



Parks Master Plan Update 2018



Council Briefing
June 19, 2018



Project Branding





Current Activity



- Gathering Input via:
 - Public Outreach Meetings
 - Short Survey
 - Focus Groups
 - Public Events
 - Developing Statistically Valid Survey





Survey



- Working with consultant to develop and launch an online, mail and phone survey
- Survey will be statistically valid
- Survey will be random and will cover all City Council Districts
- Survey will be conducted in English and Spanish



Data Analysis

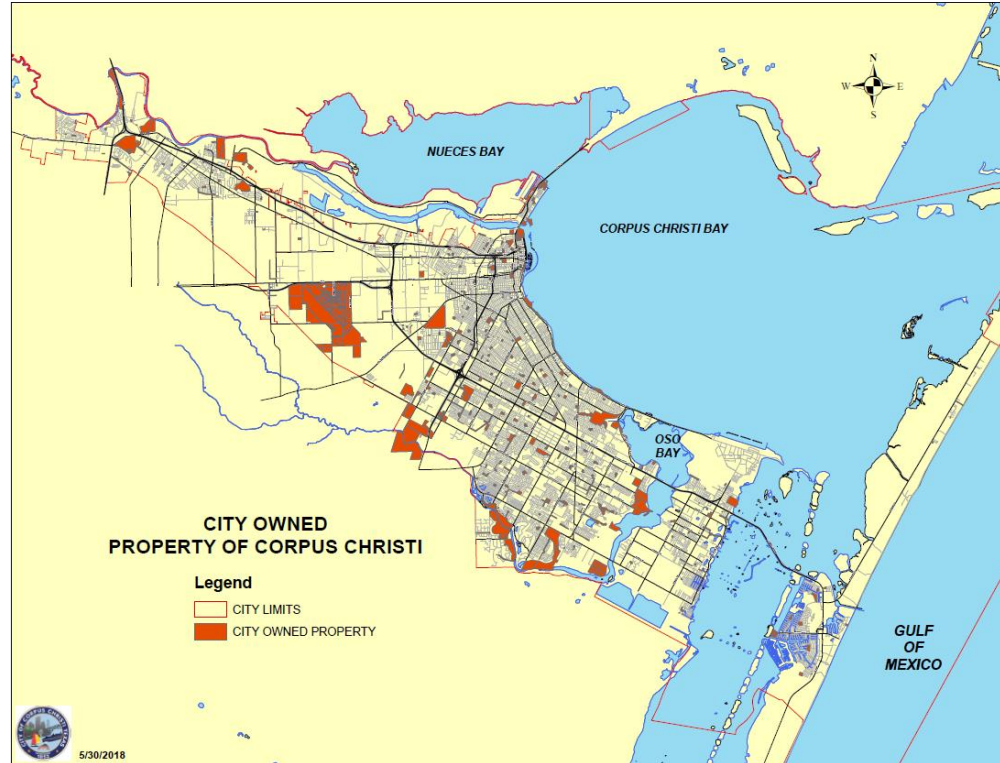


Initial Analysis

- Goals and Objectives
- Prioritization of Needs
- Survey Launch
- Creation of Maps and Exhibits
- Public Engagement

Final Analysis

- Survey Completion
- Synthesizing of input, needs, budget constraints
- Presentation to City Council
- Adoption of Document





Next Steps



- Continuing Gathering Public Input
- Complete Statistically Valid Survey
- Analyze all data
- Complete Needs Assessment
- Synthesize input, survey and needs assessment
- Present to City Council
- Move forward with Implementation Phase



Contact Information



Jay Ellington, CPRE, ICMA-CM
Director of Parks and Recreation Department
JayEll@cctexas.com

Renissa M. Garza Montalvo, AICP, CPRP
Assistant Director of Parks and Recreation
Department
RenissaGM@cctexas.com
