



## HOUSTON ACTION RESEARCH TEAM



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Team Photo Coming Soon

(Placeholder photo: Tom Fox, SWA Group – Hermannpark.org)

### *Hermann Park Conservancy – Park User Experiences, Fall 2016*

This HART, made up of undergraduate students from Civil Engineering, Sociology, Policy Studies, and Cognitive Sciences, contributed to Hermann Park Conservancy's master plan with a survey of Hermann Park users' experiences and systematic observation of Hermann Park user demographics and activities. The team surveyed 307 individual park users and completed 44 observational forms. They analyzed this data to answer questions about the demographic groups who use the park and variations in park uses; the geographic and mobility patterns of park users; the characteristics that lead to social interactions in the park; and recommendations for improvement by park users. Findings provided HPC with evidence that Hermann Park is used by a population as diverse as Houston; that park users are, in general, very satisfied with the park and suggestions for improvement tend to cluster around maintenance or addition of restroom and water fountain facilities. The research also demonstrated the value for in-person surveys of park users by providing insight that runs contrary to previously held beliefs. For example, while parking was a major issue in previously held focus groups, it was not a significant issue for surveyed park users; even though 81% of users arrive by car. The team's contribution added important new data about Hermann Park usership that is being utilized in the HPC planning process.

