

Holly Project Public Input Survey

Survey Period: May 2019 - August 2019

246

Total Responses

Summary of Findings

Describe the activity that best describes your relationship to the Holly Project area:

Out of 246 respondents, the top three selections participants used to characterize their relationship to the Holly Project area were:

- Trail users – 77%
- Park visitors – 57%
- Neighbors – 49%

How often do you visit or otherwise use the Holly Project area?

Over 56% of survey respondents were regular users of the project site, visiting it a minimum of one time per week. 22% of the 56% visited the site between two and four times weekly, 14% visited more than five times per week.

What would you like to do more of at the Holly Project area?

The three top activities that were almost equally selected by the participants were 1) going for a stroll, 2) biking and running, and 3) watching wildlife, each receiving over 60% of the responses. Time spent at the site with friends and family also ranked high, while one-quarter of the respondents desired greater use for water activities such as boating.

Are there specific concerns or areas that you feel should be considered in the planning to improve ADA accessibility?

More than half of the respondents felt the Ann and Roy Butler Hike and Bike Trail realignment and improved access to the waterfront were equally important areas for improvement. 15% indicated access to the parking lot as important.

Summary of Findings

What would enhance security or safety?

More than half of participants felt improved lighting would make the park feel safer, while 20% felt management and maintenance of the vegetation would improve visibility.

Are there any existing challenges/obstacles that prevent you from accessing the water?

Participants identified a lack of existing ramps, pathways that provided access to the water or were wheelchair accessible. Erosion, steep slopes and banks at the water's edge and vegetation overgrowth were additional concerns expressed.

What improvement would you like to see that could enhance/improve your access to the water?

A pattern that surfaced in the open-ended comments identified an interest in increasing boat access with a dock, boat ramp, and fishing pier. In addition to improving the trail access and shoreline improvements, seating by the water with views was also of noted.

Do you have any concerns about the current vegetation at the Holly Project area, and what would you like to see improved?

Participants frequently expressed concern about the impact of invasive plant species, lack of overall maintenance and the effect erosion is having on wildlife habitat at the shoreline.

There's interest in greater use of native plants that are draught tolerant, provide shade, bloom, and support a healthy habitat for birds, fish and other wildlife.

Summary of Findings

Should the Holly Project area's proximity to the adjacent baseball fields be considered in the design? If so, what changes would you like to see that would enhance your experience?

Based on the responses, there does not appear to be a strong relationship between the ball fields and the project site regarding use. Those who did comment supported improvements that related to pedestrian-scale lighting, ADA pathway connectivity, and overall maintenance.

What elements (if any) would you like to see incorporated into the design to recognize the area's cultural history, the Tejano Music Legends Trail, or a connection between the Holly Project area and the Emma S. Barrientos Mexican American Cultural Arts Center (ESB-MACC)?

Over two-thirds of respondents are interested in an art installation, while close to half indicated a desire for some kind of wayfinding signage or historical plaque that is reflective of the area's cultural history.

Summary of Findings

Are there any other comments you'd like to share regarding the design of the Holly Project area?

(Sampling of comments received)

"Again, more access but keep as wild as possible. I love the wildflowers and trees."

"Please make an ecologically minded area where people can enjoy peaceful and uncrowded areas for wildlife watching and relaxing."

"Keep the culture in the design."

"Again, please retain the wildness of this area. The ball fields are already enough civilization for this precious piece of shoreline. Leave it in a natural state with just a trail. That is all we need rather than some big paved, boat area or party area. There are plenty of open spaces already for picnics in this area."

"I don't want to see facilities created for large events or large vendors to sell products. For any concessions, local sourcing should be given preference. I don't want another Zilker Park."

"Keep it simple. Let nature speak for itself."

Key Public Engagement Events & Activities*

April 29

East Town Lake Citizens
Neighborhood Association
Meeting
6:00 to 8:00 PM

May 18

Project Kick-off Event
Camacho Activity Center
9:00 to 12:00 PM

June 8

Public Open House
Camacho Activity Center
10:00 to 12:00 PM

June 12

Group Presentation
Festival Beach Community
Garden
Terrazas Branch Library
6:00 to 8:00 PM

June 13

Group Presentation
Rebekah Baines Johnson Center
(RBJ Center)
3:00 to 4:00 PM

June 15

Holly Project Tabling/Intercepts
Butler Hike-and-Bike Trail
8:00 to 10:00 AM

June 19

Group Presentation
East Cesar Chavez Neighborhood
Contact Team
Terrazas Branch Library
6:00 to 8:30 PM

August 1

East Town Lake Citizens
Neighborhood Association
Meeting
5:30 to 7:30 PM

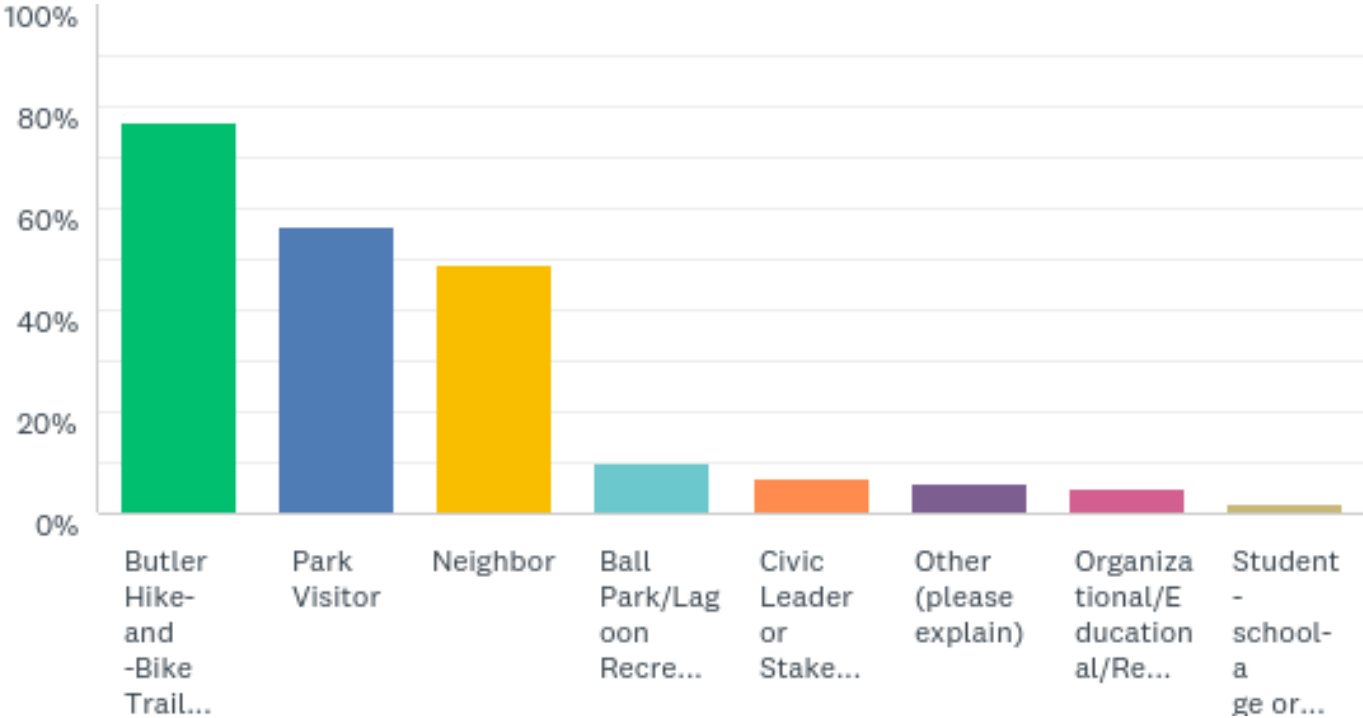
September 21

Hispanic Heritage Month
Cepeda Branch Library/Parque
Zaragoza Recreation Center
10:00 to 1:00 PM

** Represents a partial list of the key activities and meetings with the community.*

Q1: What best describes your activity related to the Holly Project area? Please check all that apply.

Answered: 246 Skipped: 1



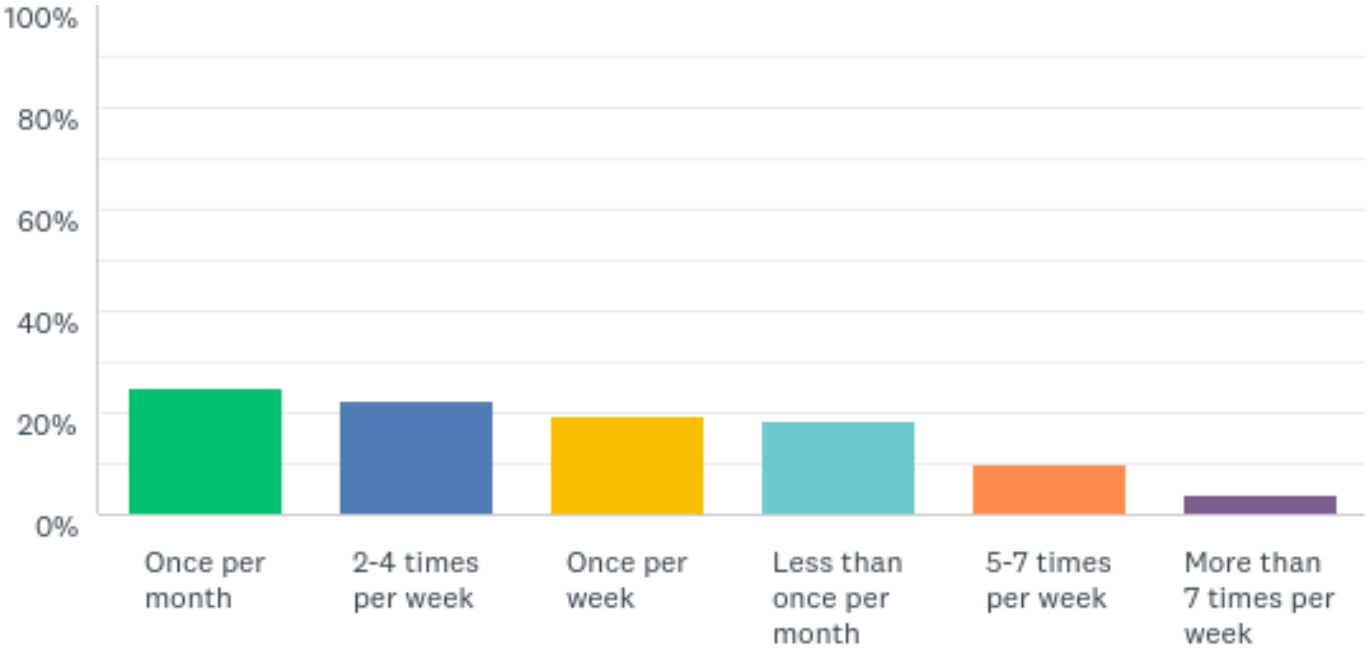
Q1: What best describes your activity related to the Holly Project area? Please check all that apply.

Answered: 246 Skipped: 1

ANSWER CHOICES	RESPONSES	
Butler Hike-and-Bike Trail User	77.24%	190
Park Visitor	56.50%	139
Neighbor	48.78%	120
Ball Park/Lagoon Recreational User	10.16%	25
Civic Leader or Stakeholder - Board Member/staff/committee appointee	6.91%	17
Other (please explain)	6.10%	15
Organizational/Educational/Recreational Program Coordinator	4.88%	12
Student - school-age or programming	2.03%	5
Total Respondents: 246		

Q2: How often do you visit or otherwise use the Holly Project area?

Answered: 246 Skipped: 1



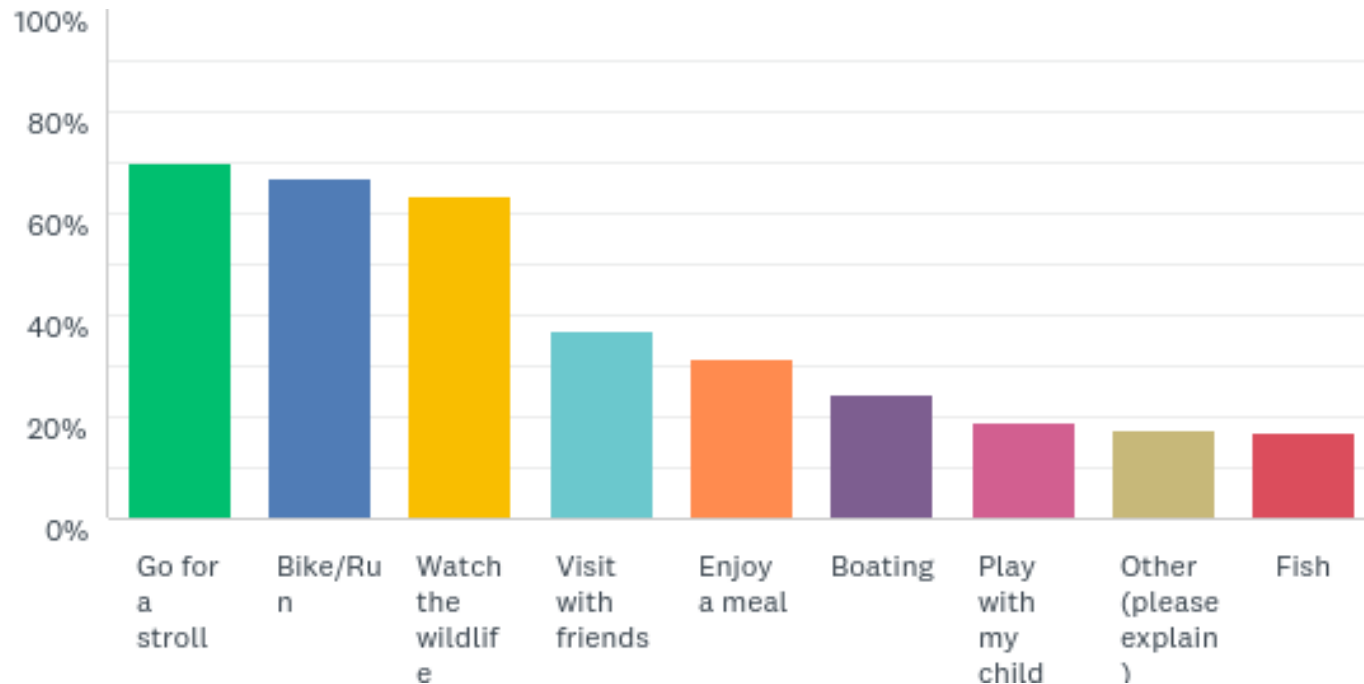
Q2: How often do you visit or otherwise use the Holly Project area?

Answered: 246 Skipped: 1

ANSWER CHOICES	RESPONSES	
Once per month	25.20%	62
2-4 times per week	22.36%	55
Once per week	19.51%	48
Less than once per month	18.70%	46
5-7 times per week	10.16%	25
More than 7 times per week	4.07%	10
TOTAL		246

Q3: Uses - What would you like to do more of at the Holly Project area? Select one or more as appropriate.

Answered: 235 Skipped: 12



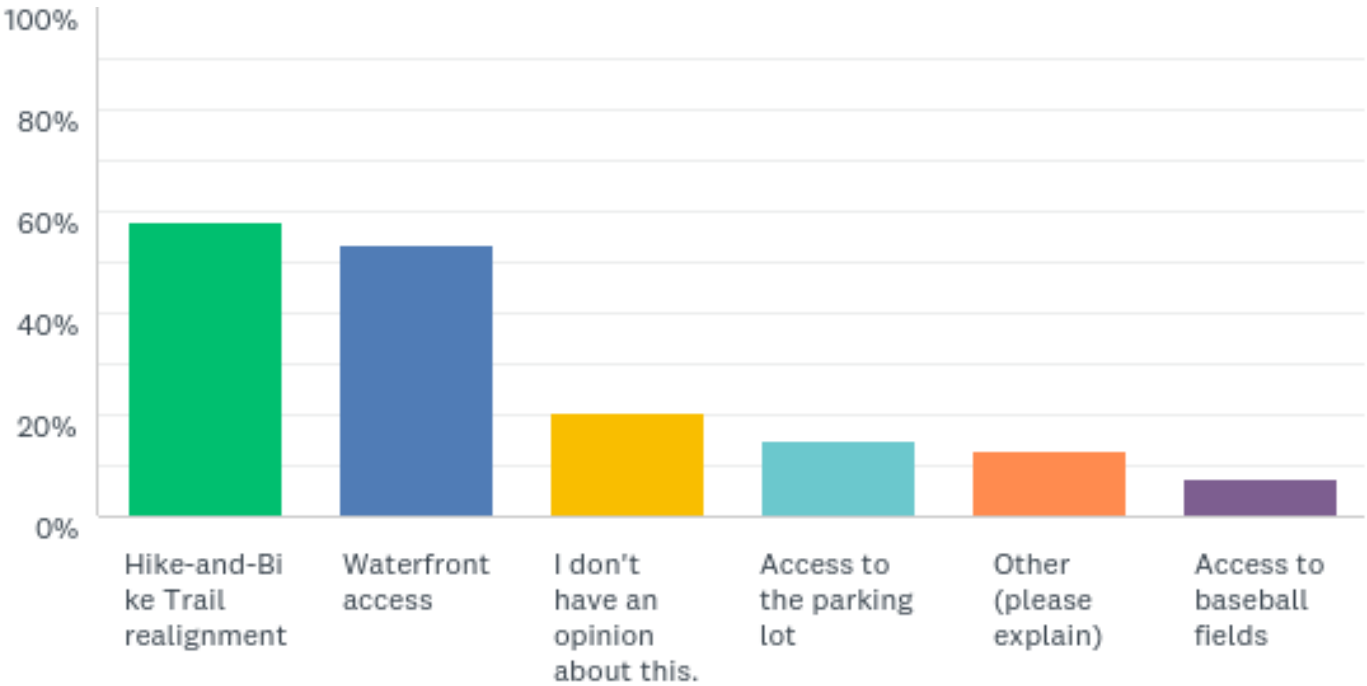
Q3: Uses - What would you like to do more of at the Holly Project area? Select one or more as appropriate.

Answered: 235 Skipped: 12

ANSWER CHOICES	RESPONSES	
Go for a stroll	69.79%	164
Bike/Run	67.23%	158
Watch the wildlife	63.40%	149
Visit with friends	37.02%	87
Enjoy a meal	31.49%	74
Boating	24.26%	57
Play with my child	19.15%	45
Other (please explain)	17.45%	41
Fish	17.02%	40
Total Respondents: 235		

Q4: Uses - This project will work to make the Holly Project area and the trail more accessible and compliant with the American Disabilities Act (ADA) guidelines. Are there specific concerns or areas that you feel should be considered in this planning?

Answered: 232 Skipped: 15



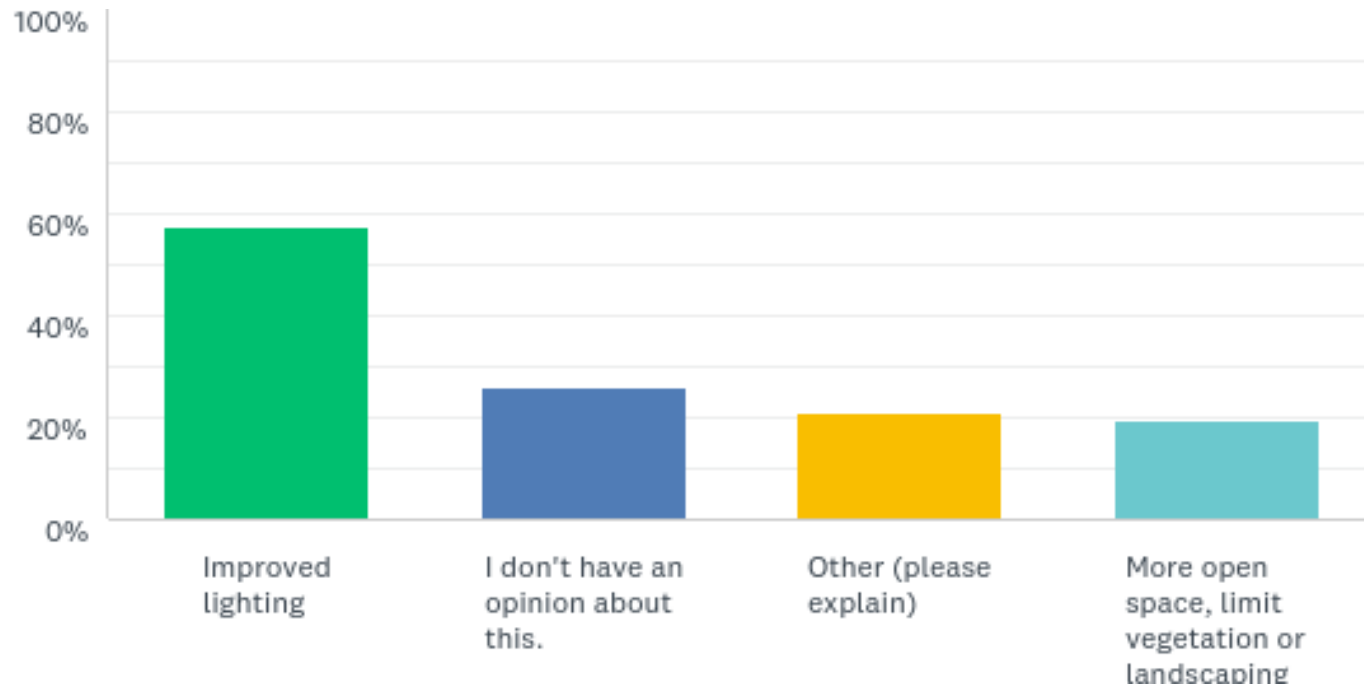
Q4: Uses - This project will work to make the Holly Project area and the trail more accessible and compliant with the American Disabilities Act (ADA) guidelines. Are there specific concerns or areas that you feel should be considered in this planning?

Answered: 232 Skipped: 15

ANSWER CHOICES	RESPONSES	
Hike-and-Bike Trail realignment	58.19%	135
Waterfront access	53.45%	124
I don't have an opinion about this.	20.69%	48
Access to the parking lot	15.09%	35
Other (please explain)	12.93%	30
Access to baseball fields	7.33%	17
Total Respondents: 232		

Q5: Uses - Are there any improvements that could enhance security or otherwise make you feel more at ease regarding safety? Select one or more and explain.

Answered: 227 Skipped: 20



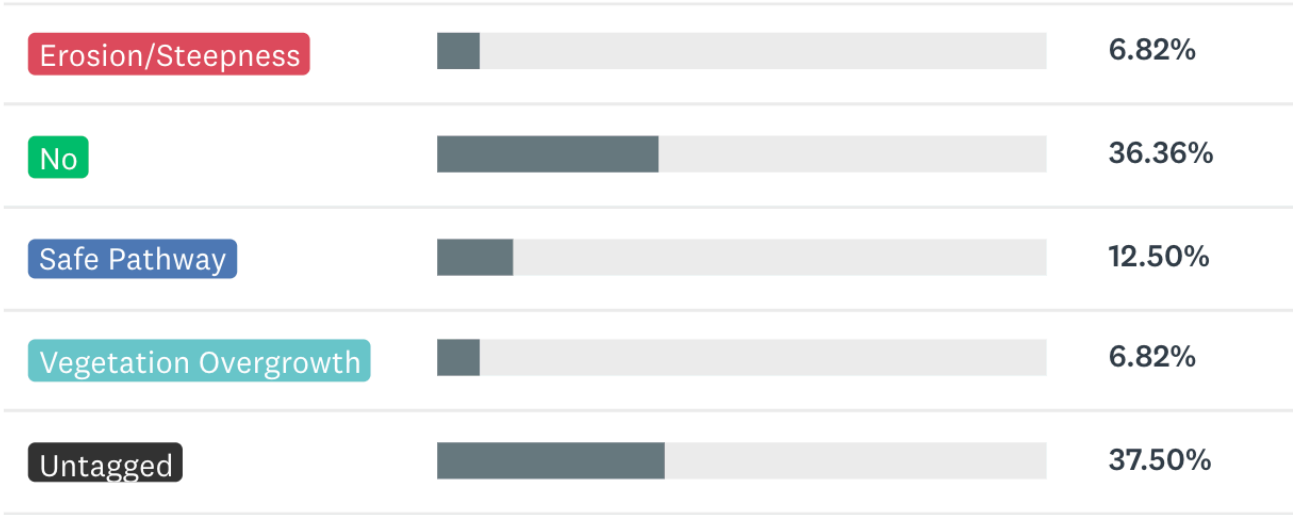
Q5: Uses - Are there any improvements that could enhance security or otherwise make you feel more at ease regarding safety? Select one or more and explain.

Answered: 227 Skipped: 20

ANSWER CHOICES	RESPONSES	
Improved lighting	57.27%	130
I don't have an opinion about this.	25.99%	59
Other (please explain)	21.15%	48
More open space, limit vegetation or landscaping	19.38%	44
Total Respondents: 227		

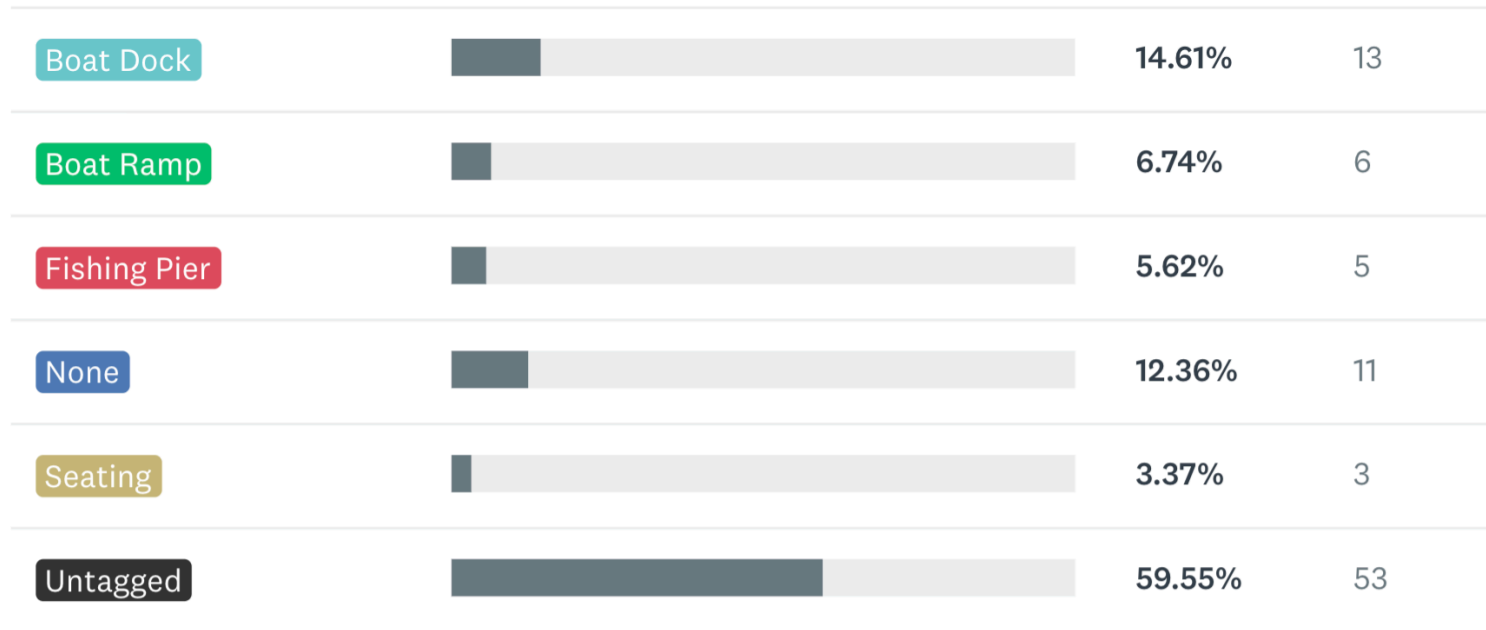
Q6: Are there any existing challenges/obstacles that prevent you from accessing the water?

Answered: 88 Skipped: 159



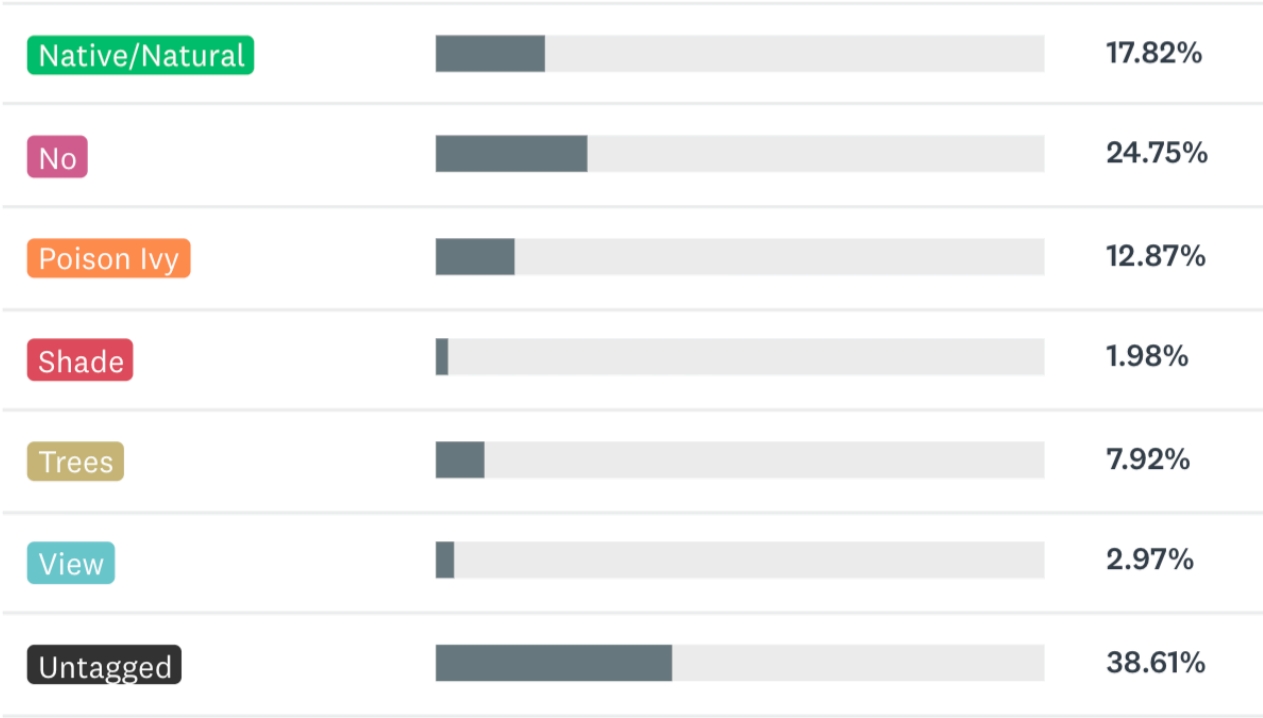
Q7: What improvement would like to see that could enhance/improve your access to the water?

Answered: 89 Skipped: 158



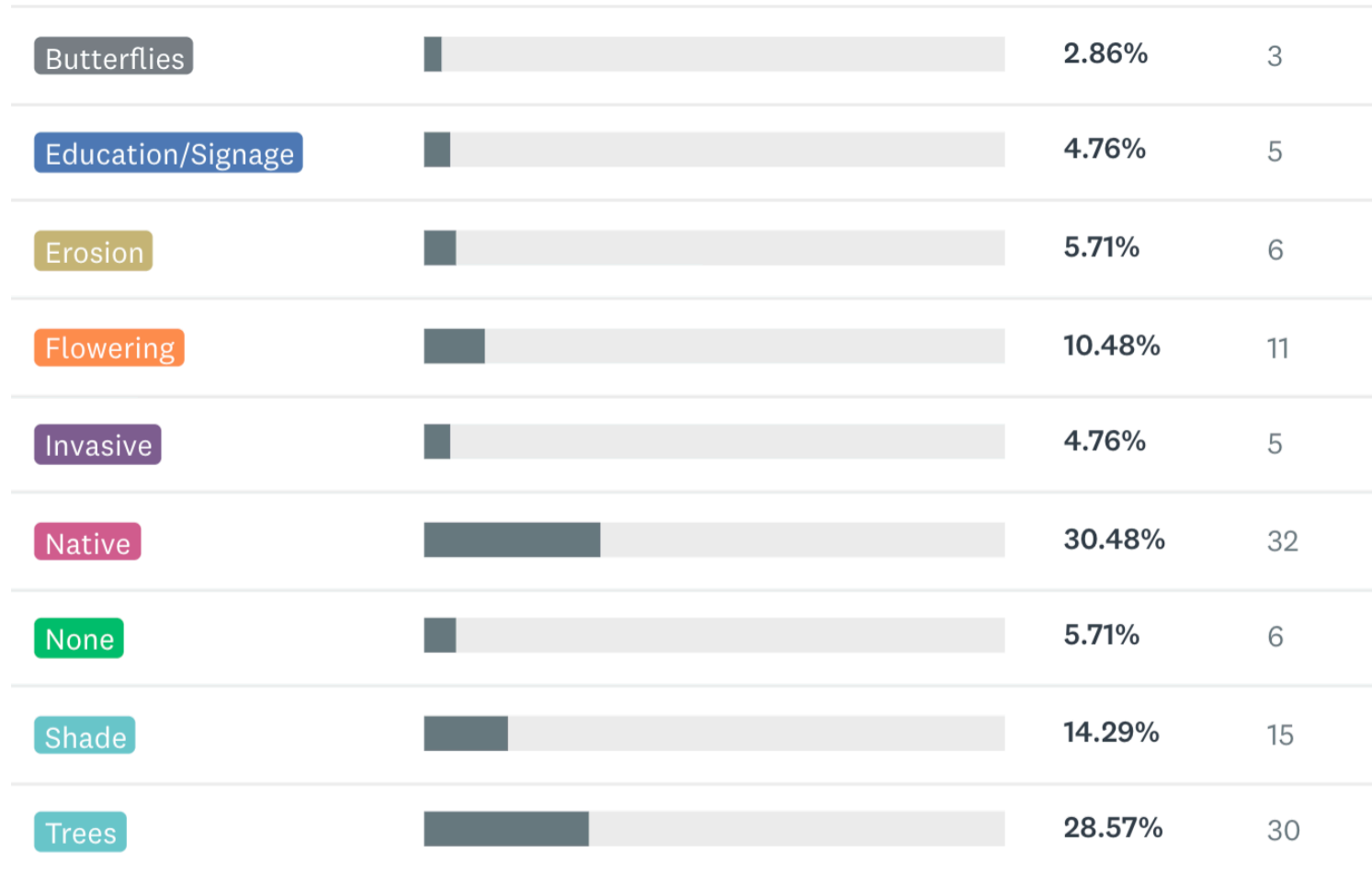
Q8: Do you have any concerns about the current vegetation at the Holly Project area?

Answered: 101 Skipped: 146



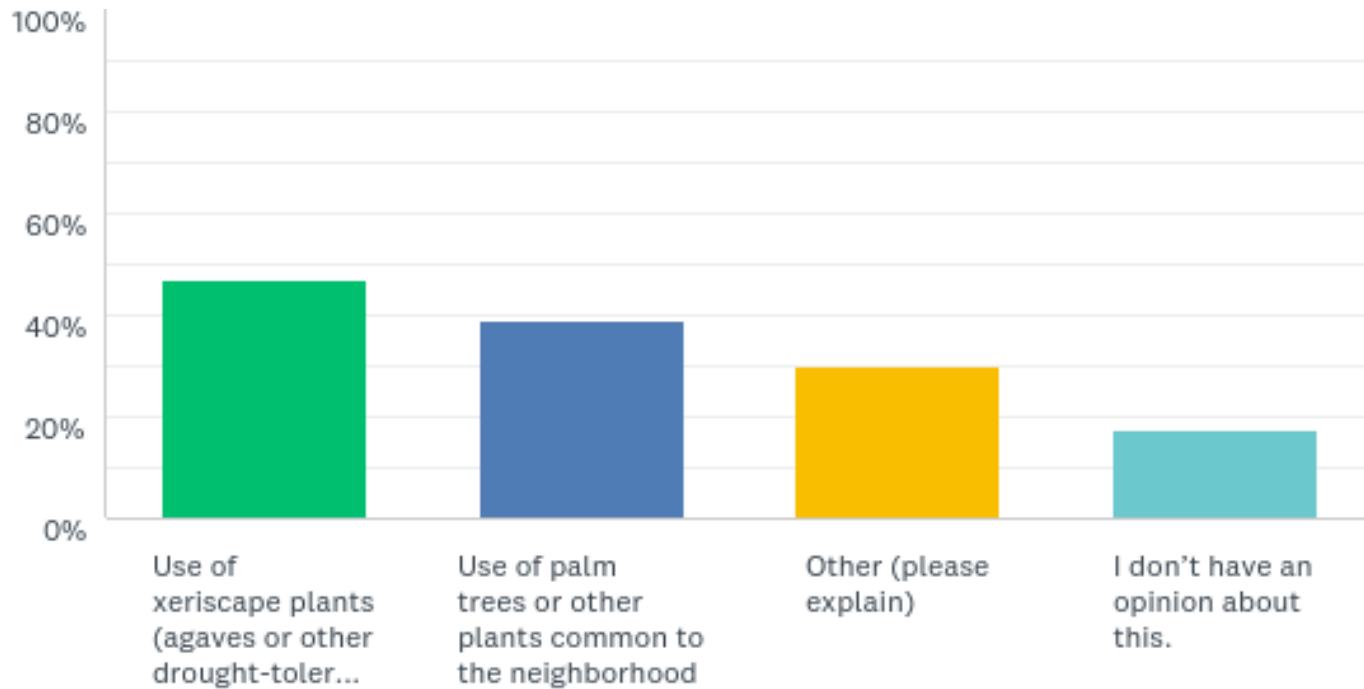
Q9: What types of improvements to vegetation or plants would you like to see?

Answered: 105 Skipped: 142



Q10: Are there specific types of plants you'd like to see used in the landscaping?

Answered: 206 Skipped: 41



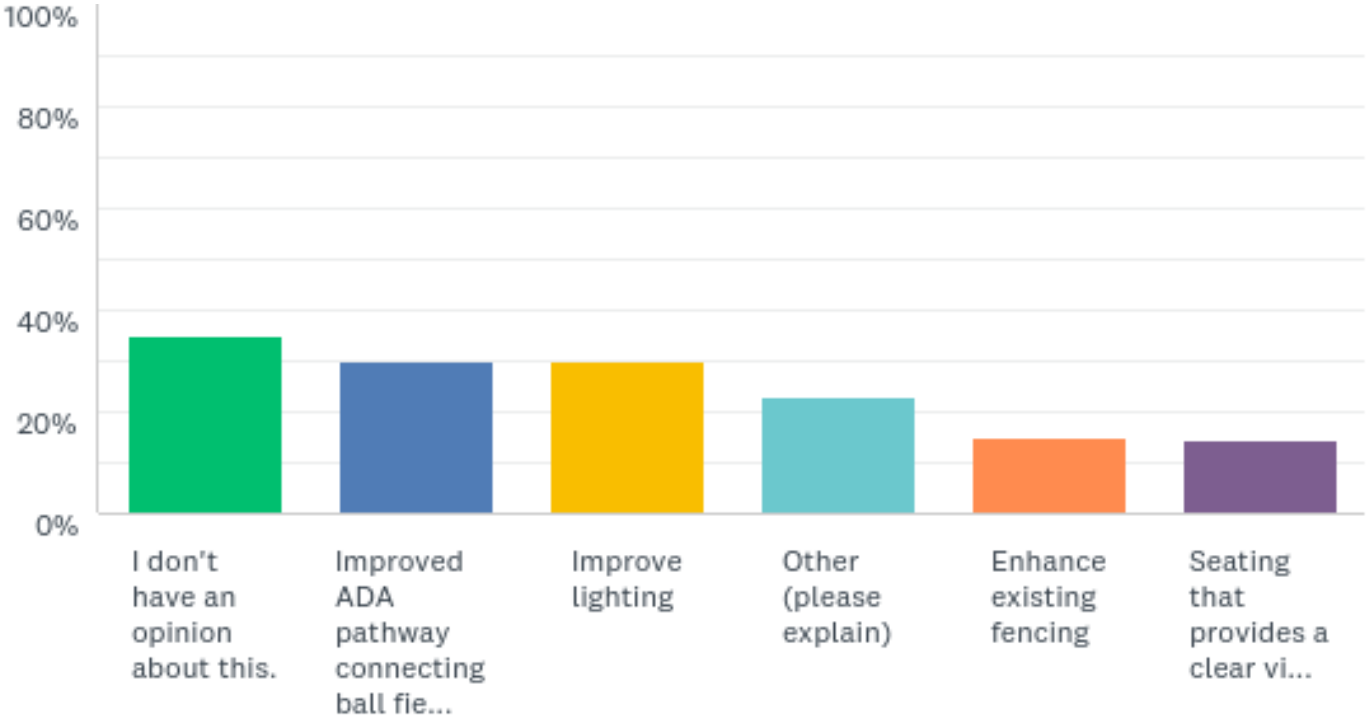
Q10: Are there specific types of plants you'd like to see used in the landscaping?

Answered: 206 Skipped: 41

ANSWER CHOICES	RESPONSES	
Use of xeriscape plants (agaves or other drought-tolerant)	47.09%	97
Use of palm trees or other plants common to the neighborhood	38.83%	80
Other (please explain)	30.10%	62
I don't have an opinion about this.	17.48%	36
Total Respondents: 206		

Q11: Should the Holly Project area’s proximity to the adjacent baseball fields be considered in the design? If so, what changes would you like to see that would enhance your experience?

Answered: 205 Skipped: 42



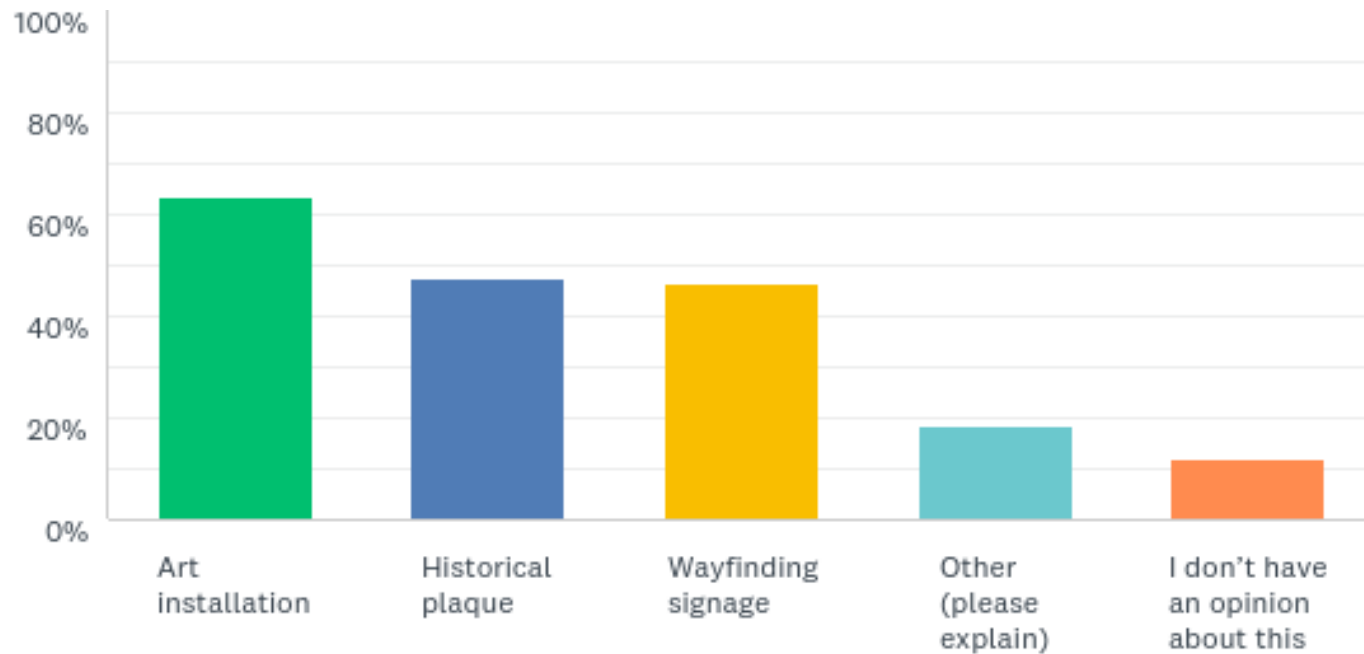
Q11: Should the Holly Project area's proximity to the adjacent baseball fields be considered in the design? If so, what changes would you like to see that would enhance your experience?

Answered: 205 Skipped: 42

ANSWER CHOICES	RESPONSES	
I don't have an opinion about this.	35.12%	72
Improved ADA pathway connecting ball field to Holly Point	30.24%	62
Improve lighting	29.76%	61
Other (please explain)	22.93%	47
Enhance existing fencing	15.12%	31
Seating that provides a clear view of the ball field	14.63%	30
Total Respondents: 205		

Q12: What elements (if any) would you like to see incorporated into the design to recognize the area's cultural history, the Tejano Music Legends Trail, or a connection between the Holly Project area and the Emma S. Barrientos Mexican American Cultural Arts Center (ESB-MACC)?

Answered: 212 Skipped: 35



Q12: What elements (if any) would you like to see incorporated into the design to recognize the area's cultural history, the Tejano Music Legends Trail, or a connection between the Holly Project area and the Emma S. Barrientos Mexican American Cultural Arts Center (ESB-MACC)?

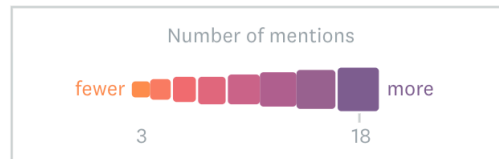
Answered: 212 Skipped: 35

ANSWER CHOICES	RESPONSES	
Art installation	63.68%	135
Historical plaque	47.64%	101
Wayfinding signage	46.70%	99
Other (please explain)	18.40%	39
I don't have an opinion about this	11.79%	25
Total Respondents: 212		

Q13: Are there any other comments you'd like to share regarding the design of the Holly Project area?

Answered: 60 Skipped: 187

Keep side better Please make use close park lot trail need area
hike bike trail make improve water Holly Point Please go people
neighborhood



Omitted from report

Q14: Name (first and last)

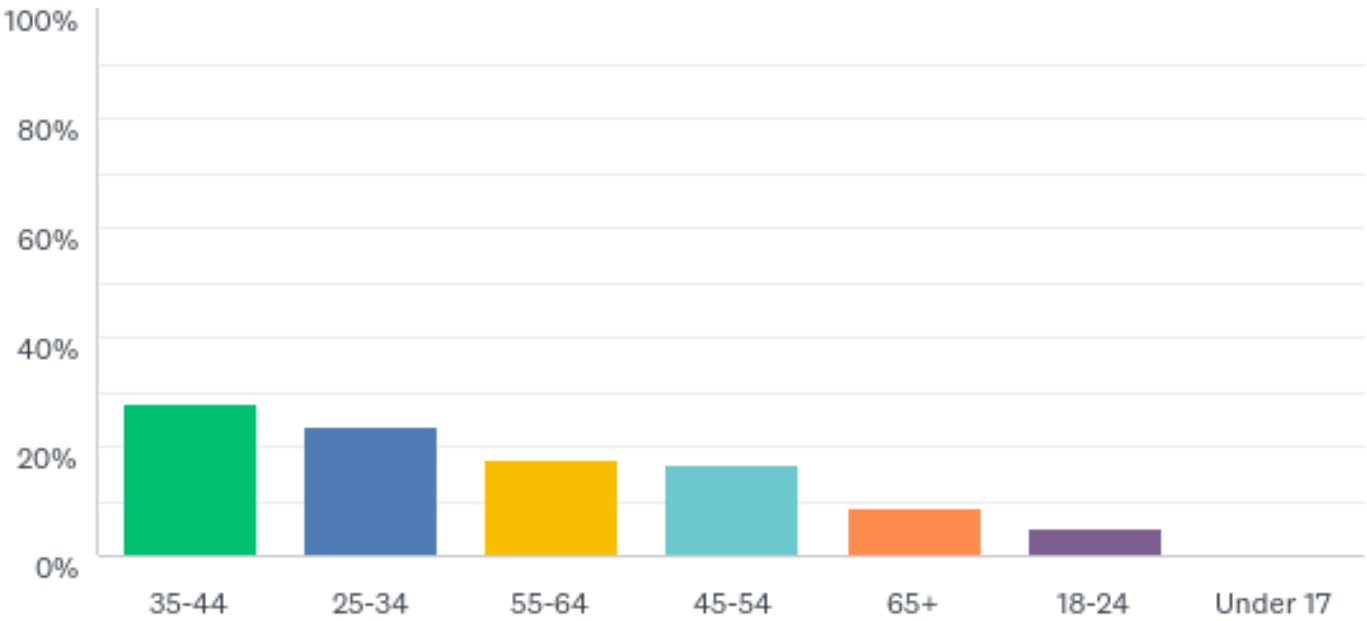
Answered: 211 Skipped: 36

Q15: At what email address would you like to be contacted?

Answered: 152 Skipped: 95

Q16: Age Group (Optional)

Answered: 203 Skipped: 44



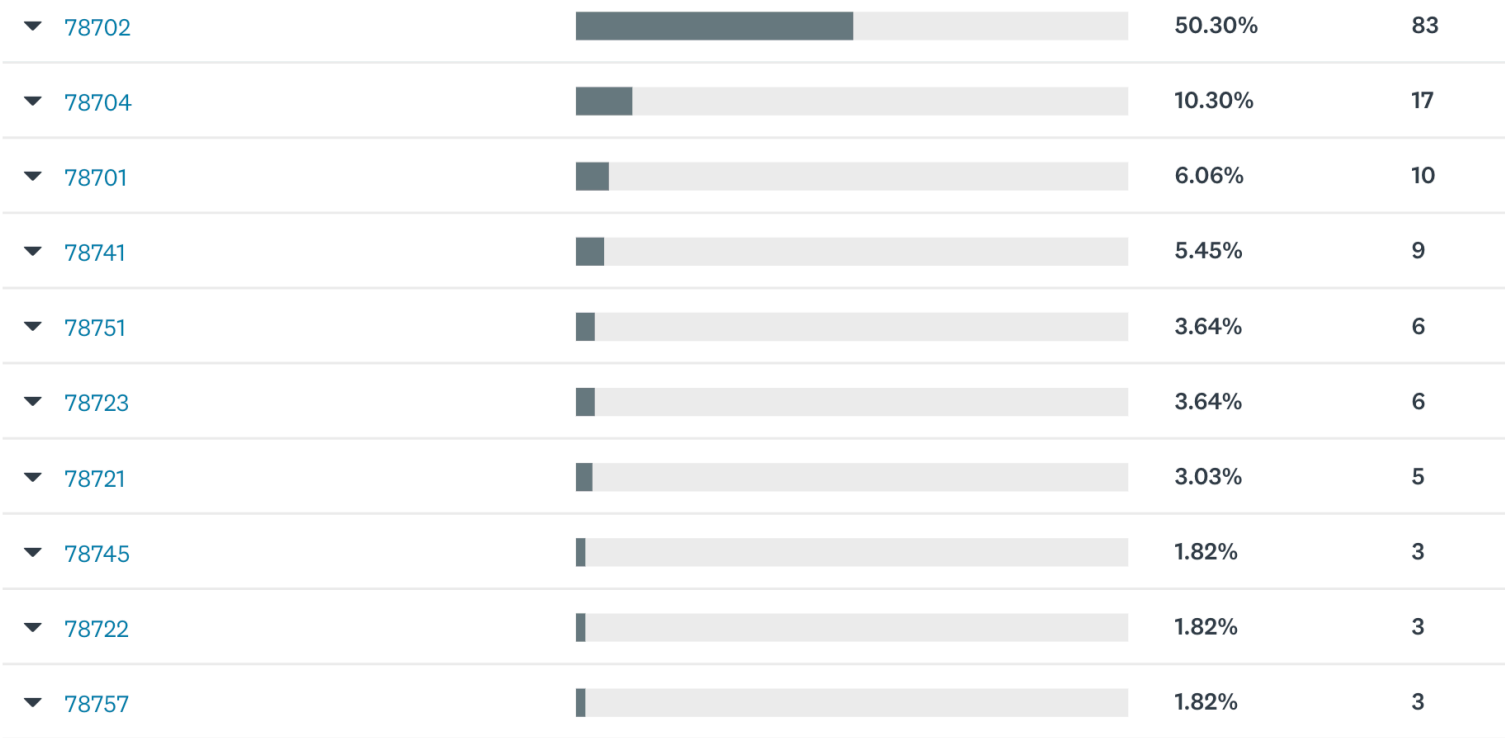
Q16: Age Group (Optional)

Answered: 203 Skipped: 44

ANSWER CHOICES	RESPONSES	
35-44	28.08%	57
25-34	23.65%	48
55-64	17.73%	36
45-54	16.75%	34
65+	8.87%	18
18-24	4.93%	10
Under 17	0.00%	0
TOTAL		203

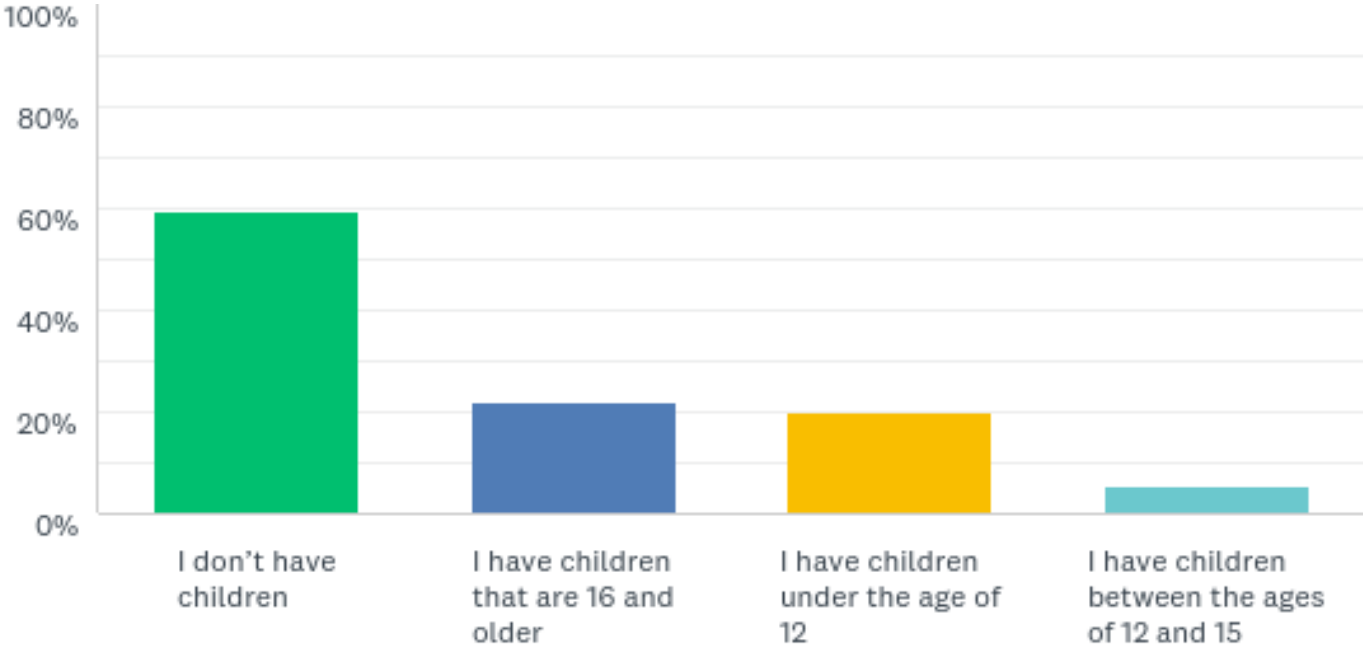
Q17: Home Zip Code (Optional)

Answered: 165 Skipped: 82



Q18: Parenting Status (Optional - check all that apply)

Answered: 185 Skipped: 62



Q18: Parenting Status (Optional - check all that apply)

Answered: 185 Skipped: 62

ANSWER CHOICES	RESPONSES	
I don't have children	59.46%	110
I have children that are 16 and older	22.16%	41
I have children under the age of 12	20.00%	37
I have children between the ages of 12 and 15	5.41%	10
Total Respondents: 185		