

# Harris County Parks Awareness and Usage Study

September 26, 2000



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## Background



- The objective of this research is to provide feedback from community members to understand the level of awareness and usage of parks in Harris County.
- More specifically, it is designed to acquire:
  - > Awareness about parks in the resident's precinct
  - > Information about level of usage of community parks
  - > Knowledge about likes and dislikes regarding community parks
- ... and to generate:
  - > Suggestions of improvements that would enhance usage of parks



2

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## Methodology

- A random sample of Harris County households was selected for participation. Proportional sampling was drawn by zip codes within the four Harris County precincts.
- A total of 400 telephone interviews were conducted in August 2000, in the county's four precincts.
- David Lidsky, AIA, Bricker + Cannady Architects, coordinated this study on behalf of Harris County.



## Key Findings

- **Awareness**
  - > The overwhelming majority, three quarters (74%) of the sample, is aware of the Harris County park system, but many of the named parks are in the city of Houston. Precinct 2 residents indicate lowest awareness.
- **Level of usage**
  - > Four out of ten have visited a Harris County park in the last three months.
  - > Two parks, Hermann Park and Memorial Park, mentioned as visited most recently by respondents are Houston city parks.
  - > Almost two thirds mentioned Hermann Park as any other Harris County park visited in the last three month.



## Key Findings (continued)

### ■ Reasons to visit community parks

- > One third mentioned location and convenience as reasons they go to a park.
- > Location, throughout all precincts is a dominant factor, followed by nature trails.
- > Children's play areas, picnic areas, and nature trails and jogging tracks were the most frequently used facilities. Only Precinct 2 residents favor baseball diamonds and basketball courts over picnic areas.



## Key Findings (continued)

### ■ Suggestions and improvements

- > Four out of ten (48%) felt no changes are needed.
- > Restroom (9%) and lighting improvements (8%) are the most-mentioned enhancements.
  - » Other enhancements mentioned are more playgrounds (8%), better security (7%) and cleanliness (7%)
  - » Predominately, Precinct 2 residents would like to see lighting upgrades.
- > More than half (51%) of the respondents were either satisfied with current facilities or activities or couldn't make any suggestions.



## Key Findings (continued)

### ■ Features mentioned as desirable additions to parks include:

- > Picnic areas (10%), swimming pools (9%), children's play areas (9%), basketball courts (7%), tennis courts (6%), and baseball diamonds (4%) .
  - » Precinct 1 was mostly interested in swimming pools and picnic areas,
  - » Precinct 2 in picnic areas and children's play areas,
  - » Precinct 3 in basketball courts, and
  - » Precinct 4 mentioned swimming pools and children's play areas.

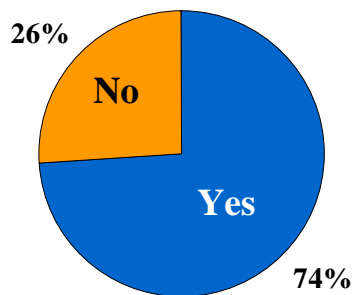


7

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## Awareness of Harris County park system

N=400



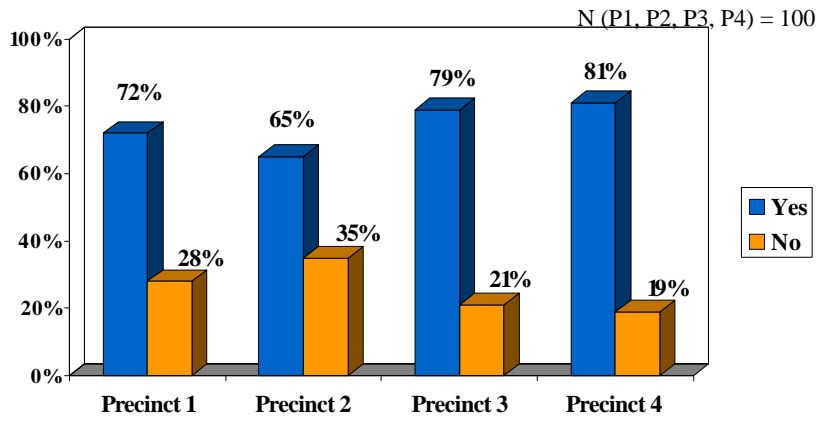
“Are you aware that there is a Harris County park system?”



8

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## Awareness by precinct



“Are you aware that there is a Harris County park system?”

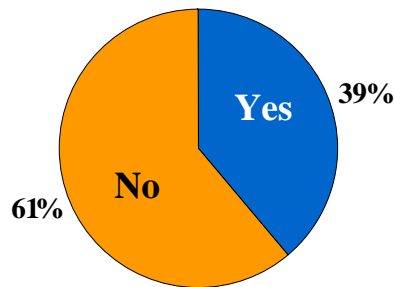


9

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## Level of usage of Harris County (Houston) parks

N=400



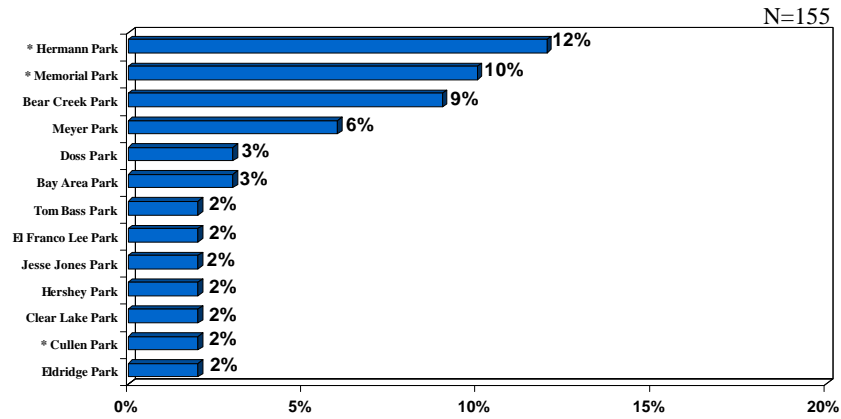
“Have you visited any Harris County parks in the last three months?”



10

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## Most recently visited parks



“Which Harris County park have you visited most recently?”

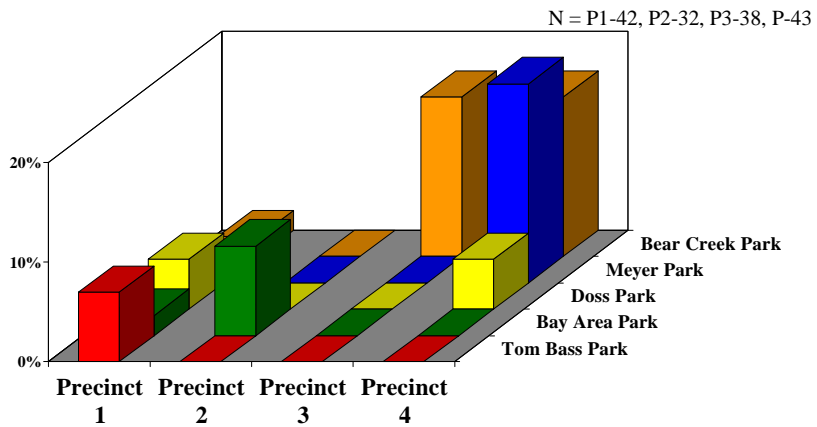
Note: \* city park



11

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## Most recently visited parks by precinct



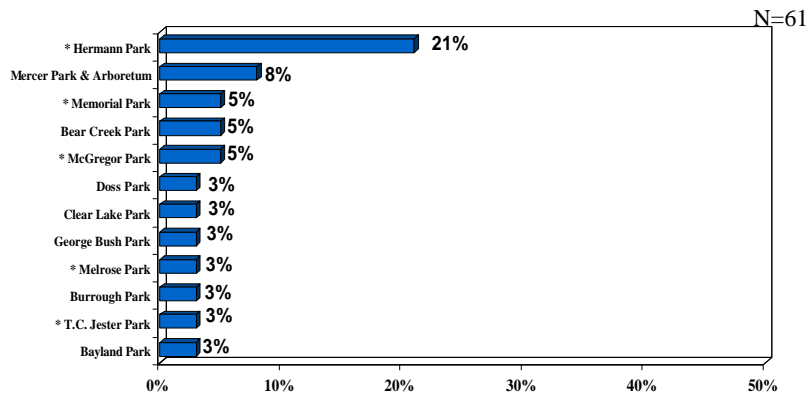
“Which Harris County park have you visited most recently?”



12

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## Other visited parks in Harris County/ Houston



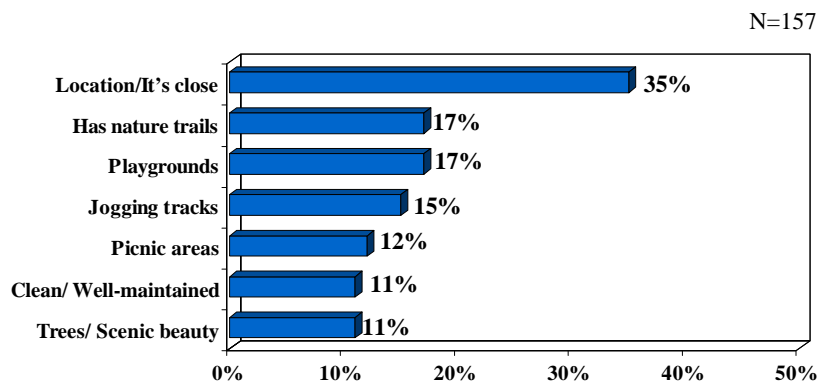
“Which other Harris County park have you visited in the past three months (May, June, July)?” *Note: \* city park*



13

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## Attractions of particular parks



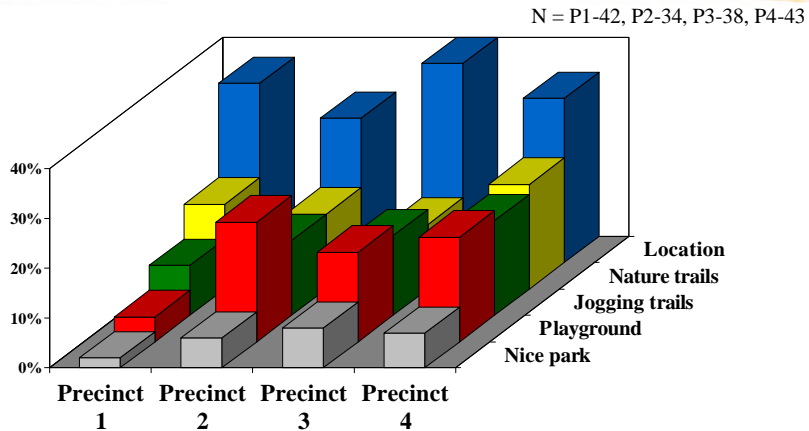
“What attracts you to that particular park?”



14

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Location, followed by nature trails, are dominant attractions to a park

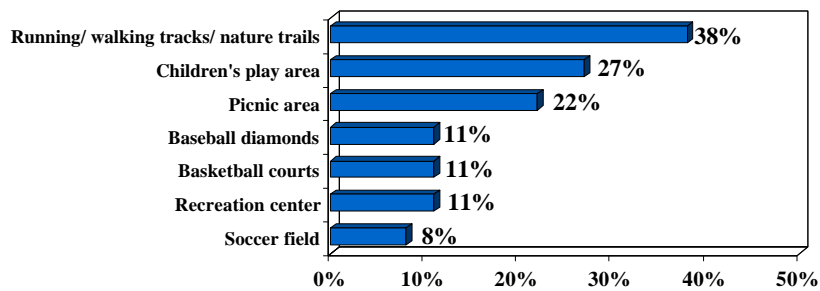


“What attracts you to that particular park?”



Nature trails, running and walking tracks, children’s play area, and picnic areas were the most frequently used features

N=149

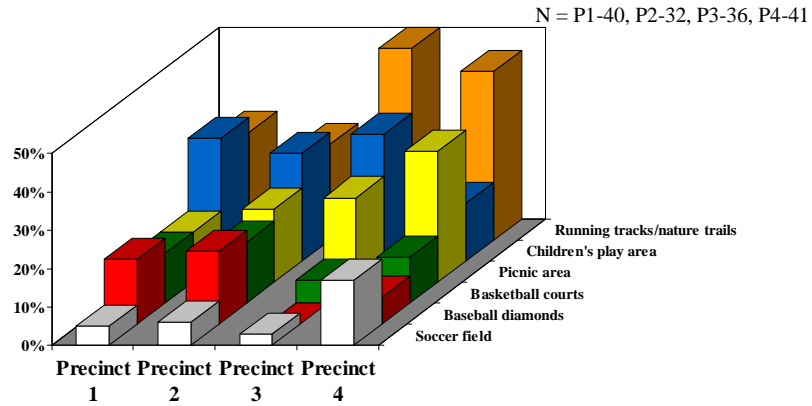


“What facilities did you use in the park the last time you were there?”





## Most frequently used features by precinct



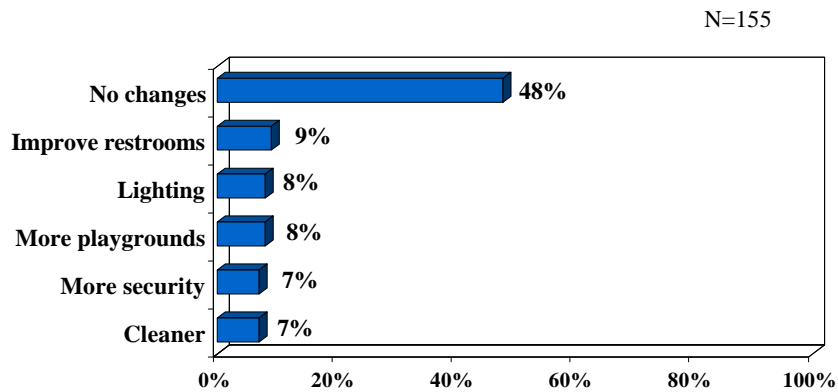
“What facilities did you use in the park the last time you were there?”



17

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## Most are happy with current park amenities



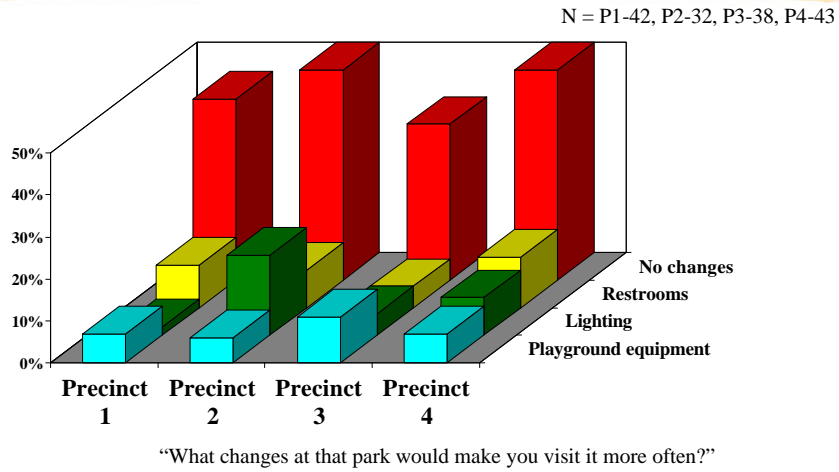
“What changes at that park would make you visit it more often?”



18

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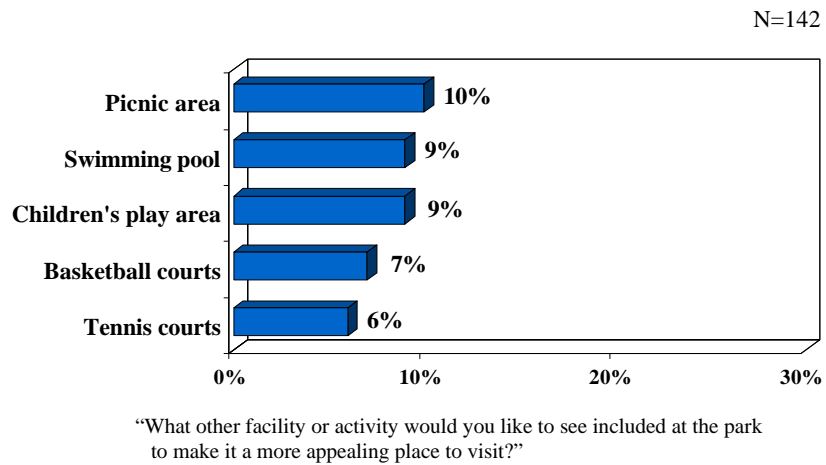
## Improvements requested by precinct



19

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## Requested new features or attractions

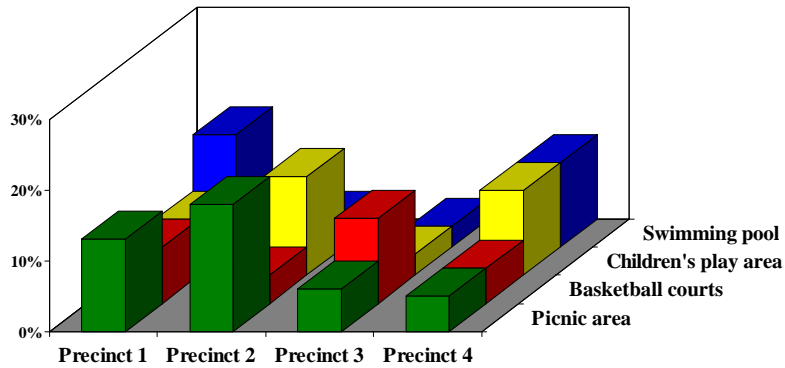


20

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## Requests for new features or attractions by precinct

N=P1-38, P2-28, P3-34, P4-42



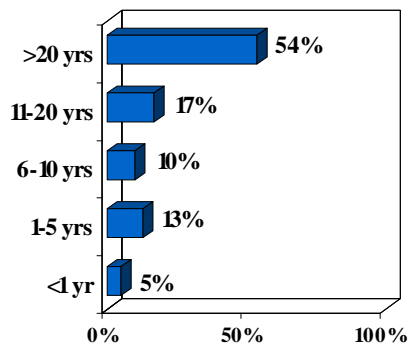
“What other facility or activity would you like to see included at the park to make it a more appealing place to visit?”



## Demographics

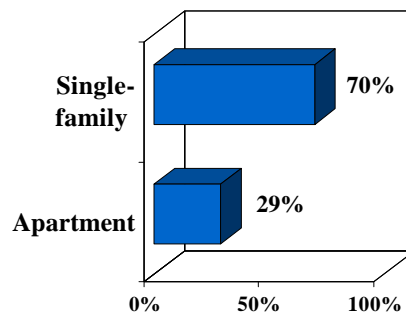
N=400

### Years in County



“How long have you lived in Harris County?”

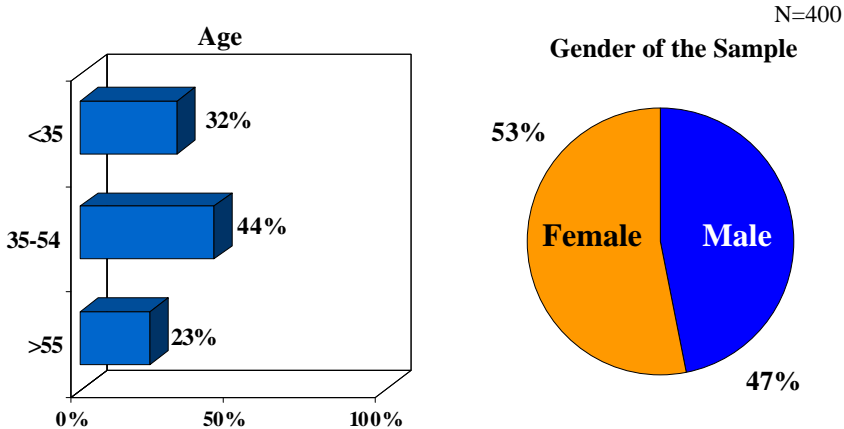
### Housing



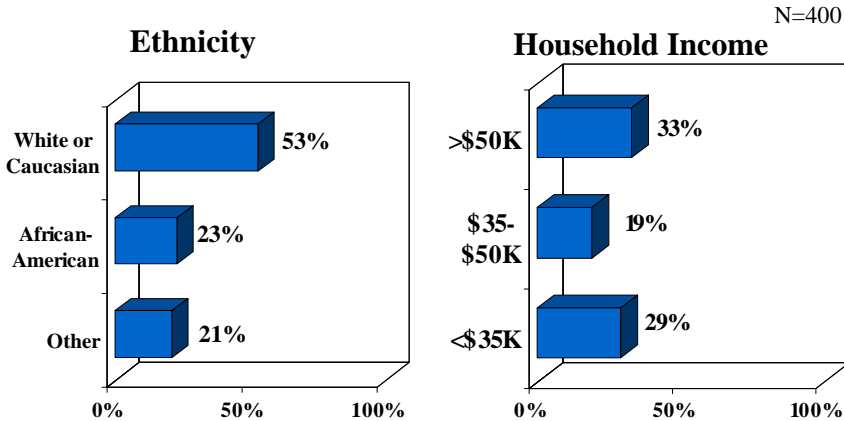
“Do you live in a single-family home or in an apartment or townhouse?”



### Demographics (continued)



### Demographics (continued)





## Appendix

- Questionnaire
- Tables of Data