

V. Public Needs Assessment

As previously discussed in Section III and further discussed in Section VI of the study, numerous methods of gathering public input were implemented.

A major component of the public input aspects of this study is the independent random telephone survey. Gelb Consulting Group (GCG) conducted the survey. GCG, a Houston based firm with over 34 years of market research experience, is recognized as an expert in their field.

The intent of the survey was not to elicit a “wish list” of projects but rather to gain insights that will assist in identifying ways to improve the park system.

The GCG *Harris County Awareness and Usage Study* follows.