



City of San Antonio

Agenda Memorandum

File Number:21-3141

Agenda Item Number: 6.

Agenda Date: 4/22/2021

In Control: Community Health and Equity Committee

DEPARTMENT: Parks and Recreation

DEPARTMENT HEAD: Homer Garcia III, Director

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Briefing on the Howard W. Peak Greenway Trails System Survey Results

SUMMARY:

Briefing on the Howard W. Peak Greenway Trails System Survey Results

BACKGROUND INFORMATION:

The Howard W. Peak Greenway Trails System has been funded through the voter approved sales tax initiative from 2000-2015. Currently, the trail system consists of 82 miles of completed paved trails, with 15 miles under construction and an additional 14 miles in design. As San Antonio and surrounding areas have seen growth, there's been a commensurate increase in trail use as well.

The City of San Antonio's Parks and Recreation Department sought public feedback regarding the Howard W. Peak Greenway Trails System for the purpose of learning more about the community's knowledge of the trail system; trail use habits and experiences; and informing future investments including enhancements to existing trails and prioritizing growth.

Public outreach varied and included a homepage banner on the Department's website; posting the survey on the City's SASpeakUp website; and signage with a QR code at various trailheads, 9 community centers, and 2 senior food sites. Email distribution included stakeholder outreach to all 10 City Council District Offices, park volunteers, Parks and Recreation Advisory Board and Linear Creekway Parks Advisory Board members, partner organizations such as the San Antonio Parks Foundation, South Texas Off Road Mountain-Bikers, and

more. Digital and print versions of the survey were available in Spanish and English. The Park Stewardship team also performed direct outreach at parks and trails.

Social media promotion included Facebook, Instagram, Twitter, and NextDoor. Four paid advertising campaigns included citywide outreach and a targeted zip code campaign for the zip codes with the lowest number of respondents. These ads were done in English and Spanish as well.

After briefing the Community Health and Equity Committee, Parks and Recreation will post the results on the Department's website for public access. Parks and Recreation will continue to accept feedback from the community regarding the Howard W. Peak Greenway Trails System in an effort to continuously improve service delivery to the public.

ISSUE:

This briefing highlights the results of the Howard W. Peak Greenway Trails System survey.

ALTERNATIVES:

This item is for briefing purposes only.

FISCAL IMPACT:

This item is for briefing purposes only.

RECOMMENDATION:

This item is for briefing purposes only.