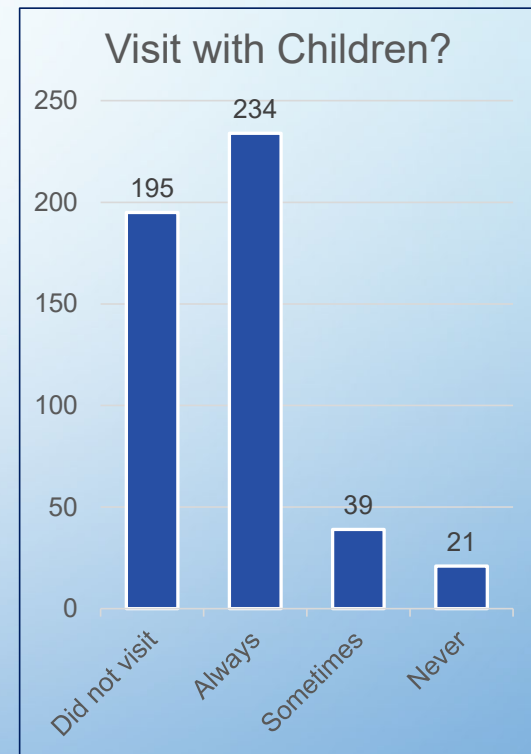
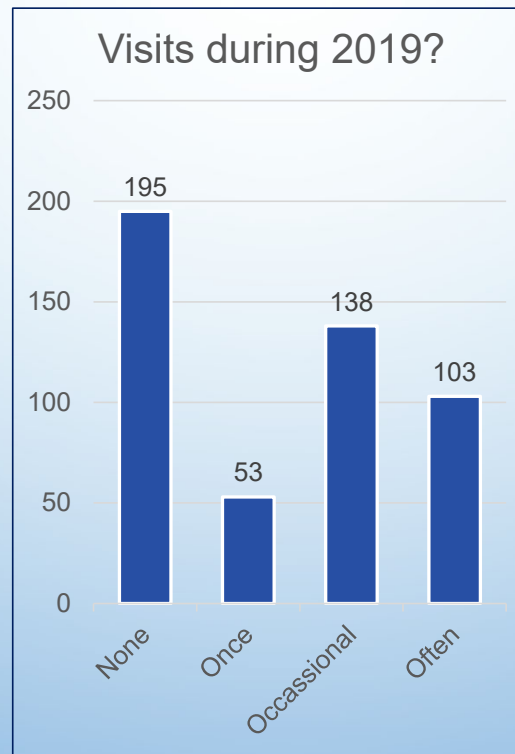
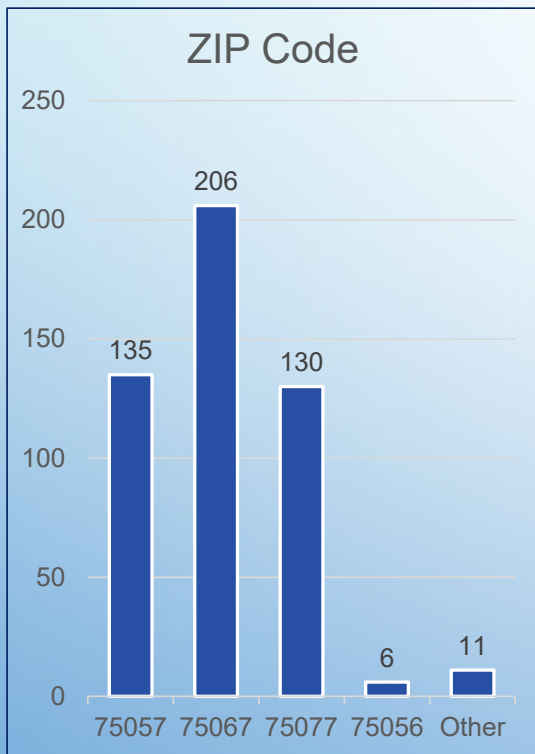


ONLINE SURVEY RESULTS

- Online survey was conducted January 3-14
 - Promoted through social media and email newsletter
 - Included three categorizing questions and three open-ended questions
- 489 responses were received
 - More than 25 percent were from 75057 (Old Town), a much higher rate than in previous surveys
 - About 69 percent were from 75067 and 75077 (east of Interstate 35E)
 - Almost 40 percent (195 out of 489) said they did not visit OTAP during the 2019 season
 - Nearly half said they visited often (21 percent) or occasionally (28 percent) during 2019
 - Of those who visited OTAP, 80 percent (234 out of 294) said they always had preteen or younger children with them when they visited OTAP during 2019
 - Only 7 percent of those who had visited the park during 2019 (21 respondents) said they always visited the park without preteen or younger children
 - Survey responses indicate a “motivated respondent base” that impacts overall results

ONLINE SURVEY RESULTS



ONLINE SURVEY RESULTS

Three open-ended questions were asked

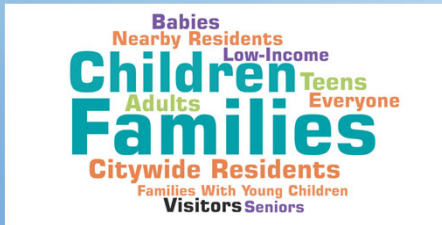
- What is the most important target audience to be served at OTAP?
 - Families, Children, and Families with Young Children accounted for about half of all responses
 - There was no discernible difference in responses among those who did not visit or visited often
- What words or phrases best describe the current facilities and atmosphere?
 - Family-Friendly, Young Children, Fun, and Safe topped overall responses, but Outdated, Small, and Old also were near the top
 - Regular visitors were more likely to use positive words and non-visitors were more likely to use negative words
- What words or phrases would you like to see reflected in a revamped facility?
 - Pool and Fun were the top overall responses, followed by Safe, Shade, and Clean
 - Regular visitors were much more likely to select words describing the current facility, while non-visitors emphasized safety, shade, seating, and aesthetic features.

ONLINE SURVEY RESULTS

KEY AUDIENCE



All Survey Responses



Did Not Visit in 2019



Visited Once in 2019



Visited Occasionally



Visited Often

