



The Heron Creek Engagement Report Survey Results

March 27, 2013



**The Trail
Foundation**

Project Overview

The Heron Creek Restroom project ran from February to March of 2012, and was comprised of an online Trail User survey and an on-site Trail Memories board installation. The primary goals of the project were to:

- Celebrate the Trail and the work of The Trail Foundation;
- Gather Trail User feedback about the upcoming Heron Creek Restroom design;
- Gather user information for future designs efforts.

Through the responses gathered on-site and on-line, we were able to develop a rich picture of how Trail Users think about the Trail, and specific ideas to guide the Heron Creek project and similar projects in the future.

What was abundantly clear throughout the process was the depth to which Austinites, and its many visitors, adore the Trail. It is not only physically, but emotionally, part of Austin's central identity, and place that people go to feel healthy and connected.

This report outlines the major findings of the survey.

Survey Question Results:

The survey was divided into two main sections: project specific feedback, and Trail User data. The first section gathered information from Trail Users about their knowledge of the site, preferences for future design, and general ideas about restrooms on the Trail. The second section was structured to find a “snapshot” of the survey respondents, and their patterns of Trail usage.

Results from the first section showed fairly uniform consensus about the features desired for future restrooms, with most respondents indicating a strong desire for locking doors and adequate lighting and site features such as seating and shade.

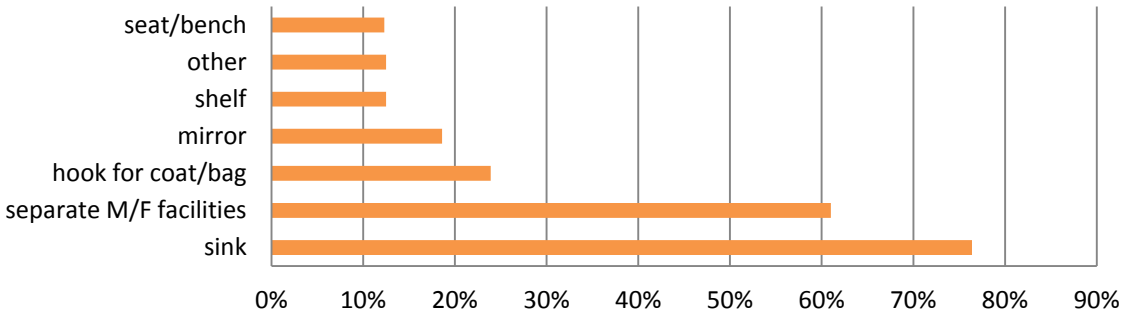
Results from the second section show a predominant pattern of Trail use on the West side (this will most likely shift with the creation of the new boardwalk) and a strong percentage of Users that come to the Trail to meet with family, friends, and exercise groups. Where applicable, current survey results were compared with earlier surveys to see if shifts in population have occurred.

Individual Survey Answers

Section One: Heron Creek Restroom

The redesign of this site gives us the chance to address specific Trail user needs. What type of features would you like to see integrated into the future design of the restroom? (Choose the 2 that are most important to you.)

Restroom Features



	sink	separate M/F facilities	hook for coat/bag	mirror	shelf	other	seat/bench
restroom features	76.4%	61.0%	23.9%	18.6%	12.5%	12.5%	12.3%

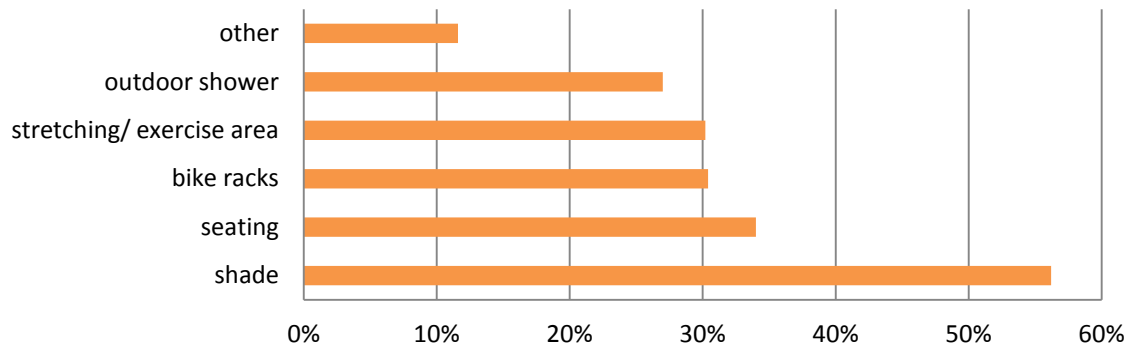
Other responses included:

- airy
- always open
- baby changing area
- lighting
- many toilet paper holders
- multiple toilets
- soap/sanitizer
- water fountains

- secondary choices
 - toilet/paper/towels
 - pet features
 - toilet seats
 - urinal

What other features would you like to see designed around the restroom site? (Choose the 2 that are most important to you.)

Site Features



	shade	seating	bike racks	stretching/ exercise area	outdoor shower	other
■ site features	56.2%	34.0%	30.4%	30.2%	27.0%	11.6%

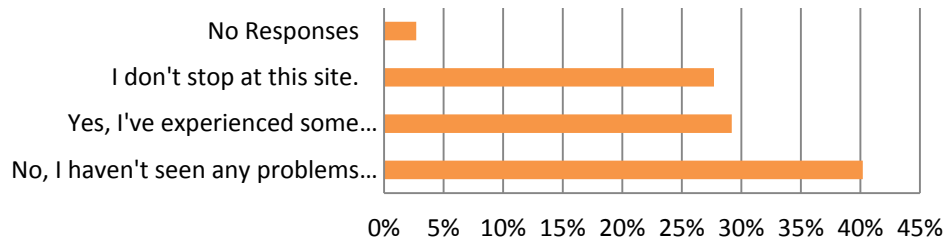
Other responses included:

- dog leash hook
- emergency call box
- lights
- pet water fountain
- water fountains

- secondary
 - airy
 - sanitizer
 - soap

The first step in good design is identifying all the issues that need to be addressed. Have you experienced any problems at this site?

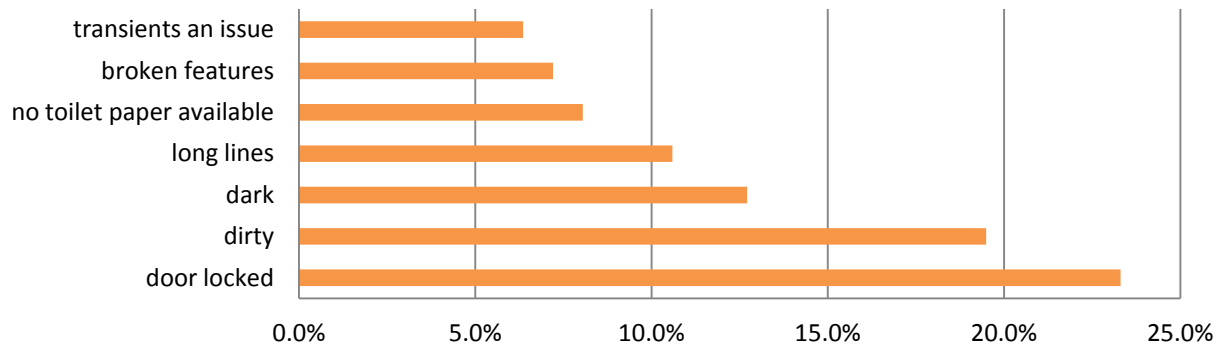
Site Issues



	No, I haven't seen any problems at this site.	Yes, I've experienced some problems at this site.	I don't stop at this site.	No Responses
site issues	40.2%	29.2%	27.7%	2.7%

Describe a problem you've seen at this site.

Site Issues



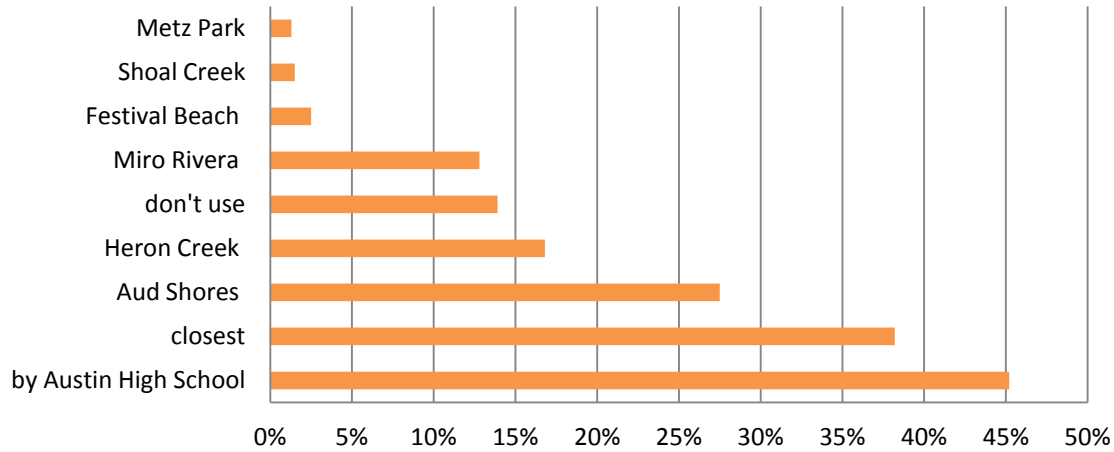
	door locked	dirty	dark	long lines	no toilet paper available	broken features	transients an issue
issue	23.3%	19.5%	12.7%	10.6%	8.1%	7.2%	6.4%

Additional comments included:

- odor issue (3.8%)
- hot (1.7%)
- water fountain needed (1.3%)
- needs soaps/sanitizer (0.8%)

Currently, where do you go to use the restroom at the Trail?(Choose the 2 most frequented areas.)

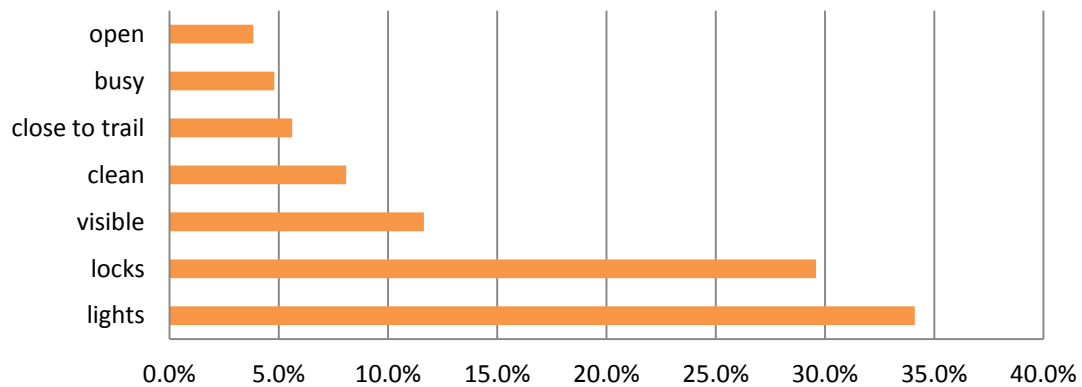
Restrooms Used



	by Austin High School	closest	Aud Shores	Heron Creek	don't use	Miro Rivera	Festival Beach	Shoal Creek	Metz Park
restroom	45.2%	38.2%	27.5%	16.8%	13.9%	12.8%	2.5%	1.5%	1.3%

Describe the important elements to feeling safe while using a Trail restroom.

Safety Attributes



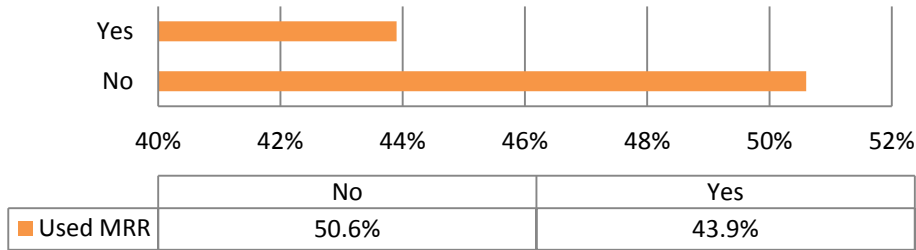
	lights	locks	visible	clean	close to trail	busy	open
attribute	34.1%	29.6%	11.6%	8.1%	5.6%	4.8%	3.8%

Other comments included:

- Having separate male/female facilities (1.6%)
- Having bike racks available (0.7%)

In 2007 The Trail Foundation built the Miro Rivera Restroom. Have you used this restroom?

Used Miro Rivera Restroom



For those that did know the restroom, the following types of comments were written:

79.7% had positive comments (paraphrased):

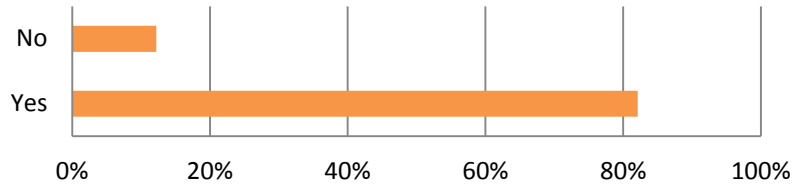
- Beautiful design.
- Very cool.
- Fits unique feel of Austin.
- Great design.
- I like/love it.
- It's beautiful inside and out.

20.2% had negative comments (paraphrased):

- Door is too heavy.
- Would be better to have separate m/f facilities or additional stalls
- Money could be spent better, not cost effective for practical use.

Do you feel the Trail would benefit from having additional restrooms?

Need Additional Restrooms



	Yes	No
Additional RR	82.1%	12.2%

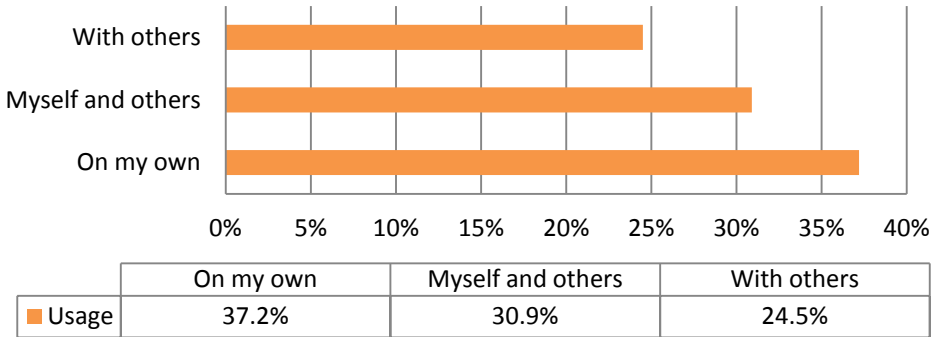
Where would you locate these restrooms?

- Across the lake from the Heron Creek site.
- Along Zilker and Festival Beach stretches
- Around MoPac
- Near Congress Bridge
- East of 1-35
- Near Lou Neff
- Near Longhorn Dam

Section Two: Trail User Characteristics

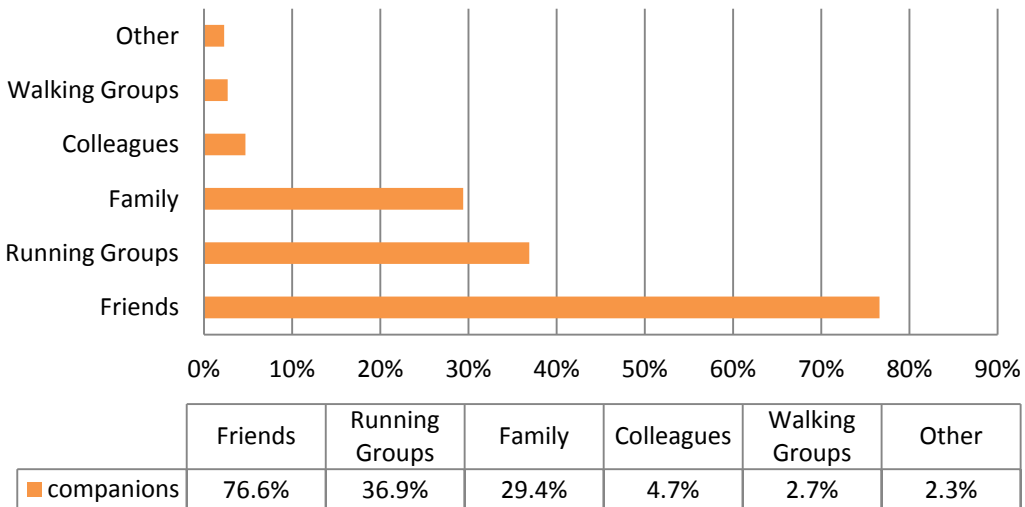
We'd like to understand how many Trail users come on their own, and how many meet up with others. Tell us which sentence describes your use of the Trail the majority of the time?

Usage Patterns



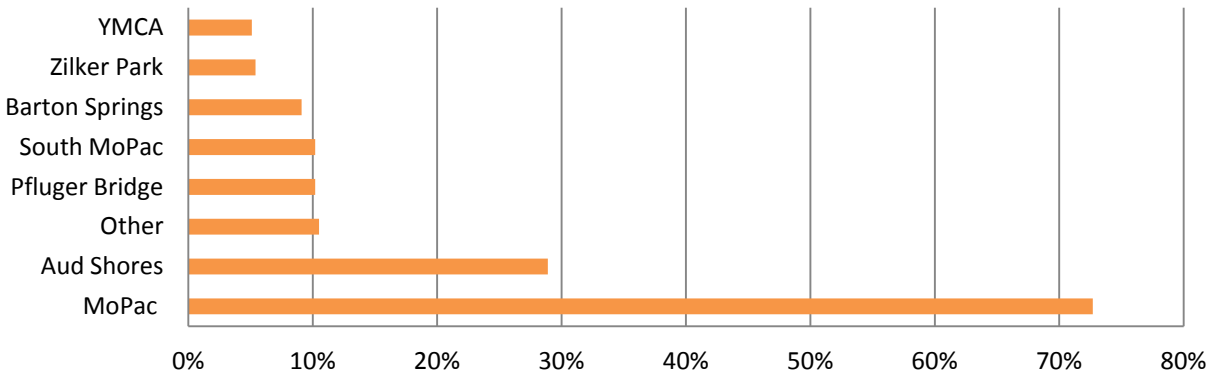
When you meet people at the Trail, do you most typically meet (Choose the 2 most common)

Companions



Where do you most frequently meet people on the Trail? (Choose the 2 most common)

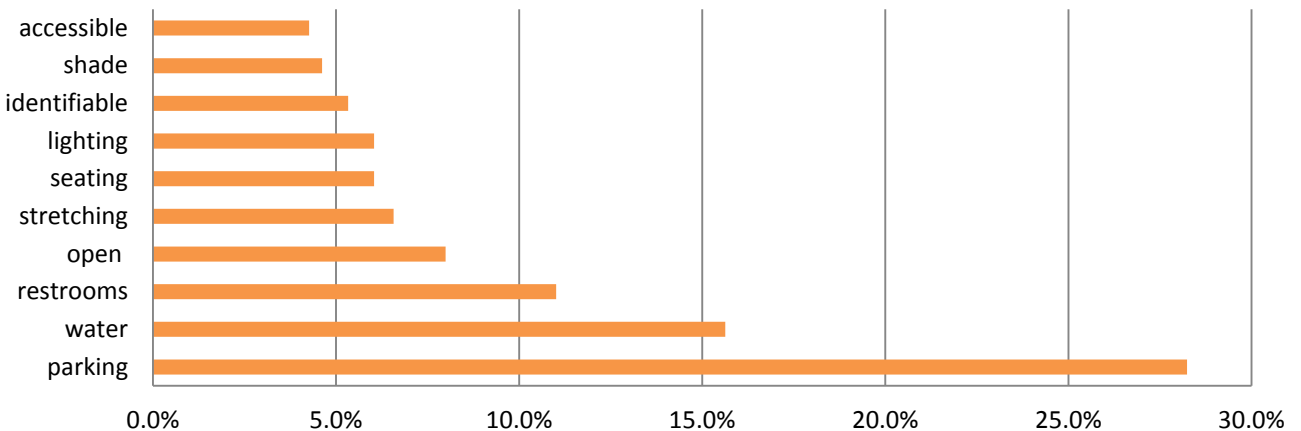
Place of Meeting



	MoPac	Aud Shores	Other	Pfluger Bridge	South MoPac	Barton Springs	Zilker Park	YMCA
Place	72.7%	28.9%	10.5%	10.2%	10.2%	9.1%	5.4%	5.1%

In your opinion, what characterizes a good meeting area?

Good Meeting Areas

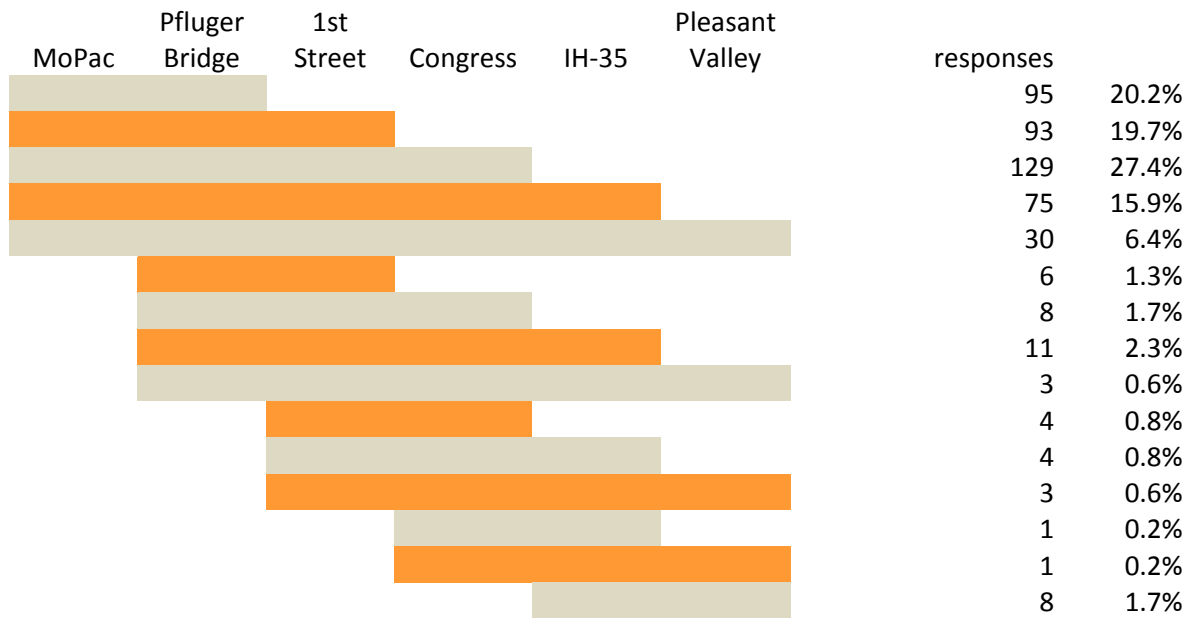


	parking	water	restrooms	open	stretching	seating	lighting	identifiable	shade	accessible
item	28.2%	15.6%	11.0%	8.0%	6.6%	6.0%	6.0%	5.3%	4.6%	4.3%

Other answers included:

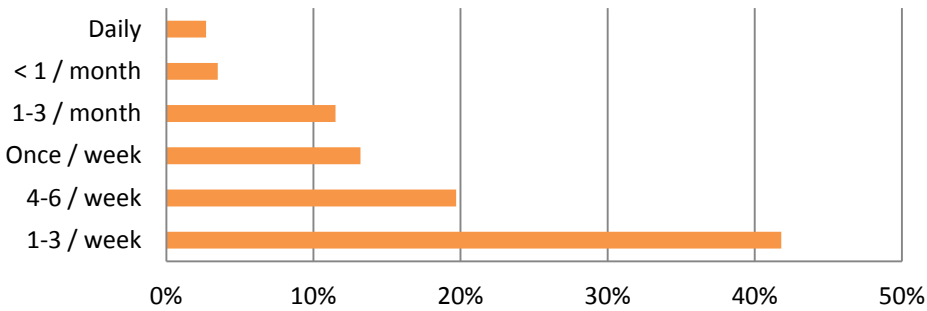
- Visibility (2.1%)
- Busy (1.1%)
- Bike parking (0.9%)
- Restrooms (0.2%)

Between which two bridges is the area of the Trail that you use the most? (Choose 2 bridges)



How often do you visit the Trail?

Frequency on Trail



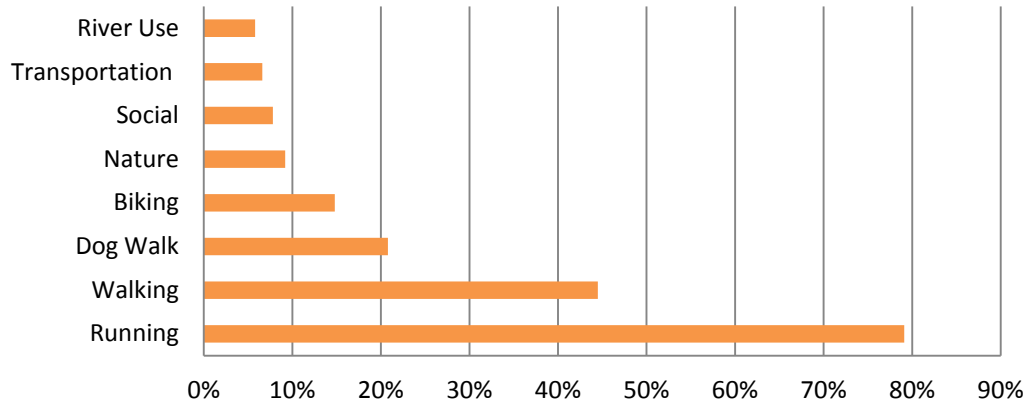
	1-3 / week	4-6 / week	Once / week	1-3 / month	< 1 / month	Daily
frequency	41.8%	19.7%	13.2%	11.5%	3.5%	2.7%

Comparison to previous surveys:

	Heron Creek Survey (2013)	McCombs (2011)	PARD (2003)
Daily	2.7%	11.3%	N/A
1-3 times/week	41.8%	32.3%	N/A
4-6 times/week	19.7%	33.9%	N/A
Once/week	13.2%	9.7%	N/A
1-3 times/month	11.5%	10.2%	N/A
< once/ month	3.5%	2.7%	N/A

As a Trail user, what is your primary activity? (Choose up to 3 responses)

User Type



	Running	Walking	Dog Walk	Biking	Nature	Social	Transportation	River Use
type	79.1%	44.5%	20.8%	14.8%	9.2%	7.8%	6.6%	5.8%

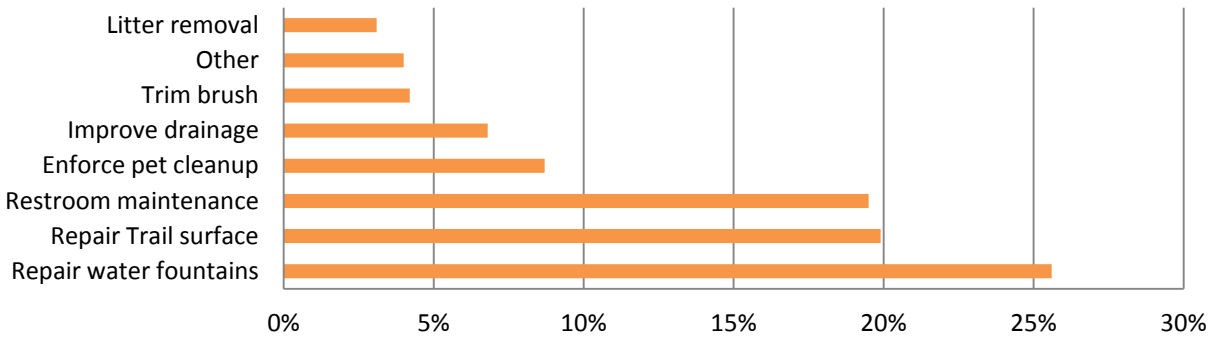
Comparison to previous surveys:

	Heron Creek Survey* (2013)	McCombs * (2011)	PARD (2003)
Running	79.1%	88% (run/walk)	50.4%
Walking	44.5%	N/A	31.2%
Dog Walking	20.8%	24%	6.4%
Biking	14.8%	27%	8.0%
Nature Walking	9.2%	9%	1.0%
Socializing	7.8%	11%	1.1%
Transportation	6.6%	N/A	0.1%
River Use	5.8%	13%	N/A

* totals add up to more than 100% as multiple responses were possible.

Which of the following maintenance suggestions do you feel is the most important?

Maintenance Suggestions



	Repair water fountains	Repair Trail surface	Restroom maintenance	Enforce pet cleanup	Improve drainage	Trim brush	Other	Litter removal
■ suggestion	25.6%	19.9%	19.5%	8.7%	6.8%	4.2%	4.0%	3.1%

Comparison to previous surveys:

	Heron Creek Survey* (2013)	McCombs * (2011)	PARD (2003)
Other	4.0%	N/A	18%
Litter Removal	3.1%	N/A	9%
Trim Brush	4.2%	N/A	10%
Improve Drainage	6.8%	N/A	6%
Enforce Pet Cleanup	8.7%	N/A	20%
Maintain Restrooms	19.5%	N/A	7%
Repair Trail Surface	19.9%	N/A	21%
Repair Water Fountains	25.6%	N/A	9%

Other responses included:

- All of the above
- Better wayfinding
- Better Lighting
- Graffiti abatement
- Working pet fountains