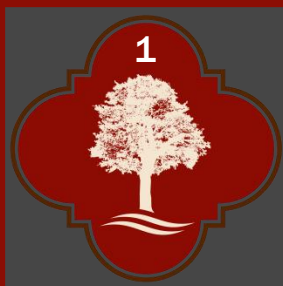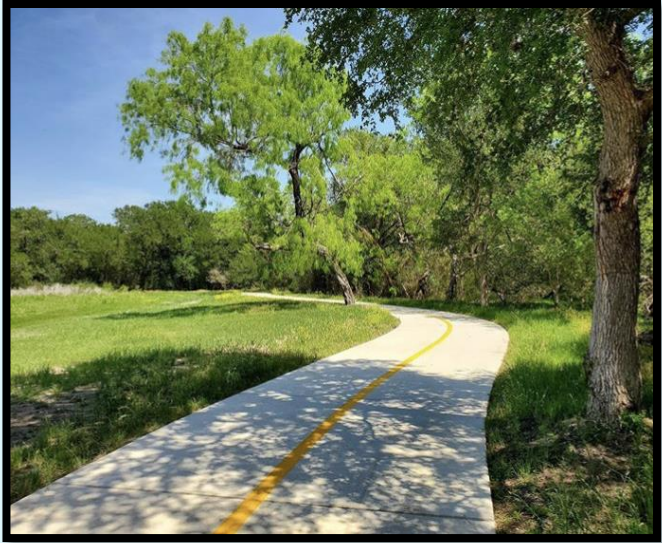# HOWARD W. PEAK GREENWAY TRAIL USE SURVEY RESULTS

Connie Swann

Marketing Manager

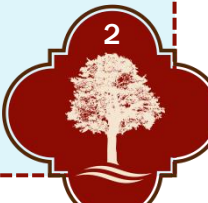# HOWARD W. PEAK GREENWAY TRAIL SYSTEM

Funding Through Voter Approved
2015 Sales Tax Initiative (Proposition 2)

- 82 Miles Completed
- 15 Miles Under Construction
- 17 Miles in Planning and Design

*As of April 2021

Community **Growth** = **Growth** in Trail Use

GREENWAY TRAIL SURVEY

Purpose

- Invited the public to share their feedback, find out what they know about the trail system and their experiences.

- Information will help guide Park project priorities including enhancements to existing trail segments.

Timeline

- Open: November 16, 2020
- Closed: January 18, 2021
- Audience: Citywide
- 3,638 Total Responses
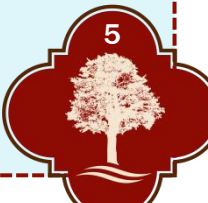
SURVEY DISTRIBUTION & OUTREACH

- SASpeakUp.com

- Parks and Recreation Department Website

- 9 Community Centers & 2 Senior Food Sites
  (Print + QR Code)

- On-site Signage at all Trailheads
  (QR Code)

- Email Distribution
  (Direct Links to Survey)

- Park Stewardship Outreach
  (iPads, QR Code)

4
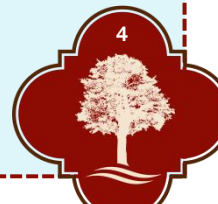
SURVEY DISTRIBUTION & OUTREACH

- Organic Reach
- 4 Paid Advertising Campaigns
  - Citywide (English/Spanish)
  - Targeted Zip Codes (English/Spanish)

DEMOGRAPHICS

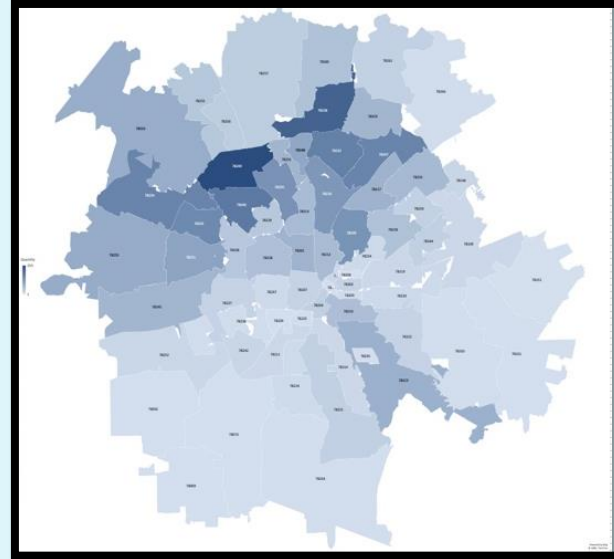## AGE RANGE
35-44 (25%)
45-54 (23%)

GENDER
Male (54%)
Female (44%)

Top Zip Codes
- 78249
- 78258
- 78240
- 78232
- 78247
- 78254
- 78250
- 78230
- 78209
- 78216

Darkest shaded areas on map indicate higher number of respondents from specific zip codes.

Lighter shaded areas on map indicate lowest number of respondents from specific zip codes.

TRAIL USE

Frequency of Use
- Weekly (57%)
- Monthly (21%)
- Daily (15%)

Primary Trail Use
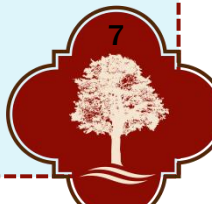- Bike/Cycle (50%)
- Walk (23%)
- Run (17%)

Transportation to Trails
- Car (68%)
- Bicycle (19%)

Most Used Segments
- Salado Creek Greenway (70%)
- Leon Creek Greenway (63%)

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TRAIL USE

Average Walk/Run Distance per Visit
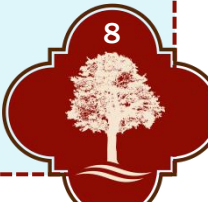- 2-5 miles (43%)
- 0-2 miles (28%)

Average Cycling Distance per Visit
- Over 20 miles (21%)
- 10-15 miles (19%)
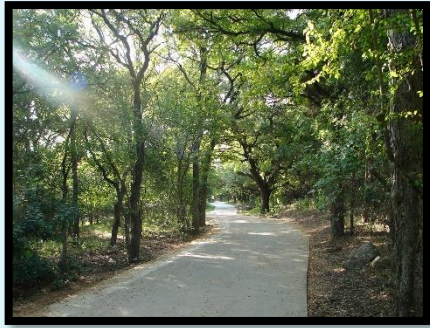- 0-2 miles (19%)
- 5-10 miles (16%)

Most Popular Times
- Weekends Morning
- Weekends Afternoon
- Weekdays Afternoon

TRAIL USE

Top 5 Reasons for Trail Use
- Exercise
- Enjoy Nature
- Safer than walking/biking on street
- Offers long distance walking/biking
- Recreation

Top 5 Reasons Preventing Trail Use
- Lack of amenities such as water, lighting, and restrooms
- Too many users on the trail
- Too many gaps in the trail system
- Too far from where I live
- Lack of knowledge about the trails

PROJECTS & INTERESTS
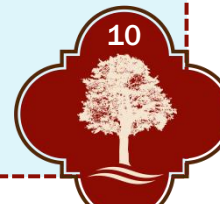
New Trail Project Priorities
- Complete the segments
- More trail connections to neighborhoods and destinations
- Wider trails
- More beautification of existing trails and trailheads

Trail Use Before Sunset and After Sunset (Requiring Lighting)
- Very interested (38%)
- Not interested (35%)
- Somewhat interested (27%)

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AMENITIES

Top 5 Amenities Used

- Water Fountain
- Signage
- Portable Toilets
- Wayfinding Signage
- Benches

Desired Amenities Ranked

- Shade Structures
- Wayfinding Signage
- Benches
- Tree Plantings
- Lighting

FUTURE PLANNING

- Over 70% of respondents support a greenway trail connection in their neighborhood.

- Over 80% of respondents indicated that future planning of trails should consider commuter use.

SAFETY

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Respondents scored safety on the trail a 4.

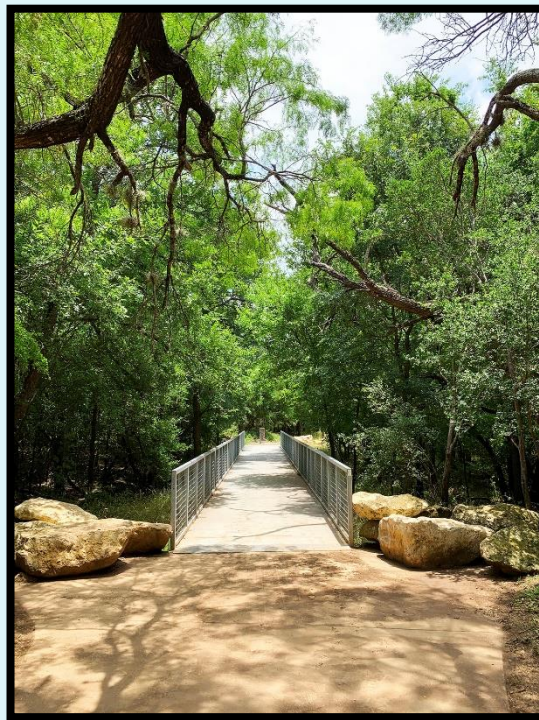1 = Least Safe, 5 = Safest

Top Safety Concerns

- Personal Safety
- Visibility
- Crime/Theft
- Careless Users
- Crowds/Traffic

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ADDITIONAL FEEDBACK

Top 5 Comments/Suggestions
- Kudos
- Connections/Expansion
- Trail Enhancements
- Safety
- Accessibility

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"

The greenways are one of the best investments that the City of SA has ever made. I see a lot of people use them - especially families with younger children.

Thank you for this resource. As a Senior Citizen, I have discovered a wonderful asset to my life by enjoying the ability to get exercise and enjoy nature. It is among the top 3 things in my life.

"

HOWARD W. PEAK GREENWAY TRAIL USE SURVEY RESULTS

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