



## HOWARD W. PEAK GREENWAY TRAIL USE SURVEY

### BACKGROUND

*The Howard W. Peak Greenway Trail System was funded through a voter approved Sales Tax Initiative (Prop 2) since 2000 and most recently in 2015. As the city has grown over the last two decades, we've seen a growth in trail use as well. Throughout 2020, the greenway trails have served as an outlet for the community for exercise and simply connect with nature.*

*As of April 2021, we have 82 miles of greenway trails completed, 15 miles under construction and 17 miles in planning and design.*

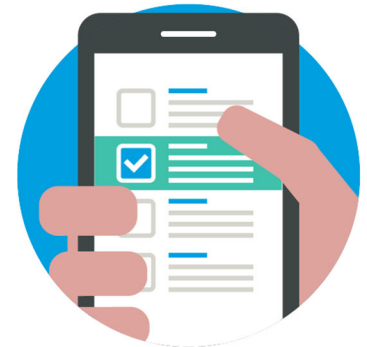


### PURPOSE OF SURVEY

*As more people are discovering the trail system. This was a great opportunity to capture feedback and learn about the community's knowledge and experience on the trails. Information collected in the survey will help guide Park project priorities including enhancements to existing trail segments.*

#### Timeline

- Open November 16, 2020
- Closed January 18, 2021
- 3638 Total Responses



### SURVEY DISTRIBUTION & OUTREACH

*To raise awareness of the survey and encourage public engagement we shared information in a variety of ways including SASpeakUp.com, department website, 9 Community Centers & 2 adult and senior food sites (facilities that were open during this time), on-site signage at all trailheads, email distribution, Park Stewardship Outreach through our Park Liaisons and Trail Stewards, and social media.*

*In addition to the organic reach of these posts, we also launched four paid advertising campaigns in English and Spanish. A citywide campaign and a targeted zip code campaign. For the targeted zip code campaign, a zip code analysis identified the areas with the lowest survey responses.*

## DEMOGRAPHICS

### Age Range

35-44 (25%)  
45-54 (23%)

### Gender

Male (54%)  
Female (44%)

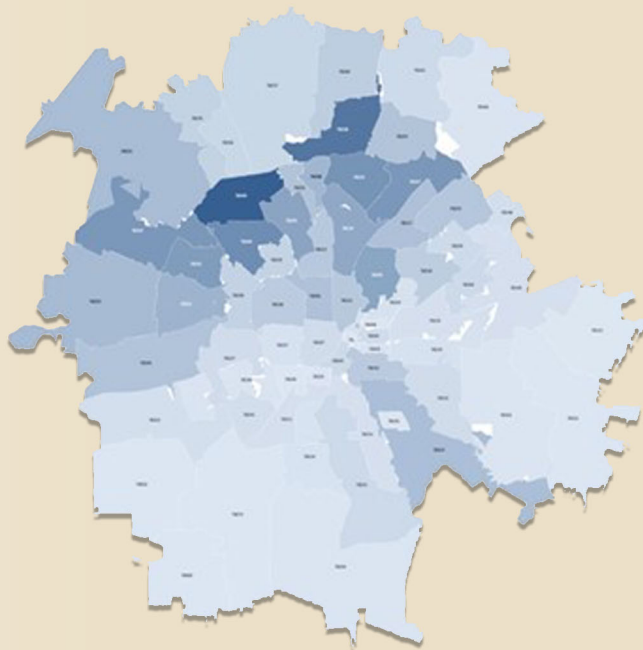


## Zip Codes

On the map, the darkest areas show the highest number of respondents to the survey. The top ten zip codes are listed below. 78249 was the zip code with the most respondents. Based on what we learned from the survey, we will continue to seek input, specifically for those communities where we saw lower responses. As we reopen safely, more opportunities will become available, and we'll continue to seek feedback.

### Top Ten Zip Codes

- 78249
- 78258
- 78240
- 78232
- 78247
- 78254
- 78250
- 78230
- 78209
- 78216



We asked respondents to share information about trail use, amenities, future planning, and safety.

## TRAIL USE



### Frequency of Use

Weekly (57%)  
Monthly (21%)  
Daily (15%)



### Transportation to Trails

Car (68%)  
Bicycle (19%)



### Primary Trail Use

Bike/Cycle (50%)  
Walk (23%)  
Run (17%)



### **Most Used Segments**

*Salado Creek Greenway (70%)  
Leon Creek Greenway (63%)*



### **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**

*Weekend – Mornings  
Weekend - Afternoons  
Weekday – Afternoons*

### **Top 5 Reasons for Trail Use**

- Exercise
- Enjoy nature
- Safer than walking/biking along the 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 (Would require lighting)**

*Very interested (38%)  
Were not interested (35%)  
Somewhat interested (27%)*



## AMENITIES

### Top 5 Amenities Used

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



### Top 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% indicated that future planning should consider commuter use.

## SAFETY

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



We ask for any additional comments or feedback. Respondents shared positive support for the greenway trail system and reiterated the desire for more connections and enhancements of the trail system.

- Kudos
- Connections/Expansion
- Trail Enhancements
- Safety
- Accessibility

## KUDOS

*“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.”*

