

CITY OF AUSTIN



Zilker Cafe **Request For Proposal - Briefing** *Contract and Concession Committee*

March 10th, 2015

Presenter: Kirk Scanlon

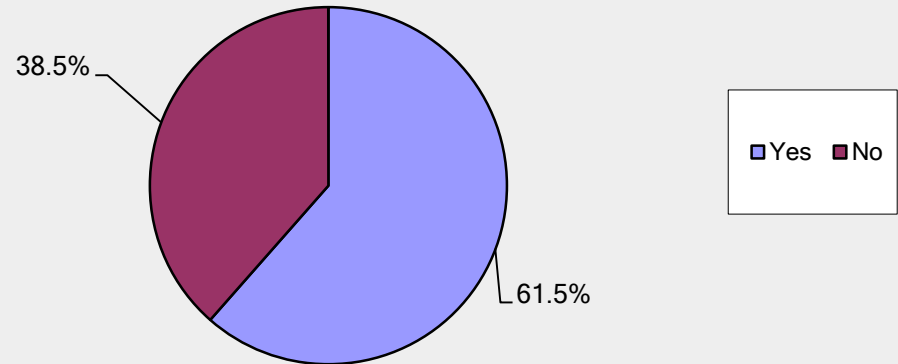


Public Input – Survey Results

Question #1:

- Are you a customer?

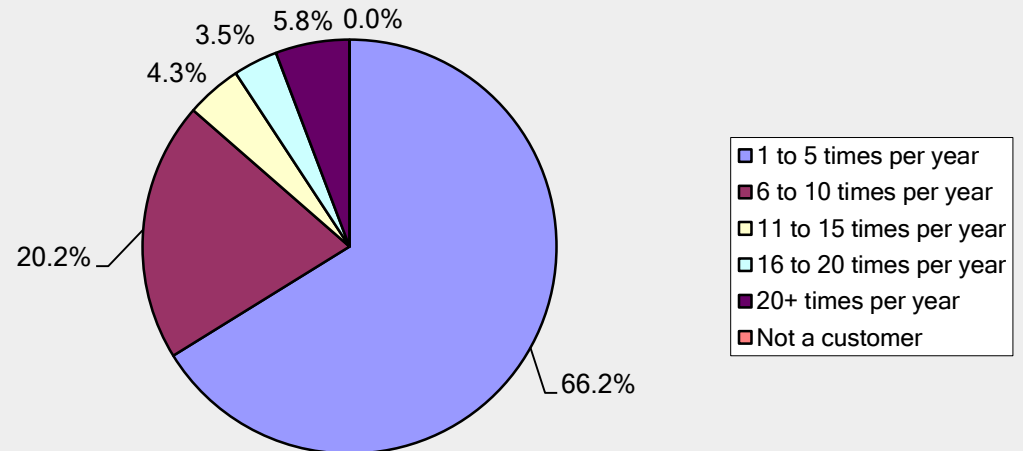
Are you a customer of the Zilker Café (snack bar/restaurant) at Barton Springs Pool in Zilker Park?



Question #2:

- How often do you make purchases from the cafe?

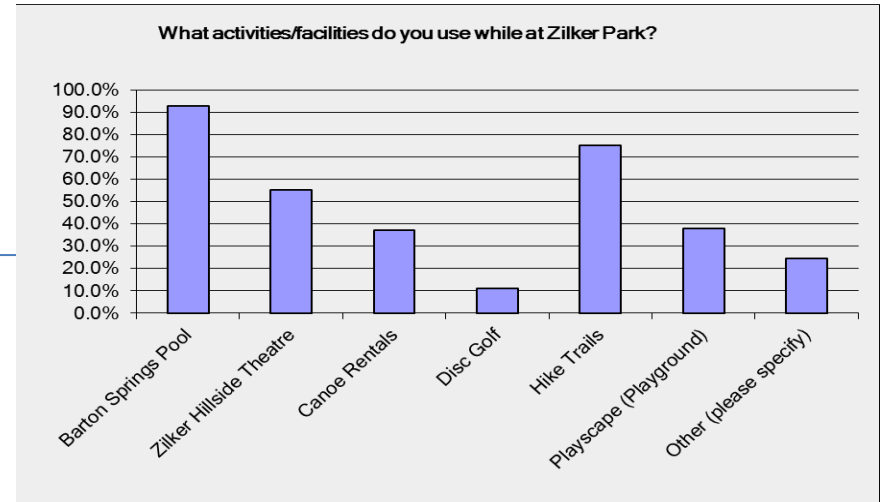
How often do you make purchases from the Café?



Public Input – Survey Results

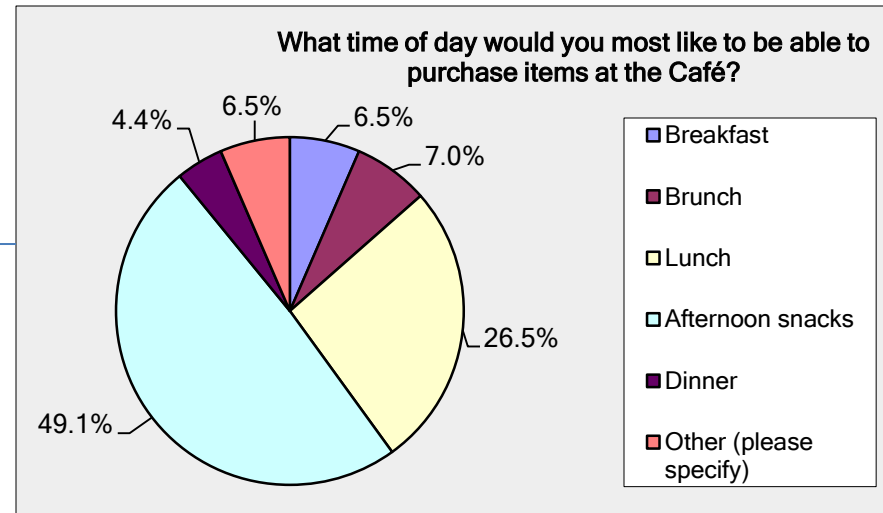
Question #3:

- What activities do you do at Zilker Park?



Question #4:

- When would you most likely make a purchase for the Cafe?



Customer “NO” – Why or Why Not

No - Customer
182 submitted written reasons

Why or Why Not? (please specify)	Primary	
00_Other/Misc	25	14%
01_Unhealthy	70	38%
02_Options & Selection	32	18%
03_Dietary Restriction	14	8%
04_Marketing	10	5%
05_Affordability	8	4%
06_Quality & Taste	16	9%
07_Service	5	3%
08_Atmosphere	2	1%
Grand	182	

Keyword Analysis	
00 None/Other	
Not why I go to springs	Bring own food
01 Unhealthy	
Unhealthy	Junk
Nutritious	sugary
Fried	greasy
processed	fried
02 Options/Selection	
Choice	Selection
limited	Offer more
03 Dietary Restriction	
sugar	vegan
wheat	gluten
dairy	vegetarian
04 Marketing	
No menu on-line	Didn't know it existed
05 Affordability	
Overpriced	Affordability
Inflated	Cost
Expensive	
06 Taste/Quality	
Not good	Nasty
Not Impressed	Not to my taste
Uninteresting	Not appealing
Don't like it	
07 Service	
Poor customer service	Hours of operation
08 Atmosphere	
Bees	hours
Ants	picnic tables

Customer “YES” – Why or Why Not

Yes - Customer
123 submitted written reasons

Why or Why Not? (please specify)	Primary	
00_None	16	13%
01_Convenience	56	46%
02_No Alternative	17	14%
03_Hungry	10	8%
04_Taste	18	15%
05_Affordability	0	0%
06_Service	0	0%
07_Atmosphere	6	5%
Grand	123	

Keyword Analysis	
Category	Keyword
00_None/Other	
Not why I go to springs	
Bring own food	
01_Convenience	
Location	Convenient
Proximity	
02_No Alternative	
Choice	Neccessity
No Alternative	
03_Hungry	
Hungry	
04_Quality & Taste	
Great	Enjoy
Love	Treat
Lemonade	
05_Affordability	
N/A	
06_Service	
N/A	
07_Atmosphere	
Funky	Old Timey
Pretty	Shady

Public Input – Survey Results

- Majority of respondents are not regular patrons of the cafe; however, they all are users of the park.
- Majority of the respondents seek an afternoon snack after swimming or hiking at Zilker Park.
- Majority of the respondents self identified as “not a customer” find the food and beverages “unhealthy” or the options too limited.
- A significant share of respondents are not customers due to dietary restrictions.
- Customers of the café find it convenient and a needed ancillary amenity to the Park as they get “hungry” during their visits.

Public Input – Survey Results

Timeline & Next Steps

