

5_Parkland visitation: What would the cost be to contract out for a third party to conduct a study and provide a report on the best potential approaches to implement a visitation tracking system for city parks, as well as estimated cost? Also, in what specific areas of PARD would having park visitation numbers assist with a) efficiently managing park resources, and b) potentially drawing down additional federal or other sources of funding that are based in part off visitation numbers?

Response:

Since PARD does not have experience in this area, it is difficult to estimate the cost, especially if the goal of the study would be to outline a process to track visitors at different types of parks/trails/greenbelts within the park system and provide estimated cost for different scenarios.

A pilot park visitation project at Zilker Park cost \$200K and was limited as follows:

- 6-month pilot program
- Only the great lawn area
- Using existing infrastructure for data collection equipment (which ultimately did not work)
- Only for 6 months of data
- The planning portion was done at no cost as part of the pilot program
- Performed by group of researchers from Google