

# City of Dripping Springs Parks, Recreation, and Open Space Master Plan Community Survey Findings

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BY ETC INSTITUTE

**Since 2006,  
ETC Institute Has,  
In More Than  
1,000 Cities  
&  
49 States,  
Surveyed More  
Than 3,000,000  
Persons.**

**ETC Institute is a National Leader  
in Market Research for Local  
Governmental Organizations**

*For more than 35 years, our mission has  
been to help municipal governments  
gather and use survey data to enhance  
organizational performance.*



# Purpose

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To help determine priorities for the community



To assist the City in taking a resident-driven approach to planning



To gather objective feedback from residents to help determine priorities for the community using the PIR analysis

# Methodology

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## **Survey Description**

- Six-page survey

## **Method of Administration**

- By mail and online to a sample of households in the City
- Survey packets were mailed with both Spanish and English language cover letter
- Survey could be completed in Spanish or English by phone, mail, or online

## **Sample Size**

- 222 completed surveys

## **Margin of Error**

- +/- 6.2% at the 95% level of confidence

# What to Know

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- 94% of respondents have visited a park or facility in the past year - *Nationally, 81% of respondents visit parks or facilities*
- 67% of respondents participated in a program in the past year - *Nationally, 36% of respondents participate in programs*
- Residents are most satisfied with the overall feeling of safety in parks and on trails (76% - *very satisfied + satisfied*)
- Social media and word of mouth are the most used sources of information – social media is most preferred, but only 13% of respondents prefer the word of mouth communication

# Top Priorities Based on PIR Analysis

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## PROGRAMS

1. Outdoor adventure programs
2. City sponsored special events or performances
3. Nature programs/environmental education
4. Fitness and wellness programs
5. Farmers Market
6. Tennis/Pickleball lessons and leagues
7. Athletic programs
8. Outdoor public art
9. Sports leagues
10. Adult art/dance/performing arts

## AMENITIES

1. Indoor community center
2. Trails
3. Restrooms
4. Tennis and/or pickleball courts
5. Nature and wildlife viewing
6. Shade
7. Splash pads
8. Playgrounds
9. Dog parks

These items were determined to be high priorities based on the Priority Investment Ratings Analysis

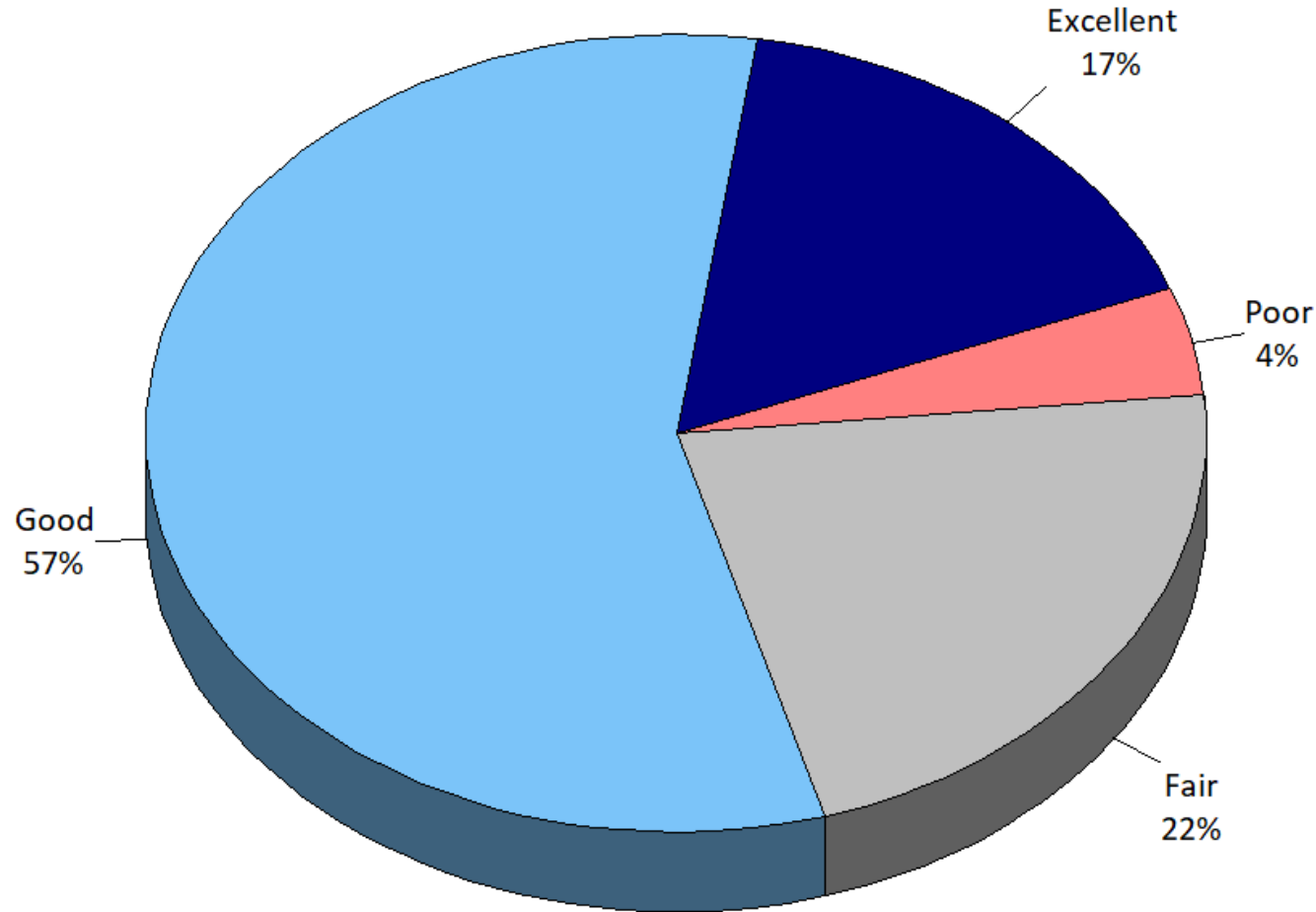
# Rating the System

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USAGE OF AND RATING THE SYSTEM

# Q2d. How would you rate the overall quality of the City of Dripping Springs parks you or members of your household have visited during the past 12 months?

by percentage of respondents who answered "yes" to Q2



## Most Used Parks

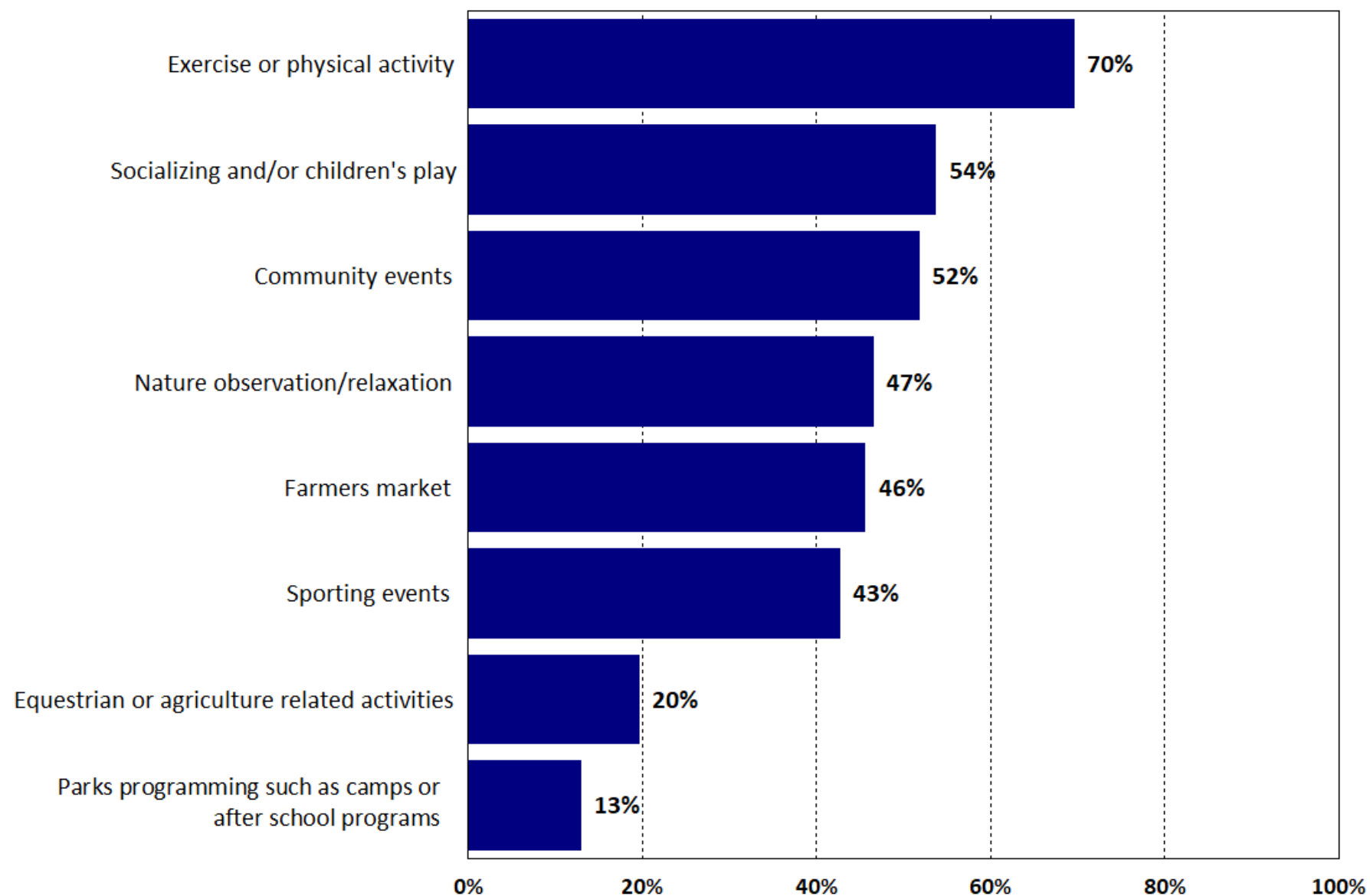
Dripping Springs Ranch Park (85%)  
Founders Memorial Park (81%)  
Sports & Recreation Park (51%)  
School parks/facilities (46%)  
Charro Ranch Park (37%)  
Veterans Memorial Park (19%)

94% respondents indicated they have visited one of the City's parks during the past year



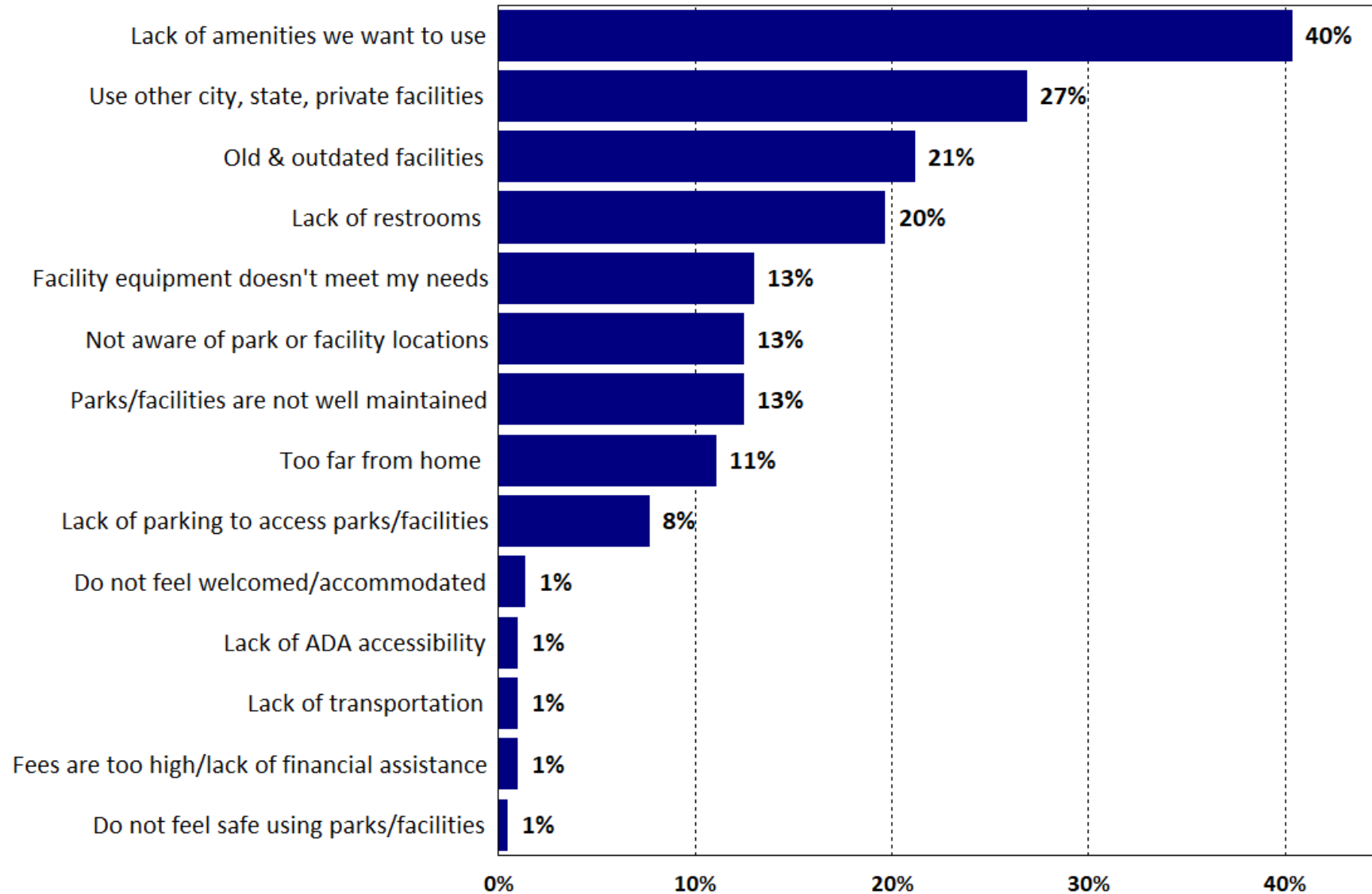
## Q2c. Please check ALL the reasons you visit the parks you selected in Question 2a.

by percentage of respondents who selected parks in 2a (multiple selections could be made)



## Q2e. Please check ALL the reasons why you and the members of your household do not visit parks or why you do not visit more often.

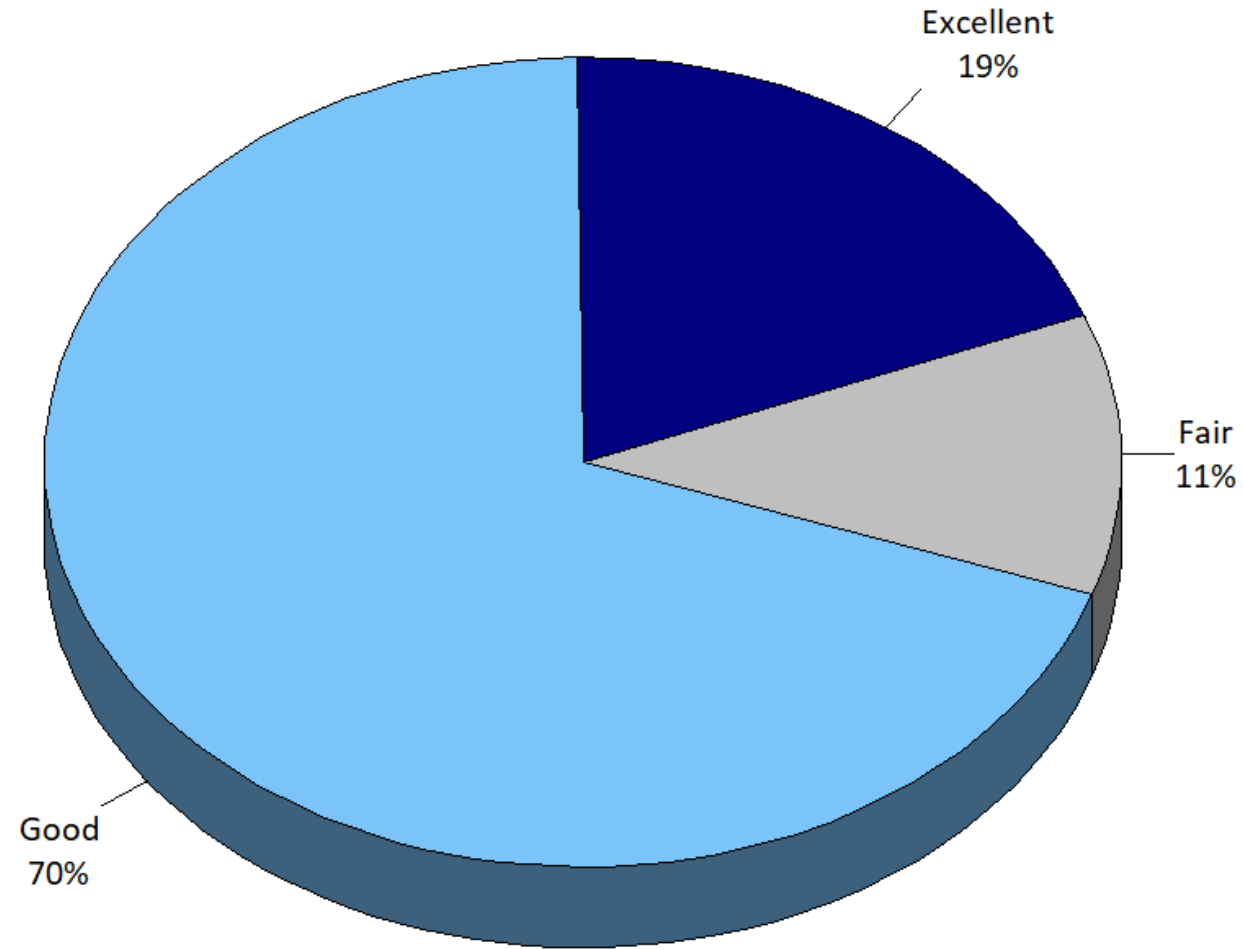
by percentage of respondents (multiple selections could be made)



While some barriers exist, a vast majority of the community is already using your parks

**Q3c. How would you rate the overall quality of programs/activities that you or members of your household have participated in during the past 12 months?**

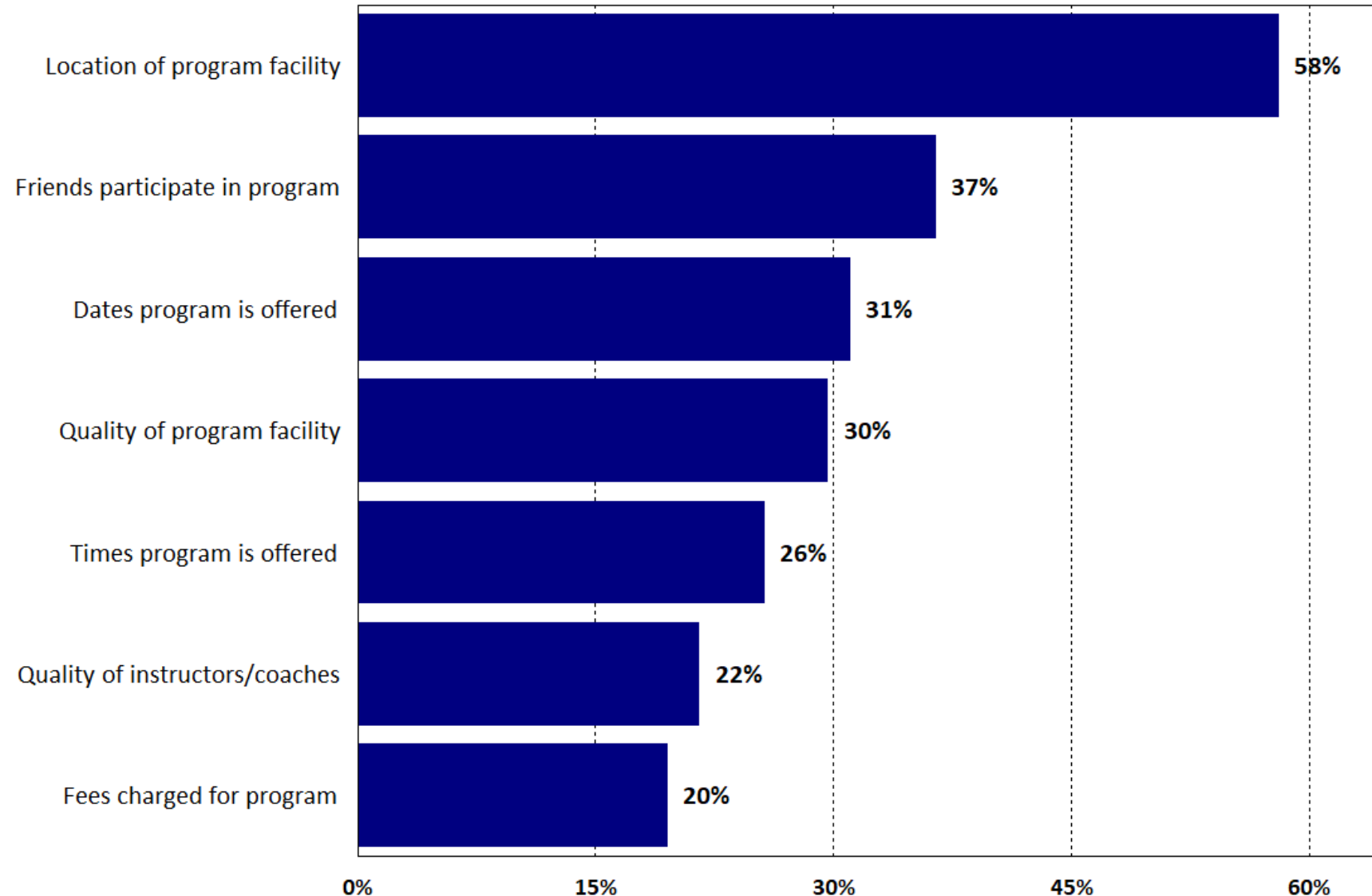
by percentage of respondents who answered "yes" to Q3 (excluding "not provided")



67% of respondents indicated they have participated in a program

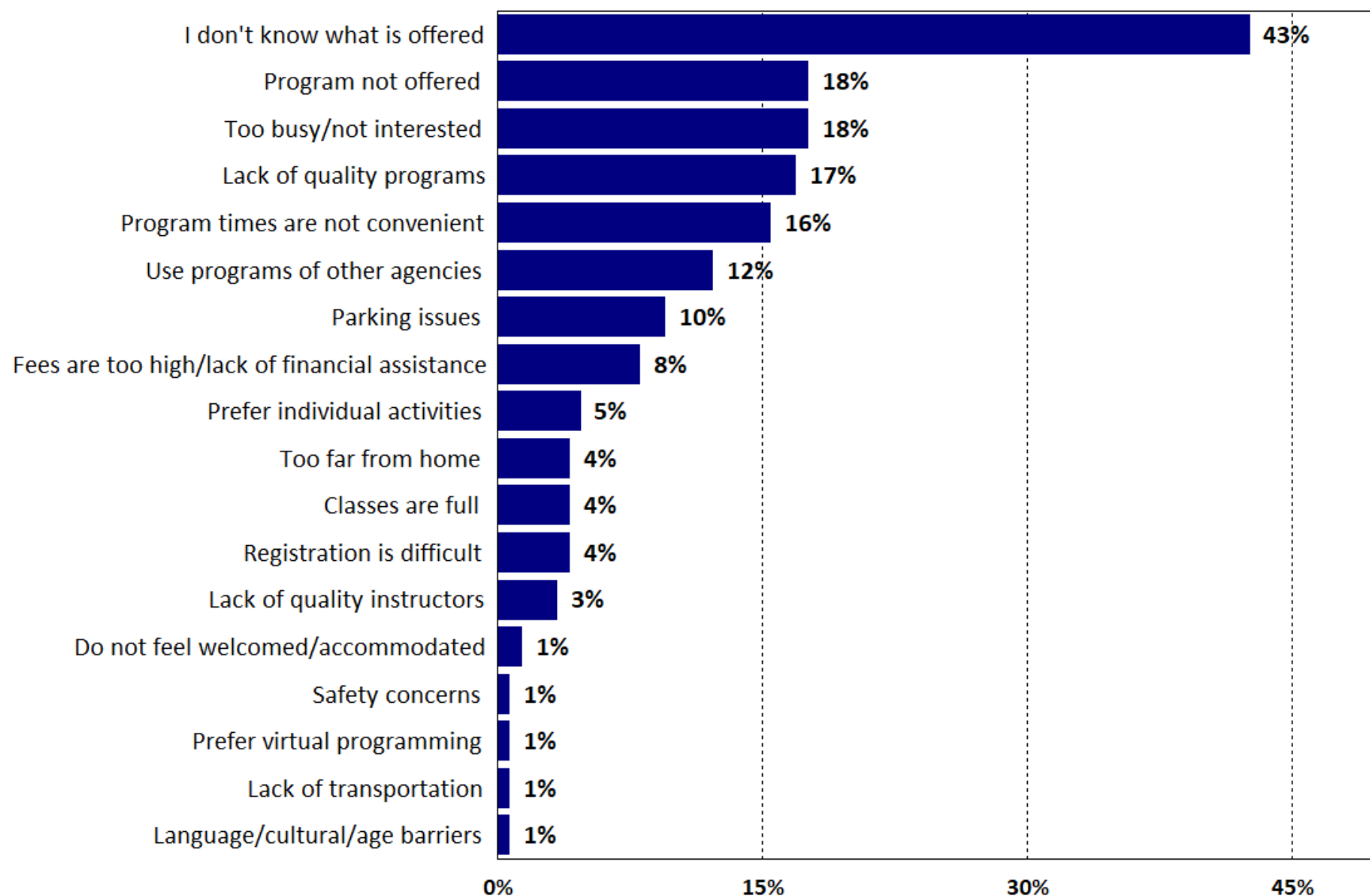
### Q3b. Check the primary reasons why you/members of your household participate in programs/activities or attend special events or performances in Dripping Springs.

by percentage of respondents who answered "yes" to Q3 (multiple selections could be made)



### Q3d. Please check ALL the reasons why you and the members of your household have not participated in programs or why you do not participate more often.

by percentage of respondents (multiple selections could be made)



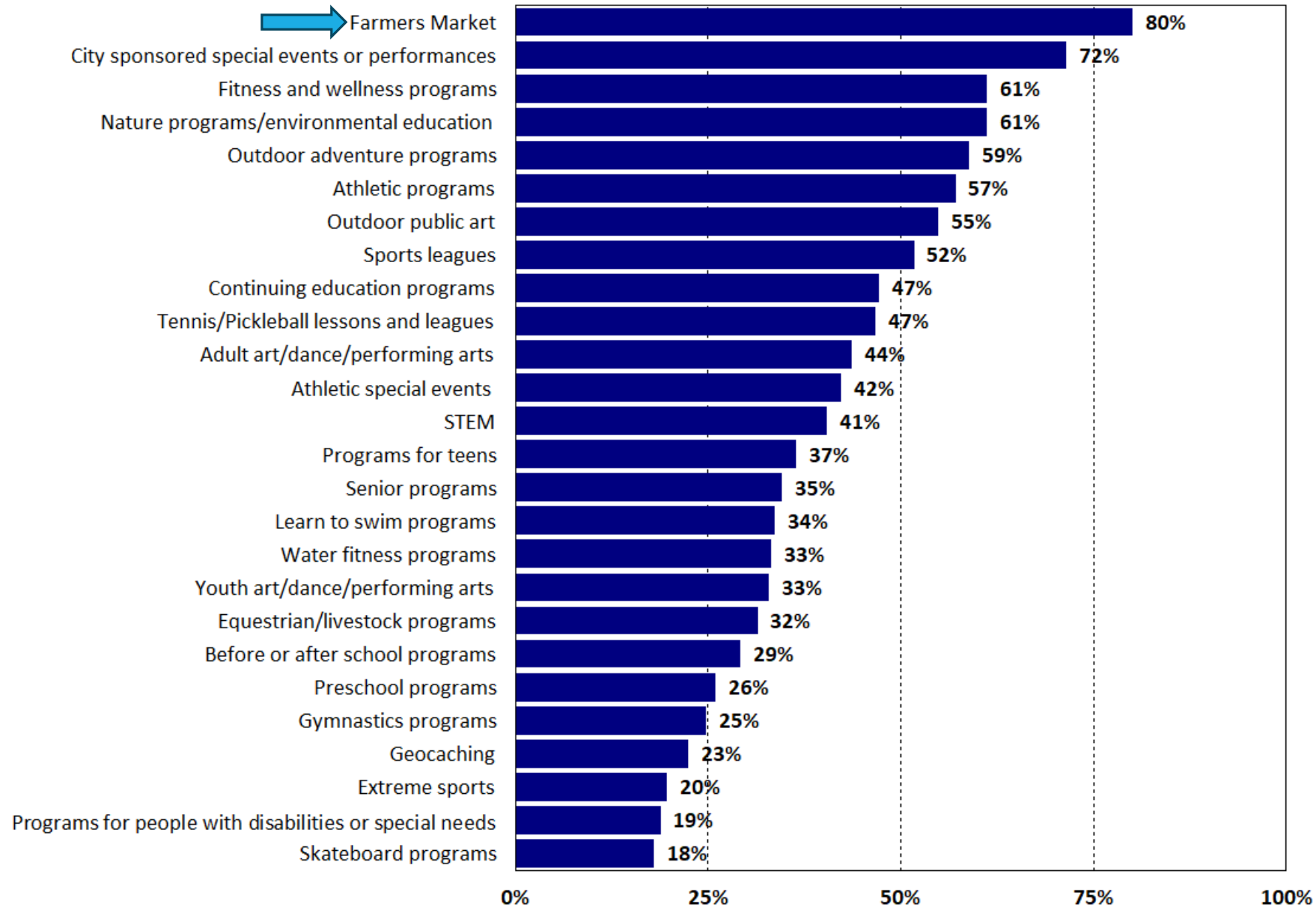
# Program Priorities

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UNMET NEEDS AND PRIORITIES FOR PROGRAMS

## Q10. Need for Programs/Activities

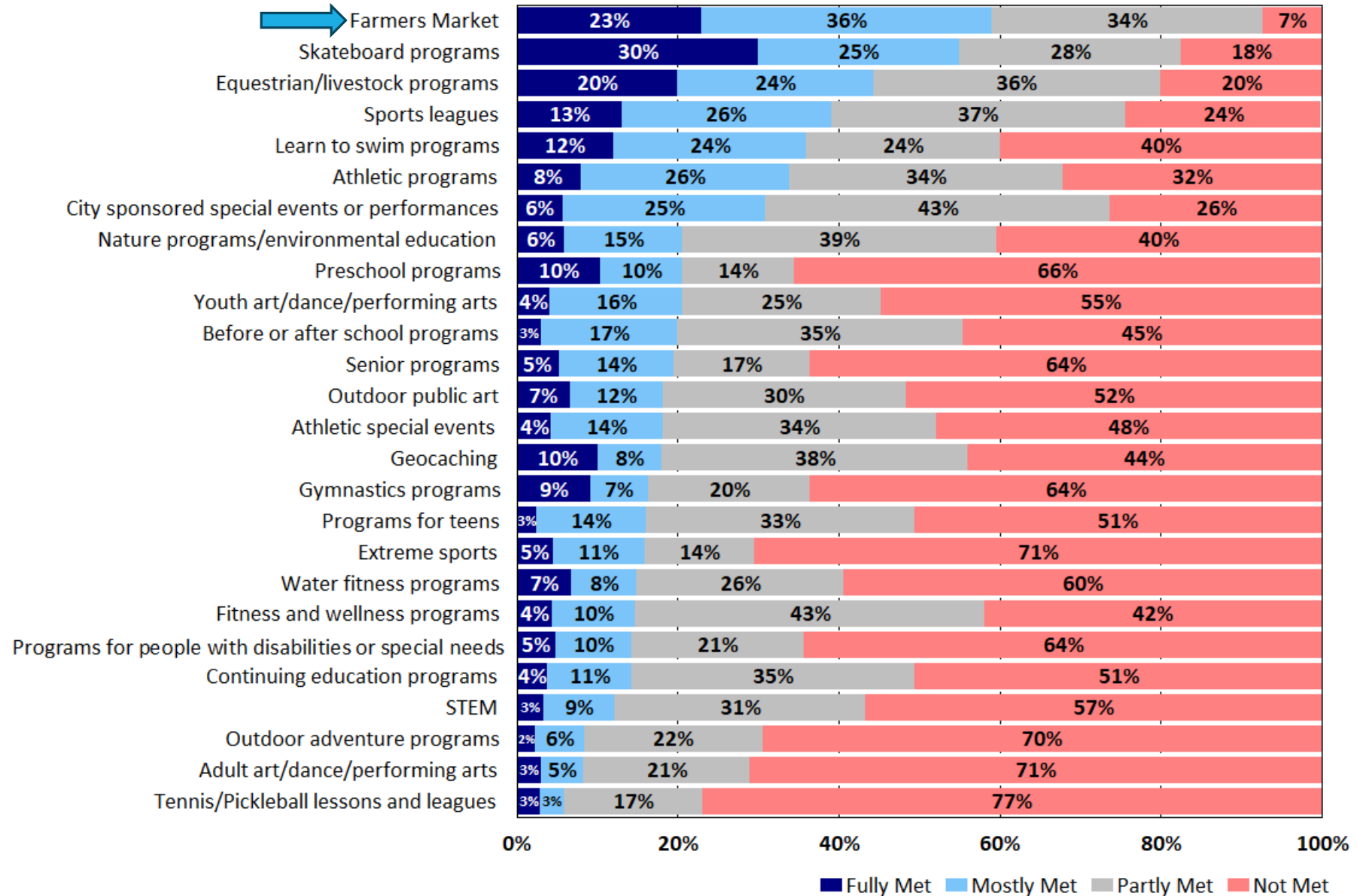
by percentage of respondents who indicated need



First, we determine the overall need for the programs listed

## Q10c. Please indicate how well your needs are met for programs/activities

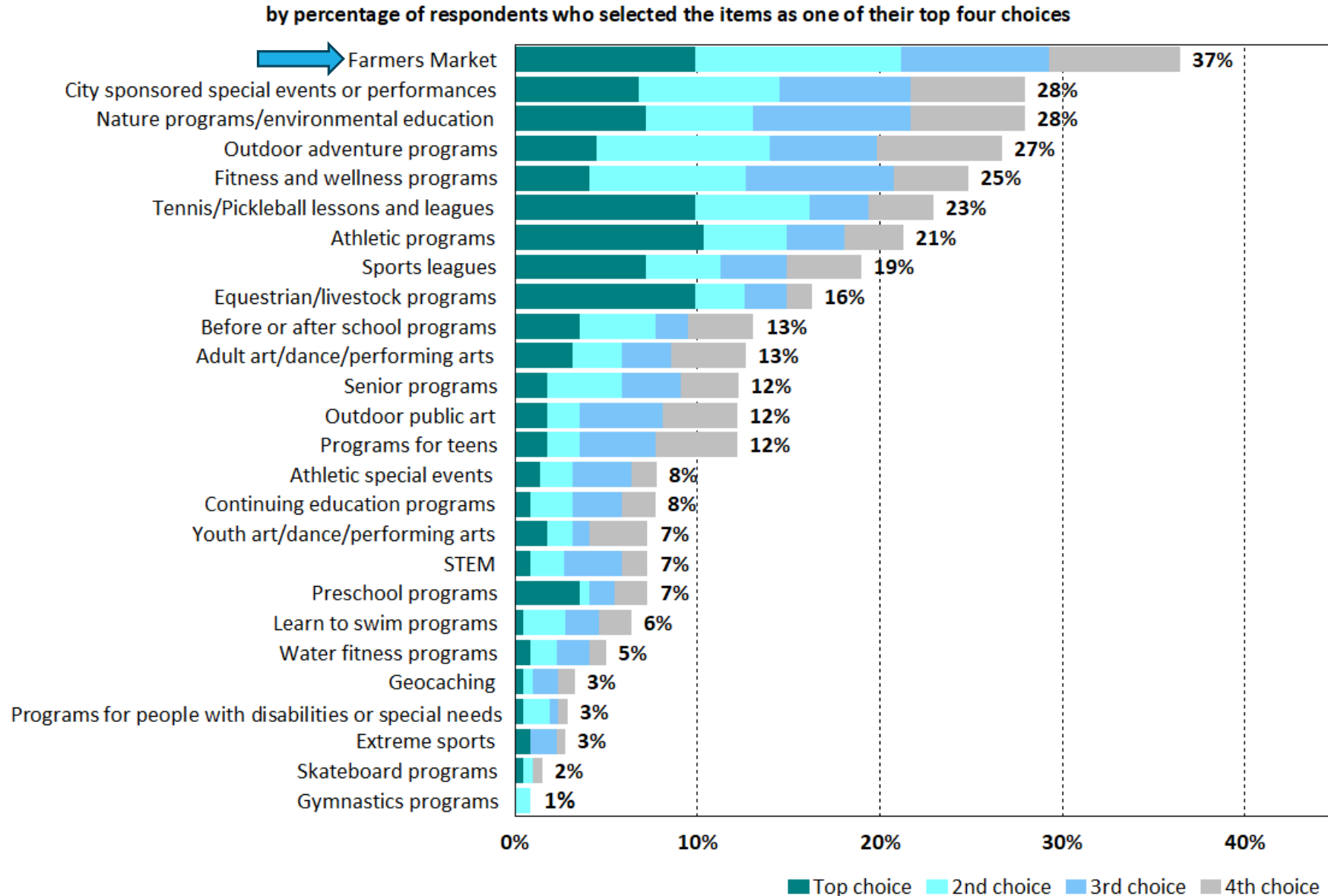
by percentage of respondents (excluding "no need")



Those respondents who have a need are asked to indicate how well their needs are currently being met

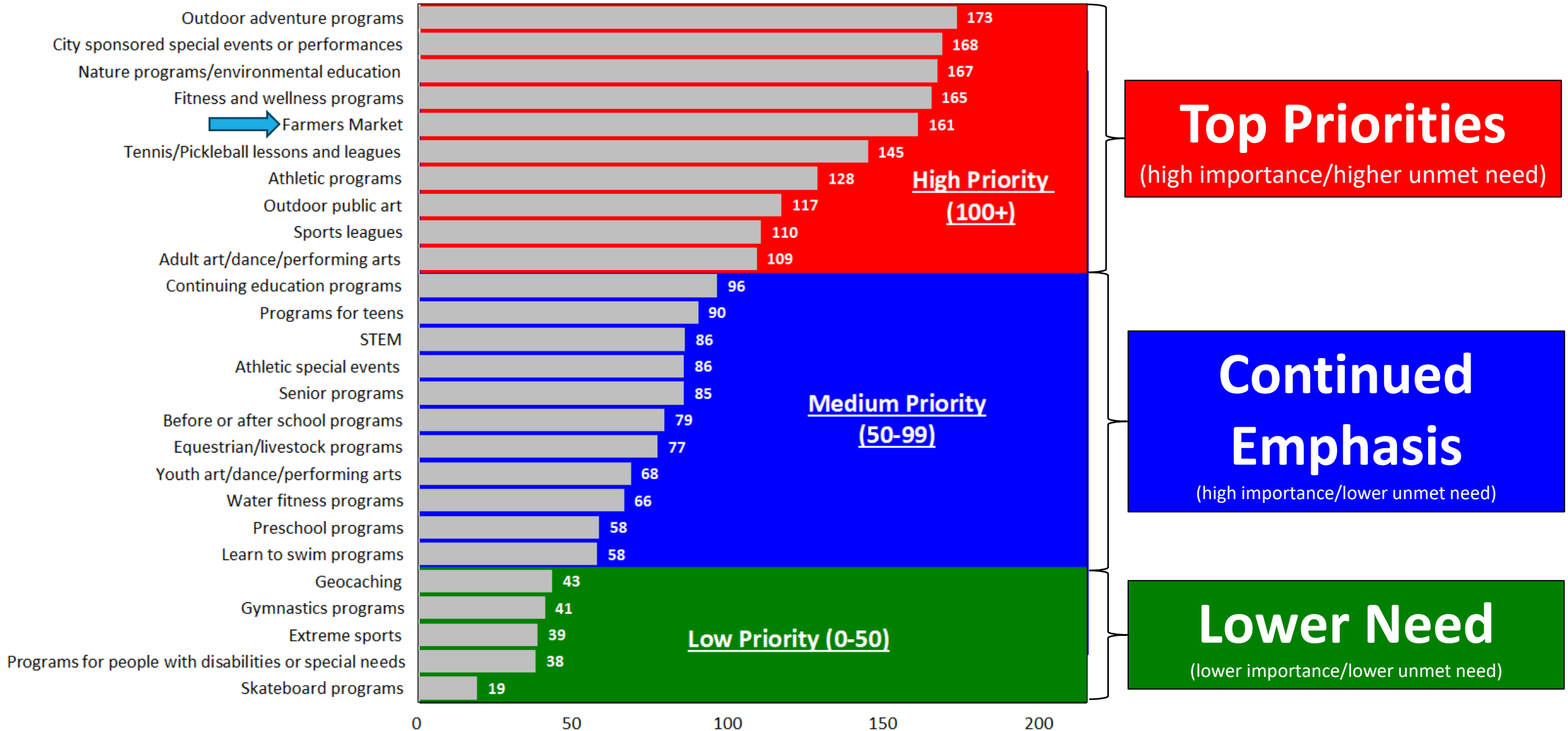


# Q11. Which four of the programs/activities do you think are most important to you/your household?



The final piece of the Priority Investment Ratings is the important of the programs to households

# Top Priorities for Investment for Programs Based on Priority Investment Rating



The combined Importance and Needs Ratings are used to develop the overall Priority Investment Ratings

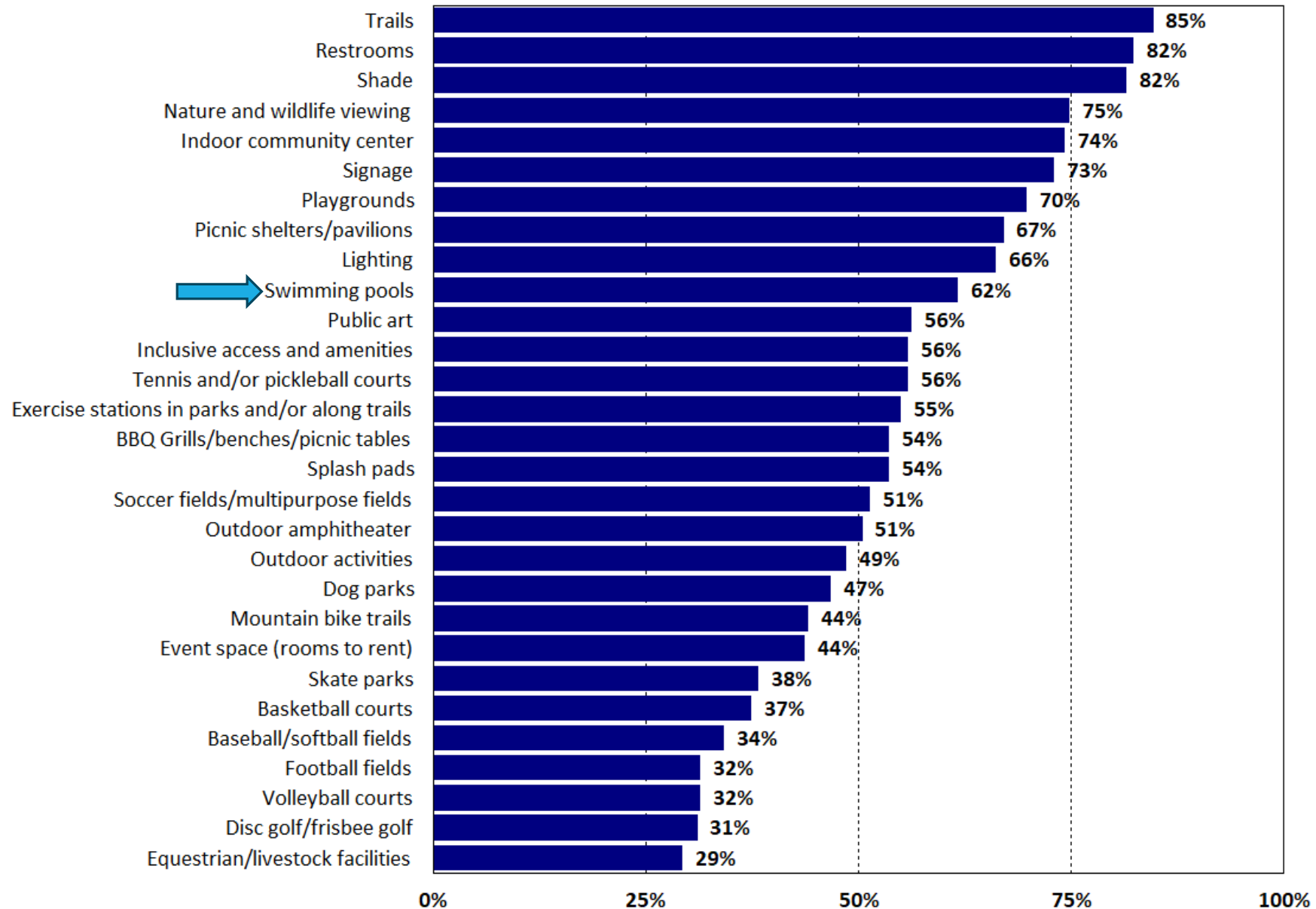
# Facility and Amenity Priorities

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UNMET NEEDS AND PRIORITIES FOR AMENITIES

## Q6. Need for Recreation Facilities/Amenities

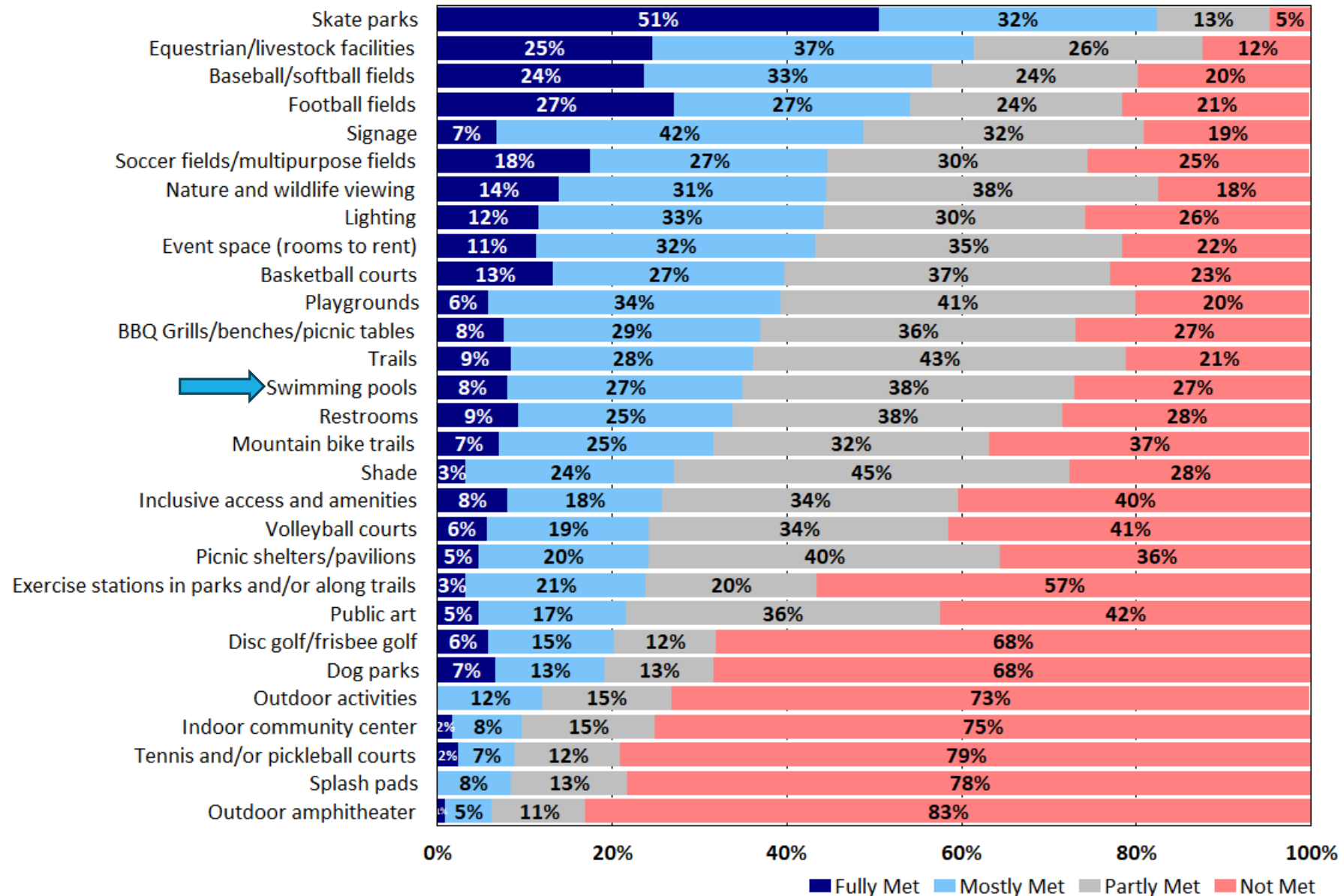
by percentage of respondents who indicated need



First, we determine the overall need for the amenities listed

## Q6c. Please indicate how well your needs are met for facilities/amenities.

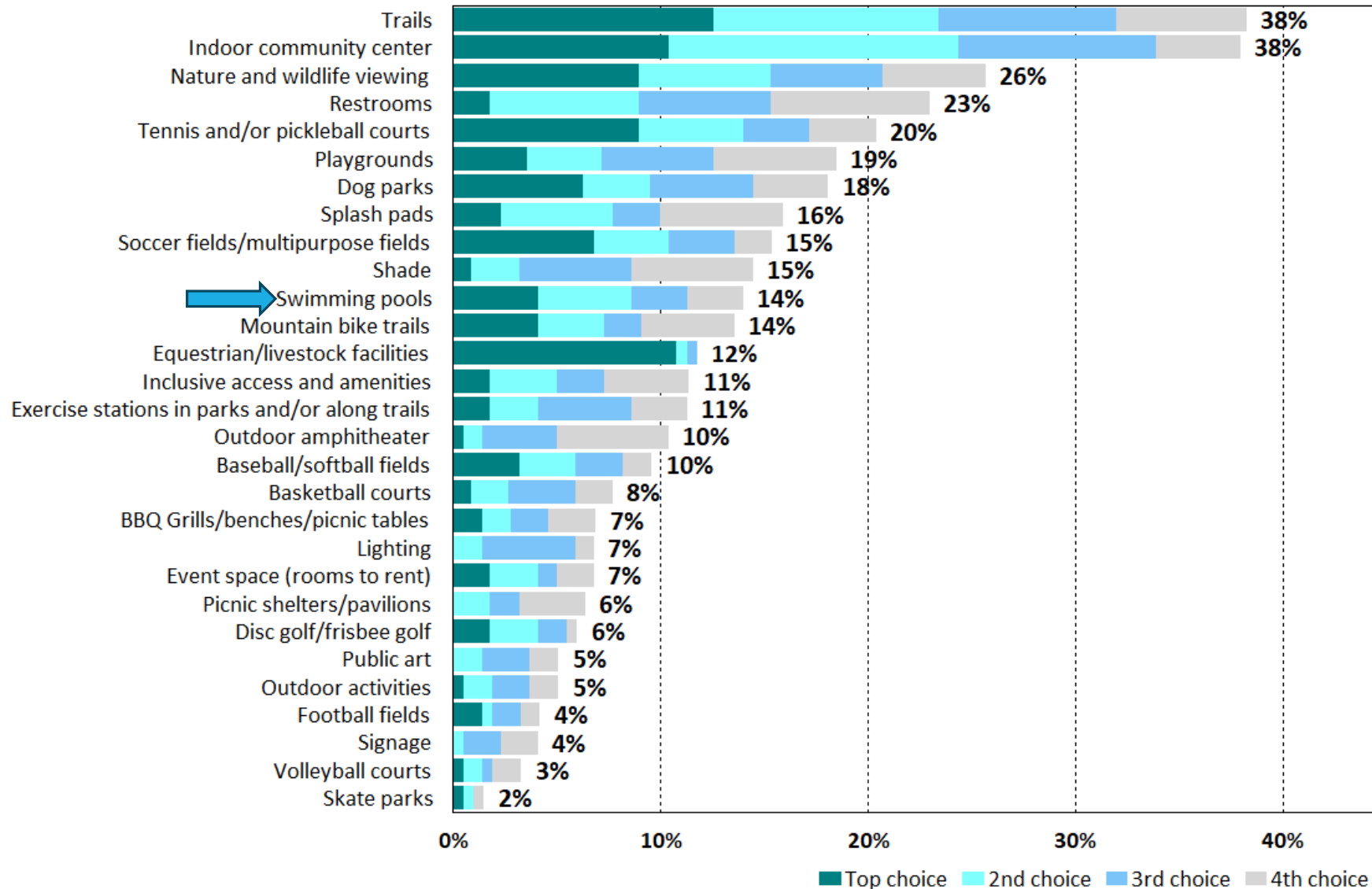
by percentage of respondents (excluding "no need")



Those respondents who have a need are asked to indicate how well their needs are currently being met

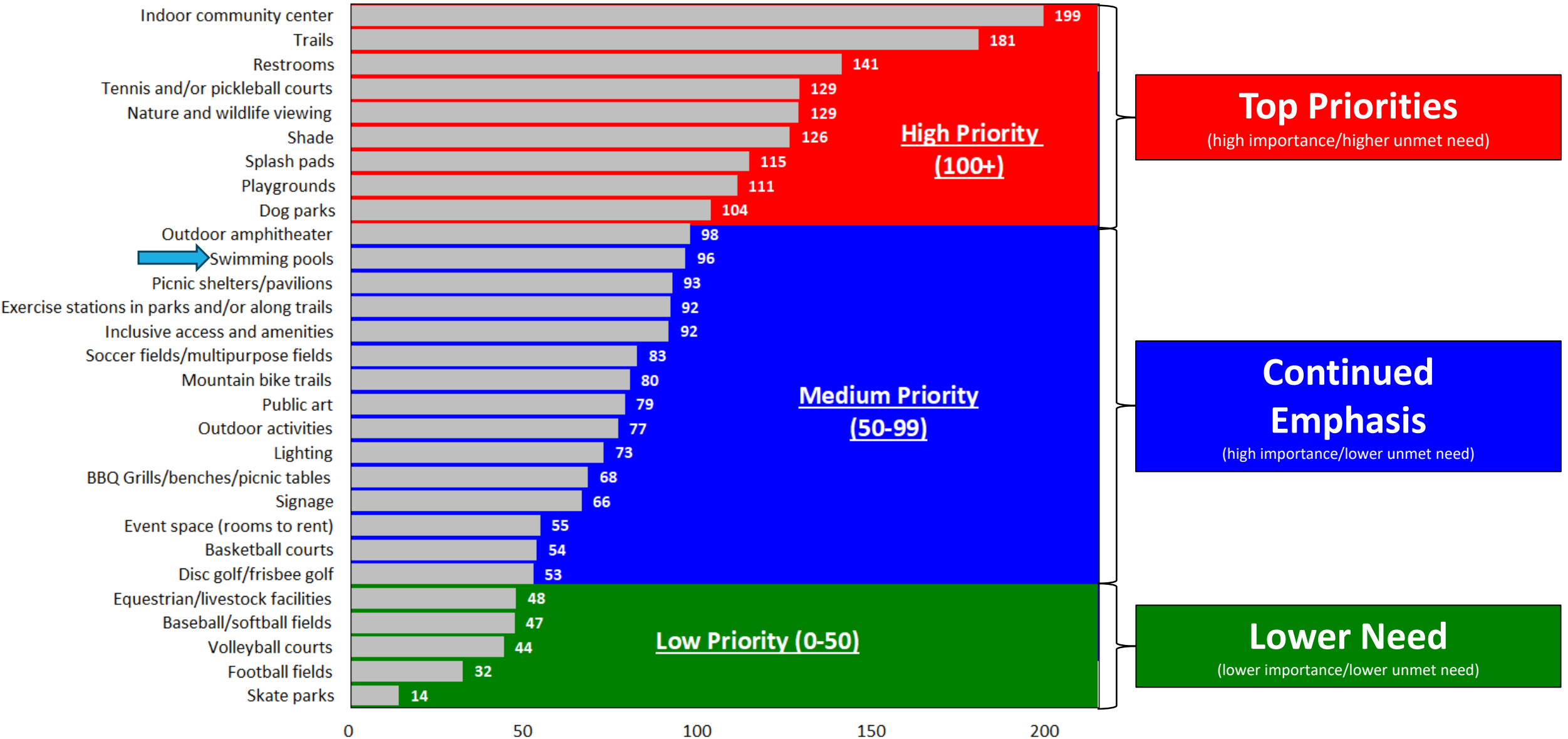
## Q7. Which four of the facilities/amenities do you think are most important to you/your household?

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



The final piece of the Priority Investment Ratings is the important of the amenities to households

# Top Priorities for Investment for Facilities/Amenities Based on Priority Investment Rating



The combined Importance and Needs Ratings are used to develop the overall Priority Investment Ratings

# Trail Feature Priorities

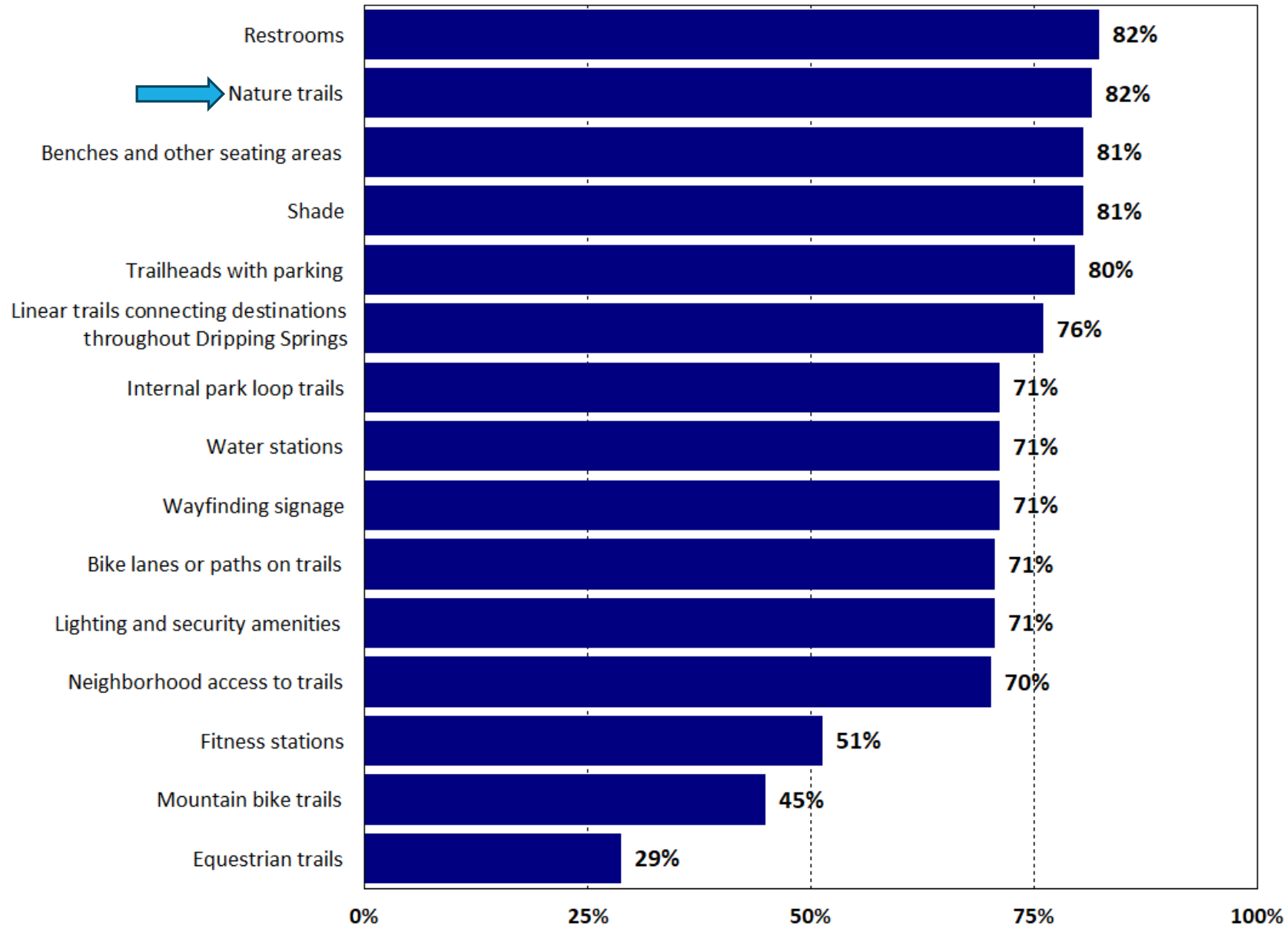
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UNMET NEEDS AND PRIORITIES FOR AMENITIES



## Q12. Trail Features

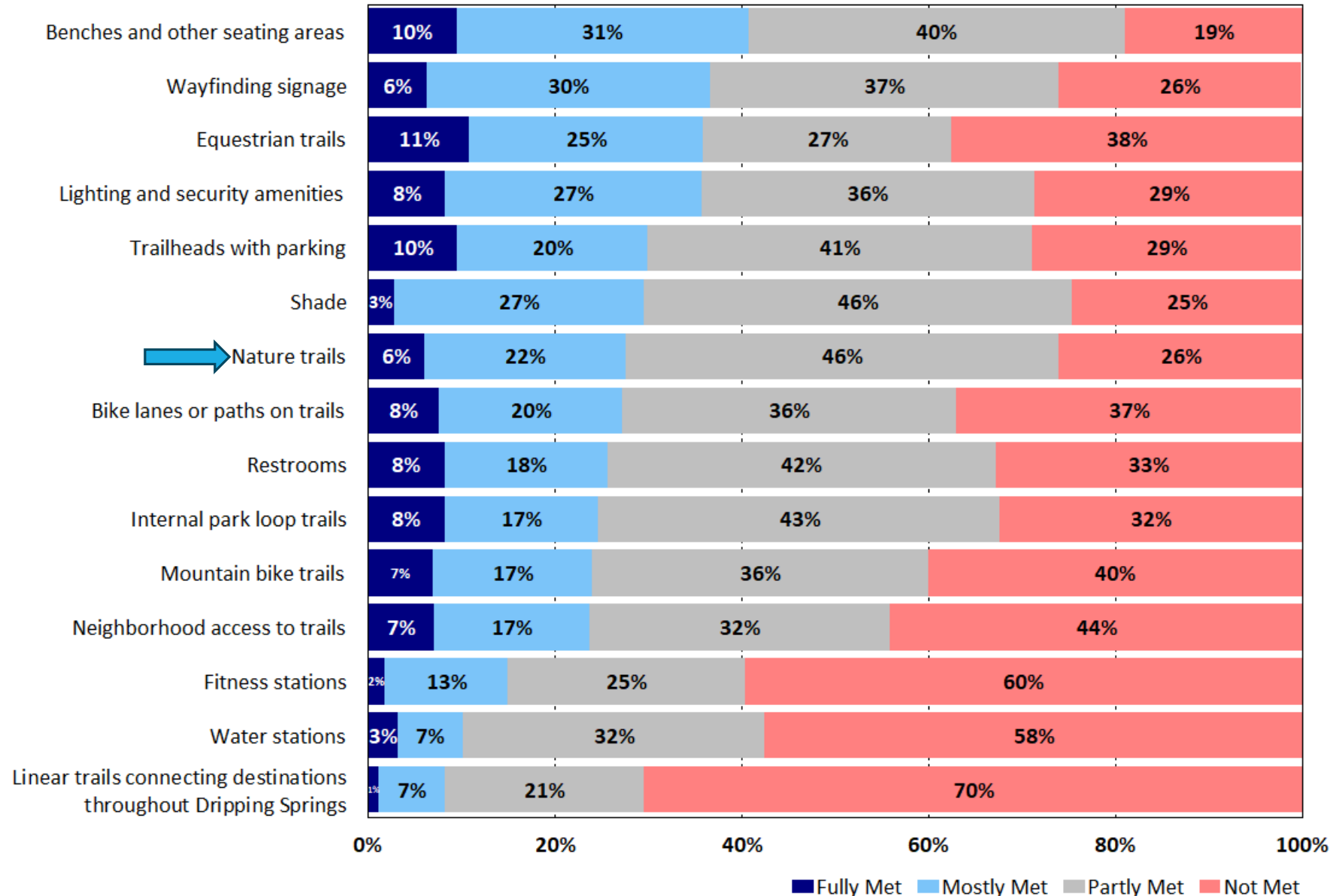
by percentage of respondents who indicated need



First, we determine the overall need for the amenities listed

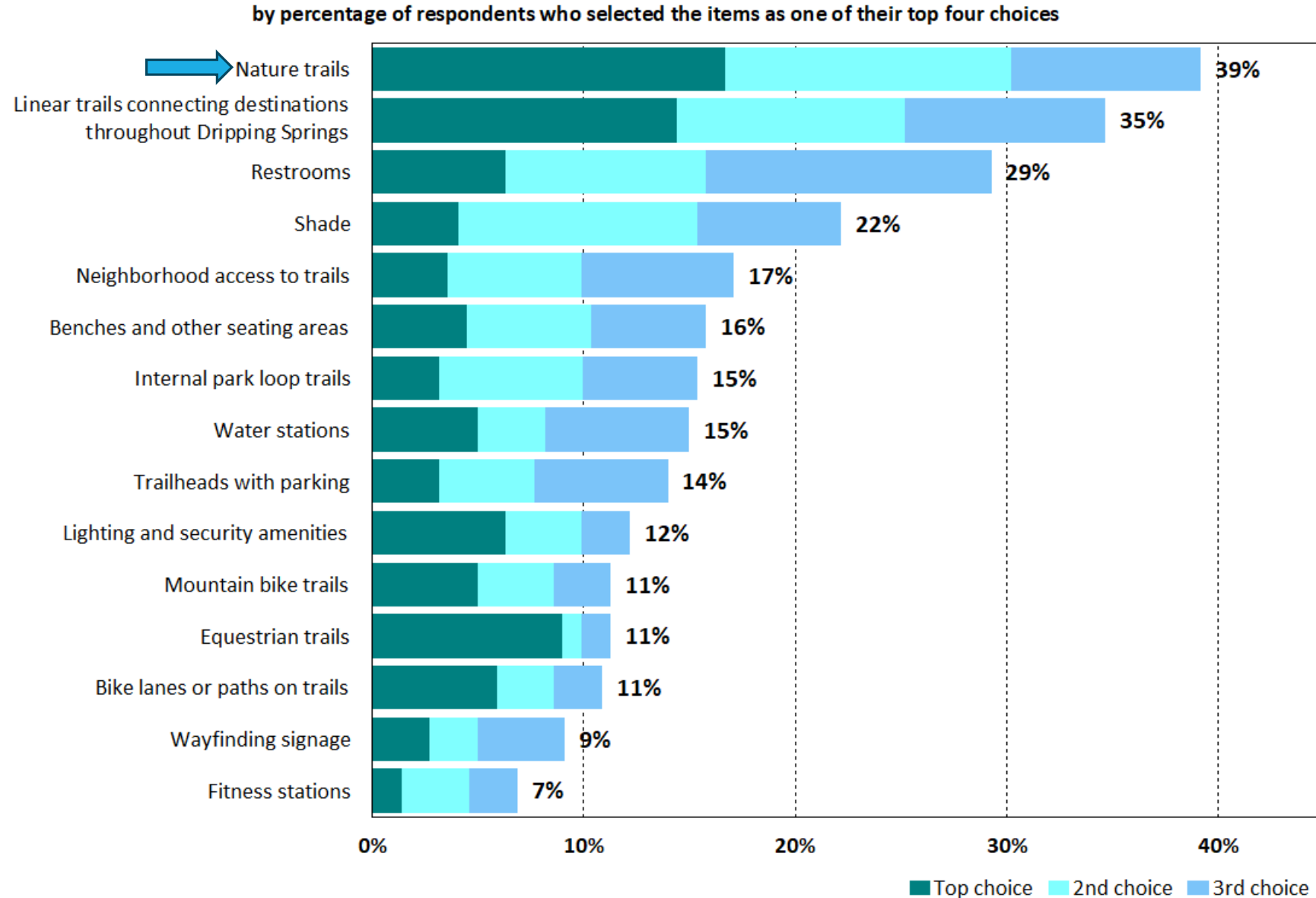
# Q12c. Please indicate how well your needs are met for trail features

by percentage of respondents (excluding "no need")



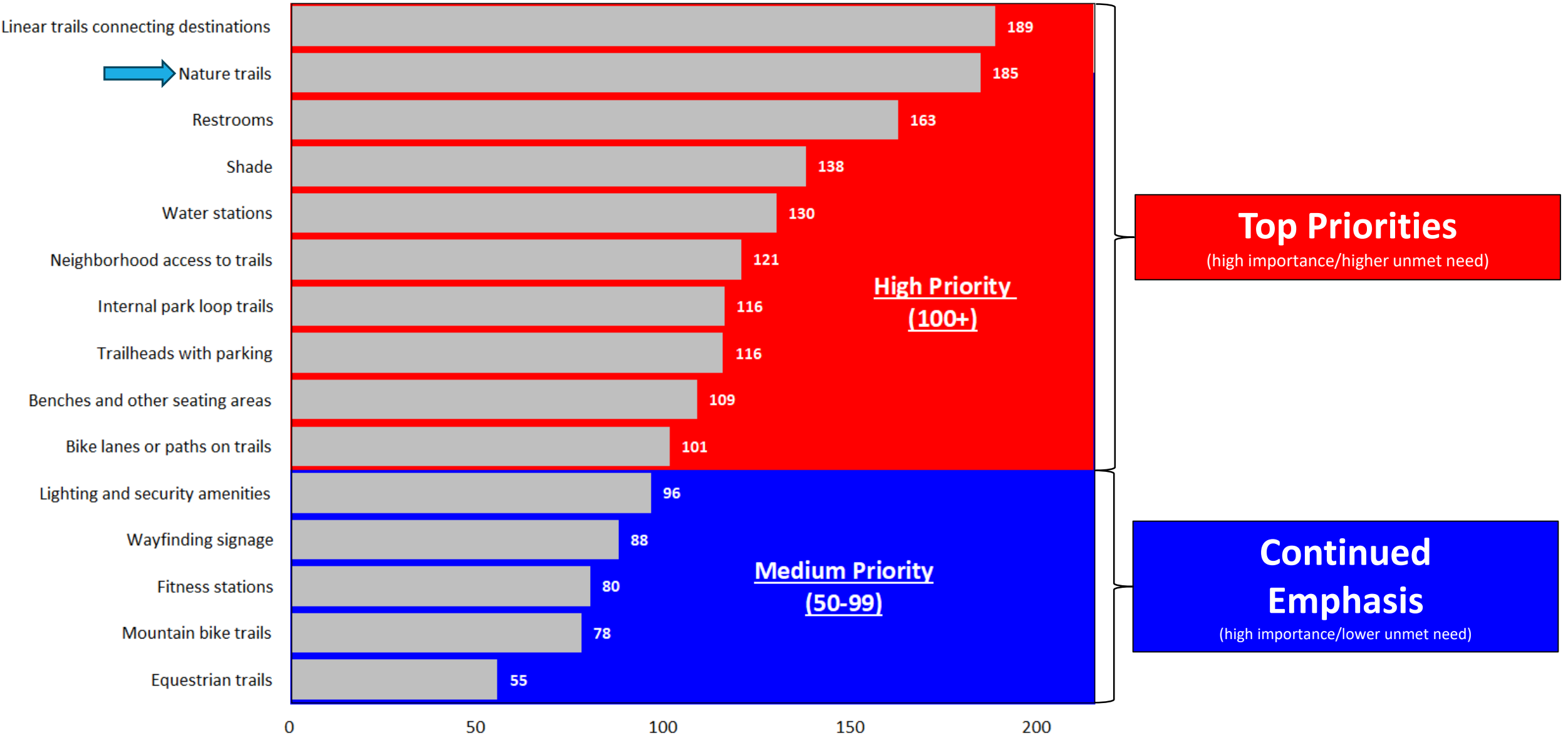
Those respondents who have a need are asked to indicate how well their needs are currently being met

# Q13. Which three of the trail features do you think are most important to you/your household?



The final piece of the Priority Investment Ratings is the important of the amenities to households

# Top Priorities for Investment for Trail Features Based on Priority Investment Rating



The combined Importance and Needs Ratings are used to develop the overall Priority Investment Ratings

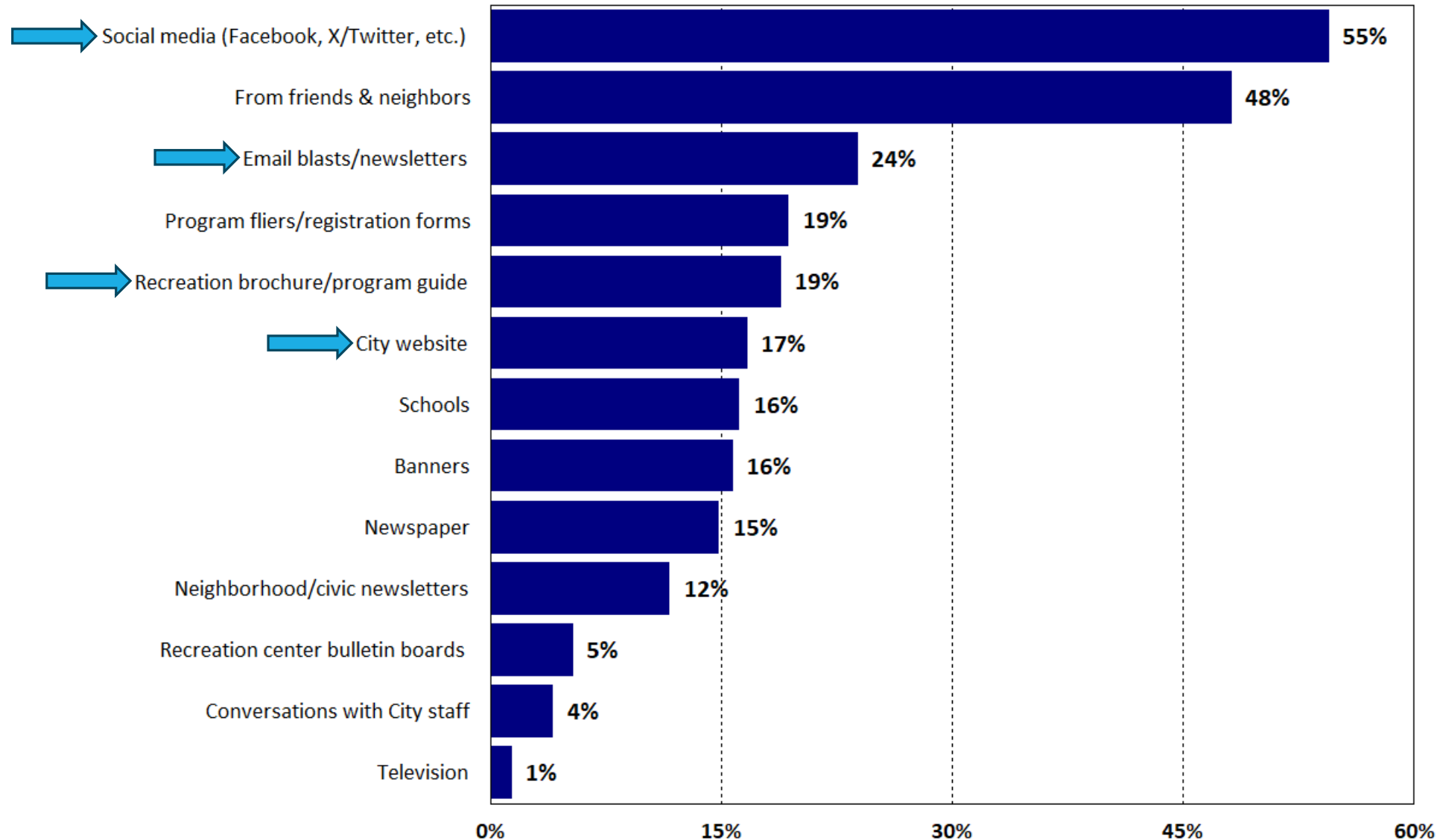
# Communication

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IT IS IMPORTANT TO STAY UP TO DATE

## Q8. How do you currently learn about recreation facilities, programs, and services that are offered by the City of Dripping Springs?

by percentage of respondents (multiple selections could be made)



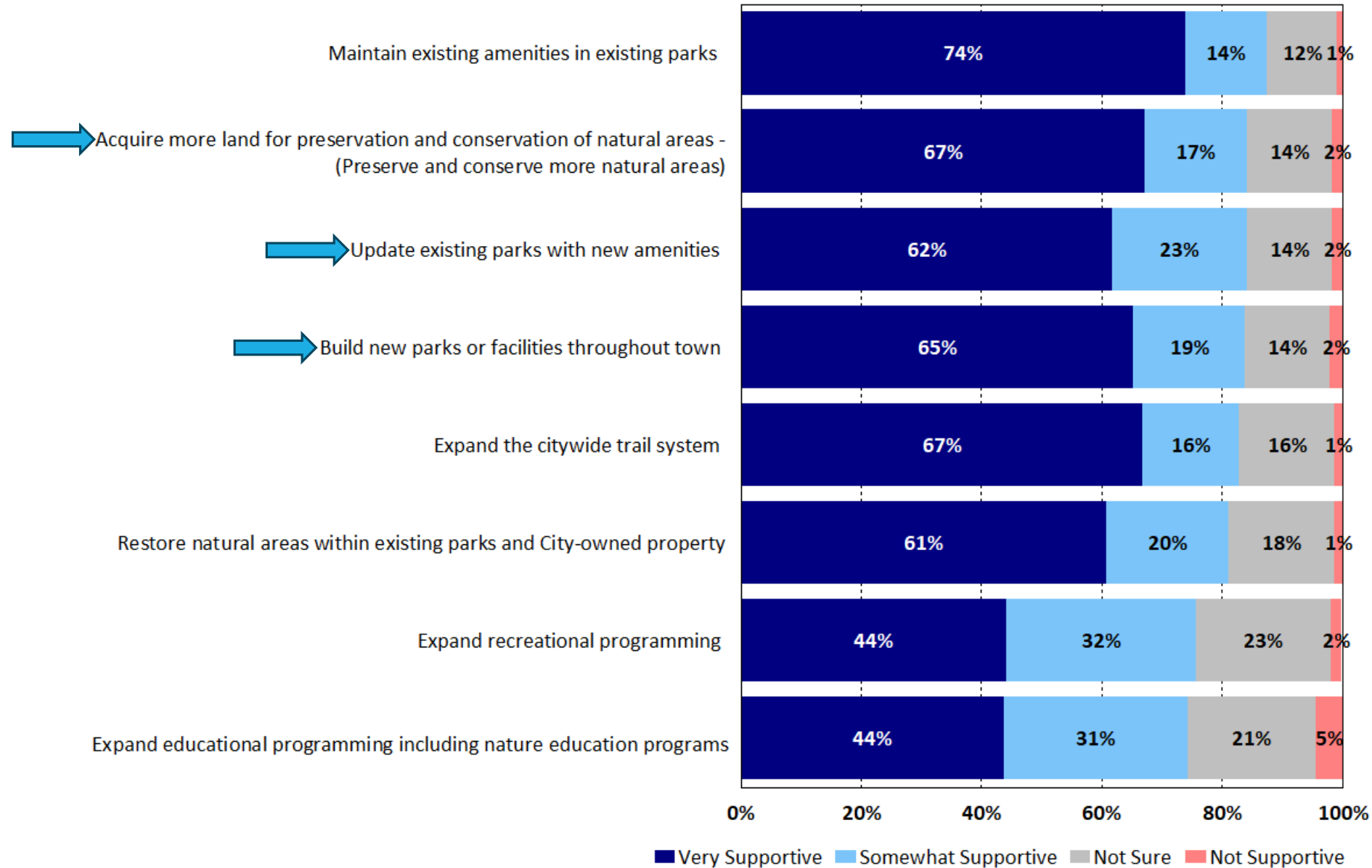
The most preferred sources align well with the most used

# Additional Findings

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# Q15. Support for Improvements to Parks and Recreation

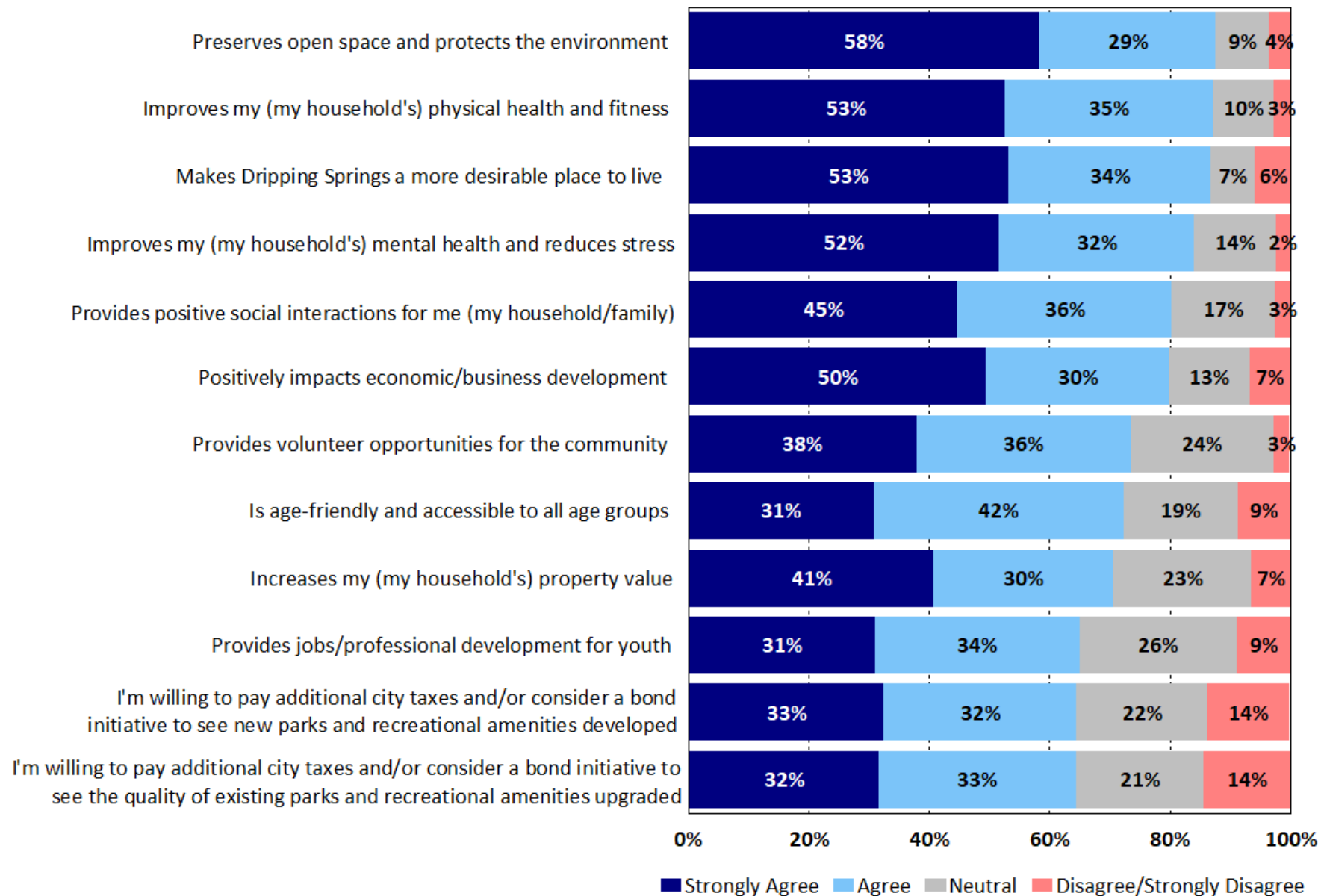
by percentage of respondents





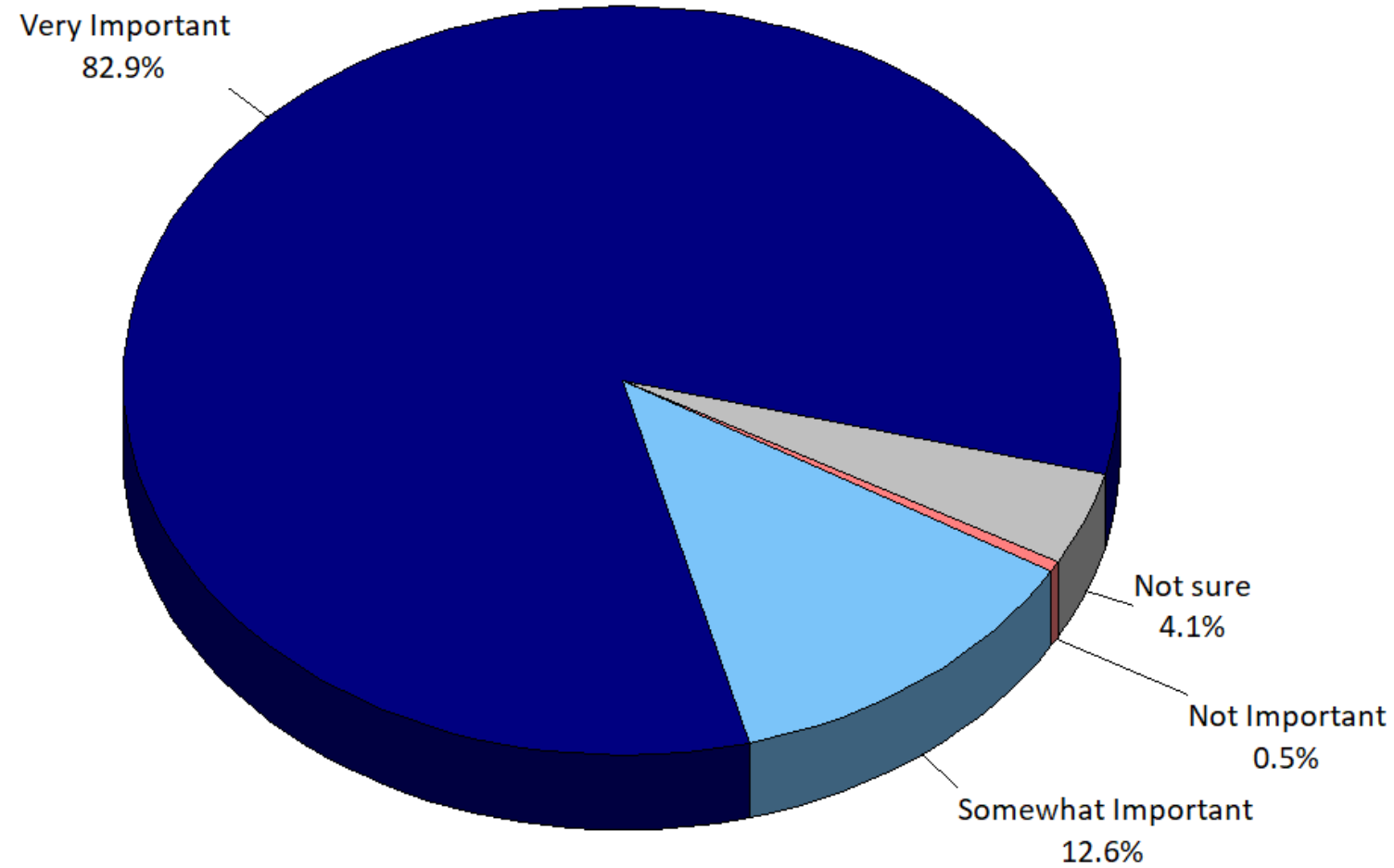
## Q18. Benefits of Parks, Facilities, Programs, and Events

by percentage of respondents



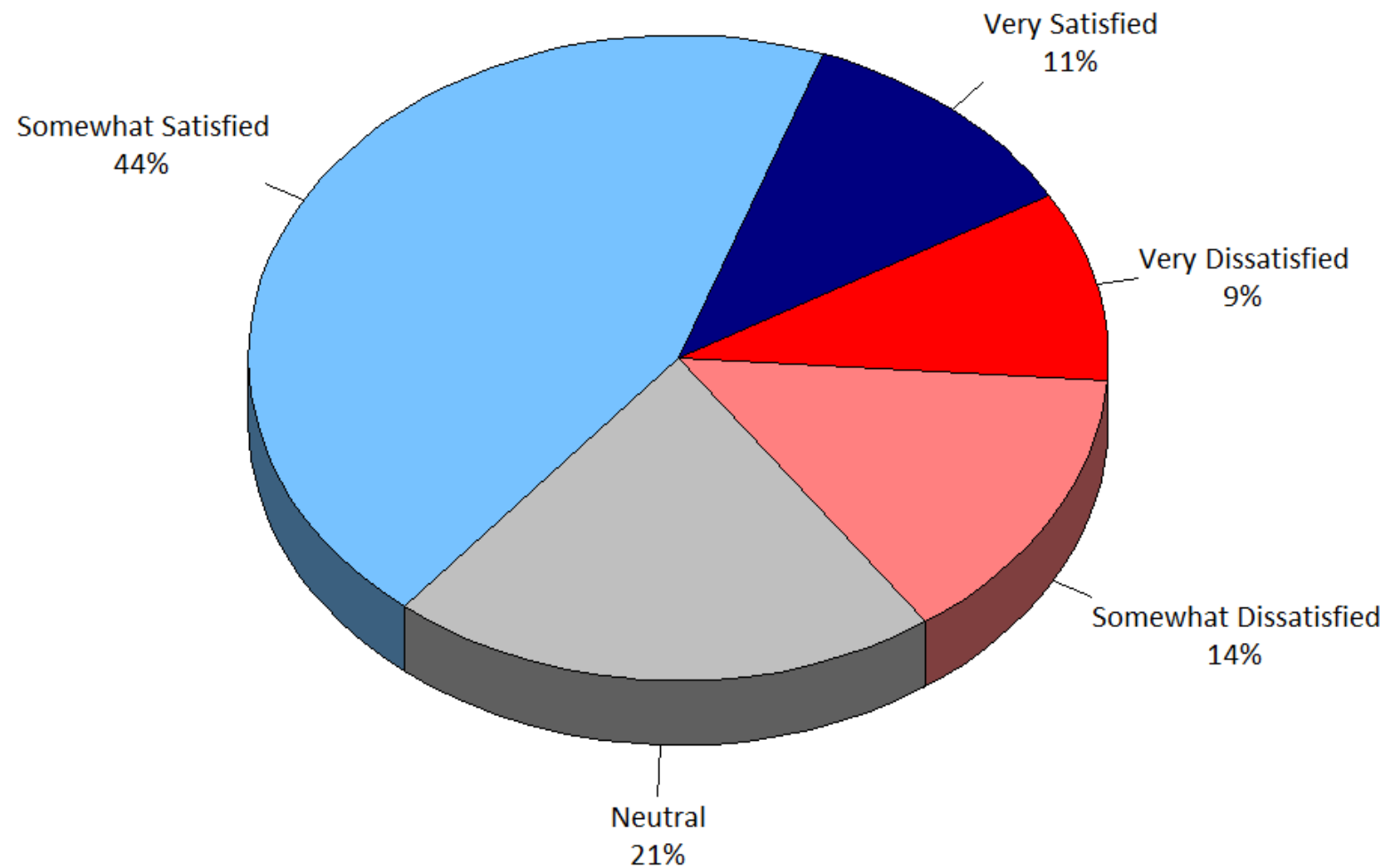
# Q17. How important do you feel it is for the City of Dripping Springs to provide high quality parks, recreation facilities and programs?

by percentage of respondents (excluding "not provided")



# Q14. Satisfaction with Overall Value Received from the City of Dripping Springs Parks and Recreation Department

by percentage of respondents(excluding "not provided")



# Questions?

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THANK YOU