

Cypress Bend & River Acres Parks

Paid Parking & Picnic
Fees



River Acres & Cypress Bend Parks

Goal

Allow easier access for Residents to River Acres and Cypress Bend Parks during the summer season.

- ▲ Notable increase in park and river usage since 2018
- ▲ Paid parking at the Comal pushes people to look for free parking and access.
- ▲ Parking lots and surrounding areas full
- ▲ Park Ranger and Police staff in the area to address parking and behavior concerns.
- ▲ Residents live close by and want to be able to enjoy this park and river access.

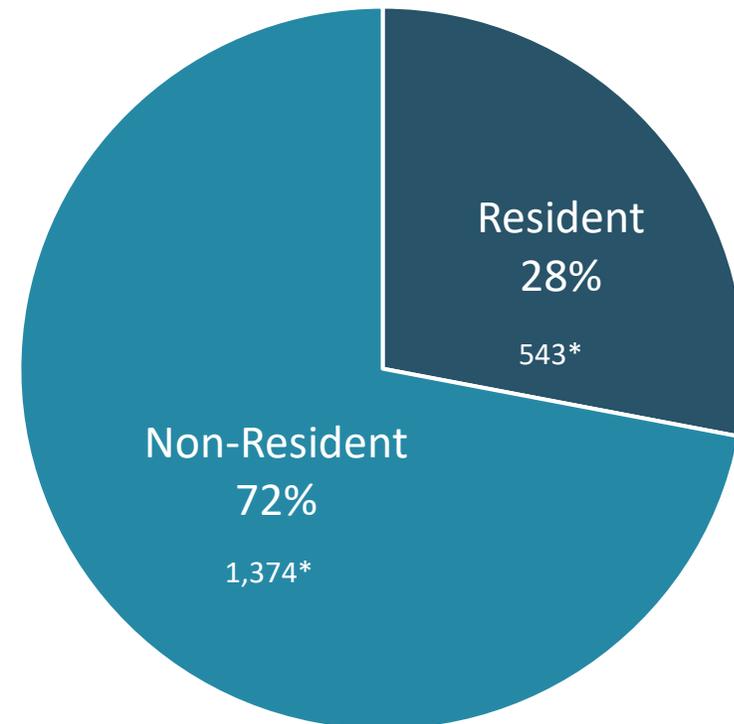
River Acres & Cypress Bend Parks

Park Ranger Informal Survey in the Field

- ▲ Easter through September
- ▲ Saturdays, Sundays, Holidays
- ▲ 11am-7pm

70%-80% of visitors during high use times are **not** New Braunfels Residents.

2023 Cypress-River Acres
Weekend Picnic Usage



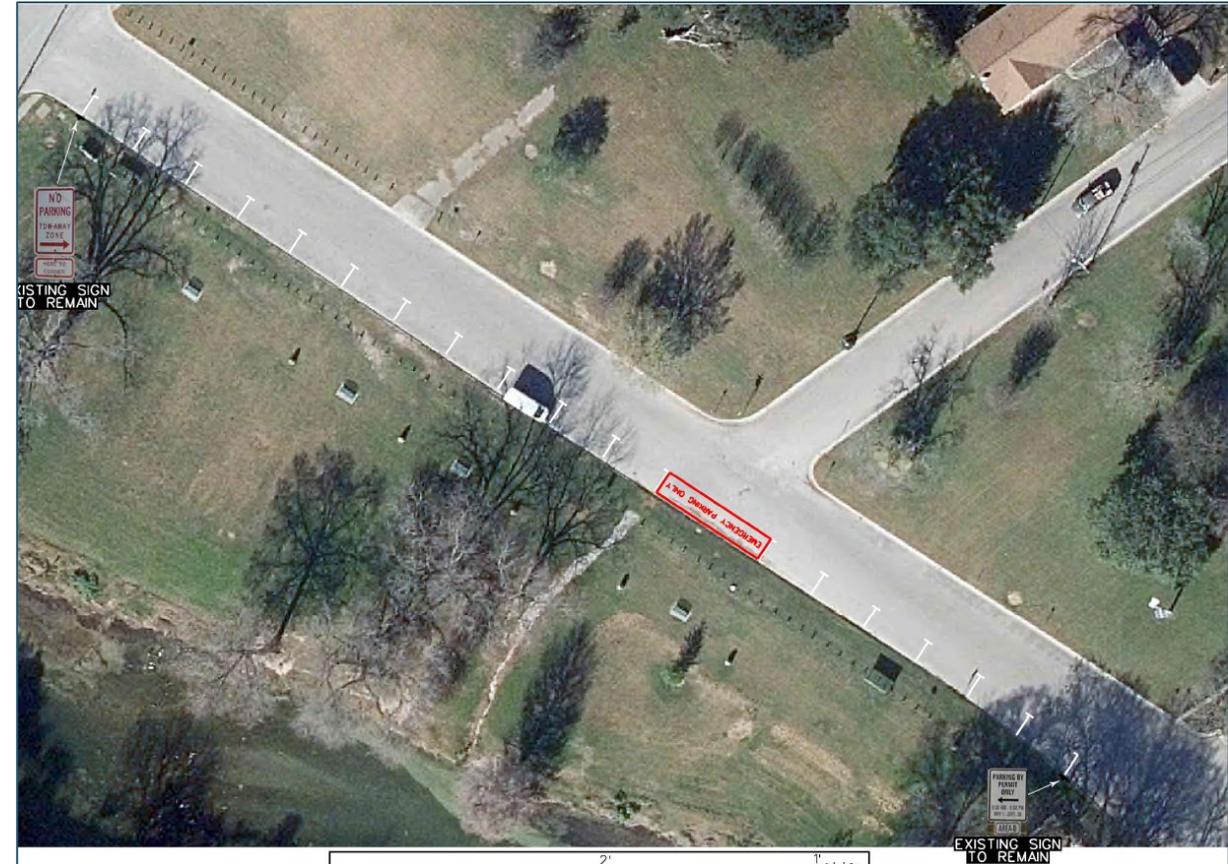
*Number of picnic areas observed.
Each area can hold six-eight people.

Paid Parking at River Acres Park

Proposal

Expand paid parking to Non-Residents on Fair Lane along River Acres Park using ParkMobile

- ▲ Residents
 - Free with Resident River Parking Sticker
- ▲ Non-Residents
 - \$20 per vehicle
 - Weekends and Holidays
 - 1st Saturday in May-Labor Day



Paid Parking at River Acres Park

- ▲ Striping to create 17 parallel parking spaces with area reserved for EMS
- ▲ No parking along residential side
- ▲ Estimated expenses \$3,700 for striping and signage. Funding available from River Activities Fund
- ▲ 40 charge days in 2024
- ▲ Revenue calculated with one paid spot per day
 - $\$20 \times 17 \text{ spaces} \times 40 \text{ days} = \$13,600$
 - Did not consider spot turnover
 - Parking revenue to River Activities Fund

Resident River Parking Pass

- ▲ Free parking sticker available to Residents
- ▲ Good for three seasons
- ▲ Residents can park for free at:

Comal River

- Elizabeth Street
- Hinman Island Drive
- Mill Street
- San Antonio Street

Guadalupe River

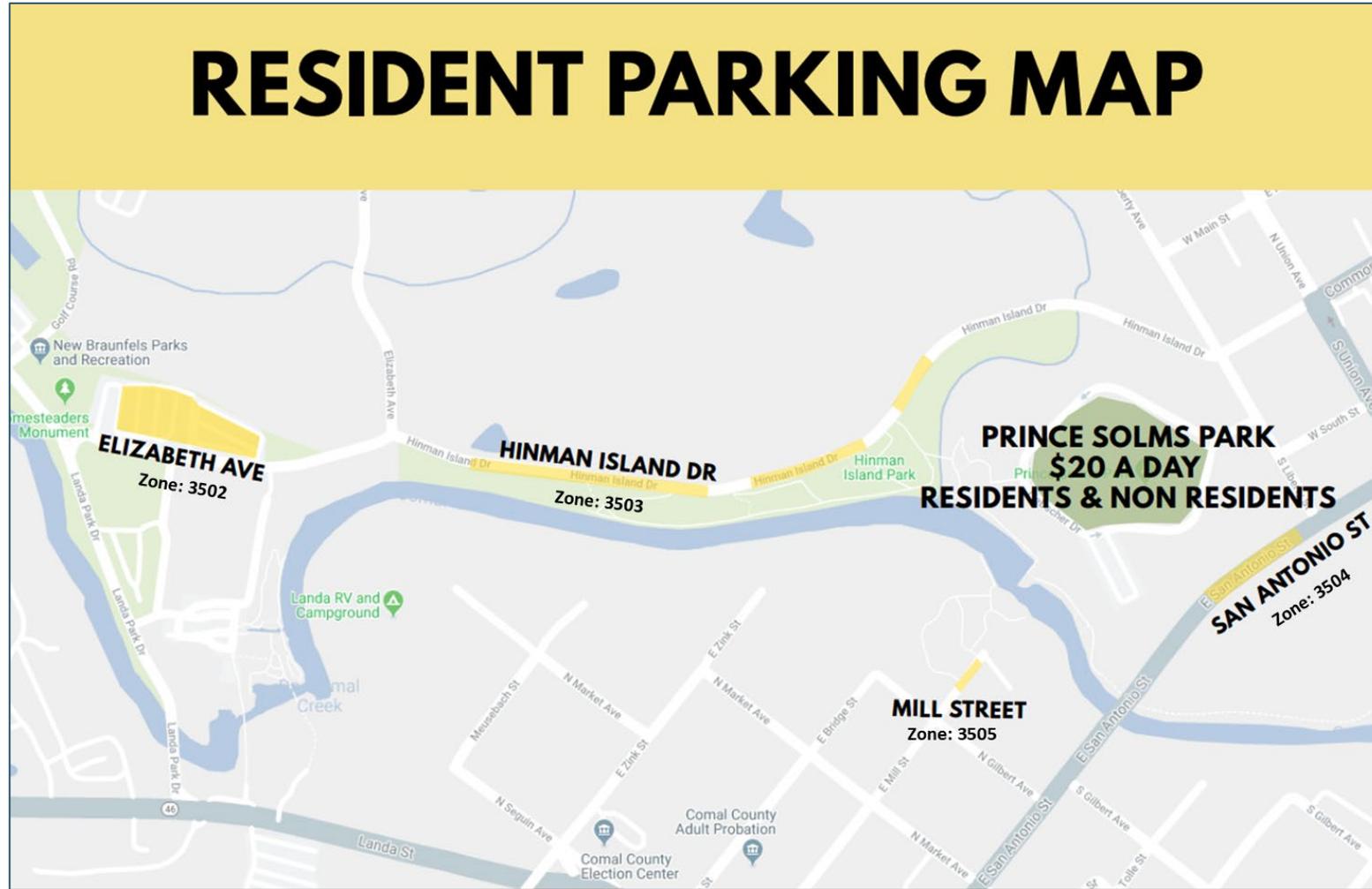
- **River Acres Park**

- ▲ Not valid for Prince Solms Parking Lot



Paid Parking Map

RESIDENT PARKING MAP



Next Steps

- ▲ Presented to River Advisory Committee on January 18th. Unanimous recommendation to move forward
- ▲ February 13th- Present proposal with City Council direction to Parks and Recreation Advisory Board
- ▲ City staff to draft ordinance revision to take to City Council for consideration
- ▲ Begin outreach campaign contingent on City Council direction and approval
- ▲ Begin charging May 4th



Parking Improvements at Cypress Bend Park

Considerations

- ▲ Looking for opportunities for Residents to enjoy Guadalupe River parks.
- ▲ Paid parking at the Comal pushes people to look for free parking and access.

Issue

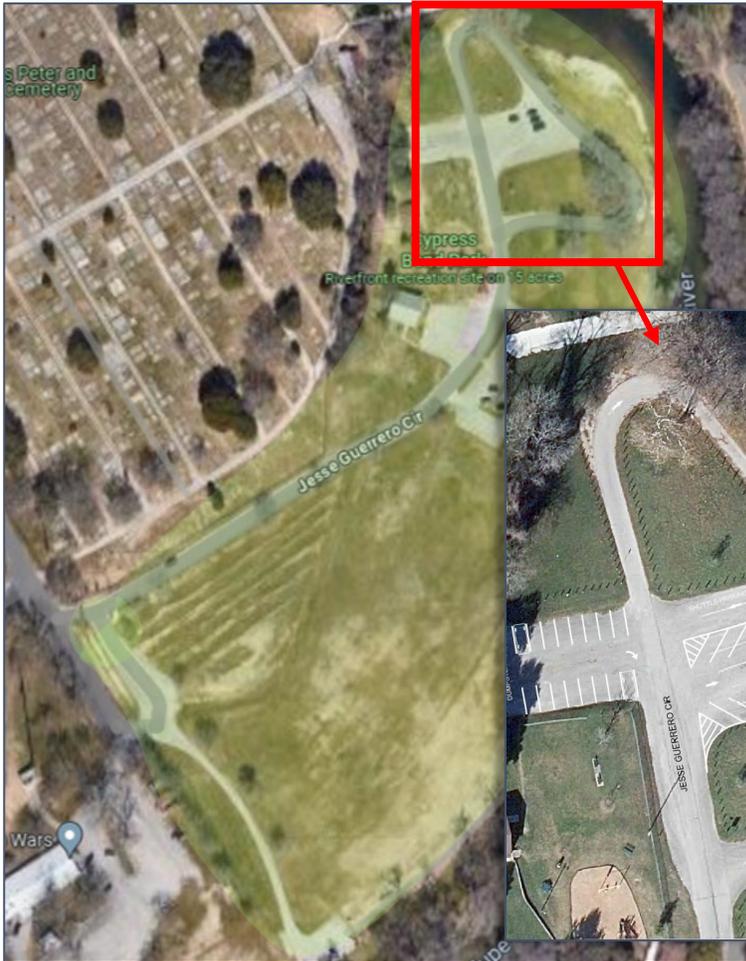
- ▲ Single lane road to lot
- ▲ Vehicle congestion and accidents

Proposal

- ▲ Removal of six, park facing, spaces to allow vehicles to reverse and exit lot safely. One spot designated 10 min loading/unloading zone.



Parking Improvements at Cypress Bend Park

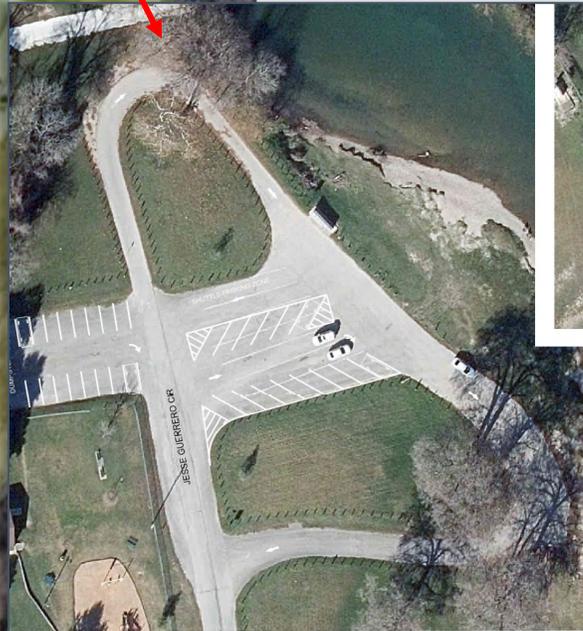


Issue

- ▲ Currently this area is restricted to personal vehicles May 1- September 30 with exception of a 10-minute loading and unloading zone

Proposal

- ▲ To make up for the loss of parking spaces, proposed modifications are to add parking in the large water recreation shuttle zone.
- ▲ Proposal would create 31 new spaces, for a net increase of 25 spaces to Cypress Bend Park
- ▲ A portion of the reserved water recreation shuttle vehicle zone would be preserved for two existing Guadalupe River outfitters



Next Steps

- ▲ Presented to River Advisory Committee on January 18th. Unanimous recommendation to move forward.
- ▲ February 13th- Present proposal with City Council direction to Parks and Recreation Advisory Board
- ▲ City staff to draft ordinance revision to take to City Council for consideration
- ▲ Contingent on City Council approval, City staff will coordinate restriping the changes

- ▲ Two Target Audiences
 - Local audience – focus is on promoting more access to Guadalupe River parks and educating on the need for a Resident River Parking Pass
 - Regional audience – focus is on educating that non-residents will now be charged for parking
- ▲ Traditional Media
 - Press release issued to local and regional media outlets
 - Participation in interviews as requested
- ▲ Digital Media
 - Website
 - Press release added to homepage of City website as a newsflash item. Triggers a direct email or text message alert to 3,845 subscribers.
 - Information featured prominently on www.newbraunfels.gov/rivers
 - Spotlight tile added to Parks and Recreation website homepage at www.newbraunfels.gov/parks
 - Social media leading up to and throughout Summer season
 - Promotion on City’s Facebook and Instagram accounts (61,000+ followers)
 - Promotion on Parks and Recreation’s Facebook and Instagram accounts (33,000+ followers)
- ▲ Paid Advertising – local and regional placement with messages tailored to target audience
 - Facebook advertising
 - Google search ads
 - Community Impact - optional

Proposals for 2025 Season



Goal

Allow easier access for Residents to River Acres and Cypress Bend Parks during the summer season.

Proposal

Charge a Non-Resident picnic fee at River Acres and Cypress Bend Park during the peak season.

Background

▲ *Ordinance: Sec. 86-2.(b) Picnic permit fees will be paid by all non-residents for the use of each picnic area/table used in Landa Park, Hinman Island, Fischer and Prince Solms Parks. Residents of the city may use one picnic area/table at no cost. Each additional picnic table/area will be charged the picnic permit fee.*

▲ Peak Season – Easter through end of September

▲ Fees prior to 2018 - \$10

▲ Fees 2018 to present - \$25

Hinman Island Picnic Fees

Year	Non-Resident Permit	Resident Permit	Non-Resident Sales
2018	463	97	\$11,575
2019	767	99	\$19,175
2020	44	20	\$1,100
2021	727	80	\$18,175
2022	1013	179	\$25,325
2023	1277	153	\$31,925

Park Visitation

Park Ranger Informal Survey in the Field

- ▲ Easter through September
- ▲ Saturdays, Sundays, Holidays
- ▲ 11am-7pm

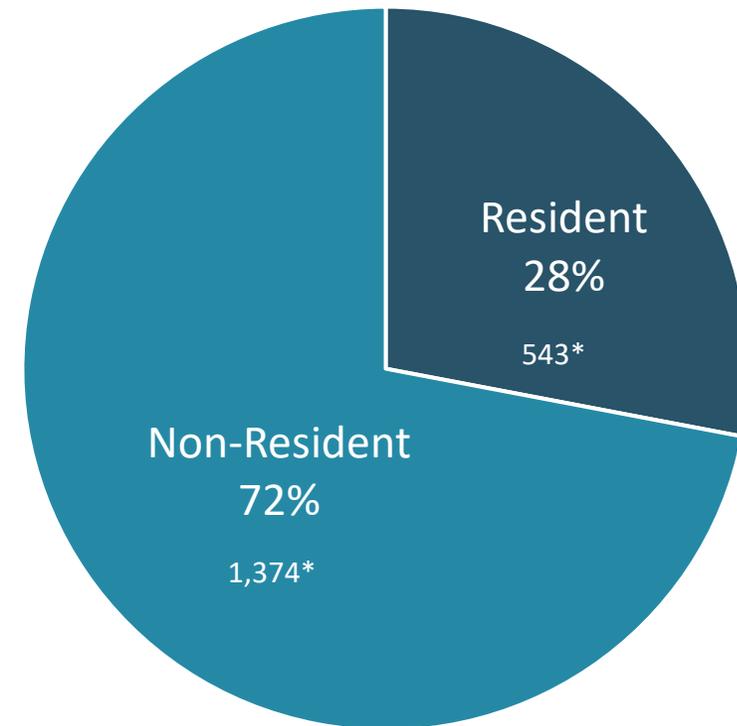
70%-80% of visitors during high use times are **not** New Braunfels Residents.

Seasonal Revenue Estimations based on Usage (\$25/picnic area)

Year	Resident	Non-Resident	Total
2022*	\$750	\$21,700	\$22,450
2023	\$1,075	\$34,350	\$35,425

*Not a full season of data.

2023 Cypress-River Acres Weekend Picnic Usage



*Number of picnic areas observed. Each area can hold six-eight people.

Cypress Bend Circulation Improvements



- ▲ Potential improvements for future season
- ▲ 34 parking spaces added along Jesse Guerrero Circle
- ▲ Entry fees or picnic/parking fees
- ▲ Analysis of other circulation improvements
- ▲ Review of impacts to Peace Ave and Mather Street
- ▲ Potential use of parkland dedication fees for improvements

Questions?

