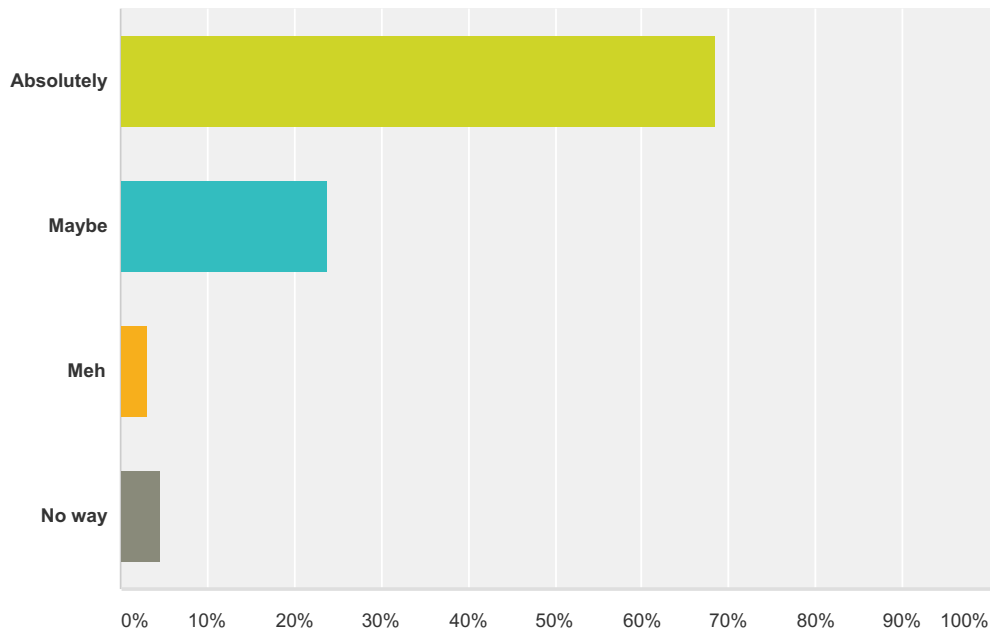


Q1 Would you like to enjoy the Rock'N Lights holiday light tour on foot next year?

Answered: 375 Skipped: 3



Answer Choices	Responses
Absolutely	68.53% 257
Maybe	23.73% 89
Meh	3.20% 12
No way	4.53% 17
Total	375

#	Do you have any other suggestions that would make the Rock'N Lights Holiday tour even better next year?	Date
1	More than one night would be wonderful!	1/16/2016 1:30 PM
2	How about a few themed nights: bikes, skates, skateboards, etc.? Early-bird pricing? (Would help reduce last minute rush)	1/16/2016 12:29 AM
3	But probably have shuttle pick up and drop off if walking. It is a LONG walk there and back, unless you decrease the space between the exhibits-- which would be good if it were walkable.	1/15/2016 11:51 PM
4	Have a few days be just foot traffic, no cars at all or maybe have walking times be 6-8pm and driving 8 until close.	1/15/2016 12:23 AM
5	Make it last longer with more display lights. We arrived at 9 and all the free snacks and hot drinks were all gone. Perhaps have more or give tickets to each person worth one hot dog and one drink. Also I did not purchase a almost \$20 bracelet for my child to get on 4 rides. Get more rides or charge less.	1/14/2016 10:23 PM
6	Train rides through, hay rides	1/14/2016 8:46 PM
7	I love it as is!	1/14/2016 7:59 PM
8	I think walking would be awesome! I worry about parking though.	1/14/2016 5:57 PM
9	Maybe a cash only line to improve flow into the lights or even better make it cash only. The credit card users take much longer to process.	1/14/2016 5:31 PM

10	It is wonderful.	1/14/2016 3:08 PM
11	I didn't go, although I wanted to. I saw the line 3 different days as I was traveling W on 79 and saw the posts on fb about waiting in the car for so long. Friends said it was a 2 1/2 ordeal, so we just skipped it unfortunately. Austin's is nice and it didn't take long to walk through, but it IS hard to see everything with so many people walking along the trail, all crammed together. Kids in wagons couldn't see a thing and we had to put our kids on our shoulders. Something to think about when walking through.	1/14/2016 2:57 PM
12	Vendors selling drinks & food along the tour.	1/14/2016 2:40 PM
13	Maybe have them timed to music that you can tune into on radio.	1/14/2016 2:24 PM
14	I don't enjoy RL in a car, and can't afford to pay the Reindeer Run entry every year to have the pleasure of seeing it at my family's pace with no exhaust fumes. That may speak more to my own values about holiday family experiences, which favor natural and slow and together. If my family of 4 could walk the lights for \$15 on nights when cars were not present, we would probably do so every other year, as is our general attendance at Zilker.	1/14/2016 1:45 PM
15	I love the idea of a walk through day. Other light shows in TX that have the walk through parts have stations in the middle to buy hot cocoa or other snacks, fake or real snow, stop for photo with santa, carolers, benches to rest.	1/14/2016 12:53 PM
16	Too expensive!!	1/14/2016 12:46 PM
17	Maybe include or have a specific night before the crowds happen, after officially opening, for Special Needs families? That would rock our world in a good way!	1/14/2016 12:28 PM
18	Christmas music playing as we walk through. We played our Christmas music in the car but it would have been nice to listen to the sounds of Christmas outside. Photo opportunities would also be great.	1/14/2016 12:22 PM
19	We didn't attend this year because we don't like that it was drive through. We would rather drive down to Austin and walk through the FoL. So walking would be a big improvement.	1/14/2016 11:41 AM
20	Music! Either playing while you drive through so you can roll down your windows and listen or tuned to a particular radio station. Would make the event more festive.	1/14/2016 11:31 AM
21	The car traffic is ridiculous.	1/14/2016 11:30 AM
22	Hay Rides drawn by horses :)	1/14/2016 11:17 AM
23	Walk with vendors and porta potties. I was also thinking Hay rides with adult supervision charge \$10 up to four people and additional 2 for each person after. That would also be nice. Everyone should purchase tickets on line. To purchase at the booth location took forever.	1/14/2016 11:06 AM
24	Have businesses selling hot cocoa, coffee before pedestrians enter.	1/14/2016 10:45 AM
25	Would be great but strollers would be essential for the little ones.	1/14/2016 9:31 AM
26	I didn't go this year or last so I'm not sure how the traffic was but that was the only issue I had in 2013.	1/14/2016 9:17 AM
27	have food vendors at the area where the carnival rides are.	1/14/2016 9:09 AM
28	If walking more bathrooms on trail for the little kids. Did the run this year and could not finish the route because the little kids had to use restroom so we had to turn around.	1/14/2016 8:56 AM
29	What I DO like about the driving part is that we don't deal with the cold and traffic issues. Would be nice if there were officers to force people to move... we were behind a car that would just sit in one spot for a bit and then get mad when people went around him.	1/14/2016 8:45 AM
30	Don't know if there is enough parking available to do this - but maybe something similar to how Zilker does it. With only the ability to walk through. And maybe a shuttle bus from Wal-Mart or they could park at the Dell parking lot? But definitely the option to walk is awesome!	1/14/2016 8:33 AM
31	This would probably be a logistic nightmare, but an old fashioned hayride would be so much fun.	1/14/2016 8:19 AM
32	A biking night	1/14/2016 8:08 AM
33	Was there a map provided anywhere that outlined what was at the dell diamond parking lot afterwards? We debated getting out of the car to see. All we saw was back of booths and carnival rides so we didn't get out of car. A flyer map would've been cool	1/14/2016 7:35 AM
34	Make it more like trail of lights in Austin. Have cars park at Dell Diamond & start trail there and end towards Old Settlers Rd. Walking would be better & safer especially towards the end of trail where the children's area/activity village. There was too many people & kids walking & crossing the road.	1/14/2016 7:20 AM
35	Hot chocolate and s'mores!	1/14/2016 6:25 AM

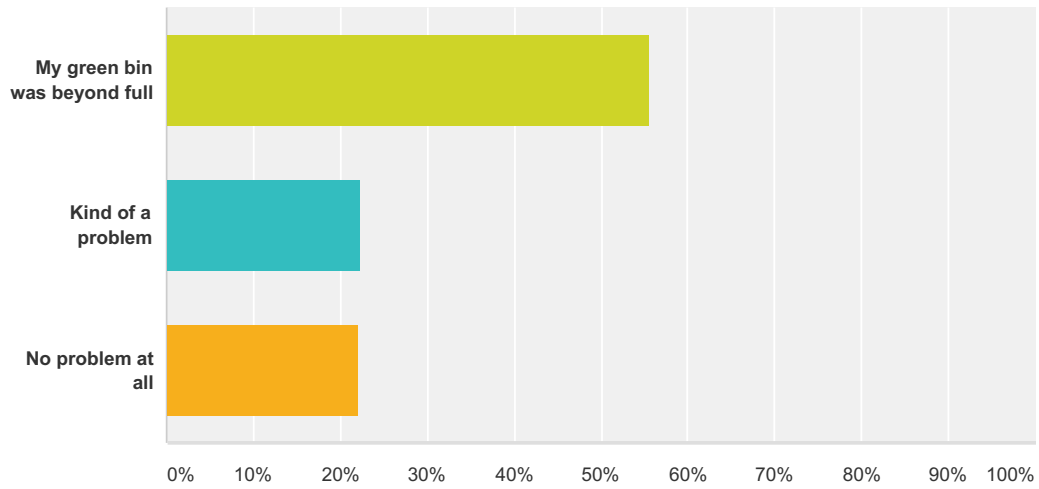
36	Have a handicap golf carts available	1/14/2016 6:14 AM
37	Add more lights/scenes, food vendors, Santa's workshop, etc. Similar to Trail of Lights	1/14/2016 4:58 AM
38	Enforce the no lights and have someone at the tunnel sending cars through in a way so that you can enjoy the effects by not having a car in front of you. We paused to allow the cars ahead of us around the curve and it was AMAZING, but our 2nd trip was ruined by people with their lights on who passed everyone on the left to get ahead of us into the tunnel.	1/14/2016 3:06 AM
39	Would love for it to be open the entire time kids are out for Christmas vacation.	1/13/2016 11:43 PM
40	The Christmas Town with the carnival was tons of fun. We went on Wed., the 23rd and we're so glad we did. Loved the light maze that walkyd through. We tried to do the drive-through 3 different nights but just didn't have the time to wait. The lines were crazy, which is great but the little ones just couldn't hang.	1/13/2016 11:26 PM
41	Make it a one-way loop. Having all the people on the same road going both ways was uncomfortable. Especially with a baby stroller hard to navigate and enjoy the light show	1/13/2016 11:19 PM
42	I would like to see how it would be to walk through it. However since it would be the 1st year doing it then maybe if possible offer 1 or 2 weeks where people can drive through it and then 1 or 2 weeks where people can walk through it, so you can gauge whether or not to turn the whole thing into walking or if it works better driving through. The first year everyone is going to want to try something new and walk through it, however depending on crowding and visibility of the lights with all the people walking, people may end up enjoying driving through better.	1/13/2016 11:10 PM
43	Walking tour. . And have local school talent along the way providing holiday music	1/13/2016 11:00 PM
44	Re-direct traffic for parking to allow local food trucks to offer a variety of snacks, drinks. (Tacos, funnel cakes, kettle corn, coffee, hot chocolate, warm apple cider, hot dogs/corn dogs, etc.)	1/13/2016 10:51 PM
45	More lights!!	1/13/2016 10:40 PM
46	This has been something our family has talked about since you first opened--we'd love this! Always try to do the run with the kids but couldn't this year and driving wasn't the same!	1/13/2016 10:35 PM
47	A hay ride option would be fun. It would allow more people in one vehicle and reduce congestion on the route while offering an even better view of the lights.	1/13/2016 10:28 PM
48	We enjoyed it better when it was two lanes going through. While we could see everything by only having one lane, the two hour wait in the car with 5 little ones was a little more than what our family can handle :)	1/13/2016 10:25 PM
49	More lights. The Parks and Rec department always does an amazing job with the displays.	1/13/2016 10:07 PM
50	Be set up like the trail of lights with food vendors, Santa, etc. the only worry maybe parking	1/13/2016 10:00 PM
51	5k kick-off, then two weeks to WALK the trail of lights!!! I haven't gone in years b/c It feels like sitting in rush hour, and someone always has to use a restroom, then holds ot. Uncomfortable. I drive into Austin with a family (15 of us) to WALK the Zilker trail.	1/13/2016 9:53 PM
52	Radio station play Christmas music as you go through, add more lights	1/13/2016 9:45 PM
53	Charge less or don't have a charge for those going on foot.	1/13/2016 9:24 PM
54	I actually already told my husband we were going to skip it next year and walk through the trail of lights! This would be even better!	1/13/2016 9:21 PM
55	Make sure that there are refreshment stands with some specialty coffees and hot chocolate for the kids along with some snacks and restrooms.	1/13/2016 9:19 PM
56	Didn't go because the line was crazy long. :(1/13/2016 9:17 PM
57	More lights!	1/13/2016 9:12 PM
58	Over several nights, not one, to help minimize congestion, both human and vehicles.	1/13/2016 8:46 PM
59	It's great! A bit pricey for the holiday season.	1/13/2016 8:41 PM
60	Have Christmas music we can tune into on a certain radio station as we drive through the lights. Doesn't have to be in sync with the lights but would be nice.	1/13/2016 8:30 PM
61	We haven't been, but we always hear about the long lines. Instead of offering a coupon, maybe reduce the price. I would also love to see more reminders on the carnival that happens at Dell diamond. I forget it's there.	1/13/2016 8:28 PM
62	I planned to go the week after Christmas like we did last year and missed it since it ended Dec. 26. I would like to see it open until Dec. 29 or 30.	1/13/2016 8:26 PM

63	Run a longer season of the lights. It was over before we had a chance to go! Our first year to miss!	1/13/2016 8:24 PM
64	I love the themes! I love that it stays with the true meaning Christmas, maybe the story of St. Nicholas in lights right before the Santa Town!! Just throwing around an idea! I am so proud of the work that the city has done for our Christmas here in Round Rock- well done!! Bless you all this year!	1/13/2016 8:21 PM
65	It wasn't very interesting. After waiting in line an hour and taking an hour to drive thru, we had cranky kids!	1/13/2016 8:15 PM
66	We love the reindeer run for that reason! Have a fire pit and cocoa at the end- maybe s'mores- you can buy a packet with s'mores makings- maybe have different service projects sponsor different night to raise \$- ie high school band, scouts, class councils, blue Santa, etc	1/13/2016 8:06 PM
67	Would love to walk the light trail but don't do away with driving thru the lights. Maybe offer a few days where walking the light trail is available. My mom enjoyed the lights this year but would not be able to walk it.	1/13/2016 8:00 PM
68	Far fetched maybe, but transportation back to Diamond after walking the lights	1/13/2016 7:37 PM
69	Better holiday lights and more	1/13/2016 7:35 PM
70	Police officers along the road so that people don't cut off others drivers that waited two hours in line.	1/13/2016 7:15 PM
71	I have not been yet, but I hear it can take hours to get through because of the traffic.	1/13/2016 7:12 PM
72	We do the Reindeer Run every year just to be able to walk thru it. :) loved the addition of the carnival and the Xmas kick off being there rather than downtown. Downtown gets too crowded. Bigger venue was much better.	1/13/2016 7:08 PM
73	Depends on weather, maybe have an option for walkers	1/13/2016 7:05 PM
74	A reduced rate would be nice. We only did it the first year & were disappointed with it for the amount we paid.	1/13/2016 7:03 PM
75	Have several nights people can walk through. DON'T make one of them on Round Rock Family Christmas if that will be at Old Settlers again. The parking situation that night was a disaster. I worked a booth and many of our workers could not get to the park due to traffic. Don't add more traffic with this.	1/13/2016 7:01 PM
76	Big tree to spin under, light maze, fake snow	1/13/2016 6:49 PM
77	Make the line move faster. We waited for like 2 1/2 hours.	1/13/2016 6:35 PM
78	Music!!! Especially for the Reindeer Run. I loved the carolers a few years ago and hope every year that Christmas music will be added.	1/13/2016 6:31 PM
79	No, but definitely would love to walk it, with strollers too please!	1/13/2016 6:31 PM
80	Every year my boys and I take part in the fun run because we like being able to walk through. However, the run can be really crowded so maybe one night a week where families can simply walk through would be great. I also like the idea of possibly having a photographer at the tunnel of lights part to take nice photos. :)	1/13/2016 6:28 PM
81	Please don't allow cars to stop in the tunnel to watch the full show. Maybe have someone posted there to move cars along.	1/13/2016 6:26 PM
82	Better maintenance on the displays- too many bulbs out	1/13/2016 6:22 PM
83	A special needs hour or evening. Maybe just an early start to help avoid the crowds that make taking special needs kids difficult.	1/13/2016 6:16 PM
84	It was great, we hadn't been in two years and the changes were great! Only thing I wanted was to walk it without entering the running event!	1/13/2016 5:47 PM
85	Being able to tune in to matching music would be nice. We had that at a display in San Jose and it really added to the experience.	1/13/2016 5:41 PM
86	I think it would be great to have a few food trucks.	1/13/2016 5:26 PM
87	Maybe post signs along Old Settlers Blvd of estimated line wait time, like at amusement parks. "The wait from this point is." Also, my family went on one of the last nights and there were tons of burnt out lights. :(1/13/2016 4:41 PM
88	Groups caroling as I wait in the car to see the lights.	1/13/2016 4:40 PM
89	Need someone in the light tunnel to keep people moving! That's where everything gets backed up	1/13/2016 4:29 PM
90	Gate attendants should not let cars enter until headlights are off. This year I had 2 cars behind me with lights on. Very distracting and annoying.	1/13/2016 4:17 PM
91	Part of what we like is having Magic of Christmas on the radio and driving through!!	1/13/2016 4:14 PM
92	I thought that is what the 5K is for?	1/13/2016 4:11 PM

93	We don't go because you can't walk it. Can't REALLY enjoy it in the car.	1/13/2016 4:06 PM
94	Much too long for walking...	1/13/2016 4:05 PM
95	Enforce the no headlight rule. The car behind us had his on the whole drive. Boo!	1/13/2016 4:05 PM
96	Hay rides/tracker pulling carts of people	1/13/2016 4:00 PM
97	Make sure every car knows not to pass and to drive single file.	1/13/2016 3:53 PM
98	Would it be possible to have the option to drive and/or walk through it?	1/13/2016 3:52 PM
99	Maybe add some music and sync it to a radio station. The way some houses now a days do.	1/13/2016 3:45 PM
100	No	1/13/2016 3:34 PM
101	A sign posted on the road with approximate wait times would be really helpful. By the time we got through the line, our kids were cranky and tired and hungry because we sat in line for almost 2 hours, but we couldn't turn around to leave.	1/13/2016 3:33 PM
102	I would really like to be able to walk thru as a family but not stress about racing a 5K and keeping kids together.	1/13/2016 3:33 PM
103	What is Meh?	1/13/2016 3:31 PM
104	Sitting in line for an hour and 40 minutes before we even got to see the lights is ridiculous. Do something about the wait	1/13/2016 3:30 PM
105	We really enjoy staying warm in the car with the kids, but having the option to walk on more than one night might be nice!	1/13/2016 3:29 PM
106	Food trucks	1/13/2016 3:22 PM
107	Having some decorations that are more "solid". We usually skip Christmas town - no littles.	1/13/2016 3:19 PM
108	It's too expensive. We won't do it until the price goes down.	1/13/2016 3:19 PM
109	A bike lane too.	1/13/2016 3:16 PM
110	music timed along that you can listen to on the radio	1/13/2016 3:15 PM
111	Less expensive!	1/12/2016 11:24 PM
112	A larger nativity section and less of the bizarre underwater stuff.	1/12/2016 12:44 PM

Q2 How big of a problem was it for you not being able to have recycle pickup both weeks during the holiday?

Answered: 375 Skipped: 3



Answer Choices	Responses	Count
My green bin was beyond full	55.47%	208
Kind of a problem	22.40%	84
No problem at all	22.13%	83
Total		375