1	1.5 %
Google maps or similar App	1	1.5 %
Online searches on Yelp and Google	1	1.5 %
Impact magazine	1	1.5 %

Q5-15. Other:

<u>Q5-15. Other</u>	<u>Number</u>	<u>Percent</u>
FAMILY MEMBERS	1	1.5 %
Electronic sign	1	1.5 %
Austin on reddit.com	1	1.5 %
Google, Yelp	1	1.5 %
Utility bill inserts	1	1.5 %
Neighborhood newsletter	1	1.5 %
Austin blogger social media	1	1.5 %
Newspaper	1	1.5 %
Total	67	100.0 %

Q6. Which TWO information resources from the list in Question 5 do you MOST PREFER to use to get information about City of Austin programs, activities and events?

Q6. Top choice	Number	Percent
Word of mouth	87	9.4 %
PARD website	98	10.6 %
Parks brochure	29	3.1 %
School "backpack mail"	14	1.5 %
Email	191	20.6 %
Banners	7	0.8 %
PARD social media (Facebook/Twitter)	76	8.2 %
City of Austin website	51	5.5 %
Newspapers	72	7.8 %
NextDoor	46	5.0 %
Television	50	5.4 %
Radio	49	5.3 %
Flyers/posters at parks and/or facilities	18	1.9 %
Other organizations	7	0.8 %
Other	26	2.8 %
None chosen	104	11.2 %
Total	925	100.0 %

Q6. Which TWO information resources from the list in Question 5 do you MOST PREFER to use to get information about City of Austin programs, activities and events?

Q6. 2nd choice	Number	Percent
Word of mouth	60	6.5 %
PARD website	72	7.8 %
Parks brochure	24	2.6 %
School "backpack mail"	14	1.5 %
Email	72	7.8 %
Banners	16	1.7 %
PARD social media (Facebook/Twitter)	61	6.6 %
City of Austin website	75	8.1 %
Newspapers	59	6.4 %
NextDoor	68	7.4 %
Television	60	6.5 %
Radio	76	8.2 %
Flyers/posters at parks and/or facilities	54	5.8 %
Other organizations	10	1.1 %
Other	12	1.3 %
None chosen	192	20.8 %
Total	925	100.0 %

Q6. Which TWO information resources from the list in Question 5 do you MOST PREFER to use to get information about City of Austin programs, activities and events? (top 2)

Q6. Sum of top 2 choices	Number	Percent
Word of mouth	147	15.9 %
PARD website	170	18.4 %
Parks brochure	53	5.7 %
School "backpack mail"	28	3.0 %
Email	263	28.4 %
Banners	23	2.5 %
PARD social media (Facebook/Twitter)	137	14.8 %
City of Austin website	126	13.6 %
Newspapers	131	14.2 %
NextDoor	114	12.3 %
Television	110	11.9 %
Radio	125	13.5 %
Flyers/posters at parks and/or facilities	72	7.8 %
Other organizations	17	1.8 %
Other	38	4.1 %
None chosen	104	11.2 %
Total	1658	

Q7. Please indicate whether you or members of your household have a need for each of the Parks and Recreation amenities listed below.

(N=925)

	Yes	No
Q7-1. All-abilities playground	15.7%	84.3%
Q7-2. Amphitheater/outdoor stage	35.6%	64.4%
Q7-3. Baseball fields/softball fields	14.5%	85.5%
Q7-4. Bocce ball/petanque courts/ cornhole/horseshoe	17.0%	83.0%
Q7-5. Community garden	33.9%	66.1%
Q7-6. Fishing areas/docks	27.7%	72.3%
Q7-7. Foot golf/frisbee/disc golf course	20.0%	80.0%
Q7-8. Golf	18.3%	81.7%
Q7-9. Indoor gymnasiums	19.0%	81.0%
Q7-10. Indoor volleyball/basketball/futsal courts	15.1%	84.9%
Q7-11. Kayak/canoe/paddleboard/ paddleboat rentals in parks	45.0%	55.0%
Q7-12. Multi-purpose & nature trails	80.3%	19.7%
Q7-13. Multi-use fields (soccer, football, cricket)	25.1%	74.9%
Q7-14. Off-leash dog areas/parks	37.9%	62.1%
Q7-15. Open spaces/nature parks (without fields/courts), Preserve	67.5%	32.5%
Q7-16. Outdoor community pool	49.5%	50.5%
Q7-17. Outdoor fitness equipment	26.7%	73.3%
Q7-18. Outdoor multiuse sport courts (basketball, volleyball)	21.1%	78.9%

Q7. Please indicate whether you or members of your household have a need for each of the Parks and Recreation amenities listed below.

	Yes	No
Q7-19. Outdoor pickleball courts	6.6%	93.4%
Q7-20. Pavilions/BBQ areas	39.6%	60.4%
Q7-21. Playscapes & play features	32.3%	67.7%
Q7-22. Racquetball courts/handball courts	9.0%	91.0%
Q7-23. Sand volleyball courts	15.7%	84.3%
Q7-24. Splash pads	26.1%	73.9%
Q7-25. Tennis courts	23.1%	76.9%

Q7. If "yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% met" and 1 means "0% met."

(N=885)

	100% met	75% met	50% met	25% met	0% met
Q7-1. All-abilities playground	21.7%	25.6%	24.0%	14.7%	14.0%
Q7-2. Amphitheater/outdoor stage	18.0%	24.0%	28.0%	16.3%	13.7%
Q7-3. Baseball fields/softball fields	24.0%	22.3%	29.8%	12.4%	11.6%
Q7-4. Bocce ball/petanque courts/ cornhole/horseshoe	4.3%	6.5%	15.9%	27.5%	45.7%
Q7-5. Community garden	8.3%	14.2%	19.8%	20.5%	37.2%
Q7-6. Fishing areas/docks	6.8%	14.3%	31.6%	26.6%	20.7%
Q7-7. Foot golf/frisbee/disc golf course	19.2%	25.7%	26.9%	19.8%	8.4%
Q7-8. Golf	17.2%	24.8%	22.9%	21.0%	14.0%
Q7-9. Indoor gymnasiums	5.8%	11.7%	16.9%	21.4%	44.2%
Q7-10. Indoor volleyball/basketball/ futsal courts	9.8%	9.8%	16.4%	18.9%	45.1%
Q7-11. Kayak/canoe/paddleboard/ paddleboat rentals in parks	28.7%	22.3%	24.9%	14.6%	9.5%
Q7-12. Multi-purpose & nature trails	28.6%	36.4%	23.8%	8.4%	2.9%
Q7-13. Multi-use fields (soccer, football, cricket)	22.5%	25.4%	31.5%	13.1%	7.5%
Q7-14. Off-leash dog areas/parks	14.0%	18.7%	27.7%	26.5%	13.1%
Q7-15. Open spaces/nature parks (without fields/courts), Preserve	22.4%	32.5%	27.9%	13.2%	3.9%
Q7-16. Outdoor community pool	21.3%	28.2%	27.5%	14.8%	8.1%
Q7-17. Outdoor fitness equipment	8.5%	12.1%	27.7%	32.6%	19.2%
Q7-18. Outdoor multiuse sport courts (basketball, volleyball)	18.5%	20.8%	30.1%	20.8%	9.8%

Q7. If "yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% met" and 1 means "0% met."

	100% met	75% met	50% met	25% met	0% met
Q7-19. Outdoor pickleball courts	9.8%	11.8%	11.8%	15.7%	51.0%
Q7-20. Pavilions/BBQ areas	18.0%	27.4%	33.0%	15.3%	6.2%
Q7-21. Playscapes & play features	23.9%	34.6%	26.8%	11.4%	3.2%
Q7-22. Racquetball courts/handball courts	5.4%	6.8%	8.1%	21.6%	58.1%
Q7-23. Sand volleyball courts	12.2%	22.1%	26.0%	22.1%	17.6%
Q7-24. Splash pads	9.5%	21.3%	29.4%	23.1%	16.7%
Q7-25. Tennis courts	10.6%	19.6%	26.1%	26.1%	17.6%

Q8. Which FOUR amenities from the list in Question 7 are MOST IMPORTANT to you and members of your household?

Q8. Top choice	Number	Percent
All-abilities playground	44	4.8 %
Amphitheater/outdoor stage	36	3.9 %
Baseball fields/softball fields	7	0.8 %
Bocce ball/petanque courts/cornhole/horseshoe	4	0.4 %
Community garden	25	2.7 %
Fishing areas/docks	25	2.7 %
Foot golf/frisbee/disc golf course	15	1.6 %
Golf	25	2.7 %
Indoor gymnasiums	7	0.8 %
Indoor volleyball/basketball/futsal courts	6	0.6 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	22	2.4 %
Multi-purpose & nature trails	223	24.1 %
Multi-use fields (soccer, football, cricket)	11	1.2 %
Off-leash dog areas/parks	96	10.4 %
Open spaces/nature parks (without fields/courts), Preserve	90	9.7 %
Outdoor community pool	64	6.9 %
Outdoor fitness equipment	4	0.4 %
Outdoor multiuse sport courts (basketball, volleyball)	2	0.2 %
Outdoor pickleball courts	3	0.3 %
Pavilions/BBQ areas	7	0.8 %
Playscapes & play features	45	4.9 %
Racquetball courts/handball courts	4	0.4 %
Sand volleyball courts	8	0.9 %
Splash pads	18	1.9 %
Tennis courts	23	2.5 %
None chosen	111	12.0 %
Total	925	100.0 %

Q8. Which FOUR amenities from the list in Question 7 are MOST IMPORTANT to you and members of your household?

Q8. 2nd choice	Number	Percent
All-abilities playground	15	1.6 %
Amphitheater/outdoor stage	28	3.0 %
Baseball fields/softball fields	9	1.0 %
Bocce ball/petanque courts/cornhole/horseshoe	3	0.3 %
Community garden	38	4.1 %
Fishing areas/docks	34	3.7 %
Foot golf/frisbee/disc golf course	11	1.2 %
Golf	19	2.1 %
Indoor gymnasiums	13	1.4 %
Indoor volleyball/basketball/futsal courts	11	1.2 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	43	4.6 %
Multi-purpose & nature trails	171	18.5 %
Multi-use fields (soccer, football, cricket)	20	2.2 %
Off-leash dog areas/parks	60	6.5 %
Open spaces/nature parks (without fields/courts), Preserve	130	14.1 %
Outdoor community pool	58	6.3 %
Outdoor fitness equipment	17	1.8 %
Outdoor multiuse sport courts (basketball, volleyball)	4	0.4 %
Outdoor pickleball courts	2	0.2 %
Pavilions/BBQ areas	21	2.3 %
Playscapes & play features	29	3.1 %
Racquetball courts/handball courts	3	0.3 %
Sand volleyball courts	5	0.5 %
Splash pads	22	2.4 %
Tennis courts	17	1.8 %
None chosen	142	15.4 %
Total	925	100.0 %

Q8. Which FOUR amenities from the list in Question 7 are MOST IMPORTANT to you and members of your household?

Q8. 3rd choice	Number	Percent
All-abilities playground	13	1.4 %
Amphitheater/outdoor stage	24	2.6 %
Baseball fields/softball fields	6	0.6 %
Bocce ball/petanque courts/cornhole/horseshoe	13	1.4 %
Community garden	37	4.0 %
Fishing areas/docks	19	2.1 %
Foot golf/frisbee/disc golf course	14	1.5 %
Golf	13	1.4 %
Indoor gymnasiums	12	1.3 %
Indoor volleyball/basketball/futsal courts	6	0.6 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	48	5.2 %
Multi-purpose & nature trails	97	10.5 %
Multi-use fields (soccer, football, cricket)	15	1.6 %
Off-leash dog areas/parks	37	4.0 %
Open spaces/nature parks (without fields/courts), Preserve	102	11.0 %
Outdoor community pool	72	7.8 %
Outdoor fitness equipment	25	2.7 %
Outdoor multiuse sport courts (basketball, volleyball)	12	1.3 %
Outdoor pickleball courts	7	0.8 %
Pavilions/BBQ areas	34	3.7 %
Playscapes & play features	44	4.8 %
Racquetball courts/handball courts	10	1.1 %
Sand volleyball courts	14	1.5 %
Splash pads	18	1.9 %
Tennis courts	16	1.7 %
None chosen	217	23.5 %
Total	925	100.0 %

Q8. Which FOUR amenities from the list in Question 7 are MOST IMPORTANT to you and members of your household?

Q8. 4th choice	Number	Percent
All-abilities playground	16	1.7 %
Amphitheater/outdoor stage	33	3.6 %
Baseball fields/softball fields	7	0.8 %
Bocce ball/petanque courts/cornhole/horseshoe	13	1.4 %
Community garden	30	3.2 %
Fishing areas/docks	23	2.5 %
Foot golf/frisbee/disc golf course	13	1.4 %
Golf	12	1.3 %
Indoor gymnasiums	9	1.0 %
Indoor volleyball/basketball/futsal courts	8	0.9 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	55	5.9 %
Multi-purpose & nature trails	36	3.9 %
Multi-use fields (soccer, football, cricket)	29	3.1 %
Off-leash dog areas/parks	29	3.1 %
Open spaces/nature parks (without fields/courts), Preserve	65	7.0 %
Outdoor community pool	47	5.1 %
Outdoor fitness equipment	25	2.7 %
Outdoor multiuse sport courts (basketball, volleyball)	13	1.4 %
Outdoor pickleball courts	11	1.2 %
Pavilions/BBQ areas	43	4.6 %
Playscapes & play features	21	2.3 %
Racquetball courts/handball courts	6	0.6 %
Sand volleyball courts	7	0.8 %
Splash pads	34	3.7 %
Tennis courts	21	2.3 %
None chosen	319	34.5 %
Total	925	100.0 %

Q8. Which FOUR amenities from the list in Question 7 are MOST IMPORTANT to you and members of your household? (top 4)

Q8. Sum of top 4 choices	Number	Percent
All-abilities playground	88	9.5 %
Amphitheater/outdoor stage	121	13.1 %
Baseball fields/softball fields	29	3.1 %
Bocce ball/petanque courts/cornhole/horseshoe	33	3.6 %
Community garden	130	14.1 %
Fishing areas/docks	101	10.9 %
Foot golf/frisbee/disc golf course	53	5.7 %
Golf	69	7.5 %
Indoor gymnasiums	41	4.4 %
Indoor volleyball/basketball/futsal courts	31	3.4 %
Kayak/canoe/paddleboard/paddleboat rentals in parks	168	18.2 %
Multi-purpose & nature trails	527	57.0 %
Multi-use fields (soccer, football, cricket)	75	8.1 %
Off-leash dog areas/parks	222	24.0 %
Open spaces/nature parks (without fields/courts), Preserve	387	41.8 %
Outdoor community pool	241	26.1 %
Outdoor fitness equipment	71	7.7 %
Outdoor multiuse sport courts (basketball, volleyball)	31	3.4 %
Outdoor pickleball courts	23	2.5 %
Pavilions/BBQ areas	105	11.4 %
Playscapes & play features	139	15.0 %
Racquetball courts/handball courts	23	2.5 %
Sand volleyball courts	34	3.7 %
Splash pads	92	9.9 %
Tennis courts	77	8.3 %
None chosen	111	12.0 %
Total	3022	

Q9. Please indicate whether you or members of your household have a need for each of the Parks and Recreation programs listed below.

(N=925)

	Yes	No
Q9-1. 5K walks/runs	34.7%	65.3%
Q9-2. Adult (18-49 years old) athletic programs	24.1%	75.9%
Q9-3. Adult (18-49 years old) recreation programs (other than sports)	21.3%	78.7%
Q9-4. Adult (50+ years old) programs	31.8%	68.2%
Q9-5. After school programs	12.8%	87.2%
Q9-6. Art center programs	24.9%	75.1%
Q9-7. Art programs in parks	25.9%	74.1%
Q9-8. Childcare for adult fitness programs	10.2%	89.8%
Q9-9. Concerts in the park	60.2%	39.8%
Q9-10. Dance education programs	15.9%	84.1%
Q9-11. Farmers market	63.7%	36.3%
Q9-12. Fitness exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	37.0%	63.0%
Q9-13. Food truck events	40.8%	59.2%
Q9-14. History & genealogy programs	24.3%	75.7%
Q9-15. Large one-day special events	30.2%	69.8%
Q9-16. Martial arts programs	10.2%	89.8%
Q9-17. Movies in the park	45.6%	54.4%
Q9-18. Nature programs in parks	45.7%	54.3%

Q9. Please indicate whether you or members of your household have a need for each of the Parks and Recreation programs listed below.

	Yes	No
Q9-19. Park amenities with charging stations	16.8%	83.2%
Q9-20. Public art installations in parks	35.6%	64.4%
Q9-21. Small one-day special events	33.8%	66.2%
Q9-22. Special needs programs	6.2%	93.8%
Q9-23. Specialized summer camps (e.g. art, sports camps, enrichment camps, educational camps)	16.1%	83.9%
Q9-24. Sports specific training	8.6%	91.4%
Q9-25. Summer day camp	14.3%	85.7%
Q9-26. Swim programs	21.2%	78.8%
Q9-27. Teen (13-17 years old) athletic programs/sports leagues	7.7%	92.3%
Q9-28. Teen (13-17 years old) recreation programs (other than sports)	6.6%	93.4%
Q9-29. Theater/performing arts	26.3%	73.7%
Q9-30. Toddler (0-4 years old) athletic programs	9.9%	90.1%
Q9-31. Toddler (0-4 years old) recreation programs (other than sports)	9.6%	90.4%
Q9-32. Water fitness programs	19.7%	80.3%
Q9-33. Youth (5-12 years old) athletic programs	12.5%	87.5%
Q9-34. Youth (5-12 years old) recreation programs (other than sports)	11.6%	88.4%

Q9. If "yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% met" and 1 means "0% met."

(N=846)

	100% met	75% met	50% met	25% met	0% met
Q9-1. 5K walks/runs	26.0%	23.8%	27.8%	12.6%	9.7%
Q9-2. Adult (18-49 years old) athletic programs	11.6%	12.7%	26.5%	28.7%	20.4%
Q9-3. Adult (18-49 years old) recreation programs (other than sports)	5.1%	12.1%	29.9%	29.9%	22.9%
Q9-4. Adult (50+ years old) programs	5.9%	13.0%	22.2%	25.5%	33.5%
Q9-5. After school programs	9.5%	10.5%	22.1%	29.5%	28.4%
Q9-6. Art center programs	5.4%	7.6%	31.5%	23.9%	31.5%
Q9-7. Art programs in parks	5.7%	8.3%	23.8%	25.4%	36.8%
Q9-8. Childcare for adult fitness programs	9.2%	3.9%	18.4%	23.7%	44.7%
Q9-9. Concerts in the park	13.4%	27.0%	30.1%	19.0%	10.5%
Q9-10. Dance education programs	6.4%	10.0%	22.7%	24.5%	36.4%
Q9-11. Farmers market	12.7%	18.9%	28.6%	21.7%	18.1%
Q9-12. Fitness exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	5.0%	11.4%	26.8%	27.9%	28.9%
Q9-13. Food truck events	12.3%	16.4%	29.9%	22.3%	19.2%
Q9-14. History & genealogy programs	4.9%	9.8%	20.7%	24.5%	40.2%
Q9-15. Large one-day special events	13.8%	24.6%	31.7%	18.8%	11.2%
Q9-16. Martial arts programs	1.4%	7.1%	21.4%	30.0%	40.0%
Q9-17. Movies in the park	5.3%	22.2%	29.5%	27.5%	15.4%
Q9-18. Nature programs in parks	6.7%	15.8%	32.6%	25.8%	19.1%

Q9. If "yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% met" and 1 means "0% met."

	100% met	75% met	50% met	25% met	0% met
Q9-19. Park amenities with charging stations	4.6%	12.3%	20.8%	21.5%	40.8%
Q9-20. Public art installations in parks	8.1%	25.8%	25.8%	27.9%	12.4%
Q9-21. Small one-day special events	7.9%	18.9%	25.2%	26.4%	21.7%
Q9-22. Special needs programs	4.4%	13.3%	20.0%	24.4%	37.8%
Q9-23. Specialized summer camps (e.g. art, sports camps, enrichment camps, educational camps)	9.6%	14.0%	27.2%	25.4%	23.7%
Q9-24. Sports specific training	10.3%	8.8%	26.5%	20.6%	33.8%
Q9-25. Summer day camp	12.1%	14.1%	24.2%	16.2%	33.3%
Q9-26. Swim programs	12.5%	14.3%	27.4%	24.4%	21.4%
Q9-27. Teen (13-17 years old) athletic programs/sports leagues	8.6%	10.3%	25.9%	36.2%	19.0%
Q9-28. Teen (13-17 years old) recreation programs (other than sports)	9.8%	9.8%	31.4%	35.3%	13.7%
Q9-29. Theater/performing arts	10.7%	22.4%	27.8%	23.9%	15.1%
Q9-30. Toddler (0-4 years old) athletic programs	6.3%	7.8%	18.8%	26.6%	40.6%
Q9-31. Toddler (0-4 years old) recreation programs (other than sports)	7.9%	6.3%	19.0%	20.6%	46.0%
Q9-32. Water fitness programs	6.0%	8.1%	20.1%	23.5%	42.3%
Q9-33. Youth (5-12 years old) athletic programs	5.6%	9.0%	27.0%	32.6%	25.8%
Q9-34. Youth (5-12 years old) recreation programs (other than sports)	4.9%	8.5%	25.6%	32.9%	28.0%

Q10. Which FOUR services/programs from the list in Question 9 are MOST IMPORTANT to you and members of your household?

Q10. Top choice	Number	Percent
5K walks/runs	59	6.4 %
Adult (18-49 years old) athletic programs	22	2.4 %
Adult (18-49 years old) recreation programs (other than sports)	15	1.6 %
Adult (50+ years old) programs	100	10.8 %
After school programs	13	1.4 %
Art center programs	15	1.6 %
Art programs in parks	10	1.1 %
Childcare for adult fitness programs	6	0.6 %
Concerts in the park	91	9.8 %
Dance education programs	2	0.2 %
Farmers market	108	11.7 %
Fitness exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	27	2.9 %
Food truck events	9	1.0 %
History & genealogy programs	14	1.5 %
Large one-day special events	15	1.6 %
Martial arts programs	1	0.1 %
Movies in the park	24	2.6 %
Nature programs in parks	54	5.8 %
Park amenities with charging stations	10	1.1 %
Public art installations in parks	23	2.5 %
Small one-day special events	7	0.8 %
Special needs programs	4	0.4 %
Specialized summer camps (e.g. art, sports camps, enrichment camps, educational camps)	7	0.8 %
Sports specific training	3	0.3 %
Summer day camp	12	1.3 %
Swim programs	21	2.3 %
Teen (13-17 years old) athletic programs/sports leagues	3	0.3 %
Teen (13-17 years old) recreation programs (other than sports)	1	0.1 %
Theater/performing arts	10	1.1 %
Toddler (0-4 years old) athletic programs	12	1.3 %
Toddler (0-4 years old) recreation programs (other than sports)	5	0.5 %
Water fitness programs	11	1.2 %
Youth (5-12 years old) athletic programs	12	1.3 %
Youth (5-12 years old) recreation programs (other than sports)	7	0.8 %
None chosen	192	20.8 %
Total	925	100.0 %

Q10. Which FOUR services/programs from the list in Question 9 are MOST IMPORTANT to you and members of your household?

Q10. 2nd choice	Number	Percent
5K walks/runs	22	2.4 %
Adult (18-49 years old) athletic programs	12	1.3 %
Adult (18-49 years old) recreation programs (other than sports)	10	1.1 %
Adult (50+ years old) programs	34	3.7 %
After school programs	9	1.0 %
Art center programs	13	1.4 %
Art programs in parks	17	1.8 %
Childcare for adult fitness programs	4	0.4 %
Concerts in the park	75	8.1 %
Dance education programs	6	0.6 %
Farmers market	109	11.8 %
Fitness exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	31	3.4 %
Food truck events	28	3.0 %
History & genealogy programs	18	1.9 %
Large one-day special events	21	2.3 %
Martial arts programs	5	0.5 %
Movies in the park	51	5.5 %
Nature programs in parks	48	5.2 %
Park amenities with charging stations	7	0.8 %
Public art installations in parks	21	2.3 %
Small one-day special events	16	1.7 %
Special needs programs	5	0.5 %
Specialized summer camps (e.g. art, sports camps, enrichment camps, educational camps)	9	1.0 %
Sports specific training	1	0.1 %
Summer day camp	7	0.8 %
Swim programs	18	1.9 %
Teen (13-17 years old) athletic programs/sports leagues	6	0.6 %
Teen (13-17 years old) recreation programs (other than sports)	4	0.4 %
Theater/performing arts	18	1.9 %
Toddler (0-4 years old) athletic programs	10	1.1 %
Toddler (0-4 years old) recreation programs (other than sports)	13	1.4 %
Water fitness programs	18	1.9 %
Youth (5-12 years old) athletic programs	7	0.8 %
Youth (5-12 years old) recreation programs (other than sports)	11	1.2 %
None chosen	241	26.1 %
Total	925	100.0 %

Q10. Which FOUR services/programs from the list in Question 9 are MOST IMPORTANT to you and members of your household?

Q10. 3rd choice	Number	Percent
5K walks/runs	15	1.6 %
Adult (18-49 years old) athletic programs	14	1.5 %
Adult (18-49 years old) recreation programs (other than sports)	7	0.8 %
Adult (50+ years old) programs	22	2.4 %
After school programs	2	0.2 %
Art center programs	10	1.1 %
Art programs in parks	14	1.5 %
Childcare for adult fitness programs	4	0.4 %
Concerts in the park	57	6.2 %
Dance education programs	10	1.1 %
Farmers market	88	9.5 %
Fitness exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	35	3.8 %
Food truck events	44	4.8 %
History & genealogy programs	13	1.4 %
Large one-day special events	23	2.5 %
Martial arts programs	9	1.0 %
Movies in the park	47	5.1 %
Nature programs in parks	56	6.1 %
Park amenities with charging stations	11	1.2 %
Public art installations in parks	32	3.5 %
Small one-day special events	18	1.9 %
Special needs programs	4	0.4 %
Specialized summer camps (e.g. art, sports camps, enrichment camps, educational camps)	10	1.1 %
Sports specific training	2	0.2 %
Summer day camp	10	1.1 %
Swim programs	15	1.6 %
Teen (13-17 years old) athletic programs/sports leagues	2	0.2 %
Teen (13-17 years old) recreation programs (other than sports)	2	0.2 %
Theater/performing arts	15	1.6 %
Toddler (0-4 years old) athletic programs	7	0.8 %
Toddler (0-4 years old) recreation programs (other than sports)	7	0.8 %
Water fitness programs	15	1.6 %
Youth (5-12 years old) athletic programs	12	1.3 %
Youth (5-12 years old) recreation programs (other than sports)	9	1.0 %
None chosen	284	30.7 %
Total	925	100.0 %

Q10. Which FOUR services/programs from the list in Question 9 are MOST IMPORTANT to you and members of your household?

Q10. 4th choice	Number	Percent
5K walks/runs	20	2.2 %
Adult (18-49 years old) athletic programs	11	1.2 %
Adult (18-49 years old) recreation programs (other than sports)	12	1.3 %
Adult (50+ years old) programs	19	2.1 %
After school programs	7	0.8 %
Art center programs	10	1.1 %
Art programs in parks	11	1.2 %
Childcare for adult fitness programs	3	0.3 %
Concerts in the park	43	4.6 %
Dance education programs	3	0.3 %
Farmers market	49	5.3 %
Fitness exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	19	2.1 %
Food truck events	33	3.6 %
History & genealogy programs	12	1.3 %
Large one-day special events	22	2.4 %
Martial arts programs	6	0.6 %
Movies in the park	44	4.8 %
Nature programs in parks	39	4.2 %
Park amenities with charging stations	9	1.0 %
Public art installations in parks	38	4.1 %
Small one-day special events	38	4.1 %
Special needs programs	2	0.2 %
Specialized summer camps (e.g. art, sports camps, enrichment camps, educational camps)	8	0.9 %
Sports specific training	6	0.6 %
Summer day camp	13	1.4 %
Swim programs	14	1.5 %
Teen (13-17 years old) athletic programs/sports leagues	3	0.3 %
Teen (13-17 years old) recreation programs (other than sports)	1	0.1 %
Theater/performing arts	18	1.9 %
Toddler (0-4 years old) athletic programs	3	0.3 %
Toddler (0-4 years old) recreation programs (other than sports)	7	0.8 %
Water fitness programs	14	1.5 %
Youth (5-12 years old) athletic programs	8	0.9 %
Youth (5-12 years old) recreation programs (other than sports)	9	1.0 %
None chosen	371	40.1 %
Total	925	100.0 %

Q10. Which FOUR services/programs from the list in Question 9 are MOST IMPORTANT to you and members of your household? (top 4)

Q10. Sum of top 4 choices	Number	Percent
5K walks/runs	116	12.5 %
Adult (18-49 years old) athletic programs	59	6.4 %
Adult (18-49 years old) recreation programs (other than sports)	44	4.8 %
Adult (50+ years old) programs	175	18.9 %
After school programs	31	3.4 %
Art center programs	48	5.2 %
Art programs in parks	52	5.6 %
Childcare for adult fitness programs	17	1.8 %
Concerts in the park	266	28.8 %
Dance education programs	21	2.3 %
Farmers market	354	38.3 %
Fitness exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	112	12.1 %
Food truck events	114	12.3 %
History & genealogy programs	57	6.2 %
Large one-day special events	81	8.8 %
Martial arts programs	21	2.3 %
Movies in the park	166	17.9 %
Nature programs in parks	197	21.3 %
Park amenities with charging stations	37	4.0 %
Public art installations in parks	114	12.3 %
Small one-day special events	79	8.5 %
Special needs programs	15	1.6 %
Specialized summer camps (e.g. art, sports camps, enrichment camps, educational camps)	34	3.7 %
Sports specific training	12	1.3 %
Summer day camp	42	4.5 %
Swim programs	68	7.4 %
Teen (13-17 years old) athletic programs/sports leagues	14	1.5 %
Teen (13-17 years old) recreation programs (other than sports)	8	0.9 %
Theater/performing arts	61	6.6 %
Toddler (0-4 years old) athletic programs	32	3.5 %
Toddler (0-4 years old) recreation programs (other than sports)	32	3.5 %
Water fitness programs	58	6.3 %
Youth (5-12 years old) athletic programs	39	4.2 %
Youth (5-12 years old) recreation programs (other than sports)	36	3.9 %
None chosen	192	20.8 %
Total	2804	

Q11. Please CHECK THREE of the facilities below that you would like to see added to or increased in Austin's parks and recreation system over the next 10 years.

Q11. Facilities you would like to see added to or increased in Austin's parks & recreation system over next 10 years

	Number	Percent
A multi-generational community recreation center	253	27.4 %
A youth community recreation center	81	8.8 %
A community center for recreation, arts, & culture	233	25.2 %
Senior centers	188	20.3 %
New and/or expanded tennis center(s)	97	10.5 %
Indoor sports complex for multiple sports	157	17.0 %
Indoor pools	222	24.0 %
Golf courses	91	9.8 %
Nature centers	417	45.1 %
Cultural centers	118	12.8 %
Historic museums	179	19.4 %
Art centers	131	14.2 %
Artist studios	63	6.8 %
Performance & rehearsal facilities	87	9.4 %
Total	2317	

Q12. Please rate how supportive you would be of Austin Parks and Recreation taking each of the following actions to improve the types of Parks and Recreation amenities offered to residents.

(N=925)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive	Not provided
Q12-1. Acquiring land for parks & facilities in areas that lack parkland	57.3%	23.4%	9.7%	1.9%	3.6%	4.1%
Q12-2. Improving existing parks & facilities through new buildings, paving, trees, playgrounds	54.3%	27.8%	10.3%	1.7%	1.9%	4.0%
Q12-3. Improving maintenance at existing parks & facilities	61.8%	25.0%	7.5%	0.4%	1.3%	4.0%
Q12-4. Improving access to parks & facilities through trails, sidewalks, bike lanes, safer crossings	59.4%	19.4%	11.8%	3.0%	2.1%	4.4%
Q12-5. Add or enhance programs at park facilities (e.g. group exercise, arts & culture, education, concerts, markets, etc.)	43.0%	26.6%	19.1%	3.2%	3.6%	4.4%

WITHOUT "NOT PROVIDED"**Q12. Please rate how supportive you would be of Austin Parks and Recreation taking each of the following actions to improve the types of Parks and Recreation amenities offered to residents. (without "not provided")**

(N=925)

	Very supportive	Supportive	Neutral	Not supportive	Not at all supportive
Q12-1. Acquiring land for parks & facilities in areas that lack parkland	59.8%	24.4%	10.1%	2.0%	3.7%
Q12-2. Improving existing parks & facilities through new buildings, paving, trees, playgrounds	56.5%	28.9%	10.7%	1.8%	2.0%
Q12-3. Improving maintenance at existing parks & facilities	64.4%	26.0%	7.8%	0.5%	1.4%
Q12-4. Improving access to parks & facilities through trails, sidewalks, bike lanes, safer crossings	62.1%	20.2%	12.3%	3.2%	2.1%
Q12-5. Add or enhance programs at park facilities (e.g. group exercise, arts & culture, education, concerts, markets, etc.)	45.0%	27.8%	20.0%	3.4%	3.7%

Q13. Which TWO potential actions from the list in Question 12 would you be MOST WILLING to support with your tax dollars?

Q13. Top choice	Number	Percent
Acquiring land for parks & facilities in areas that lack parkland	299	32.3 %
Improving existing parks & facilities through new buildings, paving, trees, playgrounds	199	21.5 %
Improving maintenance at existing parks & facilities	152	16.4 %
Improving access to parks & facilities through trails, sidewalks, bike lanes, safer crossings	105	11.4 %
Add or enhance programs at park facilities (e.g. group exercise, arts & culture, education, concerts, markets, etc.)	70	7.6 %
None chosen	100	10.8 %
Total	925	100.0 %

Q13. Which TWO potential actions from the list in Question 12 would you be MOST WILLING to support with your tax dollars?

Q13. 2nd choice	Number	Percent
Acquiring land for parks & facilities in areas that lack parkland	108	11.7 %
Improving existing parks & facilities through new buildings, paving, trees, playgrounds	193	20.9 %
Improving maintenance at existing parks & facilities	189	20.4 %
Improving access to parks & facilities through trails, sidewalks, bike lanes, safer crossings	163	17.6 %
Add or enhance programs at park facilities (e.g. group exercise, arts & culture, education, concerts, markets, etc.)	123	13.3 %
None chosen	149	16.1 %
Total	925	100.0 %

Q13. Which TWO potential actions from the list in Question 12 would you be MOST WILLING to support with your tax dollars? (top 2)

Q13. Sum of top 2 choices	Number	Percent
Acquiring land for parks & facilities in areas that lack parkland	407	44.0 %
Improving existing parks & facilities through new buildings, paving, trees, playgrounds	392	42.4 %
Improving maintenance at existing parks & facilities	341	36.9 %
Improving access to parks & facilities through trails, sidewalks, bike lanes, safer crossings	268	29.0 %
Add or enhance programs at park facilities (e.g. group exercise, arts & culture, education, concerts, markets, etc.)	193	20.9 %
None chosen	100	10.8 %
Total	1701	

Q14. Please CHECK ALL the recreation facilities not managed by the City of Austin that you and members of your household use for recreation.

Q14. All recreation facilities not managed by City of Austin you use for recreation	Number	Percent
Travis County parks	499	53.9 %
YMCA	189	20.4 %
Private clubs, gyms, fields, pools	398	43.0 %
LCRA parks	302	32.6 %
Neighboring cities	243	26.3 %
HOA	202	21.8 %
Places of worship	126	13.6 %
College/university facilities	173	18.7 %
Private schools	52	5.6 %
School district	196	21.2 %
Youth sports leagues	70	7.6 %
Boys & girls clubs	10	1.1 %
State parks	566	61.2 %
Other	44	4.8 %
Total	3070	

Q14-14. Other

<u>Q14-14. Other</u>	<u>Number</u>	<u>Percent</u>
National parks	16	36.4 %
Federal parks	2	4.5 %
National parks and parks in other states	1	2.3 %
Onion Creek Soccer Fields	1	2.3 %
Playgrounds	1	2.3 %
Williamson County parks	1	2.3 %
Adult sports leagues	1	2.3 %
Privately owned land	1	2.3 %
Local neighborhood park and some not well maintained trails	1	2.3 %
Veloway in South Austin	1	2.3 %
Llano County (River)	1	2.3 %
BALLET AUSTIN	1	2.3 %
SWIMMING POOLS LIKE CANYON VISTA	1	2.3 %
NEIGHBORHOOD PARK AND POOL NOT HOA	1	2.3 %
GIRL SCOUT/BOY SCOUT CAMPS	1	2.3 %
SPIDER MOUNTAIN	1	2.3 %
NTL PORTS	1	2.3 %
Middle School Running Track	1	2.3 %
Commercial gym	1	2.3 %
AFTER SCHOOL CARE	1	2.3 %
Veloway for cycling	1	2.3 %
AMLD	1	2.3 %
WellMed facilities for 60yr or older	1	2.3 %
Streets	1	2.3 %
Windmill Run Park is in horrible shape	1	2.3 %
Golf	1	2.3 %
Family ranch	1	2.3 %
<u>Golf courses open to public not owned by COA</u>	<u>1</u>	<u>2.3 %</u>
Total	44	100.0 %

Q15. How satisfied are you with the overall value your household receives from the PARD?

Q15. How satisfied are you with overall value your household receives from PARD	Number	Percent
Very satisfied	113	12.2 %
Satisfied	392	42.4 %
Neutral	315	34.1 %
Dissatisfied	57	6.2 %
Very dissatisfied	21	2.3 %
Not provided	27	2.9 %
Total	925	100.0 %

WITHOUT "NOT PROVIDED"**Q15. How satisfied are you with the overall value your household receives from the PARD? (without "not provided")**

Q15. How satisfied are you with overall value your household receives from PARD	Number	Percent
Very satisfied	113	12.6 %
Satisfied	392	43.7 %
Neutral	315	35.1 %
Dissatisfied	57	6.3 %
Very dissatisfied	21	2.3 %
Total	898	100.0 %

Q16. Including yourself, how many people in your household are...

	<u>Mean</u>	<u>Sum</u>
Under age 5	0.2	139
Ages 5-9	0.2	140
Ages 10-14	0.1	107
Ages 15-19	0.1	92
Ages 20-24	0.1	79
Ages 25-34	0.3	305
Ages 35-44	0.5	406
Ages 45-54	0.4	329
Ages 55-64	0.3	292
Ages 65-74	0.3	230
Ages 75+	0.1	86

Q17. What is your age?

<u>Q17. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	187	20.2 %
35-44	174	18.8 %
45-54	188	20.3 %
55-64	175	18.9 %
65+	172	18.6 %
Not provided	29	3.1 %
Total	925	100.0 %

WITHOUT "NOT PROVIDED"**Q17. What is your age? (without "not provided")**

<u>Q17. Your age</u>	<u>Number</u>	<u>Percent</u>
18-34	187	20.9 %
35-44	174	19.4 %
45-54	188	21.0 %
55-64	175	19.5 %
65+	172	19.2 %
Total	896	100.0 %

Q18. How many years have you lived in Austin?

<u>Q18. How many years have you lived in Austin</u>	<u>Number</u>	<u>Percent</u>
0-5	151	16.3 %
6-10	133	14.4 %
11-15	99	10.7 %
16-20	109	11.8 %
21-30	188	20.3 %
31+	245	26.5 %
Total	925	100.0 %

Q19. What is your household income?

<u>Q19. What is your household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	28	3.0 %
\$25K-\$49,999	83	9.0 %
\$50K-\$74,999	115	12.4 %
\$75K-\$99,999	127	13.7 %
\$100K-149,999	188	20.3 %
\$150K-\$249,999	169	18.3 %
\$250K+	94	10.2 %
Not provided	121	13.1 %
Total	925	100.0 %

WITHOUT "NOT PROVIDED"**Q19. What is your household income? (without "not provided")**

<u>Q19. What is your household income</u>	<u>Number</u>	<u>Percent</u>
Under \$25K	28	3.5 %
\$25K-\$49,999	83	10.3 %
\$50K-\$74,999	115	14.3 %
\$75K-\$99,999	127	15.8 %
\$100K-149,999	188	23.4 %
\$150K-\$249,999	169	21.0 %
\$250K+	94	11.7 %
Total	804	100.0 %

Q20. What is your race/ethnicity?

<u>Q20. Your race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
Black or African American	73	7.9 %
White or Caucasian	628	67.9 %
Hispanic or Latino	288	31.1 %
Asian or Asian American	63	6.8 %
Native Hawaiian or Pacific Islander	6	0.6 %
<u>Other</u>	<u>14</u>	<u>1.5 %</u>
Total	1072	

Q20-6. Other

<u>Q20-6. Other</u>	<u>Number</u>	<u>Percent</u>
Mixed	7	50.0 %
Native American	5	35.7 %
Asian & German	1	7.1 %
<u>Euro American</u>	<u>1</u>	<u>7.1 %</u>
Total	14	100.0 %

Q21. What is your gender?

<u>Q21. Your gender</u>	<u>Number</u>	<u>Percent</u>
Female	438	47.4 %
Male	433	46.8 %
Non-binary	3	0.3 %
Prefer not to say	51	5.5 %
Total	925	100.0 %

WITHOUT "PREFER NOT TO SAY"

Q21. What is your gender? (without "prefer not to say")

<u>Q21. Your gender</u>	<u>Number</u>	<u>Percent</u>
Female	438	50.1 %
Male	433	49.5 %
Non-binary	3	0.3 %
Total	874	100.0 %

Q22. Do you own or rent your current residence?

<u>Q22. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	596	64.4 %
Rent	319	34.5 %
Not provided	10	1.1 %
Total	925	100.0 %

WITHOUT "NOT PROVIDED"**Q22. Do you own or rent your current residence? (without "not provided")**

<u>Q22. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	596	65.1 %
Rent	319	34.9 %
Total	915	100.0 %

Section 5

Survey Instrument



Please tell us about your park and recreation needs!

Dear City of Austin resident:

The City of Austin Parks and Recreation Department (PARP) is conducting a survey of Austin residents to help establish priorities for the future development of parks and recreation facilities, programs, and services within the City.

PARP has been the trusted steward of Austin's public lands since 1928 and is currently updating the Department's Long Range Plan - Our Parks, Our Future - that will guide the next ten years of parks and recreation in Austin.

Your answers to this survey are critical to identifying the community's needs for parks, trails, recreation facilities and programs that will directly inform development of the plan. **Your household is one of a limited number of randomly selected households to receive this (approximately 15 minute) survey; therefore, your input is extremely critical to the process.**

PARP has selected an independent consulting company, ETC Institute, as our partner to conduct this survey. ETC will compile the data received and present the results to PARP. Your responses will remain entirely confidential. Please return your completed survey in the enclosed postage-paid envelope within 10 days addressed to ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061. If it is more convenient, you may also complete the survey online at www.AustinPARPSurvey.org.

Thank you for helping shape the future of parks and recreation in Austin!

Sincerely,

Sara L. Hensley, CPRP, Director
Austin Parks and Recreation Department



For more information about the Long Range Plan visit: AustinFutureParks.org

2019 Austin Parks and Recreation Long Range Plan Survey

The Austin Parks and Recreation Department (PARD) would like your input to help determine parks and recreation priorities for our community. When you are finished, please return your survey in the enclosed postage-paid, return-reply envelope or fill it out online at AustinLRPSurvey.org. We greatly appreciate your time.

1. Have you or other members of your household visited any parks or facilities offered by PARD during the past year?

___(1) Yes [Answer Q1a.] ___(2) No [Skip to Q2.]

1a. How would you rate the physical condition of the parks/facilities you and the members of your household have visited during the past year?

___(1) Excellent ___(2) Good ___(3) Fair ___(4) Poor

2. Have you or other members of your household participated in any programs offered by PARD during the past year?

___(1) Yes [Answer Q2a.] ___(2) No [Skip to Q3.]

2a. How would you rate the programs you and the members of your household have participated in during the past year?

___(1) Excellent ___(2) Good ___(3) Fair ___(4) Poor

3. Listed below are potential barriers to your household's usage of or participation in PARD facilities and programs. For each potential barrier please indicate whether you believe it is a "Major Barrier," "Minor Barrier," or "Not a Barrier" to you and your household's usage of or participation in PARD facilities and programs.

Barriers to Usage/Participation	Major Barrier	Minor Barrier	Not a Barrier
01. Cost of programming	3	2	1
02. Entry fees at select sites, such as specialty pools	3	2	1
03. Facilities are not well maintained	3	2	1
04. Facilities do not meet our needs	3	2	1
05. I do not feel safe at parks/facilities	3	2	1
06. I do not know where parks are located	3	2	1
07. I use parks, facilities and programs in nearby cities or counties	3	2	1
08. I use parks, facilities, and programs offered by private providers instead	3	2	1
09. Inadequate parking at parks and facilities	3	2	1
10. Lack of accessibility for people with disabilities	3	2	1
11. Lack of awareness of what programs are offered	3	2	1
12. Lack of transportation	3	2	1
13. Lack of Wi-Fi	3	2	1
14. Operating hours of length of season is too short	3	2	1
15. Park operating hours are not convenient	3	2	1
16. Parks are not easily accessible by walking, biking, or driving	3	2	1
17. Parks do not contain facilities or amenities that are appropriate for my family and me	3	2	1
18. Parks/Facilities are too far from our residence	3	2	1
19. Presence of people experiencing homelessness	3	2	1
20. Programming offered does not meet our needs	3	2	1
21. Programs do not have enough space and fill up too quickly	3	2	1

4. Which **THREE** barriers from the list in Question 3 on the previous page do you think impact your household **THE MOST**? [Write in your answers below using the numbers from the list in Question 2, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ NONE

5. Please **CHECK ALL** of the following ways you learn about City of Austin programs, activities, and events.

- ____(01) Word of mouth
- ____(02) PARD Website
- ____(03) Parks Brochure
- ____(04) School "backpack mail"
- ____(05) Email
- ____(06) Banners
- ____(07) PARD Social media (Facebook/Twitter)
- ____(08) City of Austin Website
- ____(09) Newspapers
- ____(10) NextDoor
- ____(11) Television
- ____(12) Radio
- ____(13) Flyers/Posters at parks and/or facilities
- ____(14) Other organizations: _____
- ____(15) Other: _____

6. Which **TWO** information resources from the list in Question 5 do you **MOST PREFER** to use to get information about City of Austin programs, activities and events? [Write in your answers below using the numbers from the list in Question 5, or circle "NONE."]

1st: ____ 2nd: ____ NONE

7. Please indicate whether you or members of your household have a need for each of the Parks and Recreation amenities listed below by circling either "Yes" or "No." If "Yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% met" and 1 means "0% met."

Amenity	Do you have a need for this Amenity?		How well are your needs being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. All-abilities playground	Yes	No	5	4	3	2	1
02. Amphitheater/Outdoor stage	Yes	No	5	4	3	2	1
03. Baseball fields/Softball fields	Yes	No	5	4	3	2	1
04. Bocce ball/Petanque courts/cornhole/horseshoe	Yes	No	5	4	3	2	1
05. Community garden	Yes	No	5	4	3	2	1
06. Fishing areas/docks	Yes	No	5	4	3	2	1
07. Foot golf/frisbee/disc golf course	Yes	No	5	4	3	2	1
08. Golf	Yes	No	5	4	3	2	1
09. Indoor gymnasiums	Yes	No	5	4	3	2	1
10. Indoor volleyball/basketball/futsal courts	Yes	No	5	4	3	2	1
11. Kayak/canoe/paddleboard/paddleboat rentals in parks	Yes	No	5	4	3	2	1
12. Multi-purpose and Nature trails	Yes	No	5	4	3	2	1
13. Multi-use fields (soccer, football, cricket)	Yes	No	5	4	3	2	1
14. Off-leash dog areas/parks	Yes	No	5	4	3	2	1
15. Open spaces/nature parks (without fields/courts); Preserve	Yes	No	5	4	3	2	1
16. Outdoor community pool	Yes	No	5	4	3	2	1
17. Outdoor fitness equipment	Yes	No	5	4	3	2	1
18. Outdoor multiuse sport courts (basketball, volleyball)	Yes	No	5	4	3	2	1
19. Outdoor pickleball courts	Yes	No	5	4	3	2	1
20. Pavilions/BBQ areas	Yes	No	5	4	3	2	1
21. Playscapes and play features	Yes	No	5	4	3	2	1
22. Racquetball courts/Handball courts	Yes	No	5	4	3	2	1
23. Sand volleyball courts	Yes	No	5	4	3	2	1
24. Splash pads	Yes	No	5	4	3	2	1
25. Tennis courts	Yes	No	5	4	3	2	1

8. Which FOUR amenities from the list in Question 7 on the previous page are MOST IMPORTANT to you and members of your household? [Write in your answers below using the numbers from the list in Question 7, or circle "NONE."]

1st: _____ 2nd: _____ 3rd: _____ 4th: _____ NONE

9. Please indicate whether you or members of your household have a need for each of the Parks and Recreation programs listed below by circling either "Yes" or "No." If "Yes," please indicate how well your needs are being met using a scale of 1 to 5, where 5 means "100% met" and 1 means "0% met."

Program	Do you have a need for this program?		How well are your needs being met?				
	Yes	No	100% Met	75% Met	50% Met	25% Met	0% Met
01. 5K walks/runs	Yes	No	5	4	3	2	1
02. Adult (18-49 years old) athletic programs	Yes	No	5	4	3	2	1
03. Adult (18-49 years old) recreation programs (other than sports)	Yes	No	5	4	3	2	1
04. Adult (50+ years old) programs	Yes	No	5	4	3	2	1
05. After school programs	Yes	No	5	4	3	2	1
06. Art center programs	Yes	No	5	4	3	2	1
07. Art programs in parks	Yes	No	5	4	3	2	1
08. Childcare for adult fitness programs	Yes	No	5	4	3	2	1
09. Concerts in the park	Yes	No	5	4	3	2	1
10. Dance education programs	Yes	No	5	4	3	2	1
11. Farmers market	Yes	No	5	4	3	2	1
12. Fitness exercise classes (e.g., Yoga, Zumba, boot camps, circuit training)	Yes	No	5	4	3	2	1
13. Food truck events	Yes	No	5	4	3	2	1
14. History and genealogy programs	Yes	No	5	4	3	2	1
15. Large one-day special events	Yes	No	5	4	3	2	1
16. Martial arts programs	Yes	No	5	4	3	2	1
17. Movies in the park	Yes	No	5	4	3	2	1
18. Nature programs in parks	Yes	No	5	4	3	2	1
19. Park amenities with charging stations	Yes	No	5	4	3	2	1
20. Public art installations in parks	Yes	No	5	4	3	2	1
21. Small one-day special events	Yes	No	5	4	3	2	1
22. Special needs programs	Yes	No	5	4	3	2	1
23. Specialized summer camps (e.g. art, sports camps, enrichment camps, educational camps)	Yes	No	5	4	3	2	1
24. Sports specific training	Yes	No	5	4	3	2	1
25. Summer day camp	Yes	No	5	4	3	2	1
26. Swim programs	Yes	No	5	4	3	2	1
27. Teen (13-17 years old) athletic programs/sports leagues	Yes	No	5	4	3	2	1
28. Teen (13-17 years old) recreation programs (other than sports)	Yes	No	5	4	3	2	1
29. Theater/performing arts	Yes	No	5	4	3	2	1
30. Toddler (0-4 years old) athletic programs	Yes	No	5	4	3	2	1
31. Toddler (0-4 years old) recreation programs (other than sports)	Yes	No	5	4	3	2	1
32. Water fitness programs	Yes	No	5	4	3	2	1
33. Youth (5-12 years old) athletic programs	Yes	No	5	4	3	2	1
34. Youth (5-12 years old) recreation programs (other than sports)	Yes	No	5	4	3	2	1

10. Which **FOUR** services/programs from the list in Question 9 on the previous page are **MOST IMPORTANT** to you and members of your household? [Write in your answers below using the numbers from the list in Question 9, or circle "NONE."]

1st: ____ 2nd: ____ 3rd: ____ 4th: ____ NONE

11. Please **CHECK THREE** of the facilities below that you would like to see added to or increased in Austin's parks and recreation system over the next 10 years.

- | | |
|--|--|
| <input type="checkbox"/> (01) A multi-generational community recreation center | <input type="checkbox"/> (08) Golf courses |
| <input type="checkbox"/> (02) A youth community recreation center | <input type="checkbox"/> (09) Nature centers |
| <input type="checkbox"/> (03) A community center for recreation, arts, and culture | <input type="checkbox"/> (10) Cultural centers |
| <input type="checkbox"/> (04) Senior centers | <input type="checkbox"/> (11) Historic museums |
| <input type="checkbox"/> (05) New and/or expanded tennis center(s) | <input type="checkbox"/> (12) Art centers |
| <input type="checkbox"/> (06) Indoor sports complex for multiple sports | <input type="checkbox"/> (13) Artist studios |
| <input type="checkbox"/> (07) Indoor pools | <input type="checkbox"/> (14) Performance and rehearsal facilities |

12. Please rate how supportive you would be of Austin Parks and Recreation taking each of the following actions to improve the types of Parks and Recreation amenities offered to residents.

Potential Action	Very Supportive	Supportive	Neutral	Not Supportive	Not at all Supportive
1. Acquiring land for parks and facilities in areas that lack parkland	5	4	3	2	1
2. Improving existing parks and facilities through new buildings, paving trees, playgrounds	5	4	3	2	1
3. Improving maintenance at existing parks and facilities	5	4	3	2	1
4. Improving access to parks and facilities through trails, sidewalks, bike lanes, safer crossings	5	4	3	2	1
5. Add or enhance programs at park facilities (e.g. group exercise, arts and culture, education, concerts, markets, etc.)	5	4	3	2	1

13. Which **TWO** potential actions from the list in Question 12 would you be **MOST WILLING** to support with your tax dollars? [Write in your answers below using the numbers from the list in Question 12, or circle "NONE."]

1st: ____ 2nd: ____ NONE

14. Please **CHECK ALL** the recreation facilities not managed by the City of Austin that you and members of your household use for recreation.

- | | | |
|--|---|--|
| <input type="checkbox"/> (01) Travis County Parks | <input type="checkbox"/> (06) HOA | <input type="checkbox"/> (11) Youth sports leagues |
| <input type="checkbox"/> (02) YMCA | <input type="checkbox"/> (07) Places of worship | <input type="checkbox"/> (12) Boys and Girls Club |
| <input type="checkbox"/> (03) Private clubs, gyms, fields, pools | <input type="checkbox"/> (08) College/University facilities | <input type="checkbox"/> (13) State Parks |
| <input type="checkbox"/> (04) LCRA Parks | <input type="checkbox"/> (09) Private schools | <input type="checkbox"/> (14) Other: _____ |
| <input type="checkbox"/> (05) Neighboring cities | <input type="checkbox"/> (10) School district | |

15. How satisfied are you with the overall value your household receives from the PARD?

- | | | |
|---|---|--|
| <input type="checkbox"/> (1) Very satisfied | <input type="checkbox"/> (3) Neutral | <input type="checkbox"/> (5) Very dissatisfied |
| <input type="checkbox"/> (2) Satisfied | <input type="checkbox"/> (4) Dissatisfied | |

Demographics

16. Including yourself, how many people in your household are...

- | | | | |
|-------------------|------------------|------------------|------------------|
| Under age 5: ____ | Ages 15-19: ____ | Ages 35-44: ____ | Ages 65-74: ____ |
| Ages 5-9: ____ | Ages 20-24: ____ | Ages 45-54: ____ | Ages 75+: ____ |
| Ages 10-14: ____ | Ages 25-34: ____ | Ages 55-64: ____ | |

17. What is your age? _____ years

- 18. How many years have you lived in Austin?** _____ years
- 19. What is your household income?**
 ____ (1) Under \$25,000 ____ (4) \$75,000-\$99,999 ____ (7) Over \$250,000
 ____ (2) \$25,000-\$49,999 ____ (5) \$100,000-149,999
 ____ (3) \$50,000-\$74,999 ____ (6) \$150,000-\$249,999
- 20. What is your race/ethnicity? [Check all that apply.]**
 ____ (1) Black or African American ____ (3) Hispanic or Latino ____ (5) Native Hawaiian or Pacific Islander
 ____ (2) White or Caucasian ____ (4) Asian or Asian American ____ (6) Other: _____
- 21. What is your gender?** ____ (1) Female ____ (2) Male ____ (3) Non-Binary ____ (4) Prefer not to say
- 22. Do you own or rent your current residence?** ____ (1) Own ____ (2) Rent

This concludes the survey. Thank you for your time.
 Please return your completed survey in the enclosed return-reply envelope addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Your response will remain completely confidential.
 The address information printed to the right will
 ONLY be used to help identify areas with special
 interests. Thank you.