



**HART Program**  
**Houston Action Research Team**  
Engaged Research Opportunity  
**Fall 2020**

## **Understanding Memorial Park Visitor Experiences and Interests**

This project will support the Memorial Park Conservancy (MPC) in better understanding who visits the park during peak park usage times, what areas of the park are used during peak hours (beyond Seymour Lieberman Exer-Trail), where those visitors come from, what aspects they engage with when visiting, and visitors familiarity with existing programs and interest in other opportunities. This information will help MPC make informed, evidence-based decisions regarding resource allocation and future planning as they continue with their master planning process. This experiential learning opportunity will enable students to apply the knowledge and skills gains from Rice courses to complete work that will benefit residents and visitors to the City of Houston.

**During Fall of 2020, this HART (Houston Action Research Team) will:**

- Design a survey of visitors to Memorial Park that will elicit information to answer the questions of interest to the Conservancy and in line with previous surveys
- Train and work with Conservancy volunteers who will assist in surveying users to maximize data collection potential
- Analyze the results of the survey with the primary aim of understanding who visits Memorial Park and what activities they are aware of and engage in
- Identify any barriers to using natural areas of Memorial Park
- Identify opportunities to apply survey findings to future planning efforts by the MPC
- Complete a written report and oral presentation of findings and recommendations for the Memorial Park Conservancy

**This engaged research opportunity is available to Rice undergraduate students for Fall of 2020.** An interdisciplinary team of four students, each of whom will bring different, but equally important, skills, knowledge, and experiences, will undertake this project. Team members will each work approximately 10 hours per week on this project between August 24<sup>th</sup> and December 16<sup>th</sup> under the guidance of Richard Johnson (Director of Sustainability) and Alan Steinberg (CCL) and will receive \$10/hour for their project work. Work time will be flexible, although team members must attend weekly meetings and must coordinate time to work with other team members on the project as needed. Undergraduate students from **all fields of study** with interests and/or skills in at least some of the following areas are encouraged to apply:

Urban planning, nature, parks and recreation, sociology, survey research, demographics, interviewing, research design, landscape architecture, data analysis, professional writing, public presentations, teamwork, community engagement, non-profits

**APPLICATIONS ARE DUE April 5, 2020**

**To inquire or apply contact Dr. Alan Steinberg, [steinberg@rice.edu](mailto:steinberg@rice.edu)  
For more about Rice's HART Program, visit: <http://ccl.rice.edu>**