



City of San Marcos

City Council Work Session

September 17, 2024



Presentation Item #1

Receive a staff presentation regarding the 2024 Summer Season in the Riverfront Parks, and provide direction to the City Manager.



Purpose

Provide the City Council with an update regarding the 2024 summer season in the Riverfront Parks System.

We will cover:

- Single-Use Beverage Container Outreach and Education Efforts
- 2024 Summer Season Experience
- River Visitation Data
- Environmental Impacts
- Possible Mitigation Measures



Outreach Strategies to Educate About the Single-Use Beverage Container Ordinance

- Permanent Park Signage
- Printed Materials Dispersed
- Distributed City branded Reuse at The River containers and stickers
- Billboard Messaging, Regionally and Locally
- Social Media Campaigns
- Print, Digital and Radio Advertisements
- Regional Tourism Videos



Outreach Strategies to Educate About the Single-Use Beverage Container Ordinance

- Press Releases
- Media Interviews (Print, Radio & TV)
- Cable Channel Activity Center Sign Messaging
- City Website Landing Page and FAQ
- Direct Messaging via City Newsletters and Subscriber Email Lists
- Leveraged Community Partnerships to provide education to local business patrons
- Attended Civic Club Meetings

No-Zone Signage

¡Atención!
Reglas de Parque

- PROHIBIDO FUMAR O VAPEAR
NO SMOKING OR VAPING
- PROHIBIDO USAR CARBÓN O LLAMA ABIERTA
NO CHARCOAL OR OPEN FLAME
- PROHIBIDO TENER BEBIDAS ALCOHÓLICAS
NO ALCOHOL IN PARKS
- CABAÑAS Y TIENDAS ESTÁN PROHIBIDAS
NO POP-UP SHELTERS OR TENTS
- PERROS DEBEN ANDAR EN CORREA
DOGS MUST BE ON LEASH
- SÓLO BOTELLAS REUTILIZABLES
ONLY REUSABLE DRINK CONTAINERS

Park Rules
Attention!

¡Atención!
Reglas de Parque

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NO SMOKING OR VAPING
- PROHIBIDO USAR CARBÓN O LLAMA ABIERTA
NO CHARCOAL OR OPEN FLAME
- PROHIBIDO TENER BEBIDAS ALCOHÓLICAS
NO ALCOHOL IN PARKS
- NADA DE VIDRIO NI BOTELLAS
NO GLASS OR BOTTLES
- PERROS DEBEN ANDAR EN CORREA
DOGS MUST BE ON LEASH
- BOTE SU BASURA
DISPOSE OF TRASH

Park Rules
Attention!



Go-Zone Signage



Park Ambassadors

- Second year of program
- Hired 9 seasonal staff members (Mid-May – Labor Day)
- Primary duties include:
 - Assists in ensuring the local community and visitors experience safe use of park and recreation areas.
 - Educates park users of local regulations and ordinances.
 - Provide maintenance services such as trash/litter pickup and removal, check restroom and park structures for maintenance issues.
 - Reports unsafe acts, conditions, accidents and injuries to Public Safety Personnel on-duty



Questions Regarding Outreach and Engagement Efforts?

2024 Summer Season Experience



Staff Insight:

- Crowds continue to increase year-over-year
- 2024 had the largest crowds ever
- It is difficult to enforce non-life safety ordinances (single-use beverage container, styrofoam, charcoal, etc.) because of the need to attend to multiple and consistent (1) incidents that threaten life safety; and (2) life-threatening injuries sustained due to intoxication, falls, and hot environment
- The number of vehicles exceeds the number of parking spaces available

Resident/Business/Visitor Insight:

- The riverfront parks are not a safe place to visit because of intoxicated visitors and fights that occur
- The weekend crowds are too large to enjoy the swimming pool and tennis courts
- There is too much traffic on residential streets and illegal parking
- When returning to their parked vehicles, riverfront parks visitors discard trash
- The open use of marijuana and loud music are unpleasant; too many intoxicated visitors



2024 Mid-Season Efforts to Provide a Safer Atmosphere for Parks Patrons

Situation

- The Memorial Day holiday weekend was staffed at the same level as average weekends during the summer season
- Excessive crowds created an unsafe atmosphere and fostered unruly behavior, resulting in:
 - 21 evictions
 - 4 citations
 - Single fight leading to a chaotic crowd
- The overlapping tournaments at the baseball complex created a more difficult parking situation overall
- On-site staff were overwhelmed with calls for services



2024 Mid-Season Efforts to Provide a Safer Atmosphere for Parks Patrons

Solutions Implemented for July 4th and Labor Day Weekends

- Utilize contract peace officers to supplement on-site Deputy Marshals
- Close Cheatham Street between Riverside Street and CM Allen Parkway
- Supplement Parking Technician staff with Code Enforcement staff
- Re-route the Lion's Club Shuttle and provide dedicated ingress/egress to Cheatham Street for loading/unloading
- Cancel tournaments at the softball complex (Labor Day Weekend)
- Close Children's Park parking lot once full

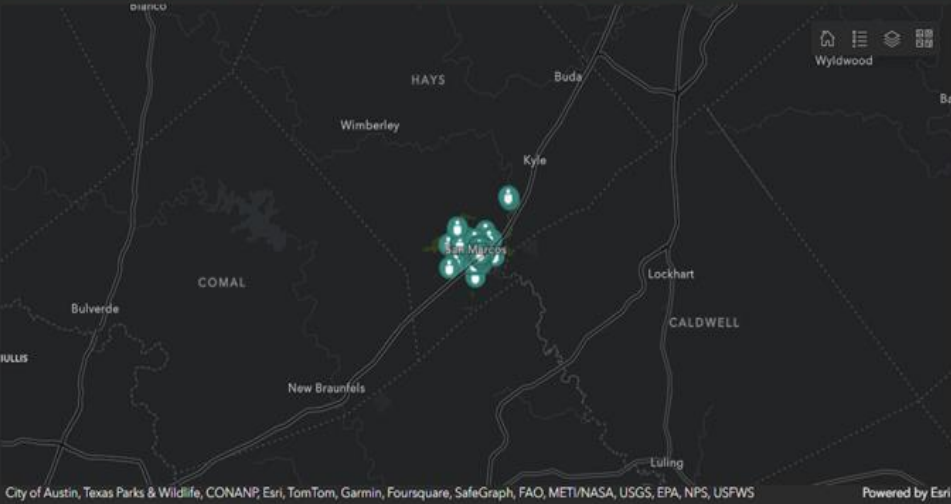
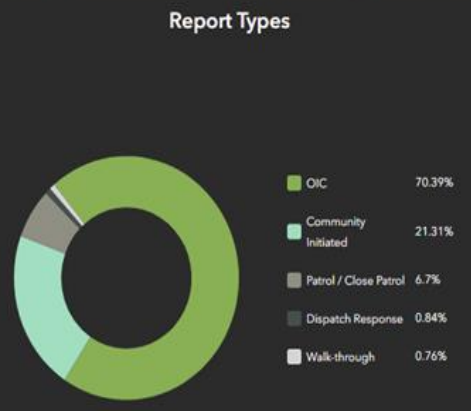
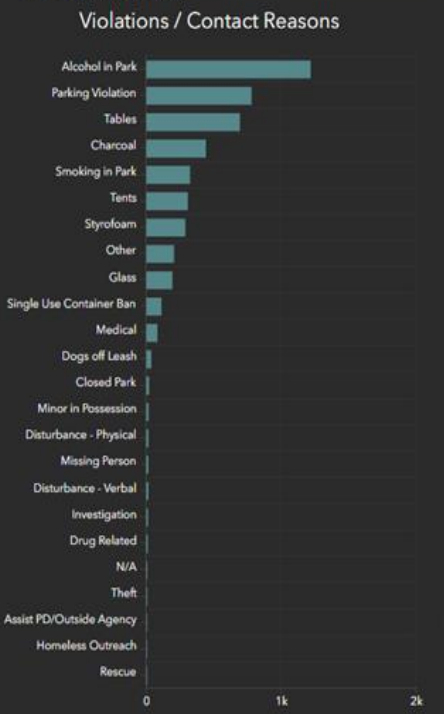


Marshals Office

- Deputy Marshals – Eight (8) Full-time staff
- Park Rangers – Two (2) Park-time staff
- Parking Technicians – Four (4) Part-time staff
- Primary duties include:
 - Deputy Marshals – Preserve life safety; enforce rules/laws/ordinances/statutes; work each weekend throughout the Summer Season; provide authority for towing vehicles
 - Parking Technicians – Issue citations for parking violations



# of Violations 8,714 out of 13,113 people	Verbal / Education 7,634 87.6% Verbal / Educational	Ejected 329 3.78% Ejected	Citation 48 0.55% Ticketed	CTW 2 0.02% given CTWs	Arrests 2 0.02% Arrested	Medical 69 0.79% Medical
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Total # of Individuals



16,505

3,538 committing violations

Total # of Submitted Reports



5,699

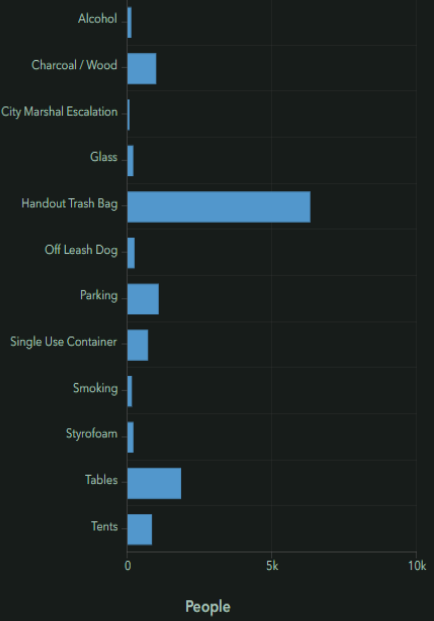
2,203 with Violations

Bags of Litter Collected

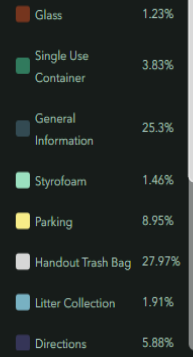
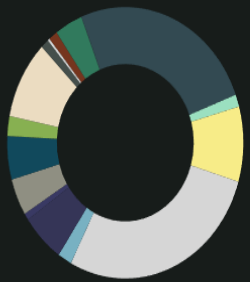


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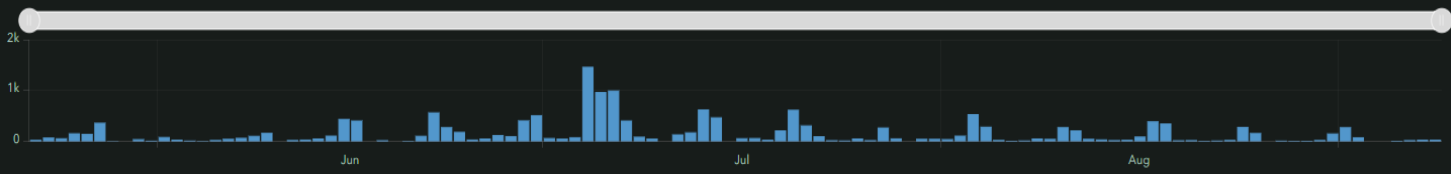
Violations



Report Types



Number of Patrons Interacted With by Day





Questions Regarding 2024 Summer Season Experience?



River Area Visitation



River Area Visitation

May 24 – May 28, 2024

July 3 – July 8, 2024

Visitor Definitions:

- Local Resident – lives in San Marcos
- Regional <50 – lives within a 50-mile radius
- Greater >50 – lives outside 50-mile radius

← Circle approximates 50-mile radius from San Marcos

Source: ZARTICO Report – Park Visitation Insights: Memorial Day Weekend, sanmarcostx.gov
Independence Day Weekend Summer of 2024

Area A Parks:

- Children's Park
- Ramon Lucio Park
- Rio Vista Park

Area B Parks:

- San Marcos City Park
- San Marcos Plaza Park

Objective:

To understand the share of visitors and residents who visit these parks.

Does Area B attract visitors from further away? Do park visitor behaviors differ from the average visitor? Analyze visitation pattern differences between the two summer holidays.

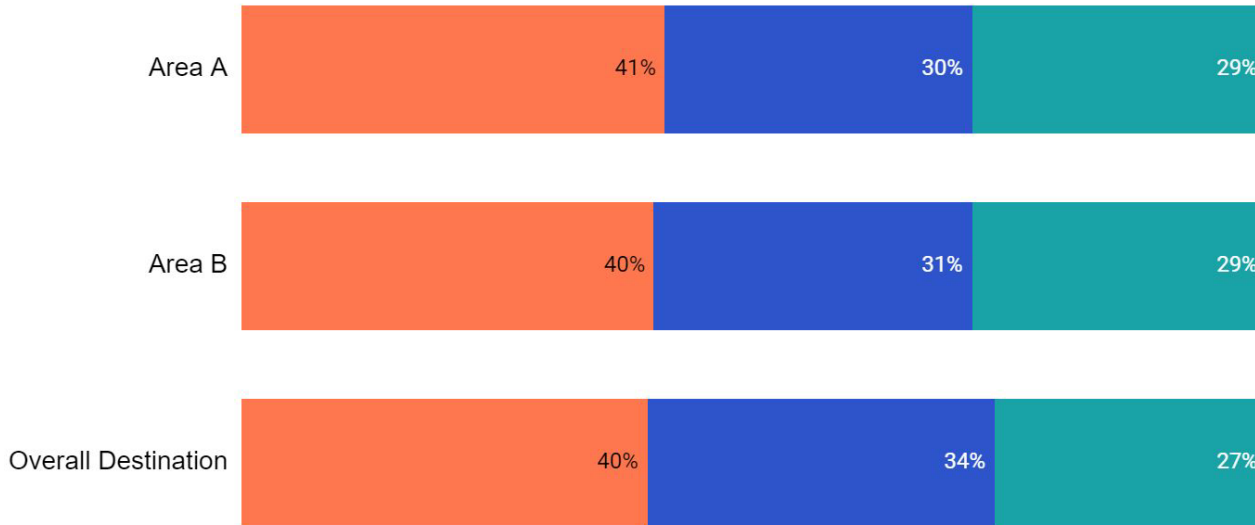
Dates:

Memorial Day Weekend: May 24 - 28, 2024

Independence Day Weekend: July 3 - 8, 2024

Memorial Day - Visitor To Resident Share

■ % Visitors ■ % Regional Visitors ■ % San Marcos Residents



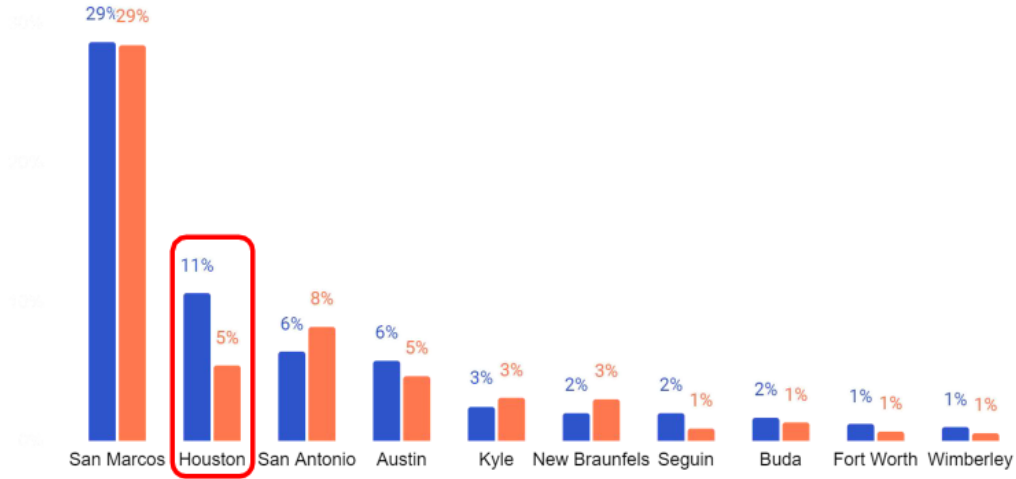
When looking visitor and resident share, Memorial Day weekend at the parks is pretty similar to results in the destination as a whole.

The most notable difference is there is a smaller count of regional visitors, however it is not sizable.

Memorial Day Weekend - Origin Cities



■ % City Park and Plaza Park ■ % Rio Vista Park, Ramon Lucio Park and Children's Park



A similar story is told when looking at origin markets between the two parks.

Houston saw the biggest difference in origins, with Area B 6% more likely to have a Houston visitor

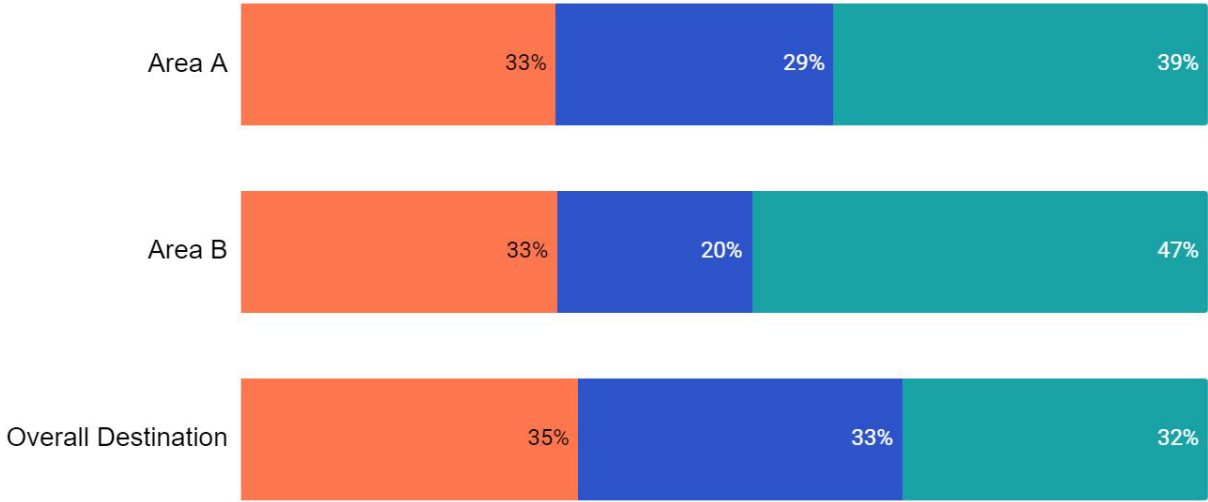
Zartico geolocation data. May 24 - 28, 2024



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Independence Day Weekend - Visitor To Resident Share

■ % Visitors ■ % Regional Visitors ■ % San Marcos Residents



Residents were 22% more likely to be at Area A

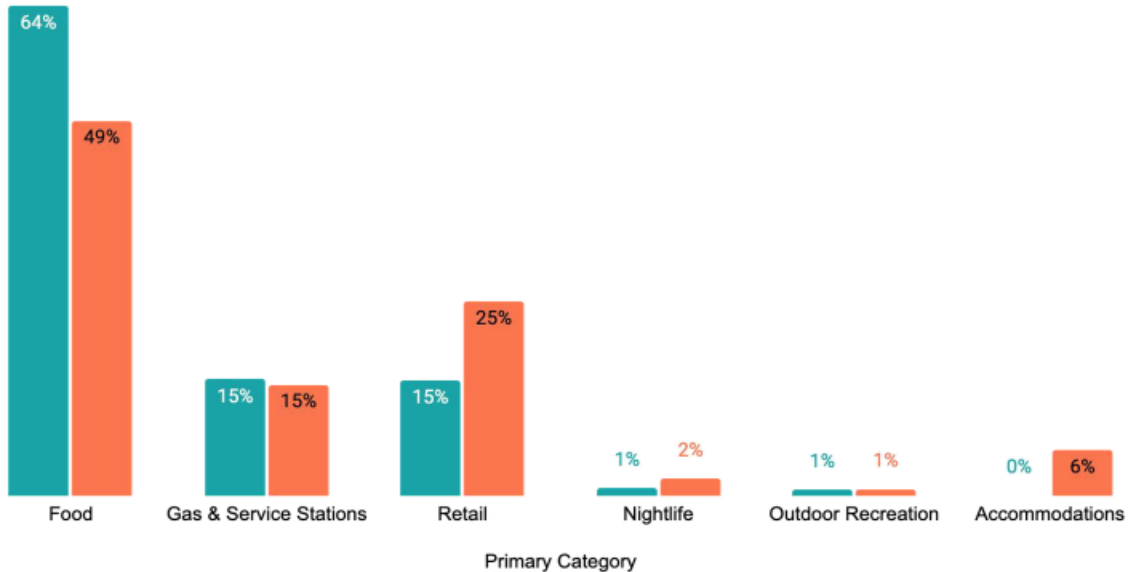
Residents were 47% more likely to be at Area B

On Independence Day Weekend, we do see a bit of a different story. Residents were much more likely to be in these parks compared to the overall destination.

Furthermore, San Marcos residents were more likely in Area B compared to Area A and the overall destination.

Spending by Category - Memorial Day Weekend

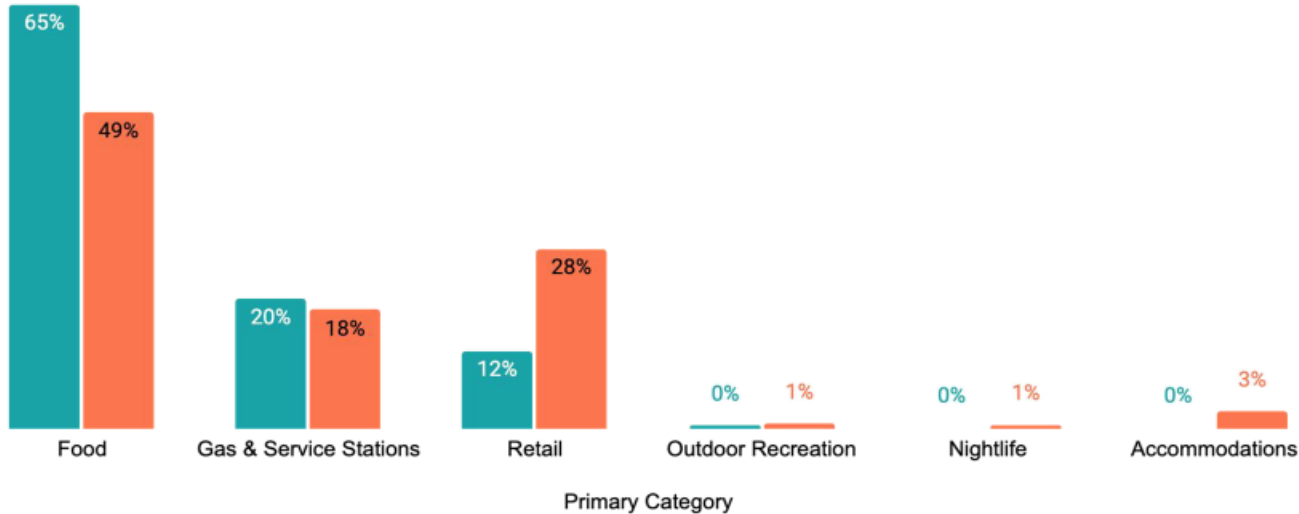
■ % of Total Spending - San Marcos Residents ■ % of Total Spending - Visitors to San Marcos



Residents largely spent on food, gas stations and retail on Memorial Day Weekend while Visitors also spent on Accommodations and slightly more on Nightlife categories.

Spending by Category - Independence Day Weekend

■ % of Total Spending - San Marcos Residents ■ % of Total Spending - Visitors to San Marcos

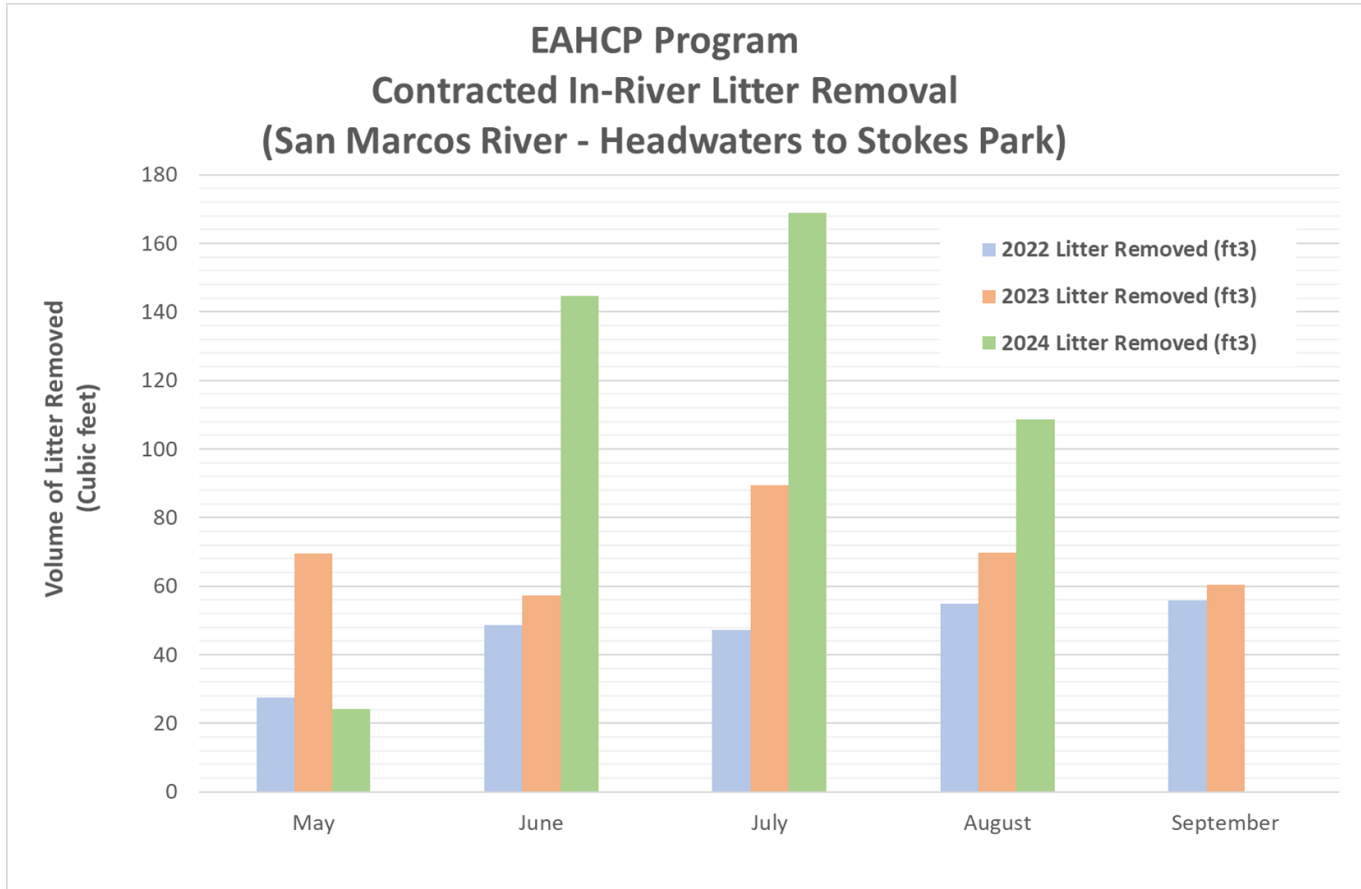


Residents largely spent on food, gas stations and retail on Memorial Day Weekend while Visitors also spent on Accommodations and slightly more on Nightlife and Outdoor categories.



Questions Regarding River Area Visitation?

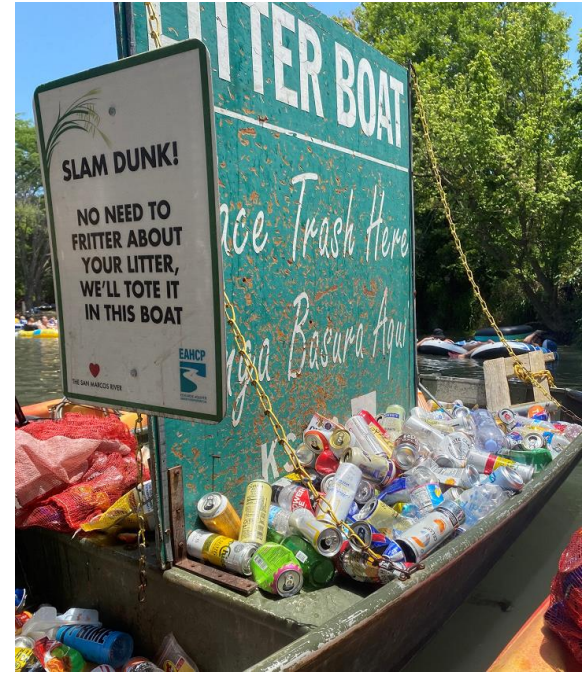
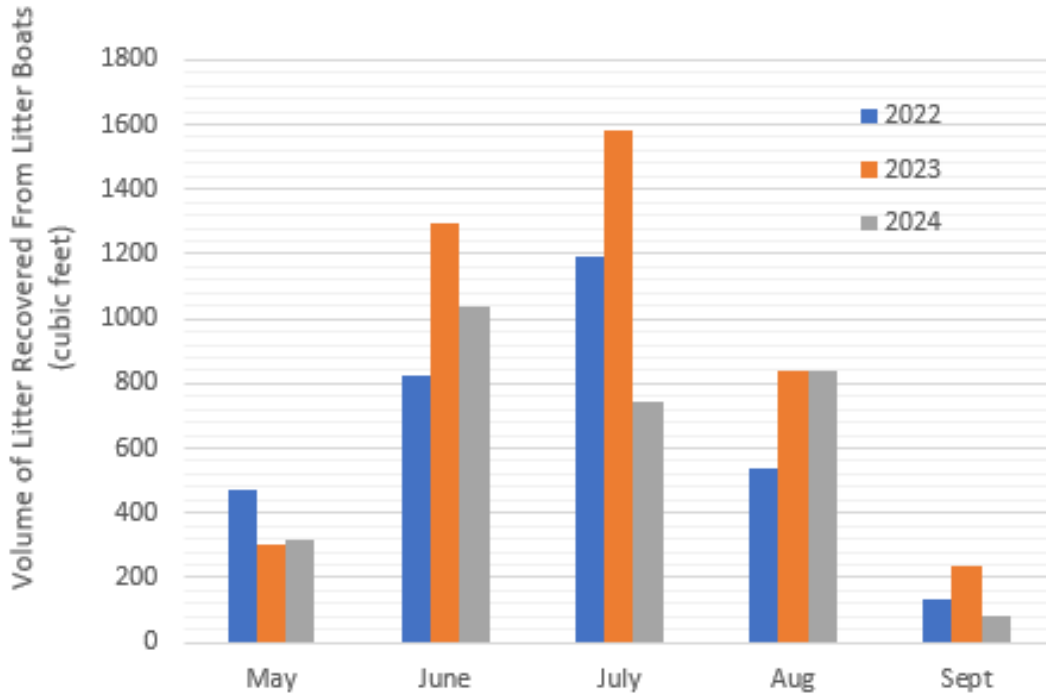
Environmental Impacts - Litter



Environmental Impacts - Litter

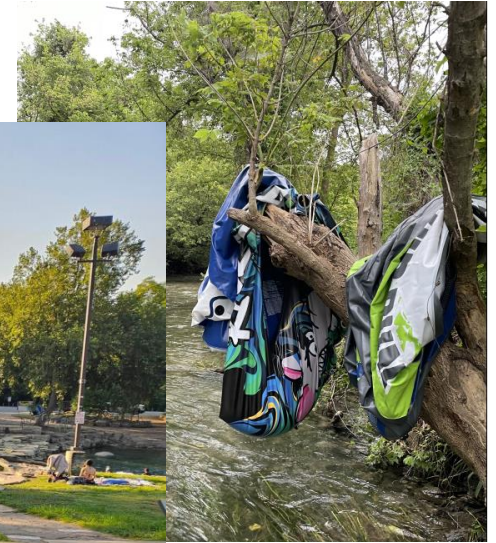


Litter Recovered from In-River Litter Boats



*Sept 2024 reported through Sept 5, 2024

Environmental Impacts - Litter



*Photos taken by David Karl Zambrano & Jon Lopez

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Habitat Impacts – Aquatic Vegetation Trampling & Bank Erosion



Ramon Lucio/
William &
Eleanor Crook
Park Area



Plaza Park Area

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Habitat Impacts – Aquatic Vegetation Trampling & Bank Erosion



William & Eleanor Crook Park / Wildlife Annex Area

Habitat Impacts - Bank Erosion and Riparian Zone Impacts



William &
Eleanor
Crook Park /
Wildlife
Annex Area



Habitat Impacts - Bank Erosion and Riparian Zone Impacts



Behind the
Hays County
Veterans
Memorial





Questions Regarding Environmental Impact?

Possible Mitigating Measures



- Revenue Generated through Charging Non-Residents
 - Managed access through aesthetically pleasing perimeter fencing and entry gates that are staffed to create specific access points along the riverfront parks (also requires capital outlay and staffing)
 - Paid Parking
 - Picnic Permits (also requires staffing to monitor)
- Staffing
 - Deputy Marshals staffing study underway
 - Possible Marshal staffing supplemented through contracted services during peak season
 - Additional personnel and/or Easter Seals Funding

Council Direction Requested



- Do you support staff researching the installation of perimeter fencing and managed access points?
- Do you support charging non-residents to enter through the managed access points?
- Any other direction regarding the following:
 - Outreach and education
 - Staffing and staff interaction with parks visitors
 - Parking



Next Steps

- October 2 - City Council will consider the contract for the Quail Creek Preliminary Design Plan.
- November - Parks and Recreation Staff will begin the community engagement process (including survey) related to the Riverfront Parks and Quail Creek Preliminary Design Plans. Specific start date to be determined.
- Staff will bring a plan and recommendations for creating a safer atmosphere at our riverfront parks.



Questions