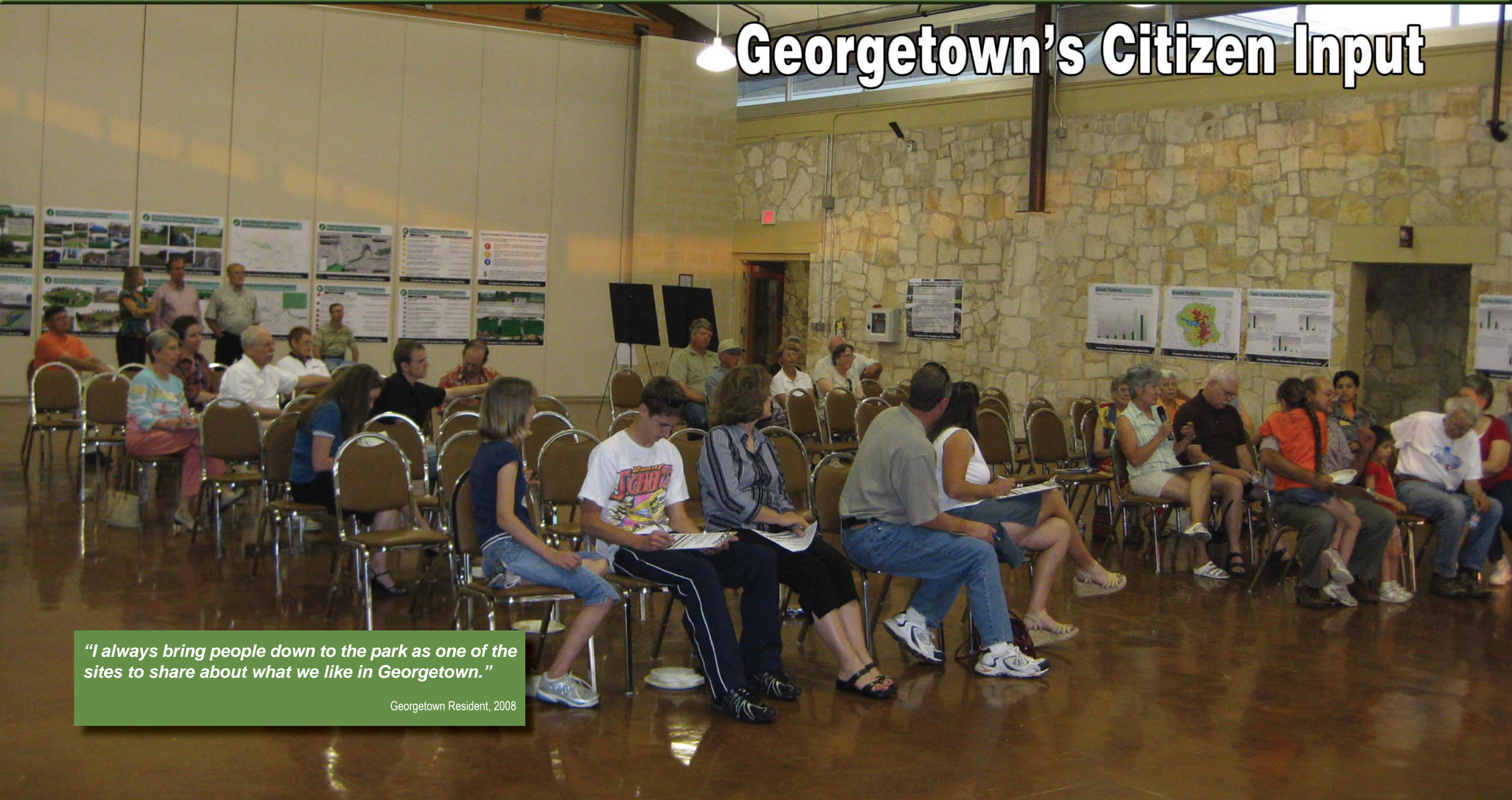


Chapter 5

Georgetown's Citizen Input



"I always bring people down to the park as one of the sites to share about what we like in Georgetown."

Georgetown Resident, 2008

Public Input - Introduction

Citizen input is a critical part of any planning process. Public entities work for their citizens by managing and providing the types of facilities that the residents and taxpayers of the community want to have. In essence, our citizens are our “customers” and it is the city’s responsibility to provide what our customers seek. In the parks planning process, citizen input helps identify what types of existing facilities are being used, where key deficiencies may occur, and where the citizens of Georgetown would like to see their funding targeted. This input also can be compared to input received from other cities in Central Texas and nearby regions of the country, so that long term trends can be identified. In essence, the residents of a community determine what they want to have in their city through their current use of those facilities and through their comments and input.

This master plan incorporates an extensive amount of public input, utilizing several alternative methods. By using these methods of public input, feedback from many varying parts of the community were received, leading to a broader consensus on the direction that the master plan should take. The multiple methods that were used to generate citizen input during the planning process include:

- A citywide statistically valid citizen telephone survey
- An online survey
- Surveys distributed to the young residents of Georgetown in the Georgetown Independent School District
- Interviews with key stakeholders, staff, and elected officials of the City
- Presentations to the Parks and Recreation Advisory Board
- Citywide public meetings and hearings
- Workshops with the City Council

Citizen Telephone Survey

Why use a Citizen Survey - A citizen survey was conducted as part of the parks planning process. The survey was designed to examine residents’ participation in recreational activities; it also helped to assess recreational needs in Georgetown. The survey allows elected officials and city staff to better understand the recreational needs and desires of its citizenry. The survey was conducted by a professional public input firm with extensive experience in recreation attitude surveys.

Survey Methodology - Residents in each sector of the city were contacted by telephone and asked to participate in taking this survey. The survey used telephone contacts rather than a mail out format so as to ensure that the results are unbiased and statistically relevant. The contact time for each survey lasted approximately 10 to 15 minutes. A total of 401 surveys were completed, resulting in a statistically valid sampling with a 95% confidence level. The confidence level indicates that on any given question, the responses received reflect the way most residents of Georgetown would respond to the same question within a 5% margin of error.

Location of Responders - to help identify needs in different parts of the city, Georgetown was divided into four sectors. Much of the population lives in the Northwest sector and 55% of the sample for this survey was taken in this sector. The Southeast and Southwest each had 18% of the respondents, and the Northeast is where 9% of the population is located.

Online Survey

Purpose of an online survey - A survey was posted on the internet as a link off the City of Georgetown’s website. All residents in Georgetown were able to take the survey. The questions in the survey were the same as the questions in the telephone survey. The reason for an online survey is to give all residents the opportunity to voice their opinion about parks and recreation in Georgetown. An online survey and the results from it is just one part of the public input process.

Location of Responders - Again, much of the population of Georgetown lives in the Northwest sector and 64% of the respondents to this survey were from this sector. The Northeast and Southeast each had 10% of the respondents, and the Southwest is where 16% of the respondents were located.

The key results of the telephone survey and the online survey are compared and shown on the following pages. The complete survey with the percentages of responses for each question can be found in the appendix.



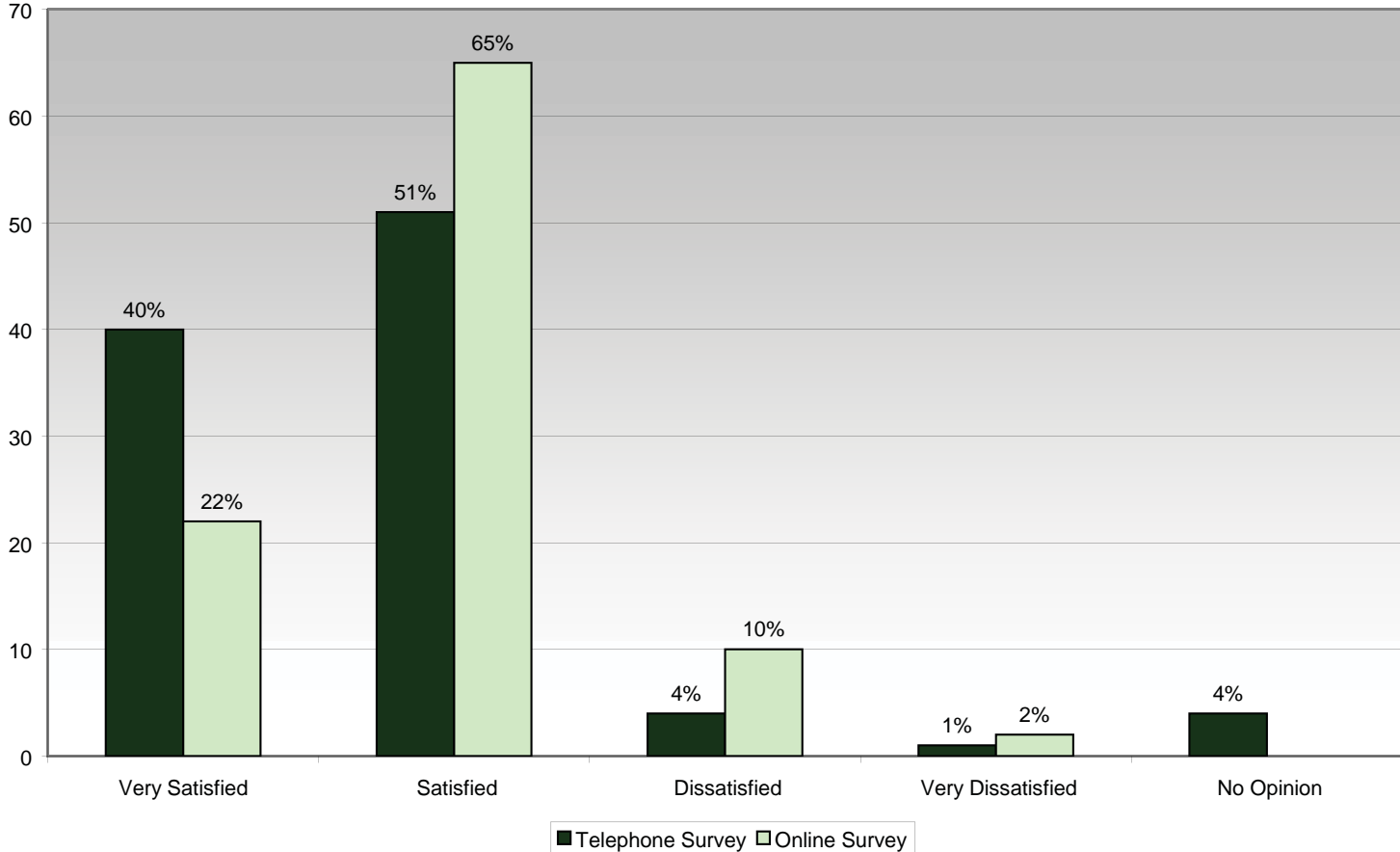
Overall Satisfaction with Parks in Georgetown - the overall satisfaction with parks in Georgetown was very similar when comparing the responses of the telephone survey and the online survey. Total satisfaction was 91% for the telephone survey and 87% for the online survey. One significant difference though is the level of very satisfied responses. The telephone survey revealed a very satisfied rating of 40%, compared to only 22% for the online survey.

Georgetown has one of the highest levels of citizen satisfaction with parks statewide. Because the parks and recreation staff is already starting with the bar set high, it is imperative to continue improving and growing so that satisfaction remains high.

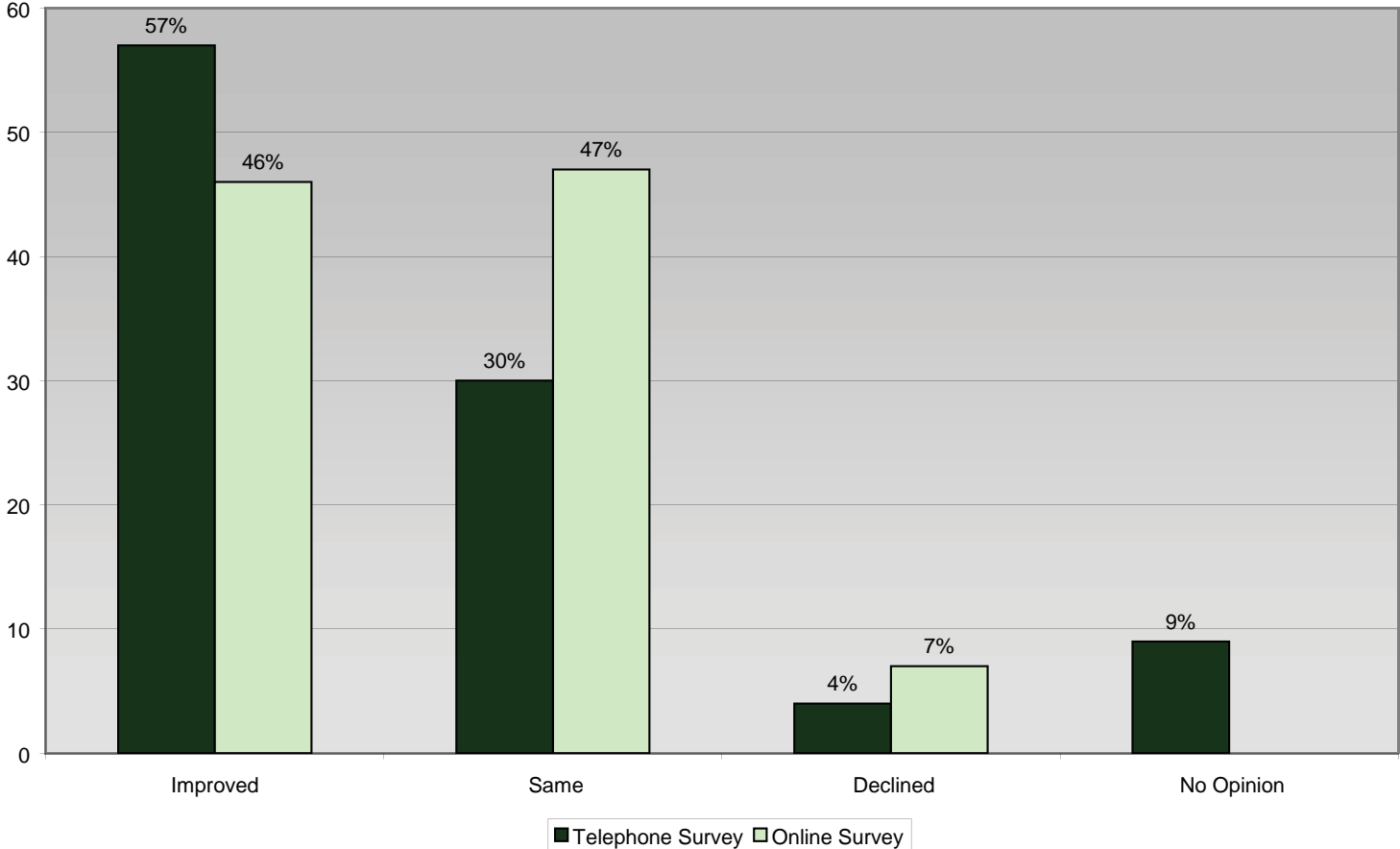
Change in the Quality of Parks over the Past Three Years - Most people in Georgetown felt that the quality of parks has either improved or stayed the same over the past three years. 87% of the respondents to the telephone survey and 83% of the respondents to the online survey indicated this. Very few residents felt that the quality of parks has declined in the past three years.

The percent of people who felt the quality of parks improved is close to half (57% for the telephone survey and 46% for the online survey). The City of Georgetown should strive to increase this percentage the next time that a similar survey is conducted. This can be achieved by following many of the recommendations of this plan.

Overall Satisfaction with Parks in Georgetown



Quality of Parks Changed in the Past Three Years



What Recreational Facility is Lacking - respondents to both the telephone survey and the online survey were asked the open ended question of what one facility they felt was lacking in the City of Georgetown. The results are shown below. For both surveys the number one response was trails.

Telephone Survey Responses

Multi-use Trails.....	14%
Park.....	14%
Pools.....	14%
Indoor Swimming Pool / Natatorium.....	11%

Online Survey Responses

Hike and Bike Trails / Lanes.....	17%
Swimming Pools / Indoor / Outdoor.....	10%
Parks.....	9%
Recreation Center.....	6%

Activities Done in the Past 12 Months - respondents were given a list of recreational activities and asked if they or anyone in their family has participated in these activities in the past 12 months. The results of people who said yes are shown below. Note the extremely high visitation for San Gabriel Park.

Telephone Survey Responses

Visited or used a municipal park	85%
Visited or used a municipal athletic field.....	37%
Participated in a youth athletic league.....	19%
Participated in an adult athletic league.....	7%
Participated in any class or program offered by the Georgetown Parks and Recreation Dept.....	20%
Used a municipal hike and bike trail.....	68%
Visited or utilized the city recreation center.....	37%
Used a municipal tennis court.....	9%
Visited a city park pavilion.....	55%
Visited a city playground.....	58%
Attended an event at the Williamson County Sheriff's Posse Rodeo.....	19%
Visited or used San Gabriel Park.....	89%

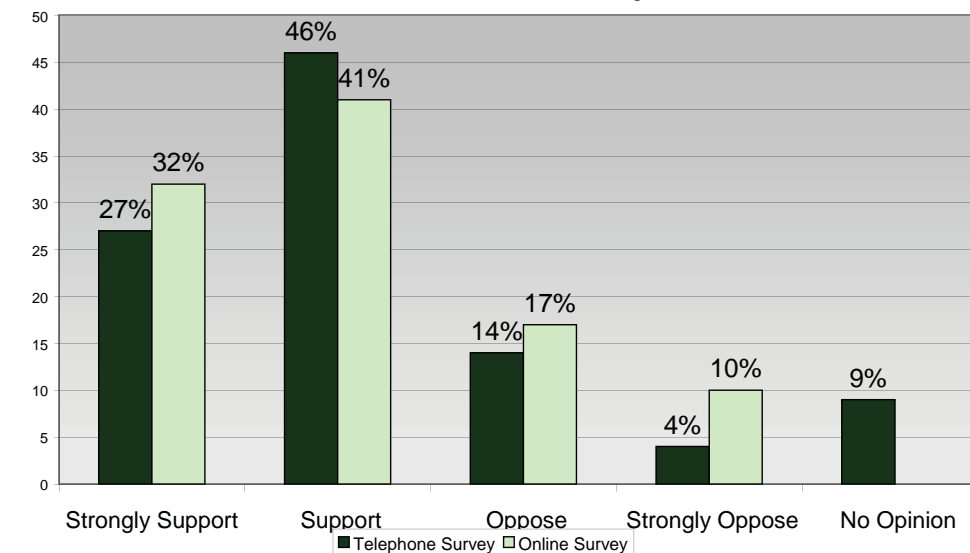
Online Survey Responses

Visited or used municipal park	93%
Visited or used municipal athletic field.....	34%
Participated in a youth athletic league.....	14%
Participated in an adult athletic league.....	9%
Participated in any class or program offered by the Georgetown Parks and Recreation Dept.....	24%
Used a municipal hike and bike trail.....	70%
Visited or utilized the city recreation center.....	39%
Used a municipal tennis court.....	10%
Visited a city park pavilion.....	61%
Visited a city playground.....	54%
Attended an event at the Williamson County Sheriff's Posse Rodeo.....	24%
Visited or used San Gabriel Park.....	94%

High School Football Stadium - one issue facing the Parks and Recreation Department is what they should do with the old high school football stadium that is located inside San Gabriel Park and which recently was turned over to the City. In order to shed some light on the issue and to gather the public's opinion, respondents to the surveys were given a list of different options for the stadium and asked how strongly they would support or oppose each option. Their responses are shown below and on the following page.

The most popular option was converting the stadium into some sort of amphitheater for live music concerts and events. 73% of the respondents to both the telephone survey and the online survey supported this idea.

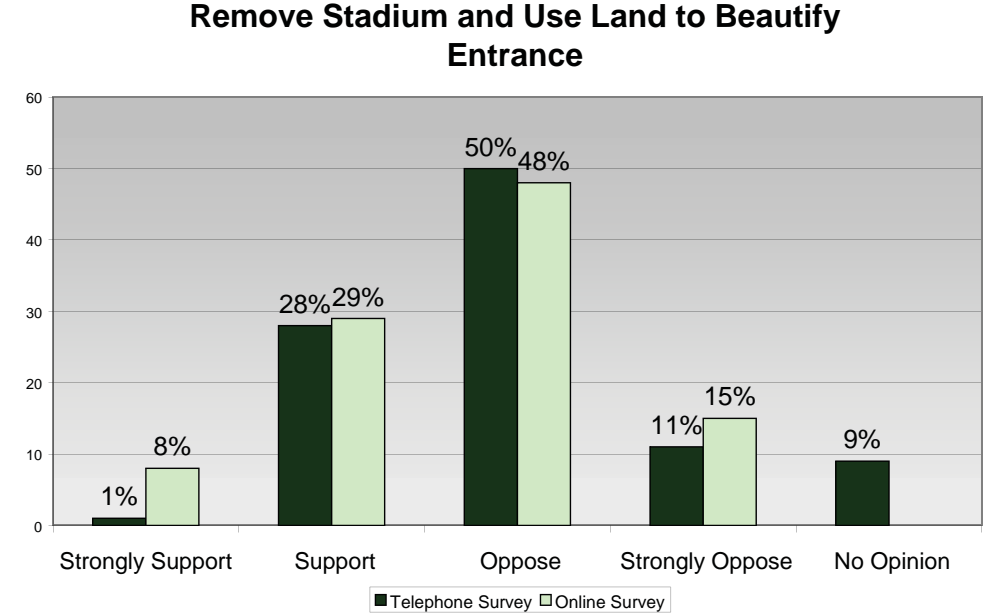
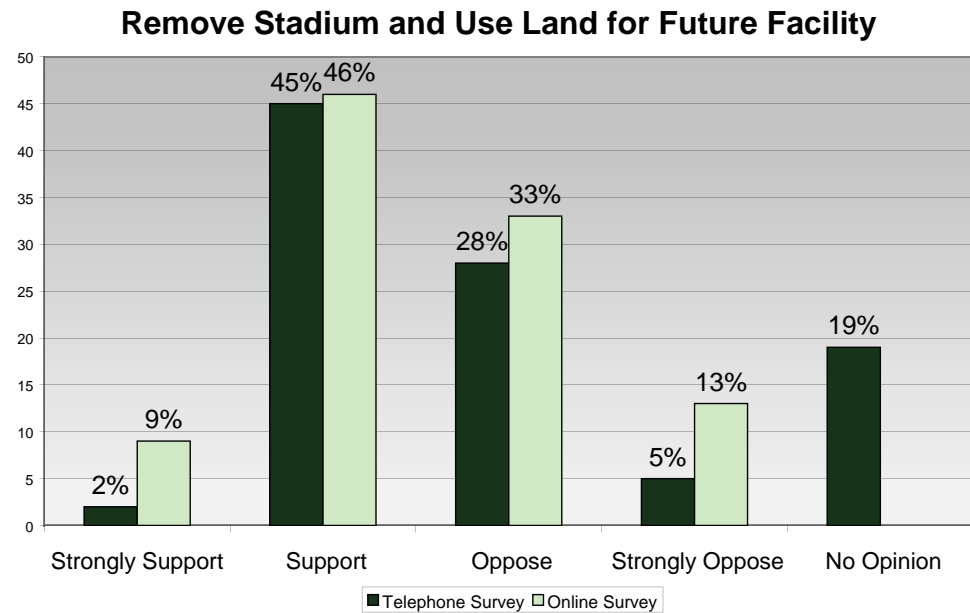
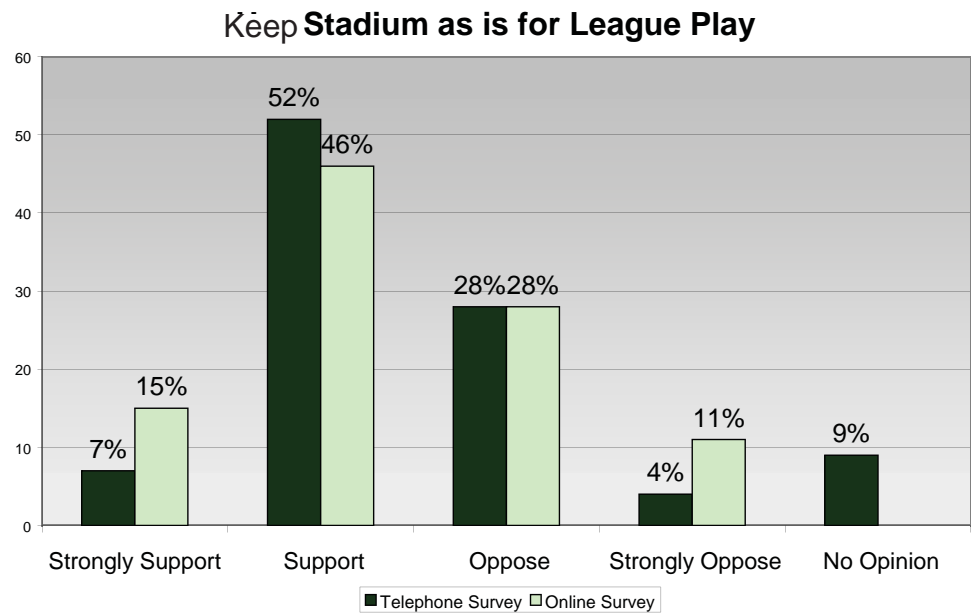
Convert Stadium into Amphitheater



The next most favorable option was leaving the stadium as it is, and using it for football and soccer league play. 59% of the respondents to the telephone support this idea, and 61% of the respondents to the online survey supported this. However the facilities around the field are in poor conditions and would require improvements. Fiscally speaking this is not the best option or use of the land.

The third most favorable choice was to remove the stadium and use the land for a future facility. Without much detail of what type of facility could be place on the site, respondents favored this option of removing the stadium more than the other options that involved removing the stadium. There was 47% support for this choice from the telephone survey and 55% support from the online survey.

The remaining choices given to respondents had more opposition then support. When asked about removing the stadium and using the land to beautify the entrance to San Gabriel Park, only 29% of the respondents to the telephone survey and 37% of the respondents to the online survey supported this option.

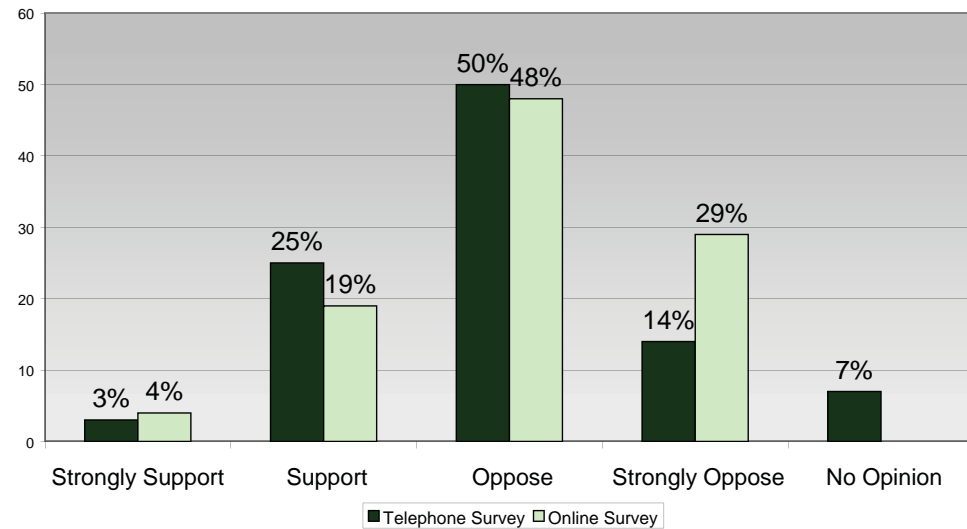


There was 28% support from the respondents of the telephone survey and only 23% support from the respondents of the online survey for removing the stadium and using the site for additional parking at San Gabriel Park.

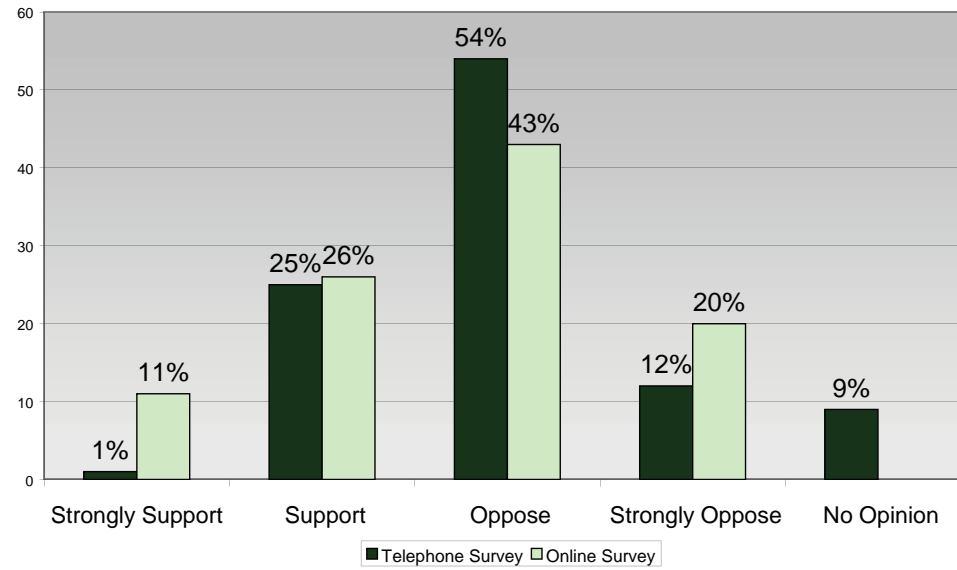
The final option citizens were asked about was to remove the stadium and use the land as general open space to be added to the park. Only 25% of respondents from the telephone survey and 37% of respondents from the online survey supported this option for the old high school football stadium.

Similarly to the football stadium, the Parks and Recreation Department is struggling with the idea of whether or not the Williamson County rodeo grounds should remain in San Gabriel Park long term. Currently there is a rodeo arena and show barn located inside the city park. One question on both the telephone survey and the online survey asked respondents how strongly they would support or oppose removing the rodeo from the park. One-third (33%) of the respondents to the telephone had no opinion either supporting or opposing the matter. 40% of the respondents supported removing the rodeo, and 60% of the respondents to the online survey supported removing the Sheriff's Posse and show barn from San Gabriel Park.

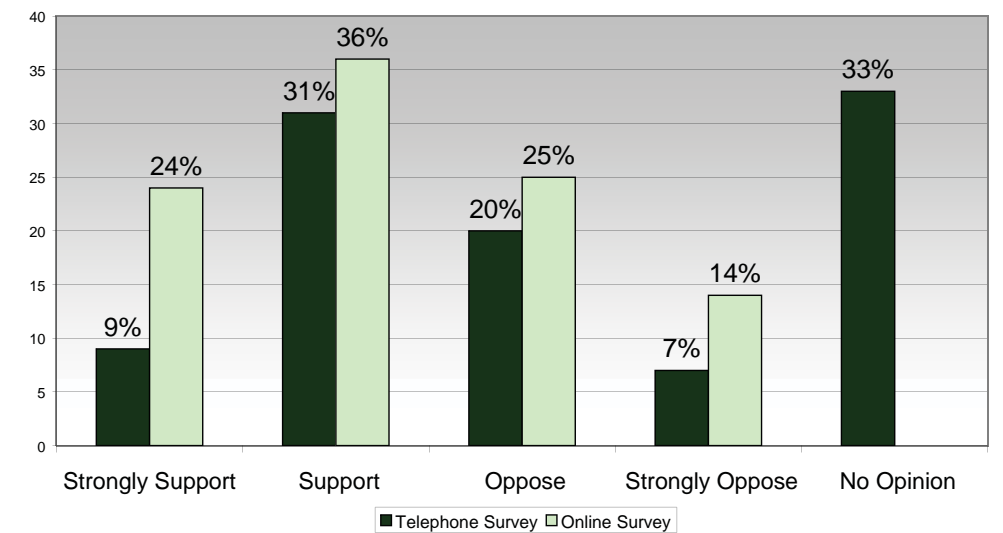
Remove Stadium and Use Land for Additional Parking



Remove Stadium and Use Land for Open Space



Support or Oppose Moving the Sheriff's Posse and Show Barn Outside San Gabriel Park

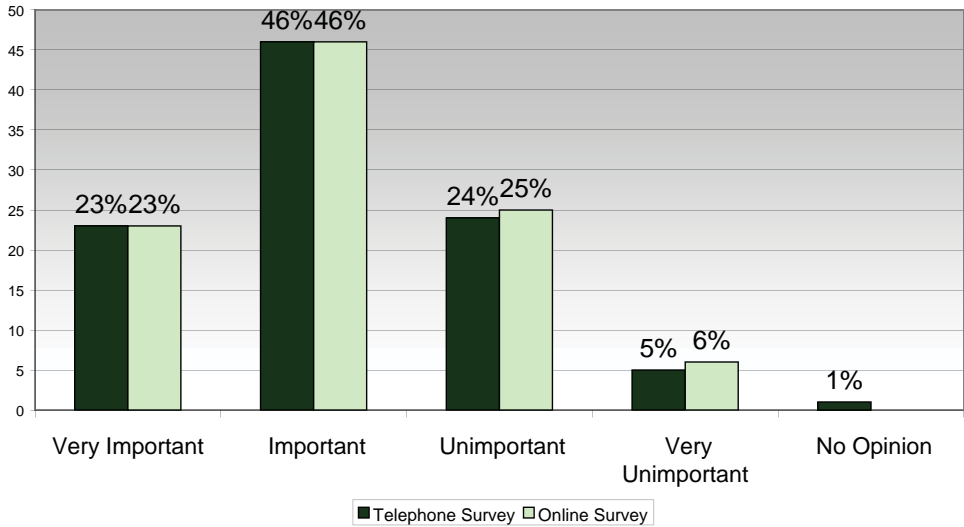


Next, citizens were given a list of different priorities the Parks and Recreation Department could take over the next few years. Citizens were asked how important or unimportant each item was to them. When asked about offering small neighborhood parks close to where people live, both the telephone survey and the online survey had an importance rating of 69% (23% very important and 46% important for both surveys).

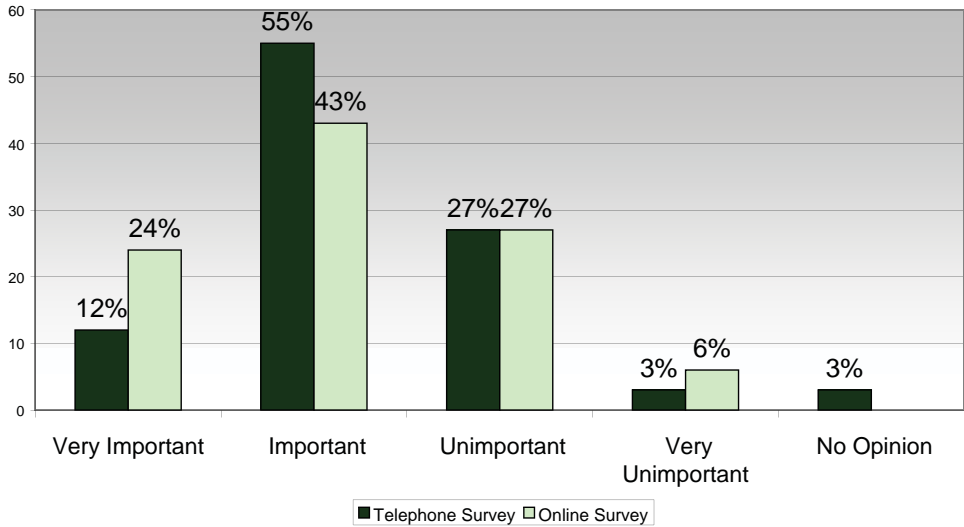
When asked about the importance of building large regional parks with a wide variety of facilities, 67% of the respondents to the telephone survey and the online survey felt this was important. The respondents of the online survey gave a higher very importance rating of 24%, compared to 12% very important in the telephone survey.

Citizens who responded to the online survey felt it was important to provide more facilities in all parks that are similar to the ones in San Gabriel Park with 82% indicating it was either important or very important. 68% of the respondents to the telephone survey felt this was either important or very important.

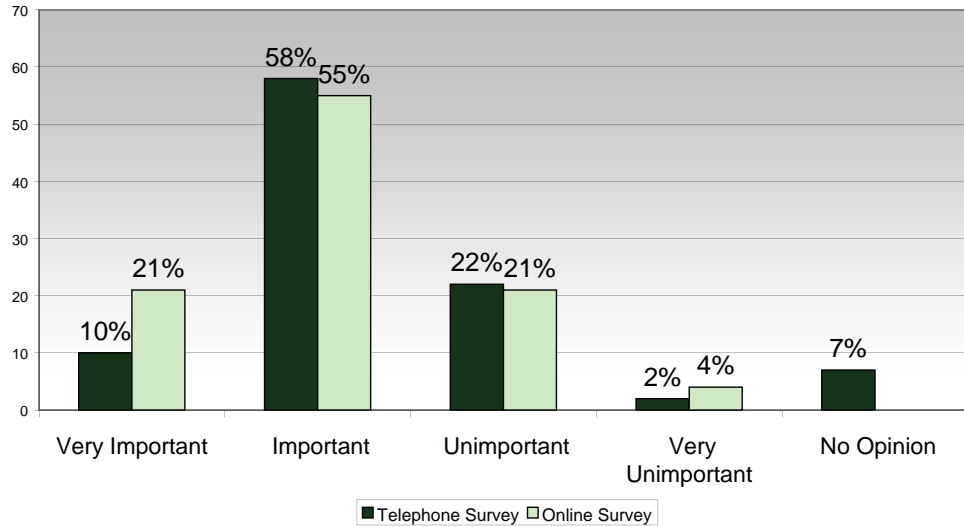
Offer Small Neighborhood Parks Close to Where you Live



Build Large Regional Parks with a Wide Variety of Facilities



Provide More Facilities in all Parks Similar to the Ones Found at San Gabriel Park

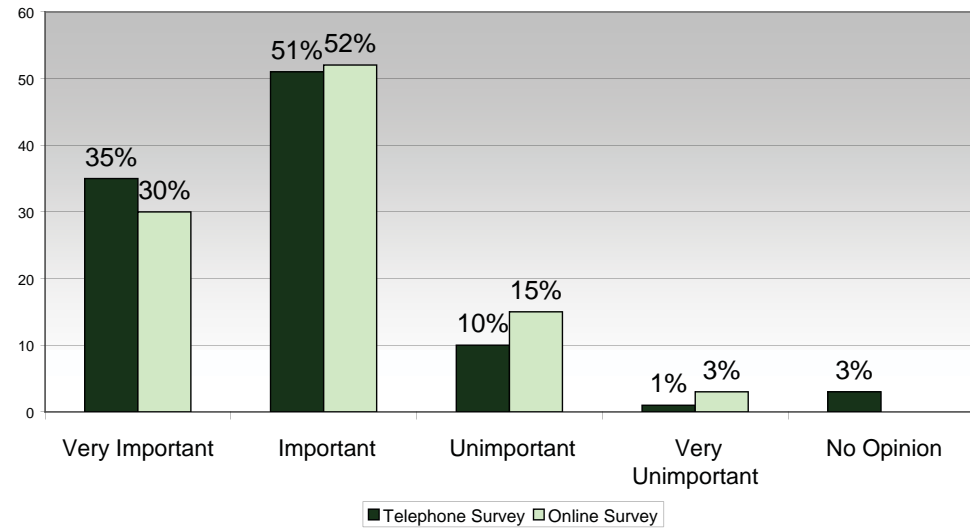


Traditionally, people have the most support for the priority of providing recreation to all residents, especially those who may not be able to afford it. This is the same in Georgetown. 86% of respondents felt this was either very important or important who participated in the telephone, and 82% indicated it was either very important or important who participated in the online survey.

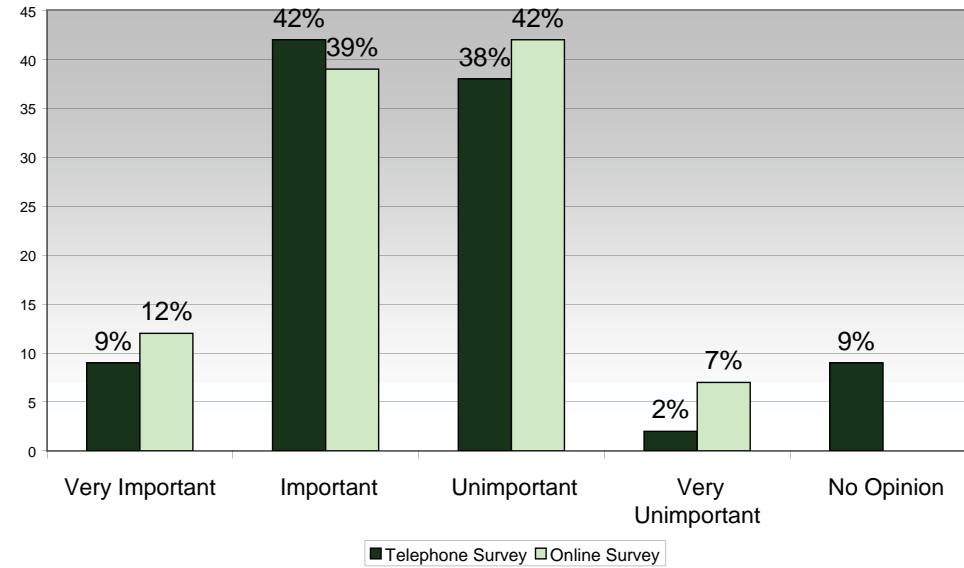
About half of the residents felt it was acceptable to provide fewer parks with improved facilities. 51% of the respondents to both the telephone and online surveys indicated this.

There is a great deal of importance placed on acquiring land for future parks in Georgetown. 71% of the respondents to the telephone survey indicated this was either important or very important; while 80% of the respondents to the online survey felt this was either important or very important.

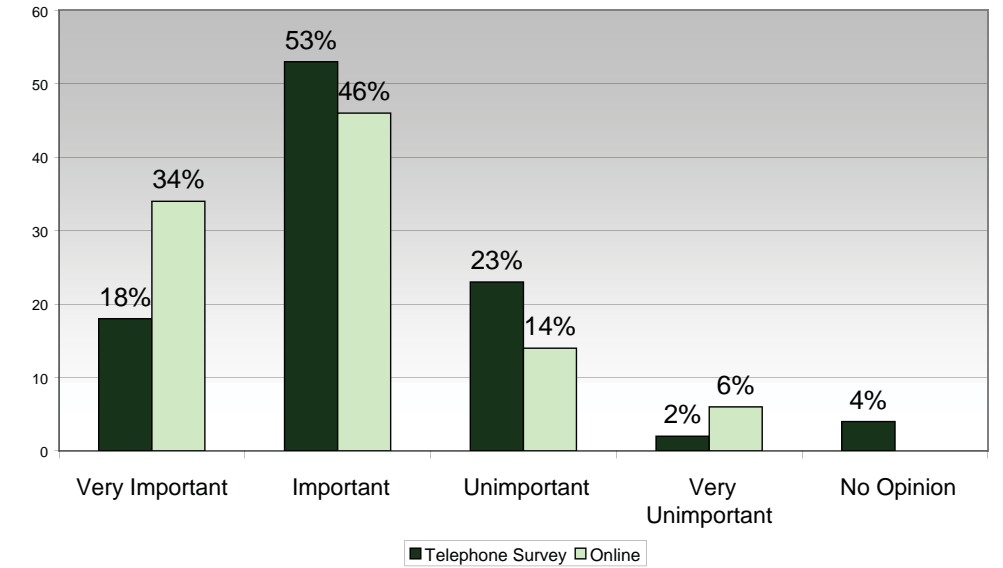
Provide Affordable Recreation for all Residents in Georgetown



Provide Fewer Parks but with Improved Facilities



Acquire Land for Future Park Needs

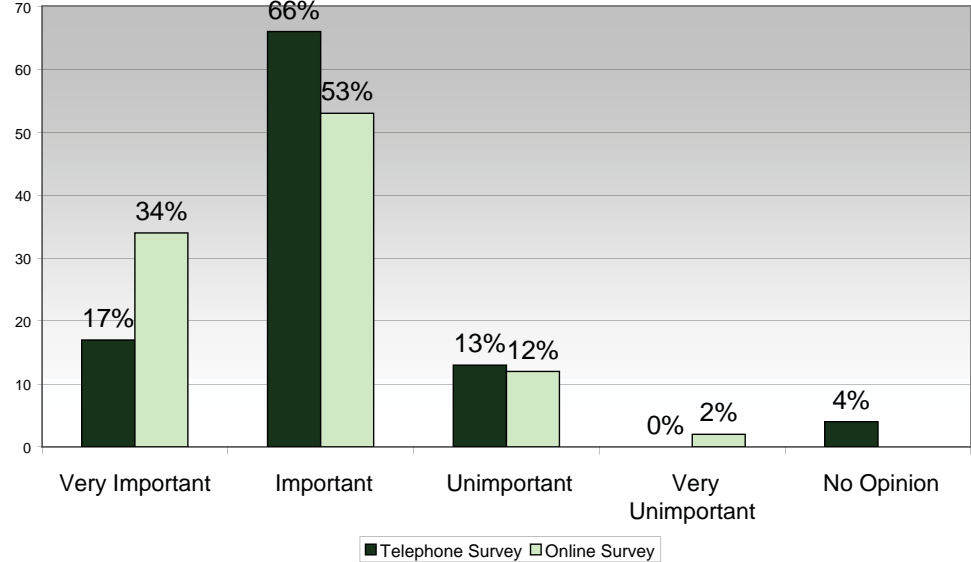


There usually will be interest and support for renovating existing parks in the city. 84% of the residents of Georgetown felt that renovating and adding to their existing parks was important who participated in the telephone survey. The online survey received an importance rating of 87%.

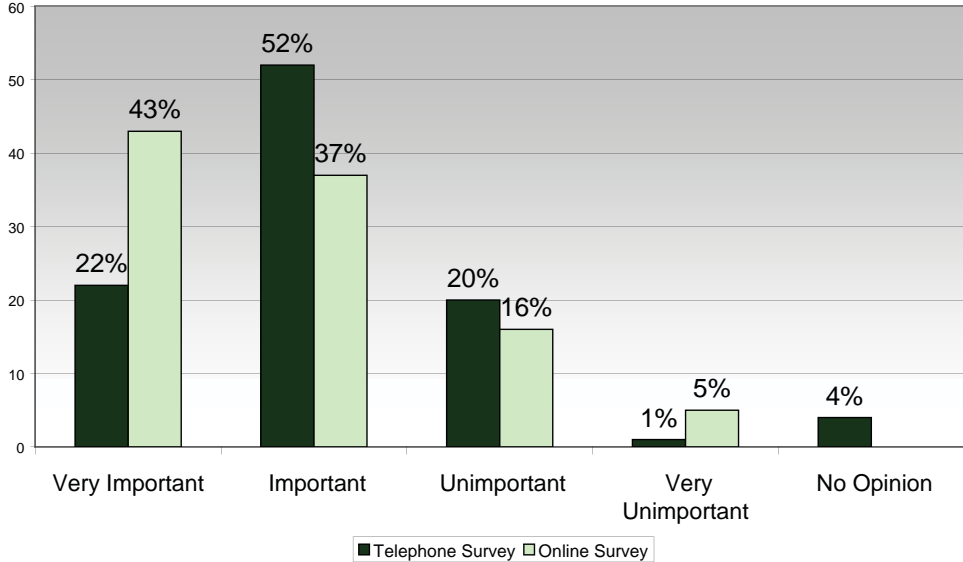
Trail development is consistently shown through the public input process as one of the most important facilities for the city to provide. 74% of the respondents to the telephone survey and 80% of the respondents to the online survey felt this was either important or very important. Most impressively was that 43% of the citizens who took the online survey rated trails as very important, receiving the highest very important rating of all the categories.

The opinion of providing works of public art in the parks varies between the two surveys. 53% of the respondents to the telephone survey felt this was either important or very important. However, only 38% of the respondents to the online survey felt this way.

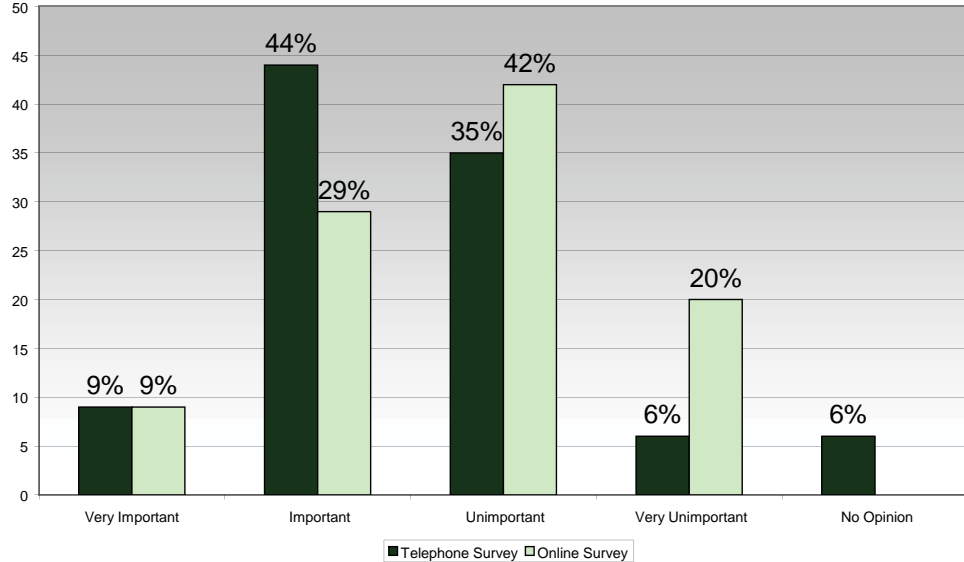
Renovate and Add to Existing Parks in Georgetown



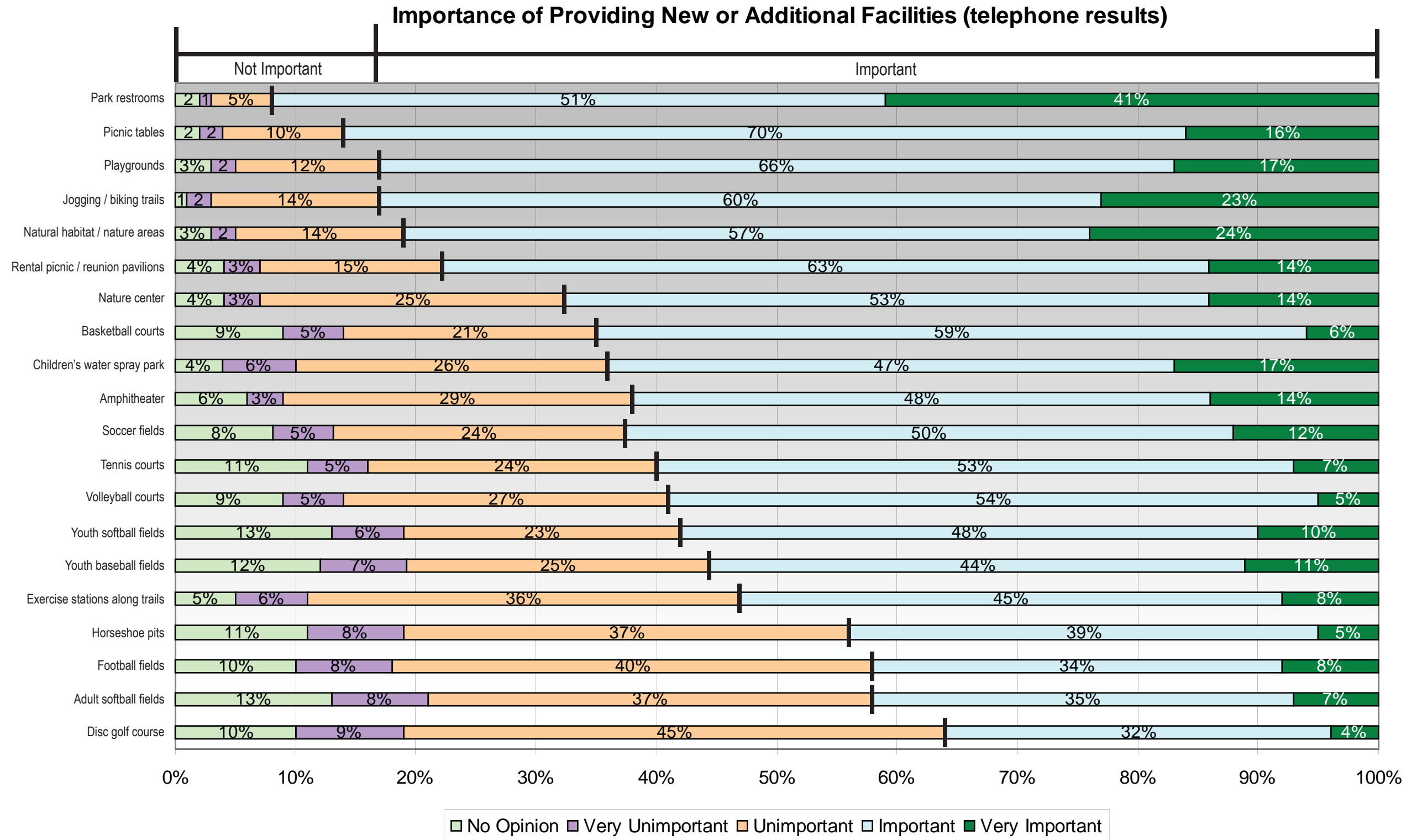
Develop Major Trails



Provide Works of Public Art in the Parks



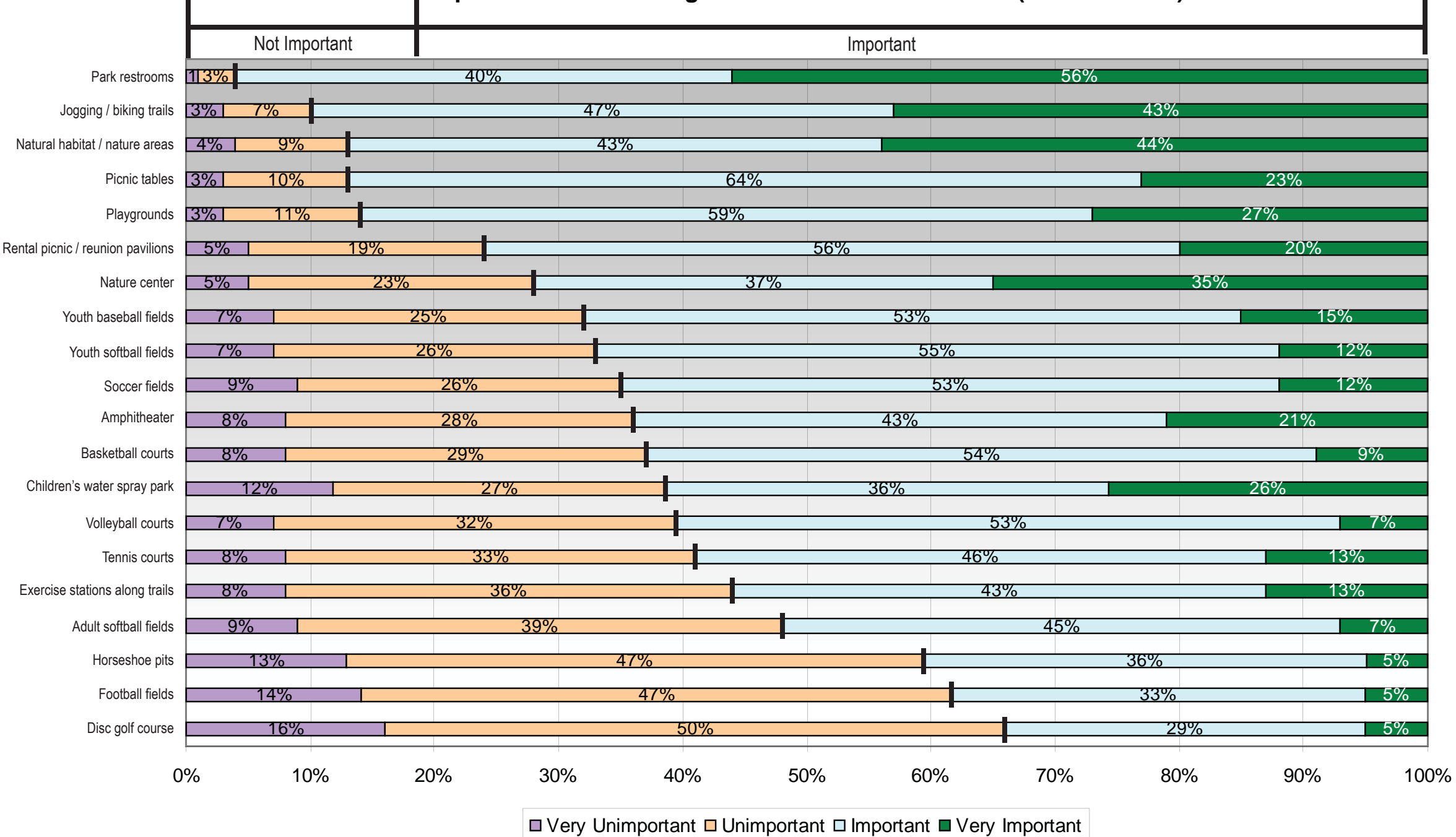
The respondents to the surveys were given a list of potential facilities the City of Georgetown could build over the timeframe of this plan. Residents were asked how important or unimportant they thought it was build new or additional facilities. The results of the telephone survey are shown to the right. Park restrooms received the highest level of importance with 92% indicating it was either important or very important. This was followed with 86% of respondents indicating that picnic tables were either important or very important. The third most important facility was playgrounds and jogging / biking trails with both receiving an 83% importance rate.



The results of the online survey were similar to the telephone survey in regard to what citizens felt was important. Park restrooms were again the highest rated item in terms of importance with 96% suggesting it was either important or very important. The second most important item to respondents of the online survey was jogging / biking trails with 90% indicating it was either important or very important. This was followed with 87% indicating that new or additional picnic tables were either important or very important.

Most Important Facility to Add - Respondents to the surveys were then asked what one specific facility from the previous list of facilities they felt was the most important for the city to construct. The responses are shown below. Similarly to other methods of public input, trails was ranked as number one.

Importance of Providing New or Additional Facilities (online results)



Most Important Facility to Construct (Telephone Survey Responses)

- Jogging / biking trails.....26%
- Park restrooms.....11%
- Children's water spray park.....11%
- Amphitheater.....9%
- Natural habitat / nature areas.....9%

Most Important Facility to Construct (Online Survey Responses)

- Jogging / biking trails.....25%
- Natural habitat / nature areas.....14%
- Park restrooms.....12%
- Amphitheater.....10%
- Children's water spray park.....9%



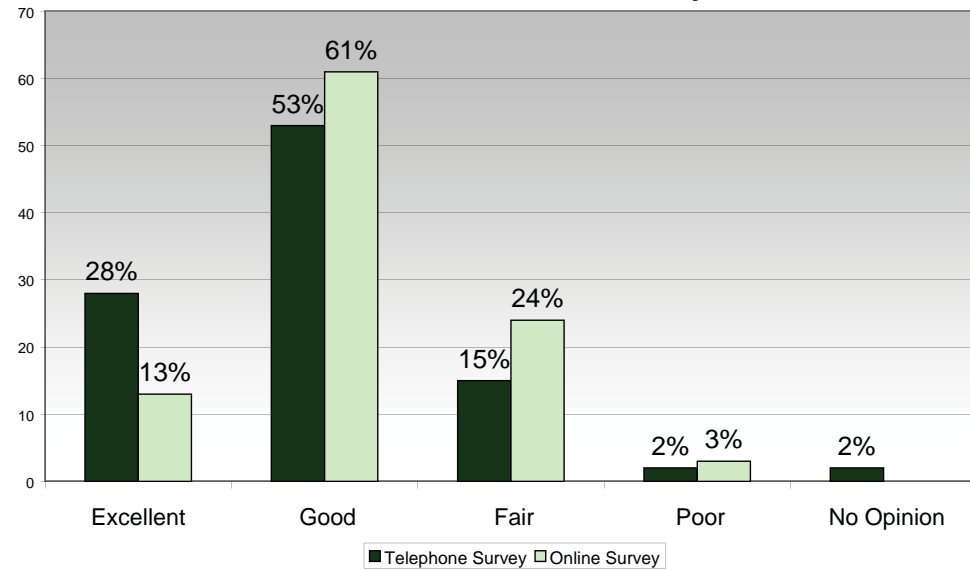
Quality of Facilities

Citizens were given a list of items and asked to rate how they felt Georgetown was doing with either excellent, good, fair, or poor. In regards to the number of parks in Georgetown 81% of the respondents to the telephone survey felt it was either excellent or good; however only 74% of those who took the online survey felt this way.

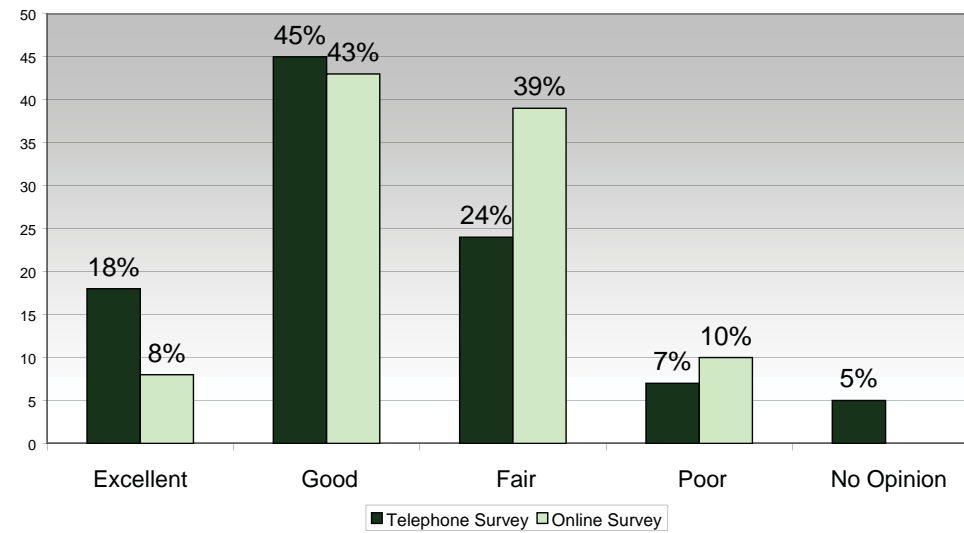
In terms of having parks conveniently located for people in all areas, the rating was rather low. Only 63% of the telephone survey respondents felt Georgetown was either excellent or good at having parks conveniently located; and even less, 51%, of the online survey respondents felt Georgetown was either excellent or good.

The overall quality of the parks in Georgetown received a high rating. 84% of citizens who answered the telephone felt the quality was either excellent or good, and 78% of the respondents to the online survey indicated they felt the quality was excellent or good.

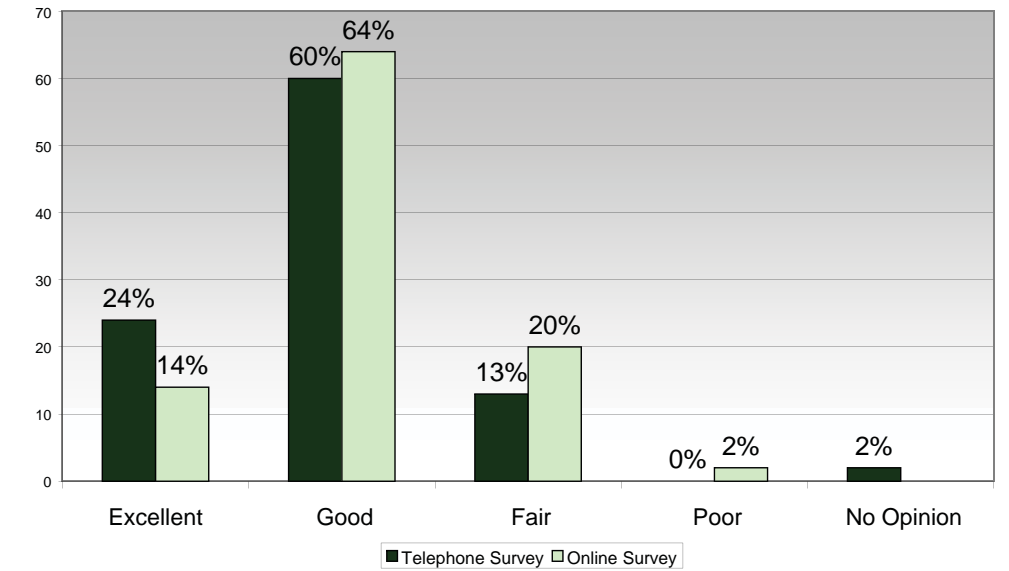
Number of Parks in the City



Having Parks Conveniently Located for People in all Areas



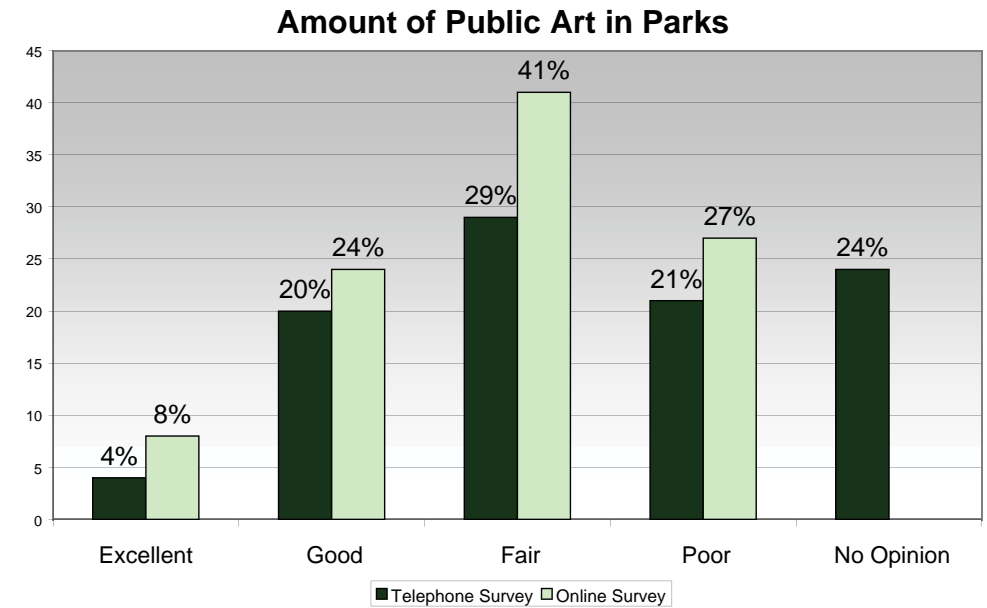
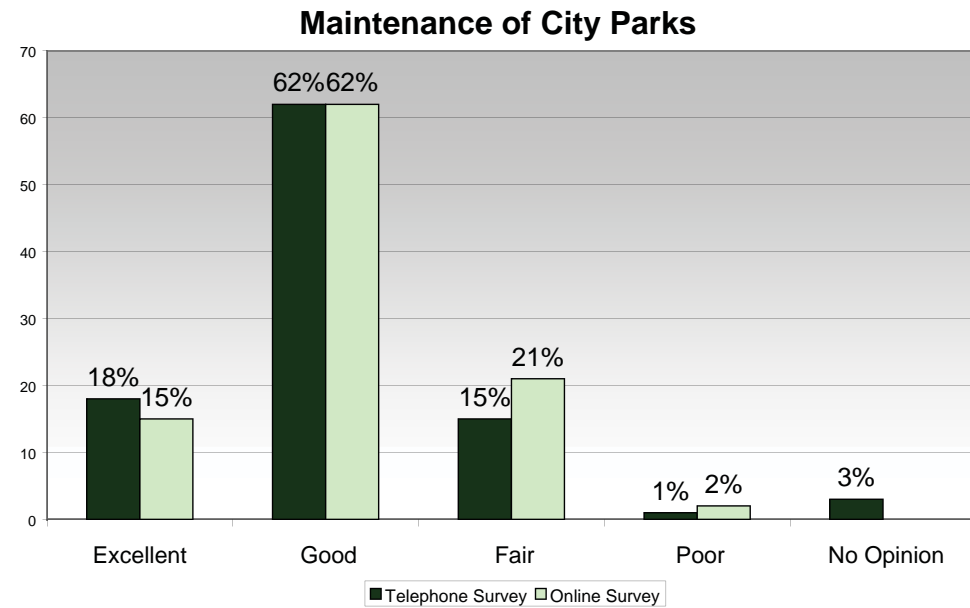
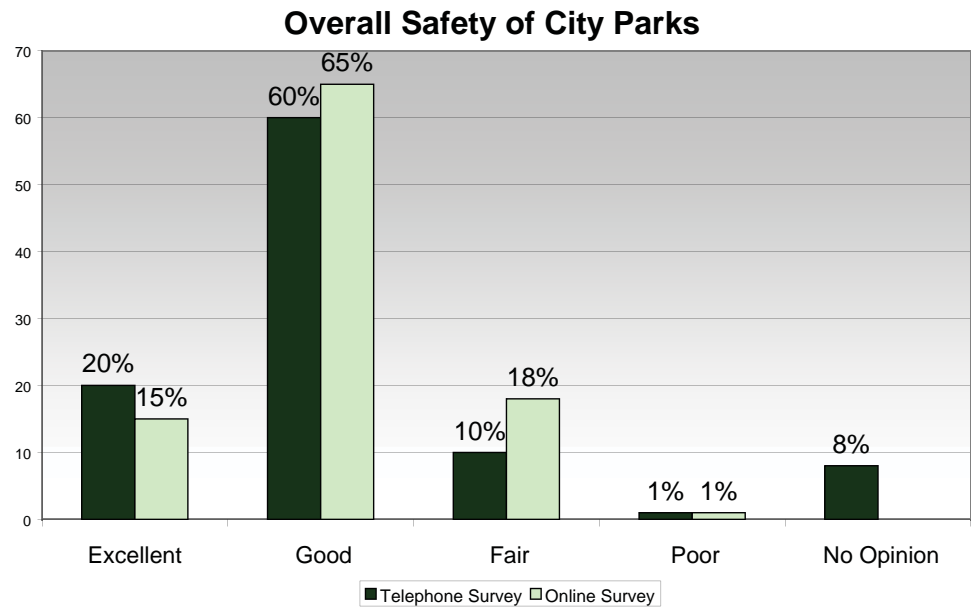
Overall Quality of City Parks



The overall safety of the parks in Georgetown also received a high positive rating. 80% of respondents to both the telephone and online survey indicated the overall safety was either excellent or good in Georgetown's parks.

In terms of maintenance of the city parks, again 80% of the telephone survey respondents indicated it was either excellent or good. Results of the online survey revealed that 77% felt this way. Even though these ratings are high, close to one-fifth of the population feels it is either fair or poor. There is an opportunity for the Parks and Recreation Department to make slight changes and increase the number of people who feel the parks system is excellent or good.

The amount of public art in the parks received the lowest rating with only 24% of the telephone survey respondents indicating it was either excellent or good; and only 32% of the online surveys respondents felt this way. However as shown early in the surveys, only about half of the population felt it was important to provide works of public art in the parks.

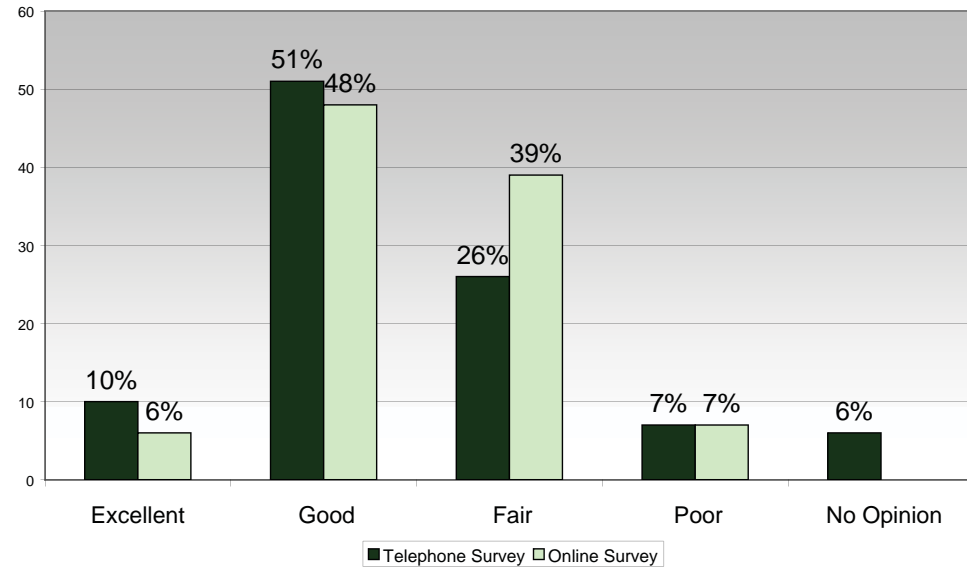


The rating when asked how Georgetown was doing in the variety of recreational facilities within the parks was low. Only 61% of the telephone survey respondents felt it was either excellent or good. Even less of the online survey respondents felt this way with only 54% indicating Georgetown was either excellent or good.

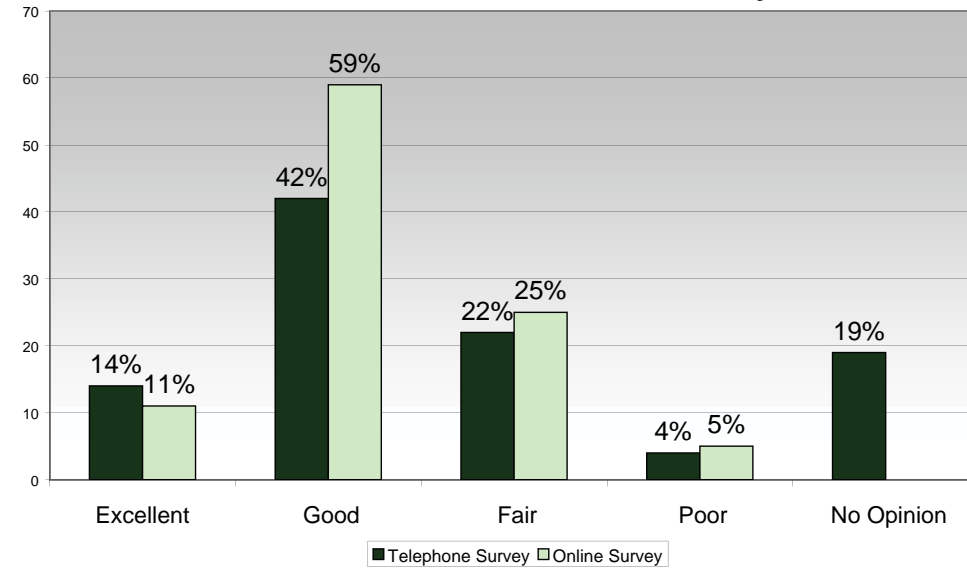
There was a difference between the two surveys in regards to the number of athletic fields in the city. Only 56% of citizens who took the telephone felt Georgetown was either excellent or good. However, 70% of those who took the online survey felt this way.

When asked if athletic fields were conveniently located to people in all areas of Georgetown, the response was not as positive as one would like. Only 52% of the telephone survey responses and 54% of the online survey responses indicated that Georgetown was either excellent or good in having athletic fields conveniently located.

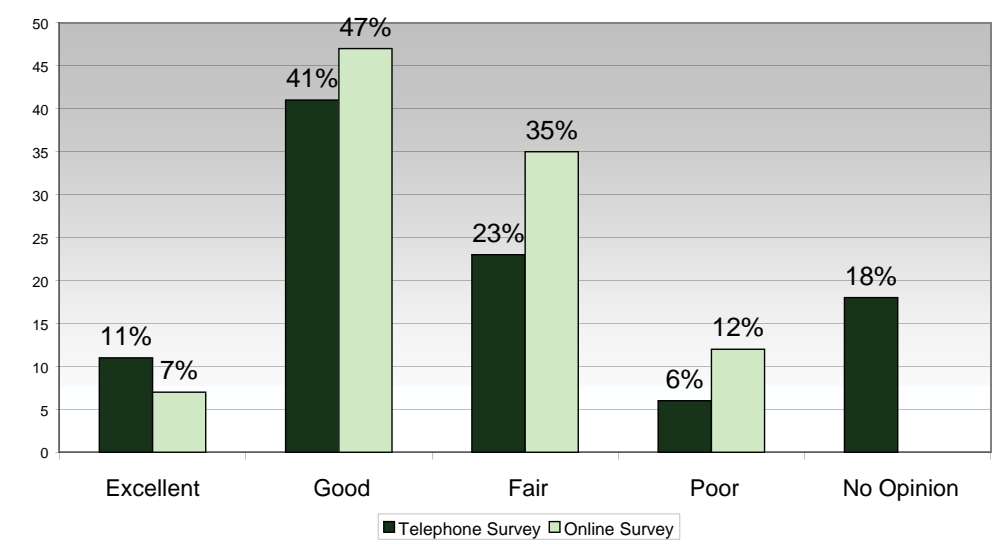
Variety of Recreational Facilities within Parks



Number of Athletic Fields in the City



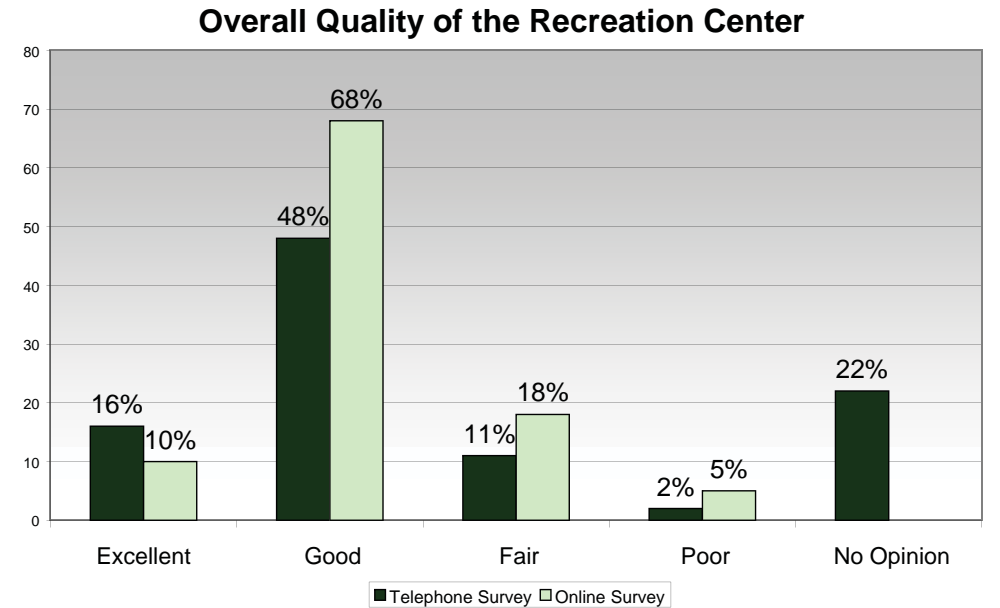
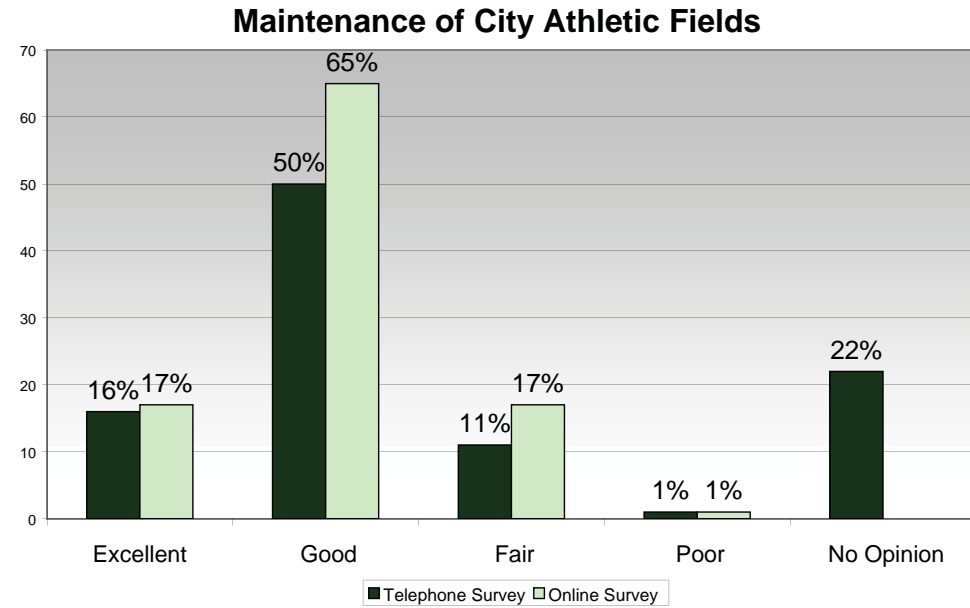
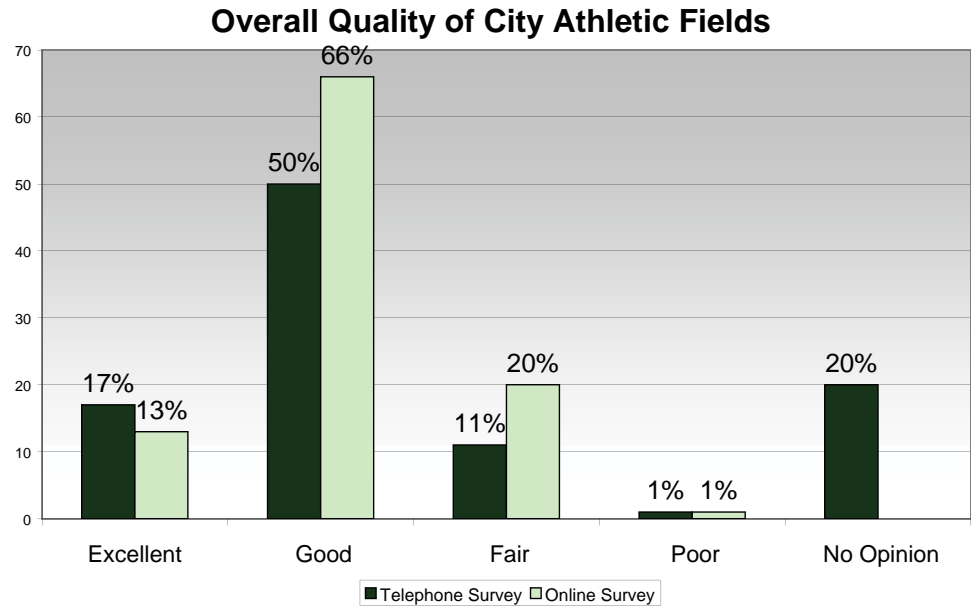
Having Athletic Fields Conveniently Located for People in all Areas



The overall quality of the city athletic fields was rated higher than the location of them. 67% of the telephone survey respondents and 79% of the online survey respondents felt the overall quality was either excellent or good. It appears that the citizens of Georgetown want more athletic fields that are more conveniently located and even the quality of them could be somewhat improved.

In terms of the maintenance of the athletic fields, there was a somewhat major difference between the two survey results. 66% of respondents to the telephone survey indicated that maintenance was either excellent or good. While 82% of the online survey respondents felt maintenance was either excellent or good.

Again there is somewhat of a difference between the two surveys when asked about the overall quality of the recreation center. 64% of the telephone survey responses yielded an excellent or good response; while 78% of those who took the online survey felt the overall quality was either excellent or good.

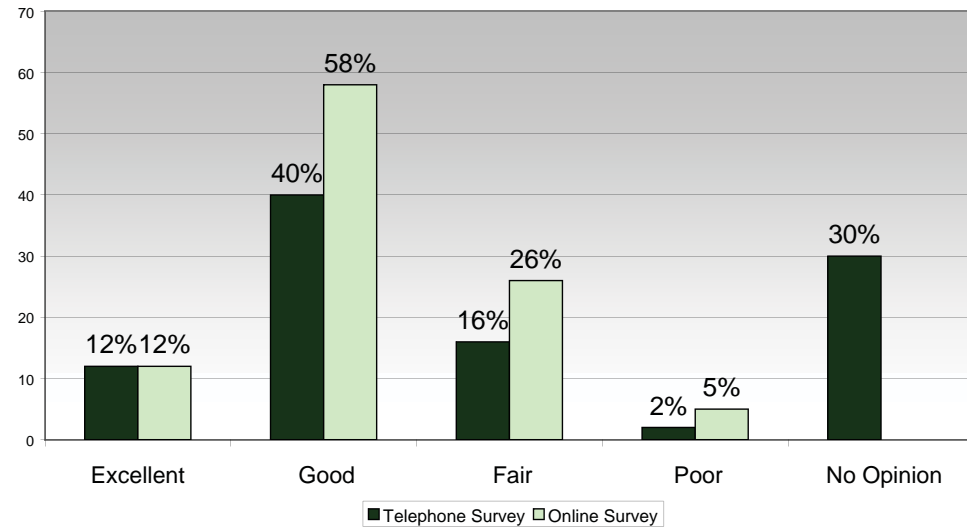


When asked about the variety of classes and programs offered by the Parks and Recreation Department almost one-third, 30%, had no opinion and only 52% felt they were either excellent or good. However, 70% of those who participated in the online survey indicated that the variety of classes and programs was either excellent or good.

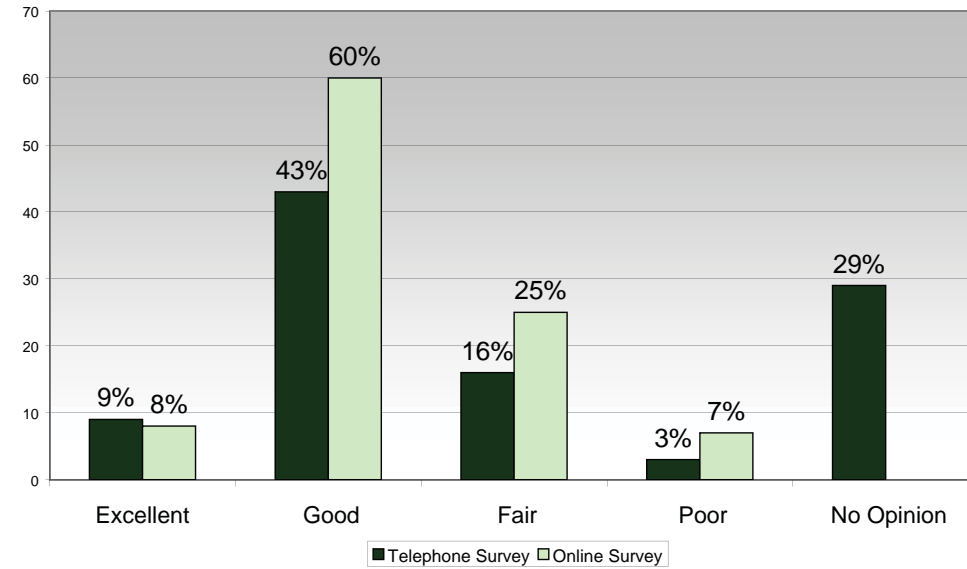
52% of those who participated in the telephone survey felt that the variety of amenities at the recreation center was either excellent or good. That percentage was not much higher for the online survey where only 68% indicated it was either excellent or good. The City of Georgetown is currently in the process of expanding the recreation center; and with the new features that are to be opened next year, these percentages should increase.

More than one-third, 34%, of the respondents to the telephone survey did not have an opinion about the quality of classes and programs. 52% of the telephone survey respondents felt that the overall quality of the classes and programs offered by the Parks and Recreation Department was either excellent or good. This increased significantly when compared to the respondents of the online survey where 74% felt it was either excellent or good.

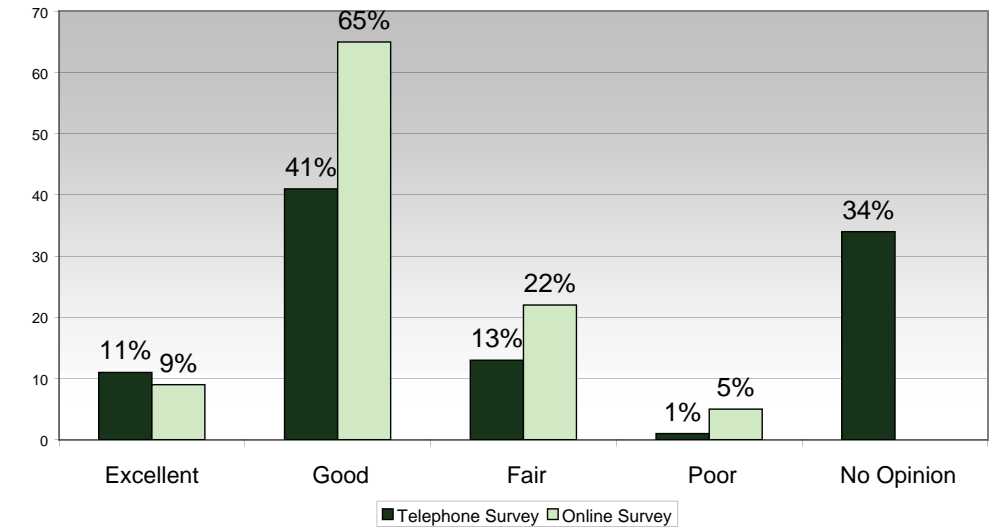
Variety of Classes and Programs Offered by the Parks & Rec Dept.



Variety of Amenities at the Rec Center



Overall Quality of Parks and Recreation Classes and Programs

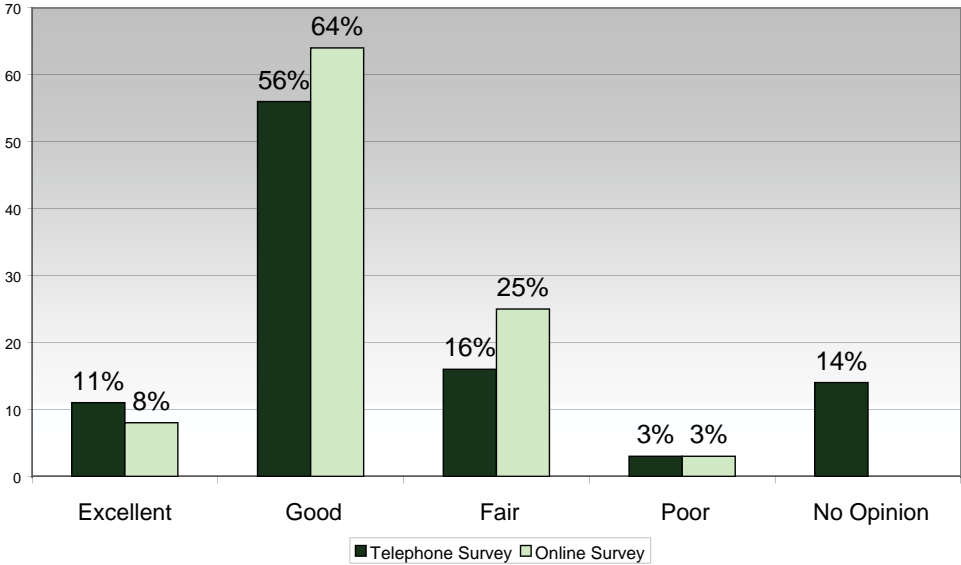


A total of 67% of the telephone survey responses and 72% of the online survey responses were either excellent or good when asked about the overall quality of playground in Georgetown. Because of the high usage that playgrounds receive, it is important to continually maintain them. The city should strive to increase this percentage the next time that a similar survey is taken.

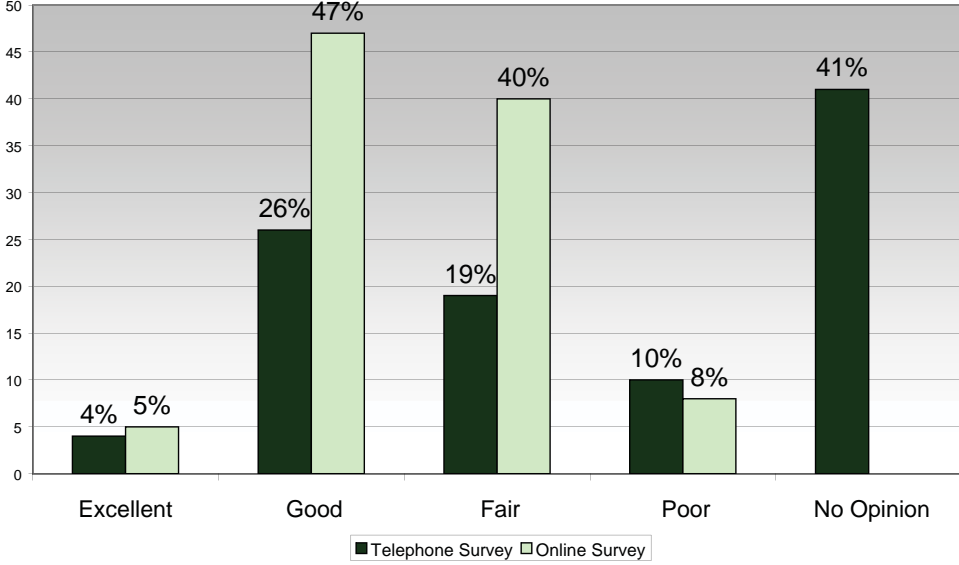
Less than one-third, 30%, of the respondents to the telephone survey felt that the number of tennis courts was either excellent or good in Georgetown. This was very different when compared to the online survey where over half, 52%, of those respondents indicated that the number was either excellent or good. As previously shown, 60% of the telephone survey responses revealed that it was important to provide new or additional tennis courts.

The telephone survey revealed that 34% of the population feels that the overall quality of the tennis courts is either excellent or good. However, 67% of those who took the online survey feel that the overall quality is either excellent or good. Since the time that the telephone survey was done, Georgetown renovated many of the courts at the Tennis Center.

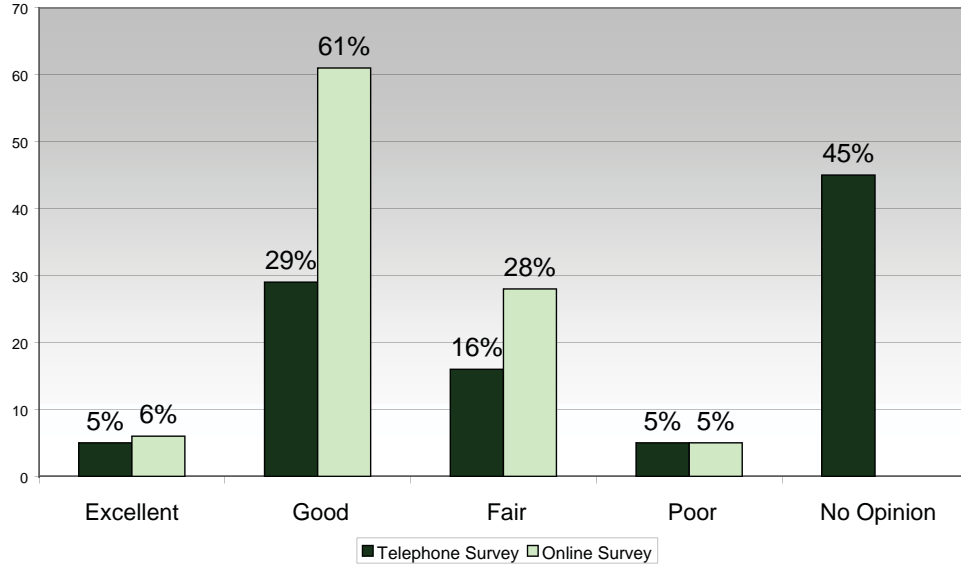
Overall Quality of Playgrounds in the City



Number of City Tennis Courts



Overall Quality of City Tennis Courts

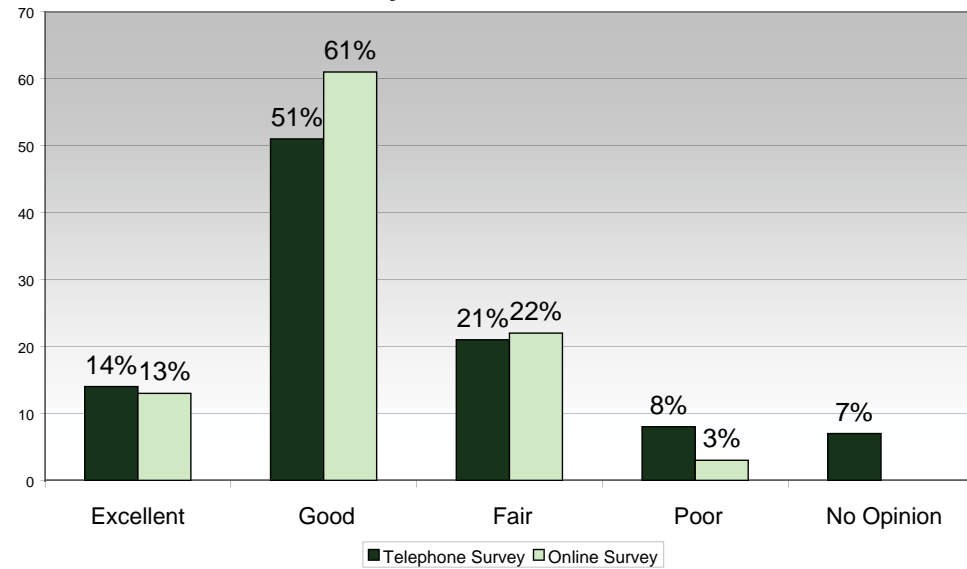


Open Space Responses

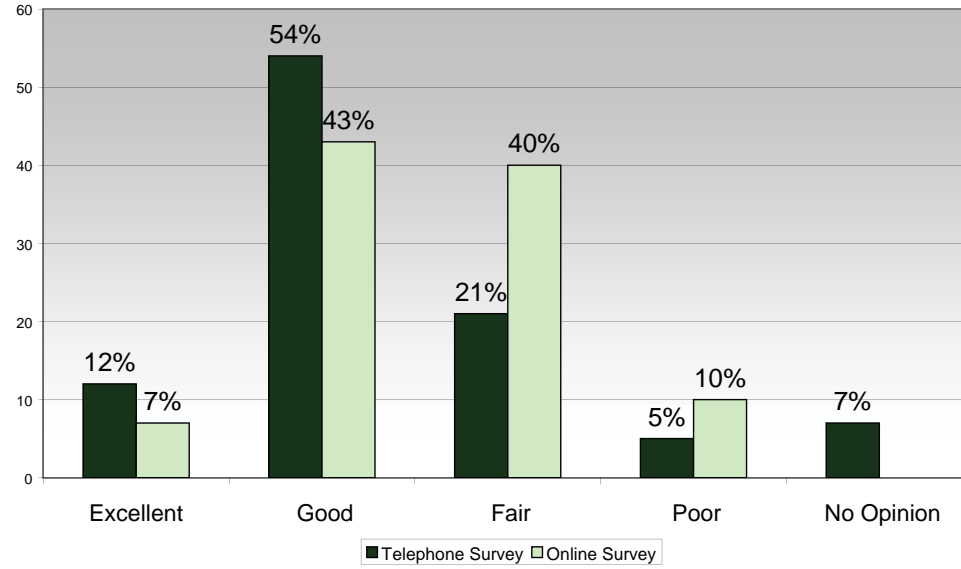
When asked about the visual quality of the creeks and rivers in Georgetown, 65% of those who took the telephone survey and 57% of those who took the online survey felt it was either excellent or good. With this low of a percentage, the City of Georgetown has a real opportunity to expand its trail system and improve the quality of the parks along the river. If this is done then more people in the community will feel that the visual quality of the creeks and rivers is excellent.

66% of the telephone survey respondents felt that the amount of accessible natural areas was either excellent or good in Georgetown. Only 50% of the online survey respondents felt this way. One likely way of increasing these percentages is with an expanded trail system which would allow citizens to more easily access nature.

Visual Quality of the Creeks and Rivers



Amount of Accessible Natural Areas



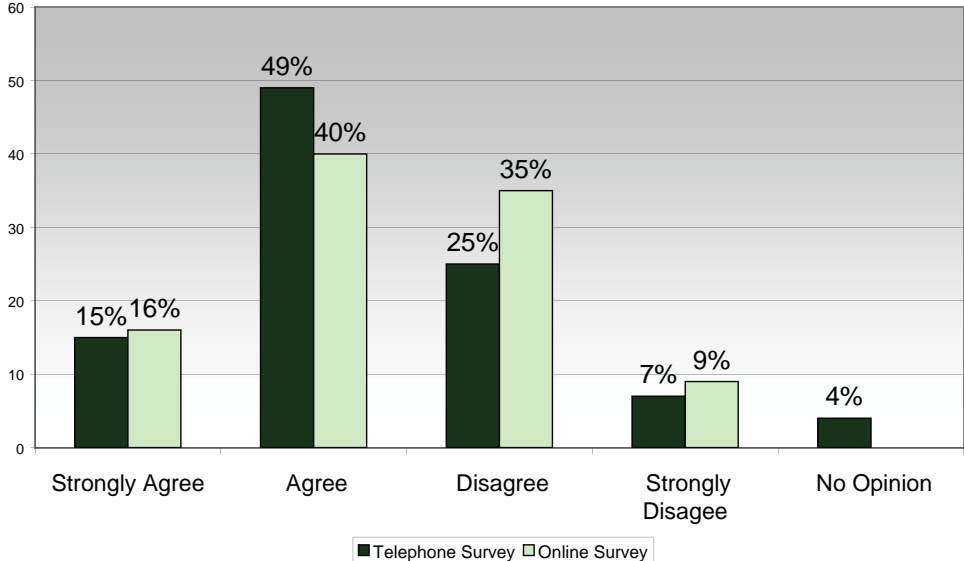
Trail Related Responses

A total of 64% of telephone survey respondents and 56% of online survey respondents either strongly agreed or agreed to the statement "Trails are close to where I live" while 32% of telephone survey respondents and 44% of online survey respondents either disagreed or strongly disagreed. The city should strive to serve those citizens currently without trails.

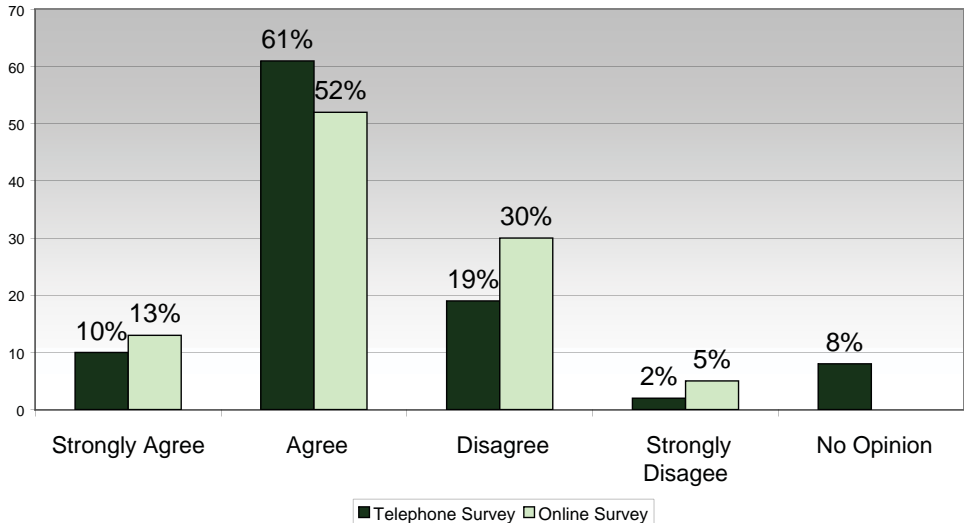
71 % and 65% of responses from telephone and online surveys, respectively, stated they thought that current trail systems are wide enough to handle multiple activities. The city can encourage trail use by multiple groups by widening trail systems to make them more accessible.

Currently, 83% of those surveyed by telephone and 82% of those who completed the online survey feel safe while using the trails. The remaining 7% and 17% felt unsafe while using the trails. This indicates a need for more security measures to be taken to ensure the safety of trail users.

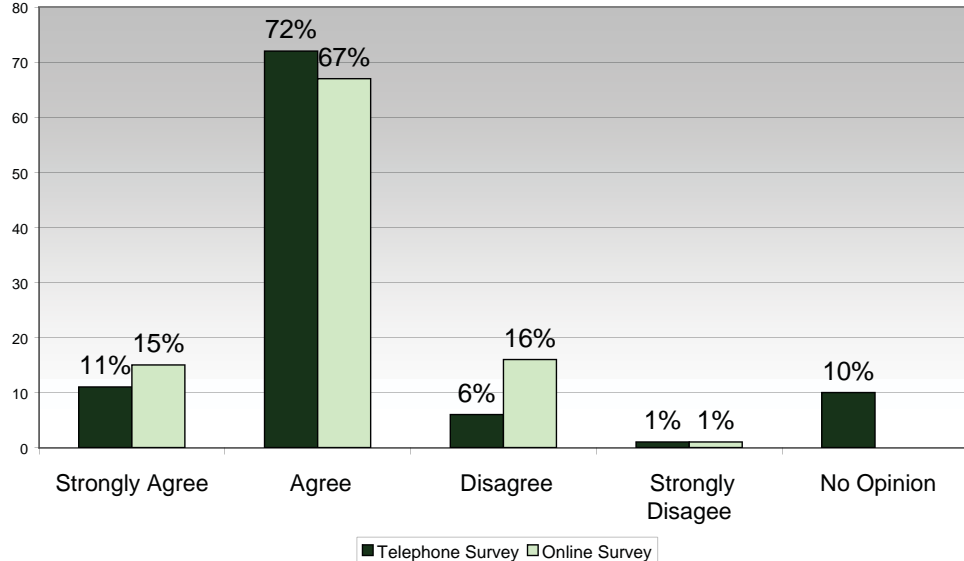
Trails are Close to Where I Live



Trails are Wide Enough to Handle Multiple Activities



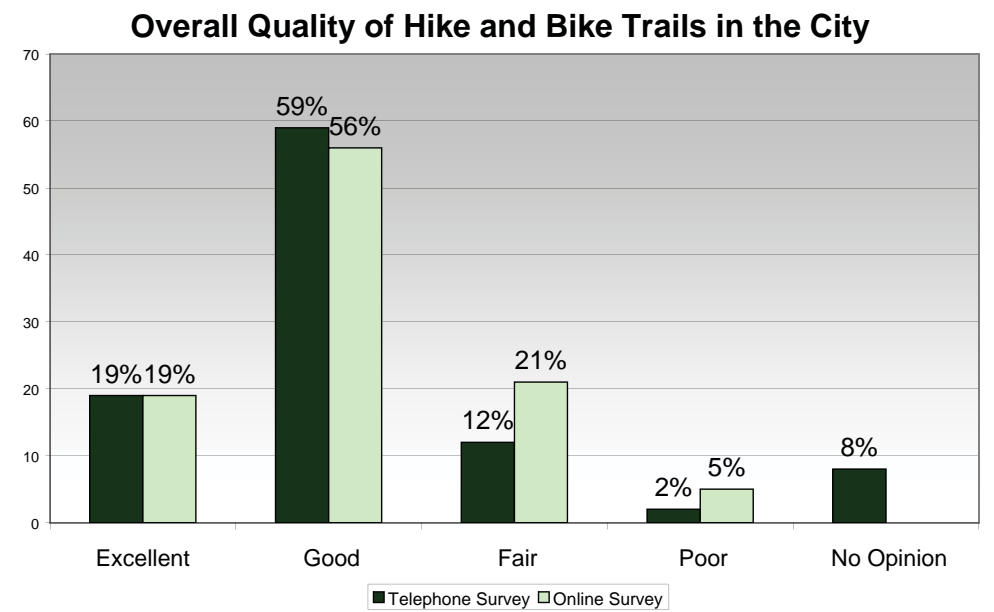
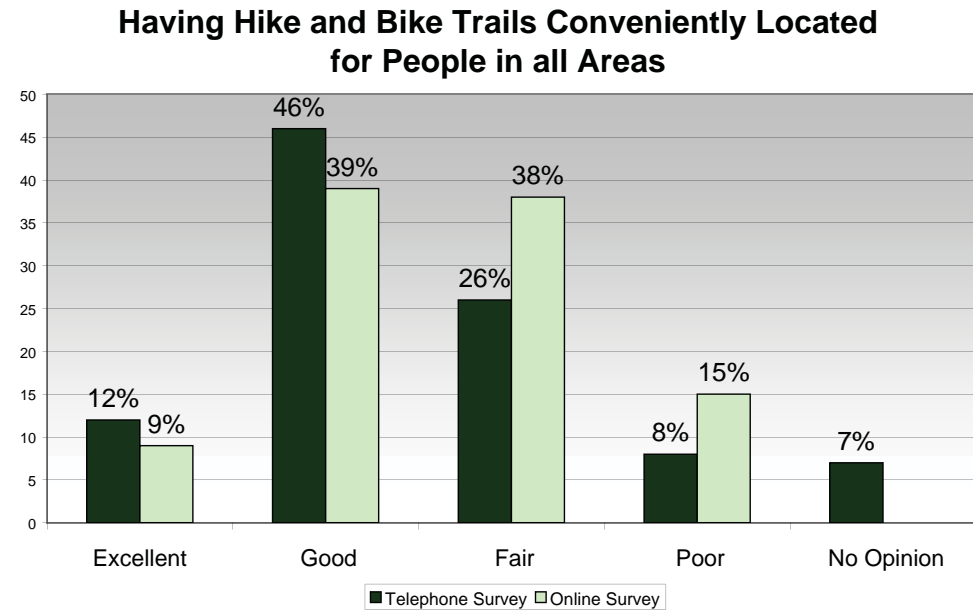
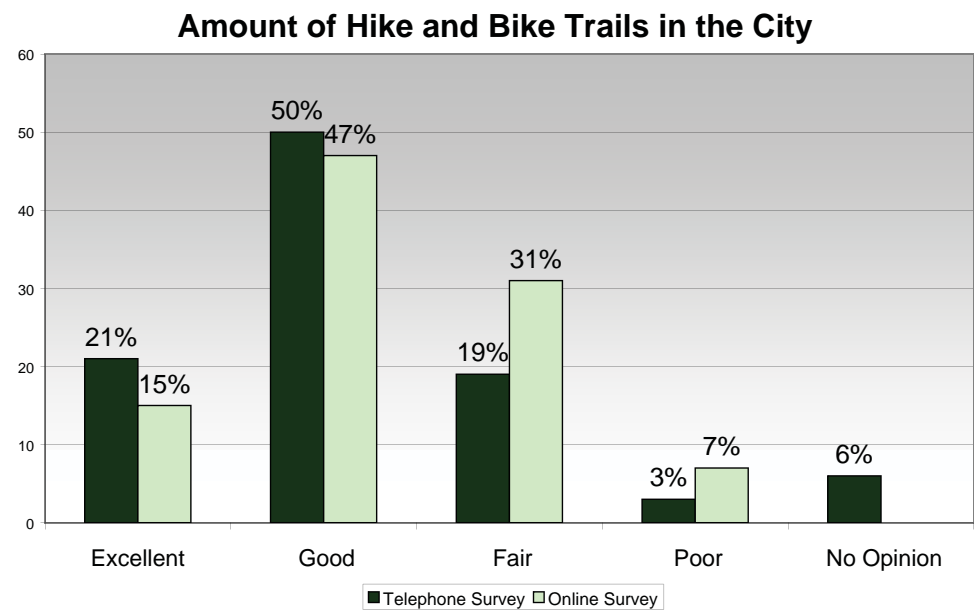
I Feel Safe When I'm on a Trail



The item referring to the amount of hike and bike trails in Georgetown received one of the highest excellence ratings of all the choices, with 21% of the telephone survey respondents indicating this. 71% of the total telephone survey respondents felt that it was either excellent or good. While only 62% of the online survey respondents felt the amount of trails was either excellent or good. There are plans to increase the amount of trails which gives Georgetown the opportunity to increase this percentage.

As was previously shown, the majority of people felt the amount of hike and bike trails in Georgetown was at least good. However, there is a decrease in percentage of people who feel the trails are conveniently located for people in all areas. Only 58% of the telephone survey responses and 48% of the online survey responses revealed either an excellent or good in terms of having hike and bike trails conveniently located.

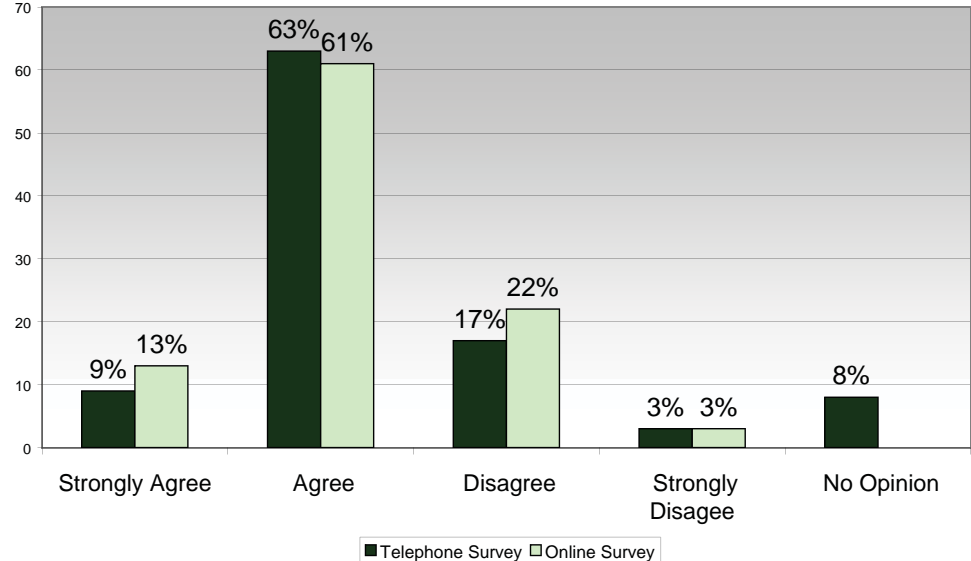
Over three-fourths of the population feels that the overall quality of hike and bike trails in the city are either excellent or good. 78% of the telephone survey respondents and 75% of the online survey respondents indicated this.



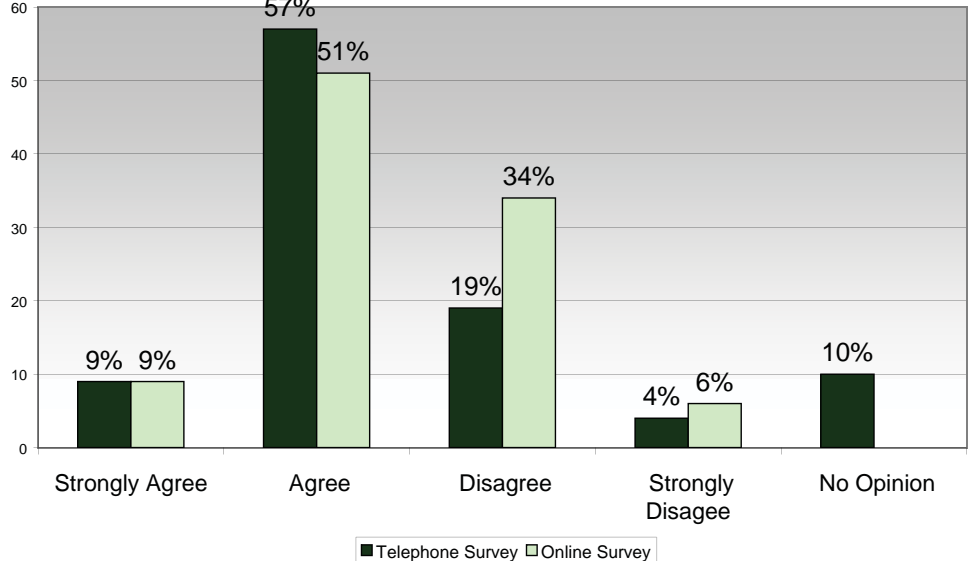
Positive responses from 71% of telephone survey respondents and 74% of online respondents affirmed there is convenient parking and access in Georgetown's parks. 20% of telephone survey respondents and 25% of online respondents disagreed. These results indicate a need for more parking and better access within the Georgetown park system.

Currently, 66% of Georgetown residents surveyed by telephone and 60% of residents surveyed online agree that existing trails in parks connect to places they or their families want to go. 23% of Georgetown residents surveyed by telephone and 40% of online respondents disagree. The city of Georgetown should try to increase the amount of trails available to citizens and connect them to a larger number of destinations .

There is Convenient Parking and Access



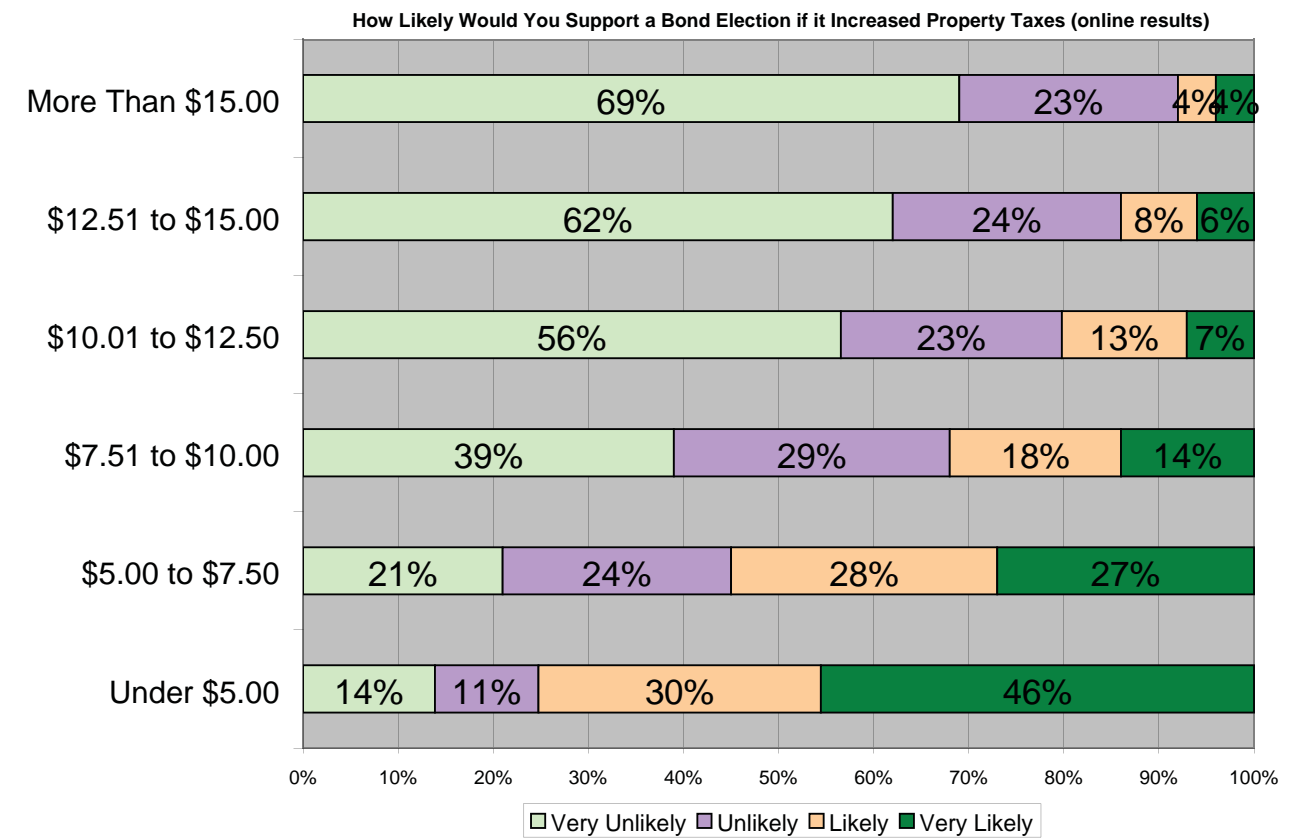
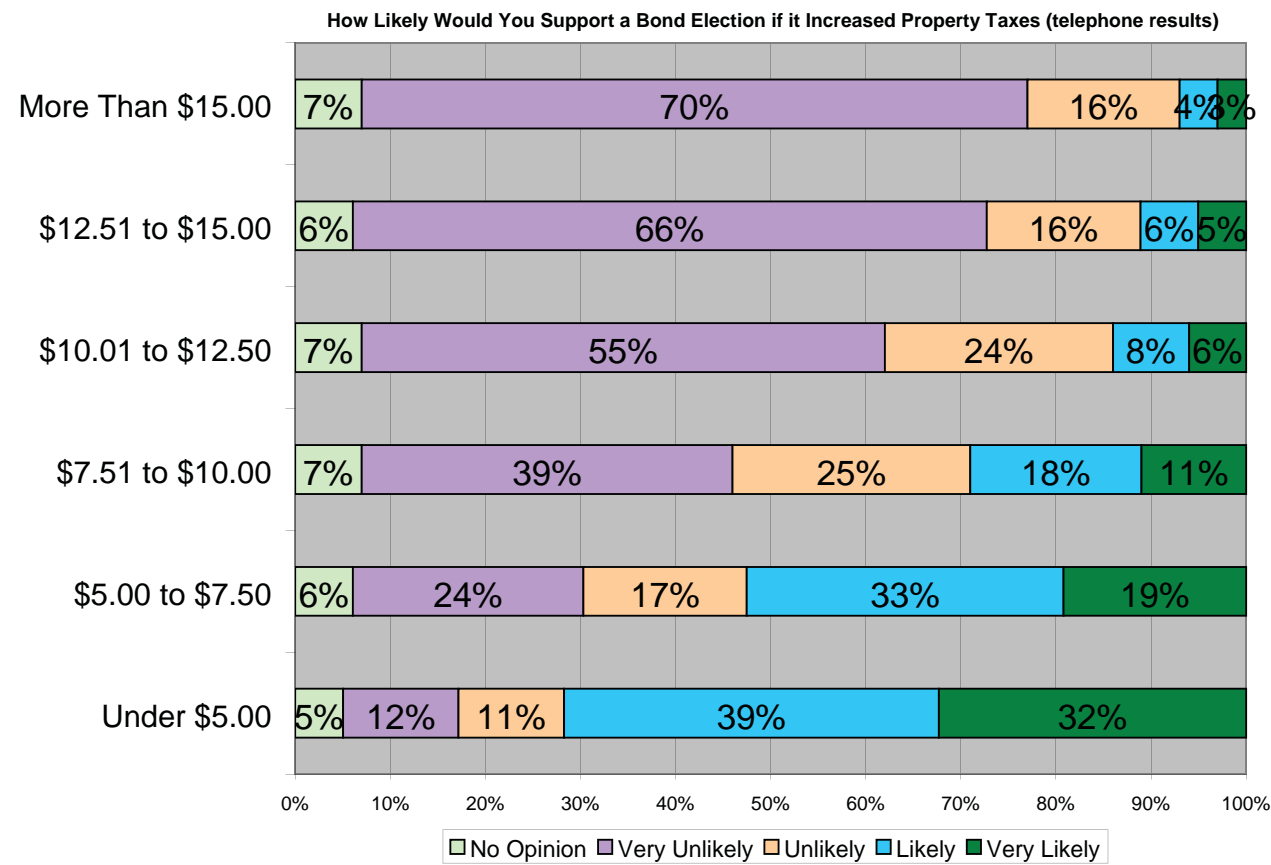
Trails Connect to Places I or My Family Want to Go



Bond Election Related Response

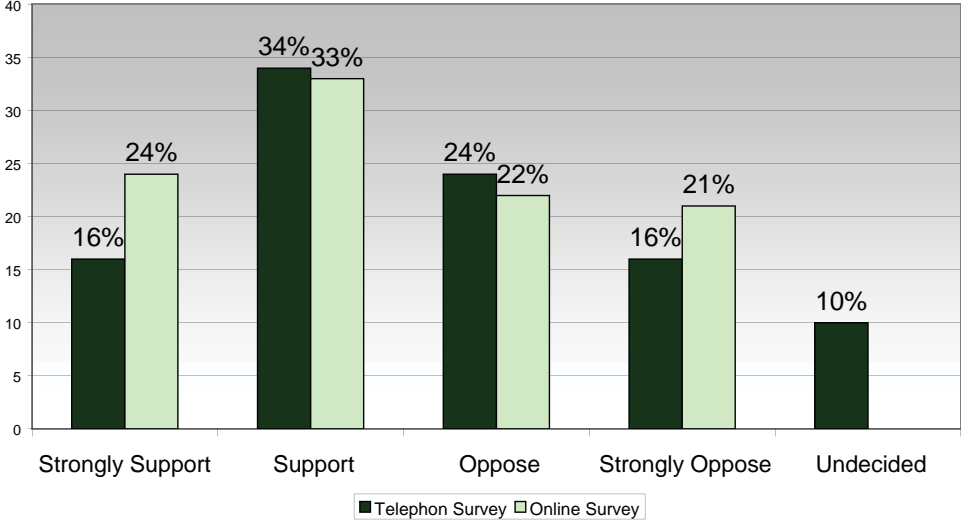
During the telephone survey, citizens were asked to rate the likeliness of their supporting a bond election that increased property taxes by \$_____ per month to develop parks. Their responses were based on the amount of increase in taxes. 71% of respondents said they were likely to support a tax increase if it was under \$5.00. The number of supporters dropped to 52% when the tax amount was raised to between \$5.00 and \$7.50. Any amount higher than that and support drops to below 50%. These results indicate that a minimal increase in property taxes will be easiest to approve in a bond election.

The results of the online survey are similar to those of the telephone survey, with 76% of citizens likely to support a tax increase under \$5.00 and 56% of citizens likely to support a tax increase between \$5.00 and \$7.50. Any increase in taxes above this number loses majority approval, from 32% support for a \$7.51 to \$10.00 increase, to 8% support for an increase in taxes above \$15.00. These results indicate that a maximum tax increase of \$5.00 to \$7.50 would be likely to get approved by Georgetown voters.





Support or Oppose a Bond Election if it Raise Property Taxes by \$8.75 per Month



When asked if they would support a bond election to raise property taxes by \$8.75 a month, 50% of telephone survey respondents and 57% of online survey respondents said they would support the bond election. 40% of telephone survey respondents and 43% of online survey respondents were opposed to such a bond election and 10% of telephone survey respondents were undecided. The lack of a strong majority of supporters suggests that an increase of \$8.75 a month in property taxes is too high, and a lower number would be easier to successfully get approved by voters. The \$8.75 per month (or approximately \$105 per year) amount would allow for approximately \$50 million in park improvement related bond funds.



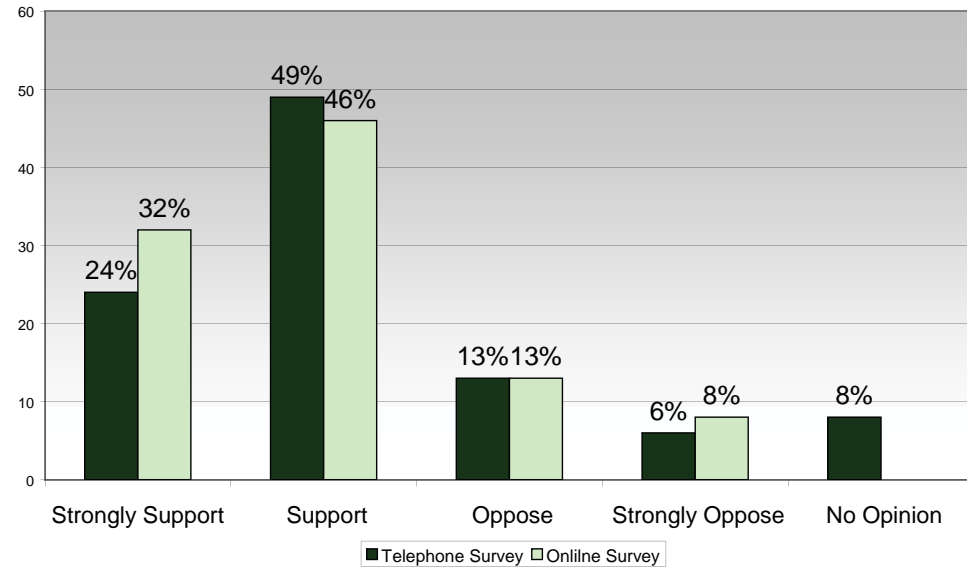
Support or Oppose Various Types of Initiatives

A total of 73% and 78% of Georgetown residents surveyed by telephone and online, respectively, support funding for the development of Garey Park. 19% and 21% of residents, respectively, oppose funding. The large majority of supporters, over ¾ of the population, indicated an active interest by citizens in improving Garey Park.

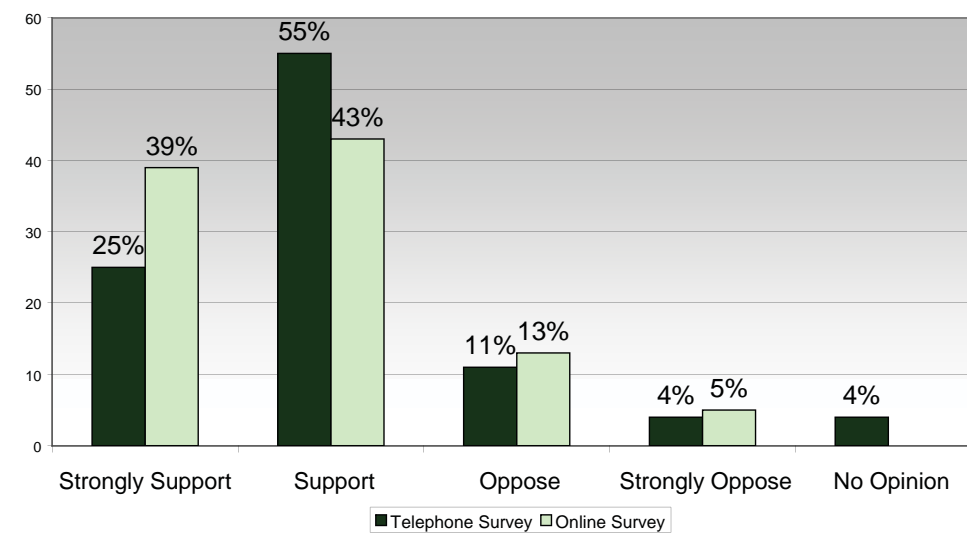
A total of 80% of residents who participated in a telephone survey and 82% of those who completed an online survey said they supported the construction of hike and bike trails along South San Gabriel. A total of 15% of those surveyed by telephone and 18% of the online survey respondents opposed the trail system. The high number of supporters indicates that if built, the trails will be used by a majority of Georgetown citizens.

Currently, 59% of telephone and online survey respondents support the development of an amphitheater within the Georgetown parks system. 29% of those surveyed by telephone and 42% of citizens who participated in the online survey opposed the amphitheater. While most citizens support the development, the city should address the concerns of those who oppose the amphitheater, and include those citizens when initiating programming for the amphitheater.

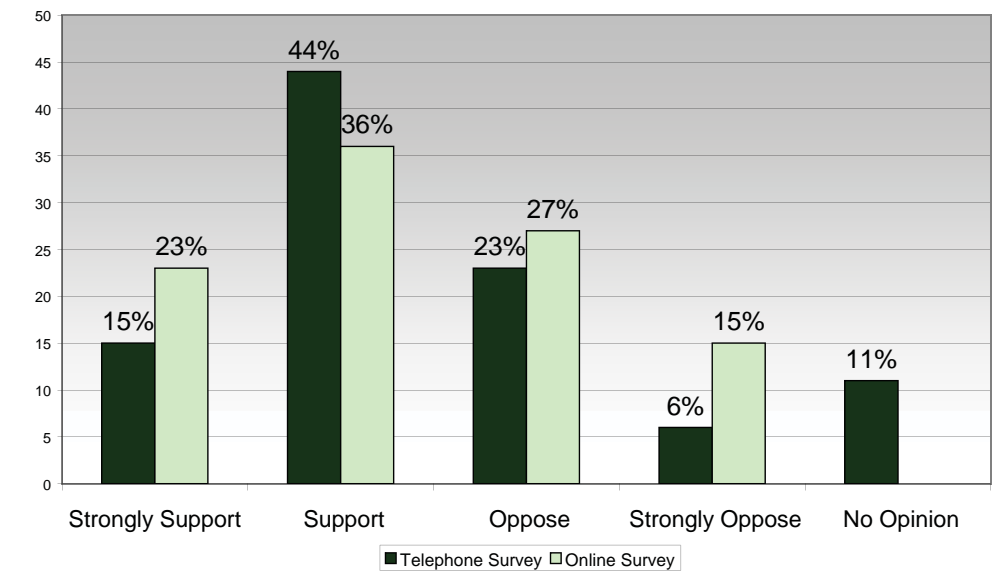
Funding for the Development of Garey Park



Construction of Hike and Bike Trails Along South San Gabriel



Development of an Amphitheater

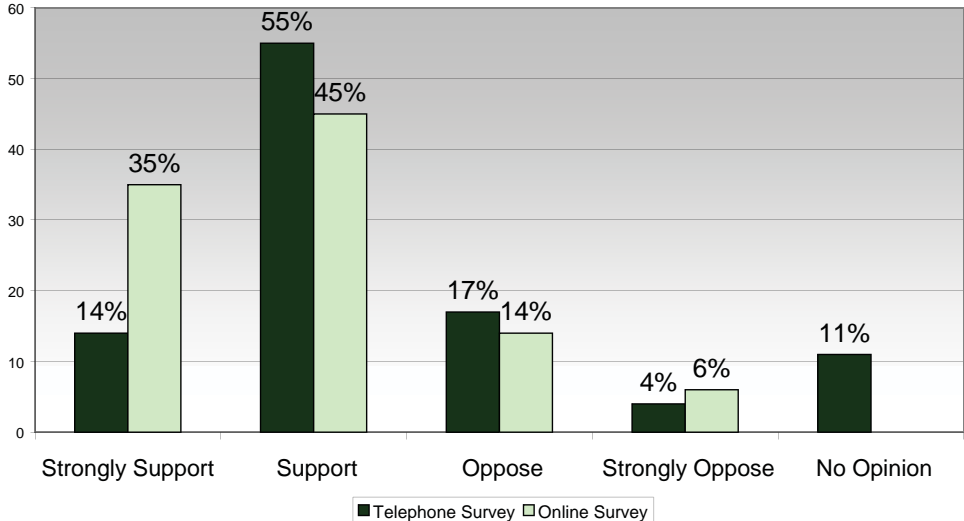


69% of telephone respondents and 80% of online respondents supported the construction of a regional park on the west side of Georgetown. 21% of telephone survey respondents and 20% of online respondents opposed construction of a regional park. These results indicate a need for the citizens of western Georgetown to have a regional park in the area.

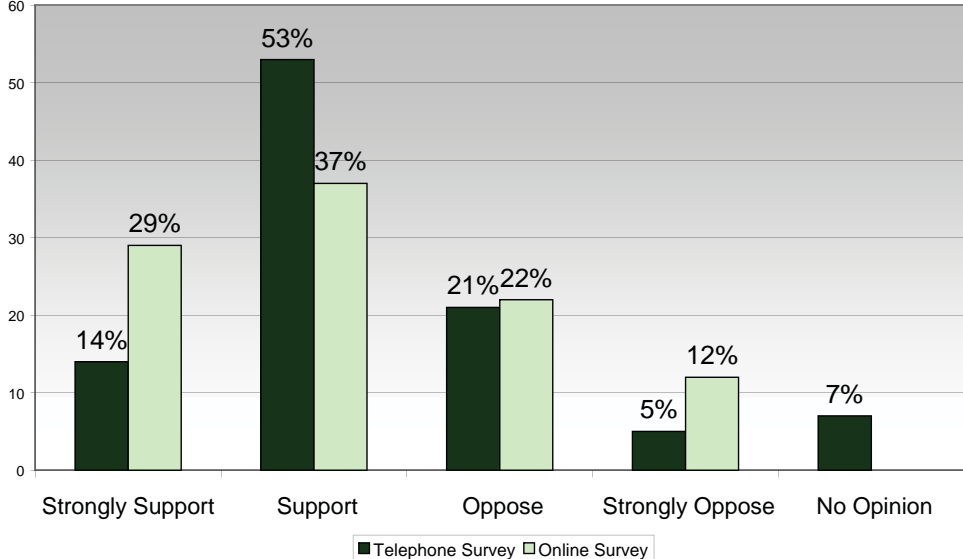
A total of 67% of residents who participated in a telephone survey and 66% of those who completed an online survey were supportive of constructing a nature center in Georgetown. A total of 26% of those surveyed by telephone and 34% of the online survey respondents opposed the nature center. Georgetown should try to propose a nature center that would be attractive to all citizens of the city.

Currently, 85% of telephone and 74% of online survey respondents said they are satisfied with recreational facilities in Georgetown. 11% of those surveyed by telephone and 26% of those who completed the online survey are not satisfied with the current recreational facilities. While a majority of the survey responses are positive, the city of Georgetown should strive to further increase citizen satisfaction.

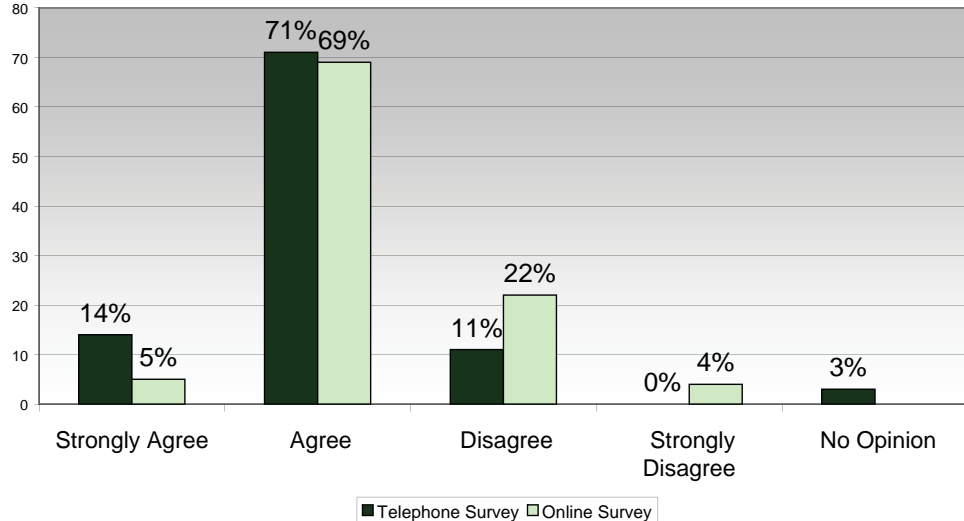
Construction of a Regional Park on the West Side of the City



Construction of a Nature Center



I'm Satisfied with Recreational Facilities in Georgetown

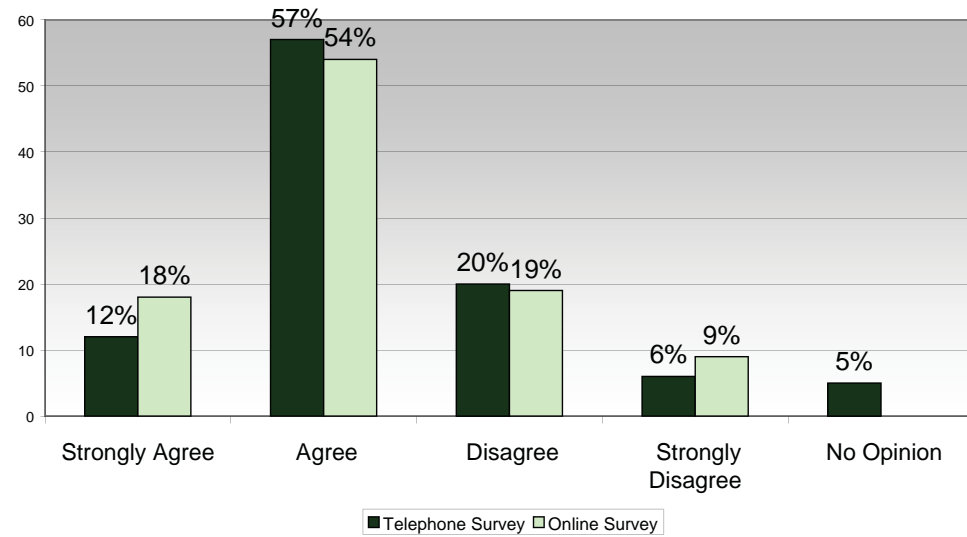


69% of telephone respondents and 72% of online respondents said they would be willing to pay additional taxes to see the quality of Georgetown's parks upgraded. 26% of those surveyed by telephone and 28% of those who completed the online survey were opposed to additional taxes to upgrade local parks. While a majority of citizens would support additional taxes, the city should be careful to include all sectors of the population when making decisions about funding for parks.

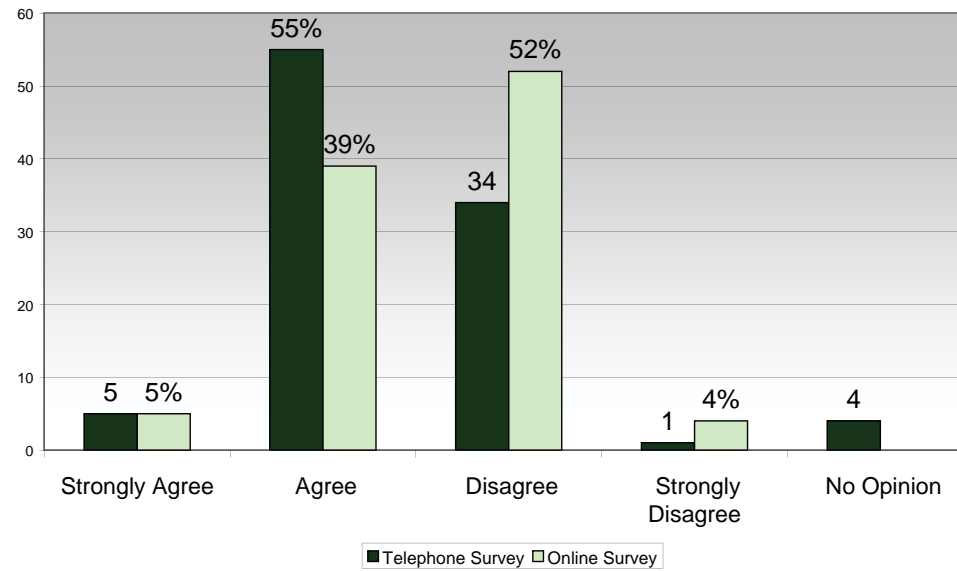
A total of 60% of residents who participated in a telephone survey and 44% of those who completed an online survey agreed that the existing park system in Georgetown is adequate. A total of 35% of those surveyed by telephone and 56% of the online survey respondents disagreed. The large number of unsatisfied respondents presents Georgetown with the opportunity to improve their park system to satisfy all residents.

36% and 34% of Georgetown residents surveyed by telephone and online, respectively, agree with the statement "City should improve existing parks and not develop new ones". 56% and 66% of residents surveyed by telephone and online, respectively, disagreed with the statement. These results indicate a need to not only improve existing parks, but expand the park system to serve all areas of the community.

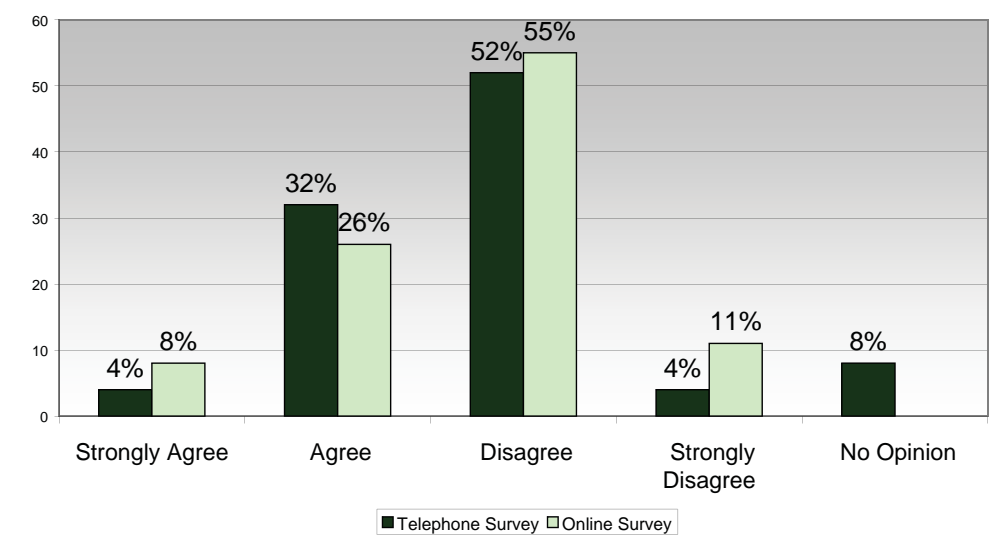
Willing to Pay Additional Taxes to see Quality of Parks Upgraded



Existing Park System is Adequate



City Should Improve Existing Parks and Not Develop New Ones

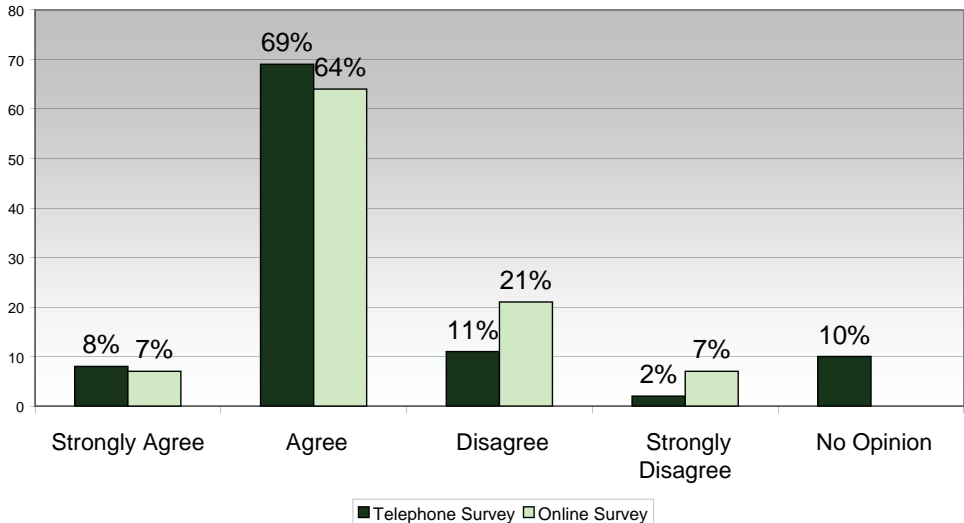


Currently, 77% of telephone and 71% of online survey respondents said they believe they have adequate avenues to voice their concerns about recreation. 13% of telephone and 28% of online survey respondents disagreed. This indicated a need for more information to be available to the public about existing methods to present concerns to the city and expansion of those methods.

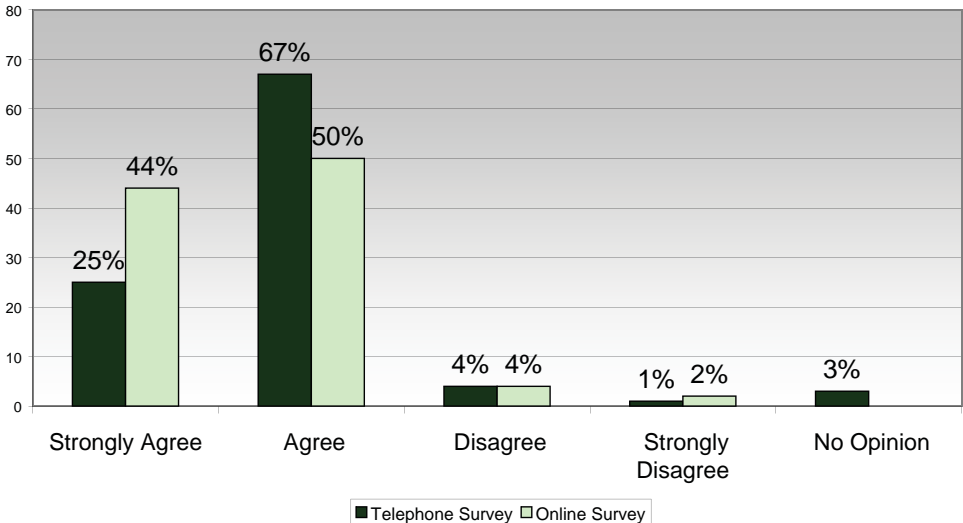
92% of citizens who participated in a telephone survey and 94% of those who completed an online survey agreed that natural areas are important and should be preserved where it is available. Only 5% of telephone survey respondents and 6% of online survey respondents disagreed. The large majority of support for conserving natural areas in Georgetown should make this issue a priority for the city.

When asked how often survey participants voted in bond elections, 83% of telephone survey respondents and 87% of online participants responded "always" or "often". This high level of civic participation will ensure that citizens are represented when voting for bonds related to the park system. The city should encourage participation from the remaining 14% of citizens who responded they "seldom" or "never" vote on bond issues.

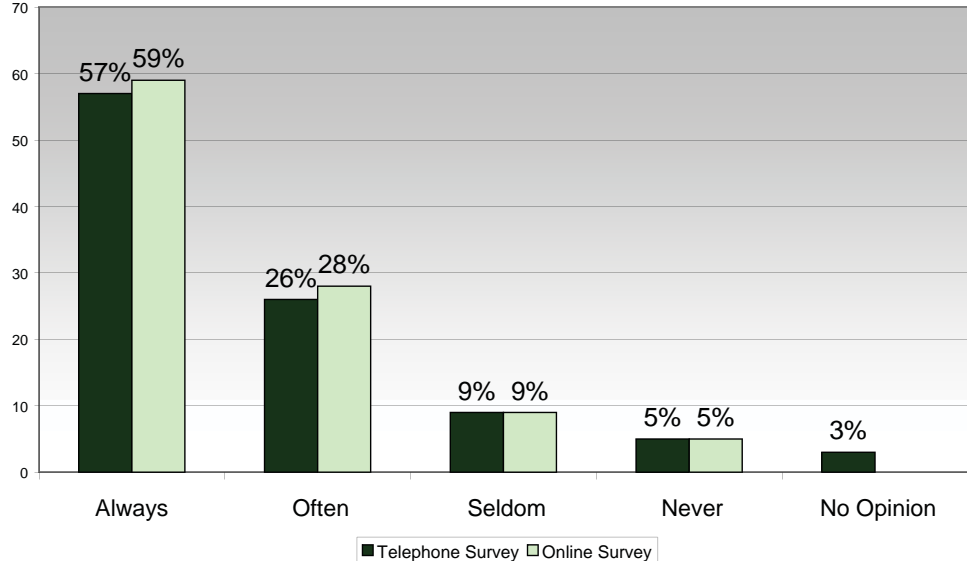
I have Adequate Avenues to Voice my Concerns about Recreation



Natural Areas are Important and Should be Preserved Where it is Available



How Often Do You Vote in Bond Elections?

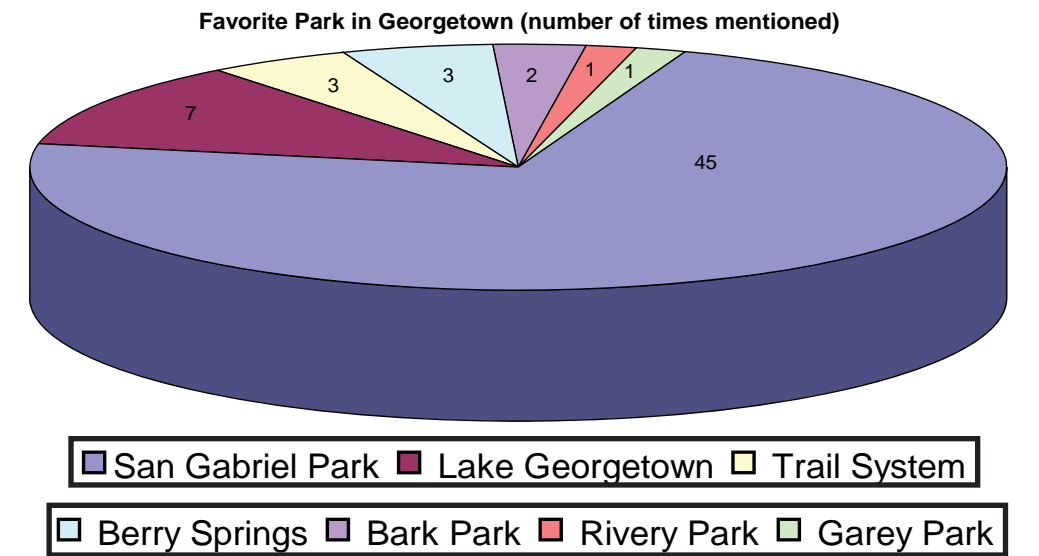
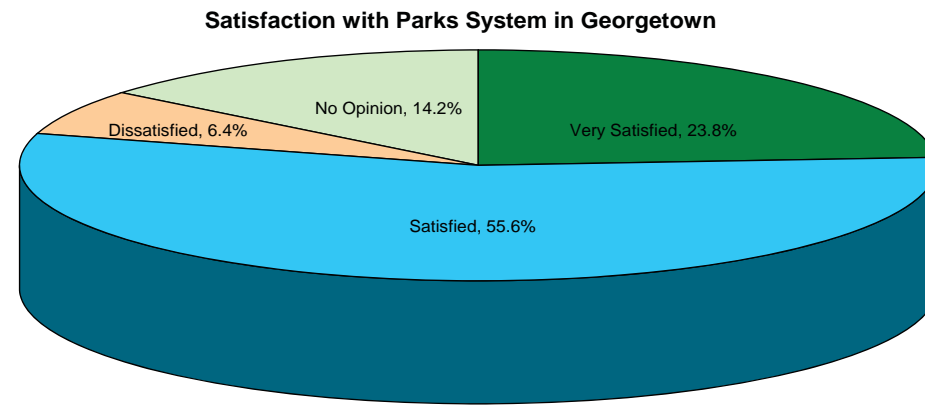


Community Input Public Meeting

Purpose of a community input public meeting - public meetings are held during a planning process to allow all residents of a community the opportunity to speak and voice their opinions and concerns. Residents of Georgetown were invited to an open house and public meeting held at the community center in the month of May. They were shown different priorities and ideas that had come from the public input in the previous months. Residents were asked to fill out a questionnaire regarding their opinions of the different priorities. The results of that questionnaire, as well as the citizens' additional comments are shown to the right and on the following pages.

Residents who attended the public input meeting were asked overall how satisfied or dissatisfied they were with the parks in Georgetown. A total of 79.4% of those who attended said they were either very satisfied or satisfied with parks in Georgetown. 6.4% said they were dissatisfied and 14.2% had no opinion. There were 0% of the attendees who were very dissatisfied with parks in Georgetown.

Residents were asked which park in Georgetown was their favorite. Forty-five people responded that San Gabriel Park was their favorite. Other parks that were mentioned include: Lake Georgetown, the trails system, Berry Springs, the Bark Park, Rivery Park, and one person mentioned Garey Park once it is developed.





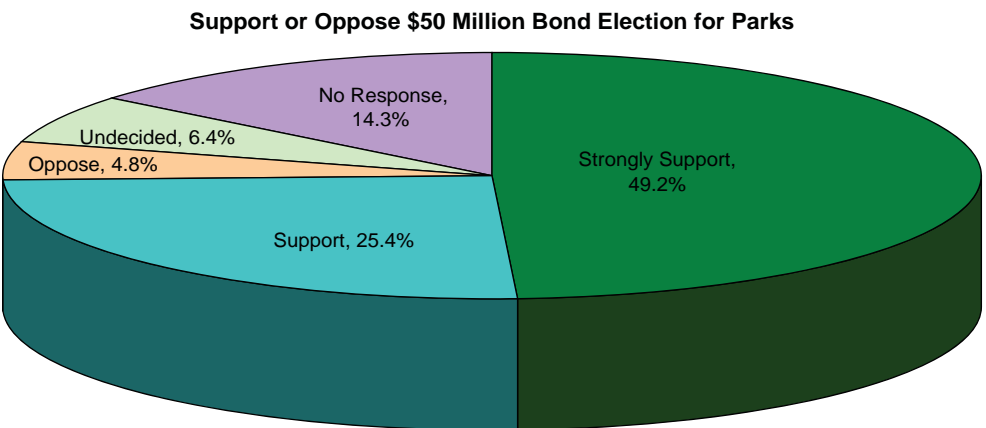
The residents were shown illustrations reflecting all the different priorities of the master plan. They were then asked on the questionnaire which three they thought were the most important. Their responses were calculated and are listed below in order of importance.

1. San Gabriel festival / farmers market venue
2. Trails
3. Downtown festival park
4. Acquire land / acquire land for a northwest park
5. Renovate / enhance San Gabriel Park
6. Preserve lands, creeks, rivers, and open space
7. Water sprayground parks
8. Enhance Lake Georgetown with rowing opportunities, access, improved trails

The residents were also given a list of different facility types and asked to rank how important or unimportant it was for the city to provide each facility. The results are shown below in order of importance.

1. Trails for walking and biking
2. Preserved open space and natural habitat
3. Recreation centers
4. Large community parks
5. Senior citizen programs
6. Small neighborhood parks
7. Recreation programs and classes
8. Aquatic facilities
9. Water recreation at Lake Georgetown and on the San Gabriel River
10. Athletic facilities

Finally residents were asked how likely they would be to support or oppose a bond election for parks in the amount of \$50 million, which would cost the average homeowner in Georgetown approximately \$8.75 per month. The responses are shown below in the pie chart. 74.6% of those who attended the public input meeting said they would either support or strongly support a park bond election for that amount.



Additional Comments from the Public Input Meeting

At the end of the questionnaire, residents were given the opportunity to add any further comments they might have. Below is a summary of the additional comments that the attendees made.

Additional Comments from Georgetown Public Input Meeting Survey

- Provide a shaded area for the farmers market with restrooms, drinking fountains and plenty of parking.
- Need more equestrian trails and facilities.
- Lots more shade and picnic areas
- Create facilities to encourage RV rallies.
- Facility for outdoor movie theaters
- Expand / preserve rodeo arena
- Need a sign on Austin Ave. announcing special events in the park
- Skate board park
- Water sprayground park for children
- Canoe / kayak rentals on San Gabriel River
- Fix Blue Hole Park
- More trails along the river
- Music / concert area or amphitheater
- Swimming pool in the east part of town
- Make sure all facilities and swimming pools are ADA approved
- Team with CORPS to generate rowing / paddle sports venue at Lake Georgetown
- Large water park / aquatic center
- Expand parking at San Gabriel Park
- R.O.C.K. would be interested in discussing a therapeutic horse riding facility at Garey Park. Contact info: joan@rockride.org
- More activities for seniors
- Exclusive use of native plants, grasses and trees.
- Leash-free hiking trails
- Air-soft field for simulated military style games.
- Develop programs for people with special needs i.e. swimming lessons and summer camps. Contact info: exceptionalgeorgetown@gmail.com
- Wildlife habitat / preserve
- Future zoo
- Motorcycle park
- Rock climbing park
- Add art in the parks

Stakeholder Group Interviews

As part of the planning process several stakeholder groups were contacted for an interview. Over the course of a three day charrette in March of this year, the leaders and boards of 16 different organizations and interest groups met to discuss their group's interests and concerns. A summary of what the groups stressed were their highest priority needs and desires are shown in Table 5-1 below.

Table 5-1 Input by Stakeholder Groups	
Stakeholder Group	Key Needs
Aquadillos Swimming	25 meter USA Swimming competition size, indoor swimming pool
Art Committee	Art in the Park Program, public art, amphitheater
Georgetown Art Works	Art Park or Art Center in the downtown
CORPS (Lake Georgetown)	Flood control and preservation. Want to keep the lake natural
Convention and Visitors Bureau	Things to attract people to Georgetown like events, restaurants, the lake, sports, etc.
Downtown Association	Downtown festival area to get the events off the street, unique restaurants, things to do downtown
Economic Development Corporation	Preserve natural elements in Georgetown, offer something for 25-35 year olds to do
Farmers Market	Permanent venue to hold market, preferably in San Gabriel Park
Garden Club	Lighting in the Sunken Garden, proper drainage to keep run off from coming down the stairs
Pop Warner Football	Need use of the existing concession stand if they cannot build their own, bleachers, practice fields
Rowing Club	Boat storage facility at Lake Georgetown, potential for renting kayaks and boats on the river and at the lake
Sheriff's Posse	Large covered arena, issue of control of both the show barn and the arena, long term home, expanded facility
Georgetown Soccer Association	Practice fields, complex similar to Williamson County Regional Park, light fields in San Gabriel Park for practice
Williamson County Museum	Kiosks and interpretative signs throughout Georgetown
Williamson County Parks Department	Passive county parks, maybe add a nature center at Berry Springs Park
Youth Basketball	Second gym for games and practice, expand league to include teenagers



Student Survey

Why use a Student Survey - students and the youth in a community are often times the primary users of parks. Since this group of the population highly utilizes park and recreation facilities, they often have valuable suggestions on ways to improve them. Children and teens are likely to have a keen insight about needs to be improved, what amenities are lacking, and what facilities are the most enjoyable when compared to their adult counterparts. Since they are the portion of the population that spends much of their leisure time in parks, their opinions, recommendations, and suggestions should be relevant.

Survey Methodology - a two page survey was distributed to the 4th, 7th and 10th graders of Georgetown Independent School District. The teacher handed the survey out to the students and the students were asked to answer each question honestly. A total of 649 surveys were returned from the 4th graders and the 7th graders. No 10th grade surveys were returned.

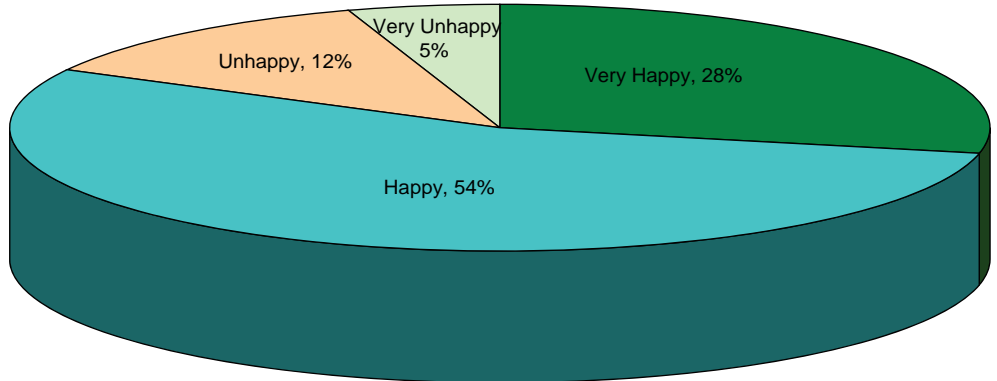
Location of Students - there were five schools that completed and returned the students surveys, three elementary schools and two middle schools. The percentage of students from each school is shown below.

Location of Students

Benold Middle School.....	27%
Williams Elementary.....	23%
Forbes Middle School.....	22%
McCoy Elementary.....	15%
Cooper Elementary.....	12%

Among the student population in the community, 82% are either satisfied or very satisfied with the park system in Georgetown, as shown in the pie chart below. The remainder 17% of the student population indicated they were either unhappy or very unhappy with the parks in Georgetown. The results are shown below.

Overall Satisfaction with Parks in Georgetown



Reasons for Satisfaction - the students were asked what they like most about the parks in Georgetown. This was an open-ended question in which the student could write in any answer they wanted. Some of the most popular answers included: playgrounds, swings, slides, and monkey bars with 11% response rate; playscape with 10% response rate; fun with 8% response rate; the size, large, and big with 7% response rate; and pools or swimming with 6% response rate.

Reasons for Dissatisfaction - similarly the students were asked what they do not like about the parks in Georgetown. This was also an open-ended question. Some of the most common answers were: trash, dirty, and graffiti with 17% response rate; no shade for the swings, slides or playgrounds with 13% response rate; overcrowded or too small with 10% response rate.



When you visit a park, what do you normally do?

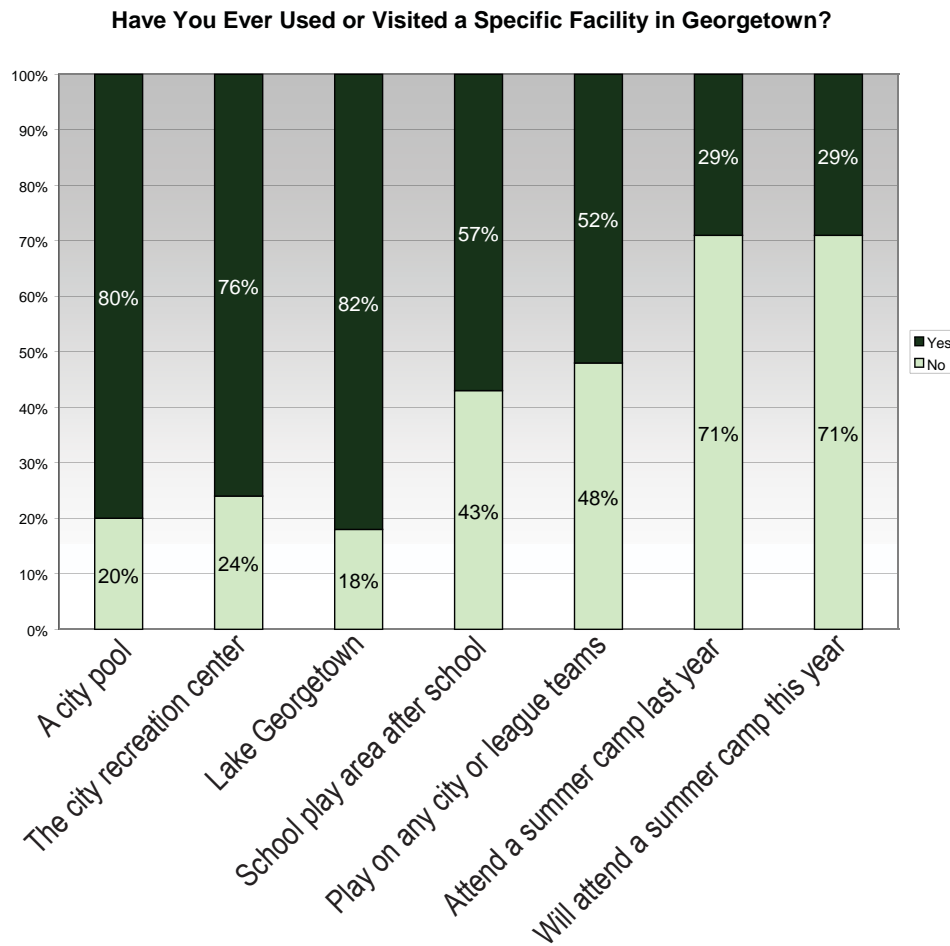
The students were given a list of different recreational activities that are offered at a park. They were then asked to check all the activities that they normally do when they visit a park in Georgetown. The responses are shown below.

Play on a playground.....	63%
Meet with friends.....	59%
Walk on trails.....	47%
Participate in sports.....	47%
Go swimming.....	44%
Enjoy nature.....	37%
Family activity such as a picnic.....	36%
Play basketball or volleyball.....	36%
Skateboard.....	16%
Other.....	15%

Favorite Park in Georgetown - the students were asked what their favorite park was in Georgetown. 83% of those surveyed answered San Gabriel Park. No other park came as a close second. Other parks that were most commonly mentioned were: Berry Creek (4%), the Recreation Center (2%), Chautauqua Park (1%) and Rivery Park (1%).

Ways to Improve That Park - the next question asked the students what they would change or add to make that park better. This was also an open-ended question and the students were free to give any answer they wanted. Some of the most common responses included: more or better playgrounds, swings and slides with a 16% response rate; more or cleaner restrooms, drinking fountains and vending machines with 12% response rate; more pools with 11% response rate; pick up or clean up trash with 8% response rate; add a skateboard park with 7% response rate; and more activities for older teens and older children with 6% of response rate.

Used or Visited Specific Facilities in Georgetown - the students were given a list of different facilities offered in Georgetown. They were then asked to check either yes or no indicating whether or not they had ever used, visited or played at each of the different facilities. Their responses are shown in the bar graph below. The most highly used facility was Lake Georgetown with 82% indicating that yes they had visited it. This was followed closely by a city pool with 80% indicating they have used or visited any of the five city pools.



What do you do at the lake?

The students that answered yes to having ever visited Lake Georgetown were then asked what they like to do when they are at the lake. Their responses are shown below.

Swimming.....	68%
Fishing.....	52%
Boating.....	48%
Picnicking.....	35%
Other.....	13%

Which school play area do you play on after school?

The students that answered yes to playing on a school play area after school or when they are not in school were then asked which school play areas they use. The results are shown below.

Cooper.....	18%
Purl.....	14%
Williams.....	13%
McCoy.....	10%
Benold.....	9%

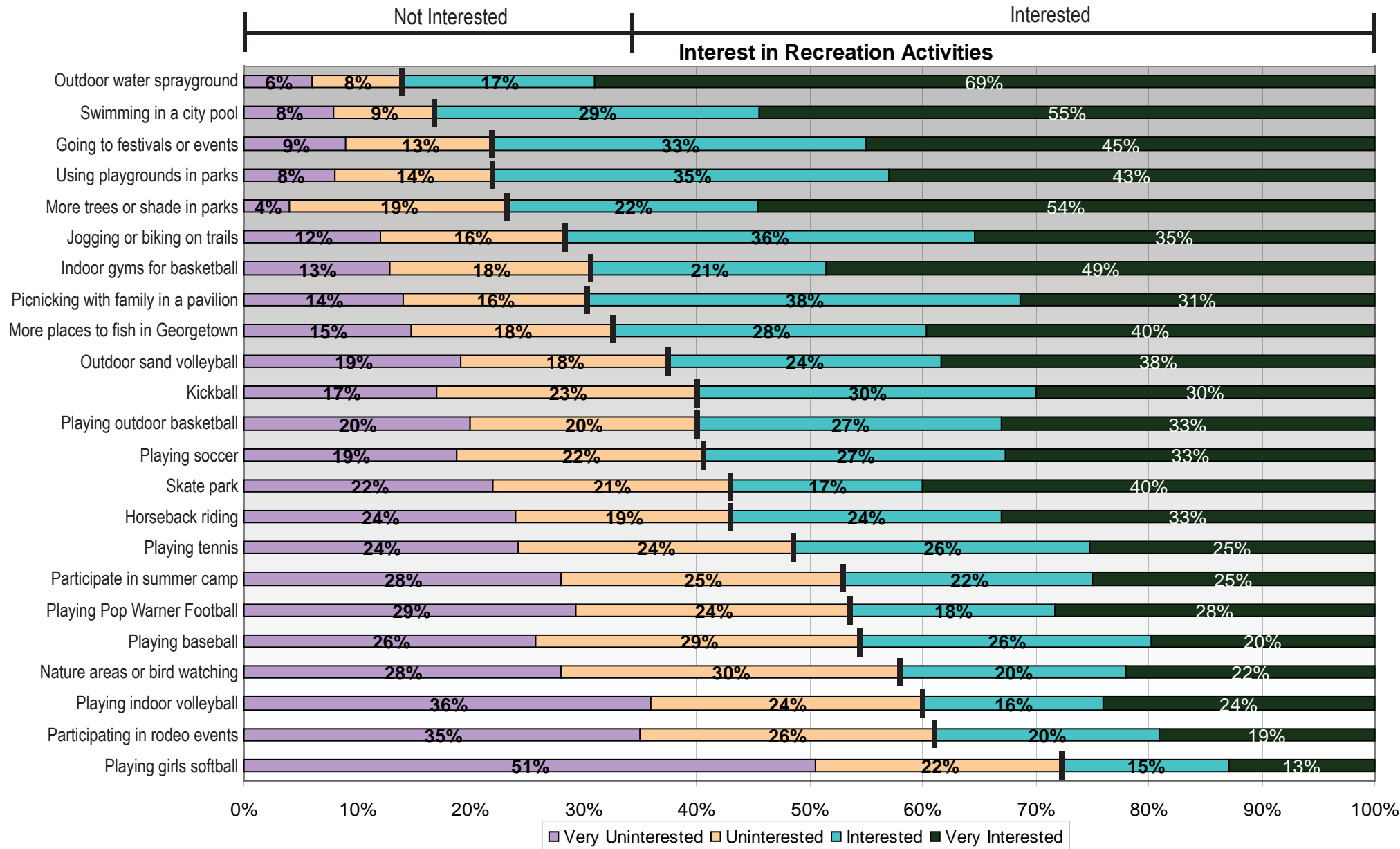
What city or league sport teams have you played on in the last year?

The students that answered yes to playing on a city or league team were then asked which sports they have played on in the last year. Their responses are shown below.

Soccer.....	46%
Basketball.....	46%
Baseball.....	29%
Swimming.....	19%
Tennis.....	18%
Kickball.....	11%
Softball.....	10%



The students were given a long list of different recreational activities that are offered or could potentially be offered in Georgetown. They were asked to rate how interested or uninterested they were in each activity. The activity receiving the highest amount of interest was an outdoor water sprayground with 86% of the students saying they were either interested or very interested. The second highest ranked activity was swimming in a city pool with 84% of the students interested. The third highest rated activity was going to festivals or events in a park with 78% of the students interested in this activity. The complete results are shown below.



The final question on the student survey asked them to write down the one facility they felt was the most important for Georgetown to provide out of all the facilities that were just listed. The responses are shown below.

- Outdoor water sprayground.....19%
- Skate park.....11%
- Playing soccer.....11%
- Swimming in a city pool.....9%
- Playing baseball.....7%
- Horseback riding.....6%

