

March 18, 2016
Final

MARIN COUNTY PARKS VISITORS STUDY REPORT

Part I,
Visitor Counts
and Survey
Results



Prepared For: Marin County Parks
Prepared By: Patrick Tierney Ph.D.
Email: ptierney@sfsu.edu



Executive Summary

Marin County Parks (MCP) contracted with San Francisco State University (SFSU) for a two part study of visitors to their parks, preserves and paths. The first part of the Marin County Parks visitors study sought to identify use levels and visitor characteristics at nine parks, six preserves and two bike/walking paths, as well as visitor counts at them. The study employed an intercept survey and visitor counts in September through early November, 2015. Those visitors who provided their email address at the end of the intercept survey were later emailed a follow-up survey to gather additional information. This report only presents the results of the visitor counts, intercept and follow-up surveys conducted in fall 2015. A separate report on part two will present focus group results identifying key barriers to visitation and strategies for increasing use by nonusers and underserved residents.

A total of 6,993 visitors were counted at the 17 sites over the fall survey period, over two thirds of use occurring during weekends and just under a third on weekdays. The average number of visitors per three hour survey period in all parks was 45, it was 26 for all preserves and 139 visitors for all paths. The morning surveying session from 7:30-10:30am, the afternoon 11:30-2:30pm and the evening 3:30-6:30pm session each had about a third of the visitor counts. Visitor use varied widely between specific surveyed sites. There were an estimated 90,470 visits to all parks, preserves and paths surveyed in the study between September 1 and November 4, 2015.

There were a total of 1,168 completed intercept surveys. A total of 44% of those completed were visitors at parks, 35% at preserves and 21% at the two paths included in the study. Just over one in ten were first time visitors, while a third had visited that particular park site over 50 times in the last year. Slightly over a third of all visitors were traveling alone while just under two thirds were with family and/or friends. Average group size for all visitors was 1.9, but the mean for all parks was 3.1, all preserves 1.8, and paths 1.5 persons. Over three quarters were residents of Marin County and just over half lived within one mile of the park/preserve/path where surveyed. Only three percent were from a state outside of California. The average respondent was 50.1 years old, with slightly over half being between the ages of 45-64 years. Just 15% of respondents were between the ages of 18-34 years. There were nearly equal numbers of females and males. Over three quarters had a bachelor degree or higher level of formal education. Household income in 2014 varied greatly among respondents, with thirteen

percent indicating less than \$50,000 and forty percent reporting annual income over \$125,000. The racial characteristics of respondents were overwhelmingly white (91%). About a tenth were Hispanic or Latino. A total of seven percent spoke a language frequently at home other than English. Spanish language was cited by two in ten of those respondents, with Chinese and German/Italian/French accounting for less than five percent each. However, racial, ethnic and non-English speaking characteristics varied a great deal between park units. For example, 24% of Paradise Park users and 18% of McNears Beach Park respondents spoke a language other than English at home. About four percent of respondents had a person in their visitor group with a disability. Walking, use of children's playground and restrooms at park sites were the most common access problems encountered by persons with disabilities.

The most frequently identified sources of information about the park/preserve/path visited were: Past experience; friend or family; signs; social media; and visited the MCP website. About two thirds drove to the park site, a quarter walked, while about fourteen percent rode a bicycle, none surveyed used public transit.

The most popular land based activities that were undertaken that day in the park/preserve/path were: walk/hike, bike, walk dog, run/jog and use kid's playground. The most popular water-based activities were: relax on beach, beach activities, fishing, tide pooling, and kayaking or stand up paddle boarding. The most common nature based activities were: relaxing outdoors; enjoy views, nature walk; enjoy being with family/friends; and explore outdoors. Other activities included meditation/solitude, taking a scenic drive and reading. These varied by whether it was a park, a preserve or a path and by actual site.

The primary reasons for visiting the site that day, in order of popularity, were hiking/walking, nature/land/views, bicycling, walk dog, and exercise. Park-only visitors were more likely to cite nature and hike/walk as primary reasons to visit versus those at preserves and paths. Dog walking as a primary reason for visiting varied considerably between sites, ranging from a third of respondents at McInnis Park to zero at a number of other parks.

Overall, almost nine out of ten respondents were satisfied or very satisfied with their interactions with other visitors at the surveyed park. Conflicts with dogs, speeding bicycles and trail conditions were reasons for being dissatisfied or very dissatisfied. Only two percent of respondents indicated they felt unsafe or very unsafe at the park site. Dogs, bikes on trails and

unsafe trail conditions were most frequent reasons for feeling unsafe or very unsafe. Respondents who spoke a language other than English at home, were of higher income, or were alone in the park were most likely to cite feeling unsafe. Almost all respondents (97%) agreed the quality of their overall experience in that park unit on the survey date was good or very good. When asked what could be done to improve the quality of their park experience the most common responses were improve trail/path, better enforce rules and policies, better maintenance and manage dog use better.

At the end of the intercept survey respondents were asked if they would provide an address so SFSU could email them a link to a [follow-up online survey](#). A total of 157 (23% of those who provided an address) completed the follow-up survey. Just over half of follow-up survey respondents visited the original park site where they were intercepted since the original contact. The primary listed reasons to the visit were: improve my physical fitness; convenient to where I live; be with family/friends; for recreation and play; and to connect with nature.

About one in ten respondents were unsatisfied or very unsatisfied with the facilities which they used. The primary reasons for this were: availability of restrooms; cleanliness of restrooms; condition of natural resources; lack of bicycle trails; and condition of trails. Information availability was evaluated, and the most commonly cited concerns were: unsatisfied or very unsatisfied with signs, maps and trail markers along the trails; directional signage; outdoor displays about nature or history; and information about activities or events in park site. About one in four respondents indicated they had no serious concerns or needed improvements; but the most frequent issues were dogs off-leash; dog waste; speeding bikes on trails; lack of information on site's fragile plant and animal habitats; trail conflicts with other users; and horses and their deposits on trails.

Information and stories which park goers might be interested in learning more about included: flora, fauna and geology of park site; origin of park name; history of area; Indians of area; and origin of trail name. Almost all respondents (95%) planned to visit the park site again in 12 months. Most commonly cited reasons to visit or not, were: close and convenient; views, beauty and nature; walk/hike; being with family/friends; and exercise/fitness. Special qualities or aspects of park/preserve/path reported by respondents included: beauty of nature and wildlife; trails and paths; water and wetlands; not crowded and solitude; bicycling; close/convenient; and off-leash area for dogs.

Six out of ten respondents liked the park site just the way it is, while the remainder wanted to see some future improvements. The most commonly cited improvements were: outdoor evening programs (campfire, night sky, etc.); history tours; special events, festivals, concerts; sport/fitness clinics; and races and competitions. Services they would like to see in the future included: self-guided tours; ranger-led walks or talks at park; more outdoor exhibits/kiosks; programs about park provided in their community/neighborhood; and digital information (electronic kiosks, downloadable pdf files or park apps). Respondents provided a wide array of comments about MCP. Follow-up survey respondents were asked if they would be interested in assisting MCP in the future and how they would assist. Almost three of ten were interested in helping MCP. The most common ways they would help were: they'd like more information about future events and activities; are already or want to volunteer in the parks; and would attend public workshops on planning parks.

A comparison of select characteristics of intercept respondents for all parks, all preserves and all paths showed that path visitors were the most frequent visitors (mean of 97 visits per year) while park visitors were the least frequent (59 visits). Average group size for all parks was nearly double that of preserve or trail visitor groups. The most common activities in parks were hiking, relaxing outdoors and exploring outdoors. This compares to hiking, relaxing outdoors and nature walk at preserves. Visitors to all paths were most likely to cite enjoying views, biking paved trails and hiking. Satisfaction with other user levels were similar among parks, preserves and paths. Feeling "very unsafe" was very low (less than 1.7%) for all types of sites. The quality of the experience was overwhelmingly cited as "very good" for all sites, with preserve visitors somewhat higher (82%) than parks (77%) and paths (72%). Almost 6 in 10 preserve users lived within one mile of the site, compared to 5 in 10 for paths and 4.4 in 10 for parks. Park visitors were nearly twice as likely to be Hispanic or Latino, than path or preserve visitors. Park visitors were also more than twice as likely to have a high school or equivalent highest level of education, and significantly less likely to have a graduate or professional degree.

The final section of this report describes who is not visiting Marin County parks, preserves and paths, based on a comparison of demographic characteristics of intercept survey respondents and the 2010 Marin County population characteristics from the U.S. Census. It assumes differences are due primarily to actual visitation patterns, not the survey methods. Results showed little difference by sex and percent of respondents who are White and Asian. However,

there were far fewer African American park visitors versus Black persons residing in the county. Almost half the number of Hispanic/Latinos respondents, and three times fewer persons where a language other than English was spoken at home were contacted in the parks versus found in the county census. Younger adults ages 15-44 and those 75 and older were less likely to be a visitor to MCP, compared to the county population. The median household income for county residents in 2014 was \$75-\$99,000, compared to a median of \$100-\$124,000 for park visitors. Park visitors were eighteen percent more likely to be adults with a bachelor's degree or higher formal education compared to the county population. In summary, non-visitors were more likely to be Black, Hispanic or Latino; speak a language other than English at home; lower income; and with lower formal education levels.

The characteristics of non-visitors to Marin County Parks are similar to what studies at parks in San Francisco and Los Angeles by the author have also found. It suggests additional outreach efforts, programming and updated facilities are needed to encourage visitation to county park sites by a broader spectrum of county residents. What are the barriers to visitation, and how to best overcome these, are the subjects of the second part of this research, focus groups with residents of under-served communities in the county. These focus group findings will be included in the forthcoming Part II report.

Marin County Parks will complete another three seasons of data collection over the coming year to gather more robust data and understand visitor demographics and perspectives throughout the year. Ideally this study will be performed every five years to evaluate changes over time.

Contents

Executive Summary	ii
Introduction	11
Methodology	14
Results	17
<i>A. Visitor Counts</i>	17
<i>B. Intercept Survey Results</i>	20
<i>C. Follow-Up Survey Results</i>	95
<i>D. Comparison of Visitors to all Parks, all Preserves and all Paths</i>	124
<i>E. Who is not Visiting Marin County Parks, Preserves and Paths</i>	126
VI Discussion	128
Appendix A. Intercept Survey	133
Appendix B. Follow-Up Survey	141

List of Figures

Figure 1: Marin County parks, preserves and paths included in study.....	13
Figure 2: Survey respondents intercepted at Marin County park, preserve or path.....	21
Figure 3: Intercept survey respondents by Marin County park, open space preserve and path.....	22
Figure 4: Respondent number of visits in last year.....	24
Figure 5: Type of personal group at park or preserve.....	25
Figure 6: Number of persons in group today.....	26
Figure 7: Type of transportation used to arrive at park/preserve/path.....	29
Figure 8: Top ten primary reasons for visiting parks, preserve and path.....	39
Figure 9: Used Marin County Parks annual pass at park with an entrance fee.....	43
Figure 10: Satisfaction with interactions with other visitors at park/preserve/path*.....	44
Figure 11: How personally safe respondent felt at park/preserve/path.....	46
Figure 12: Quality of experience at park/preserve/path.....	48
Figure 13: Resident of the United States.....	53
Figure 14: Resident of Marin County.....	54
Figure 15: City of respondent primary residence.....	55
Figure 16: Does respondent live within one mile of this park/preserve/path.....	57
Figure 17: Is respondent Spanish, Hispanic or Latino?.....	59
Figure 18: Map showing percentage of respondents who are Hispanic or Latino, by park site.....	60
Figure 19: Respondent's primary race.....	61
Figure 20: Map showing percentage of respondents who are non-White, by park site.....	62
Figure 21: Language most frequently spoken in respondent home.....	63
Figure 22: Percentage of respondents where a language other than English is frequently spoken at home, by park site.....	64
Figure 23: Name of language other than English most frequently spoken in home.....	65
Figure 24: Does anyone in personal group have a physical condition that made it difficult to access or participate in park activities or services?.....	68
Figure 25: Activities or services had difficulty accessing.....	69
Figure 26: What specific problems did you or the person(s) have? Please mark all that apply.....	70
Figure 27: Intercept survey respondent age.....	71
Figure 28: Respondent sex.....	72
Figure 29: Respondent highest level of formal education.....	73
Figure 30: Respondent annual household income.....	74
Figure 31: Willing to provide email address to send follow-up survey.....	76
Figure 32: Park or preserve in initial intercept survey.....	95
Figure 33: Been back to park/preserve/path since you completed the on-site survey?.....	97
Figure 34: Important reasons for visiting Marin County park/preserve/path.....	98
Figure 35: Primary reason for visit to park/preserve/path on the day completed initial survey.....	100
Figure 36: Issues that were a moderate or serious problem at park/preserve/path.....	107
Figure 37: Information, stories, history or features of park/preserve/path respondent would like to learn more about.....	109
Figure 38: Will visit park or preserve again in the next 12 months.....	110
Figure 39: Most important reason why respondent does or does not plan to visit in next 12 months.....	111
Figure 40: Does park or preserve have special qualities that make it important?.....	113
Figure 41: Special qualities or aspects of park/preserve/path – Write-in responses.....	114
Figure 42: Would like amenity or facility improvements to park or preserve in the future.....	116
Figure 43: Programs of interested in the future.....	117
Figure 44: Services you would like in future.....	119
Figure 45: Other comments about recent visit to the park or preserve or comments about other Marin County parks or preserves.....	120

Figure 46: Ways you would assist Marin County Parks in the future.....	122
Figure 47: Age of respondents and 2010 Marin County, percent	128

List of Tables

Table 1: List of parks, preserves and paths included in study	12
Table 2: Visitor count and average during 3 hour survey period, by survey site, by weekday/weekend ...	17
Table 3: Visitor counts and average by survey site during 3 hour survey period, by time	18
Table 4: Average visitor counts for all sites, by weekend and weekday, and time period.....	19
Table 5: Estimated number of visits to study area parks, preserves and paths between September 1 through November 4, 2015.....	19
Table 6: Number of completed intercept and follow-up surveys, and response rates	20
Table 7: Survey respondents intercepted at Marin County parks, preserved and paths	21
Table 8: Number of respondents by park, open space preserve and path.....	23
Table 9: Number of people in personal group by age cohort.....	27
Table 10: With commercial or other group.....	27
Table 11: Sources of information about park/preserve/path.....	28
Table 12: Participation in land-based activities, all parks/preserves/paths	30
Table 13: Participation in land-based activities, by all parks, all preserves and all paths	32
Table 14: Participation in water-based activities at park/preserve/path	33
Table 15: Participation in water-based activities, by all parks, all preserves and all paths	34
Table 16: Participation in nature-based activities at park/preserve/path	34
Table 17: Participation in nature-based activities, by all parks, all preserves and all paths	36
Table 18: Participation in other activities at park/preserve/path	37
Table 19: Participation in other activities, by all parks, all preserves and all paths	38
Table 20: Primary reason for visiting parks, preserve or path today	40
Table 21: Top primary reasons for visiting parks, paths and preserves	41
Table 22: Respondent dog walking by park, path and preserve.....	42
Table 23: What caused respondent to feel dissatisfied with other park users?.....	45
Table 24: Satisfaction with interactions with other visitors for all parks, all preserves and all paths	45
Table 25: Most important reasons which caused respondent to feel unsafe or very unsafe.....	47
Table 26: Has significant influence on how safe respondent felt at park.....	47
Table 27: How personally safe respondent felt by all parks, all preserves and all paths	48
Table 28: Important reasons why rated experience poor	49
Table 29: Quality of your experience today, all parks, all preserves and all paths	50
Table 30: Suggestions on how to improve experience at the park/preserve/path.....	51
Table 31: Respondent state of residence	58
Table 32: Respondent race, Hispanic origin, and other language spoken at home, by park, preserve, and path, compared to all sites.....	66
Table 33: Respondent annual household income	75
Table 34: Statistics dashboard for: Stafford Lake Park	78
Table 35: Statistics dashboard for: Corte Madera Path.....	79
Table 36: Statistics dashboard for: Point Reyes Park	80
Table 37: Statistics dashboard for: Indian Valley Preserve	81
Table 38: Statistics dashboard for: Mt. Burdell Preserve.....	82
Table 39: Statistics dashboard for: McNears Beach Park	83
Table 40: Statistics dashboard for: McInnis Park	84
Table 41: Statistics dashboard for: Lagoon Park.....	85
Table 42: Statistics dashboard for: Pueblo Park.....	86

Table 43: Statistics dashboard for: Cascade Canyon Preserve	87
Table 44: Statistics dashboard for: Gary Giacomini Preserve	88
Table 45: Statistics dashboard for: Paradise Beach Park	89
Table 46: Statistics dashboard for: Creekside (Hal Brown) Park.....	90
Table 47: Statistics dashboard for: Mill Valley/Sausalito Path.....	91
Table 48: Statistics dashboard for: Agate Beach Park	92
Table 49: Statistics dashboard for: Blithedale Summit Preserve.....	93
Table 50: Statistics dashboard for: Ring Mountain Preserve.....	94
Table 51: Satisfaction with facilities during visit to park/preserve/path.....	102
Table 52: Satisfaction with staffing and information availability.....	105
Table 53: Write-in - Ways you would assist Marin County Parks in the future	123
Table 54: Comparison of select respondent visitation and activity participation data at all parks, all preserves and all paths	124
Table 55: Comparison of select respondent satisfaction, safety, quality of experience and demographic data at all parks, all preserves and all paths	125
Table 54: Comparison of demographics of survey respondents versus 2010 Marin County population .	126
Table 55: Age of survey respondents and 2010 Marin County, percent	127

Introduction

The Marin County Parks Department (MCP) contacted Dr. Patrick Tierney at San Francisco State University (SFSU) to help them understand use levels at their parks, preserves and paths, and the characteristics of visitors. The overall goals of this research project are:

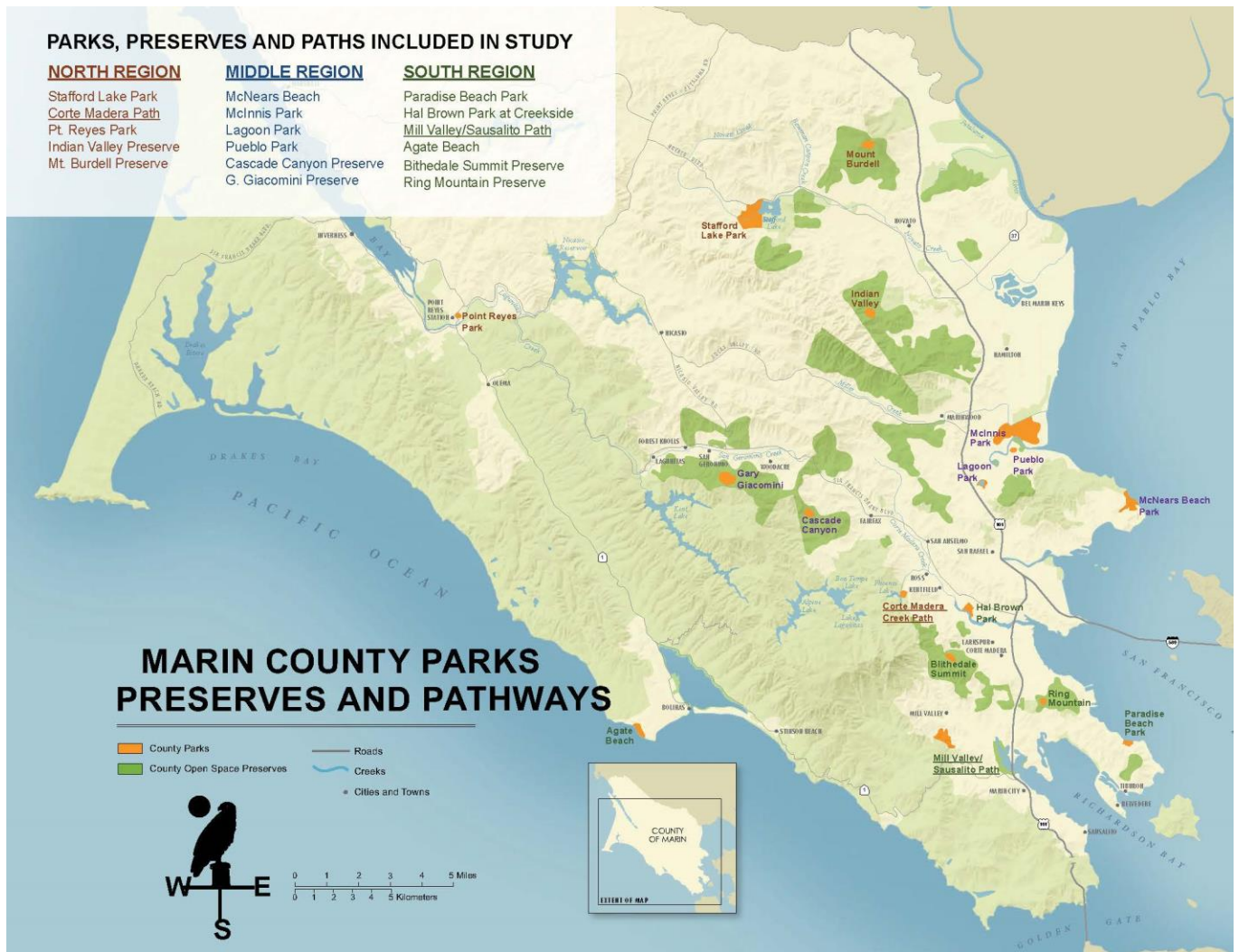
- To gather and analyze information on Marin County park, preserve and path visitor characteristics, trip purpose, planning and activities
- To understand the Marin County park, preserve and path visitor experience
- To count and estimate number of visitors to county parks, preserves and paths
- To understand visitor desires and preferences regarding park themes, experiences, facilities and resources
- To gather and analyze information on resident non-visitors to county parks, preserves and paths
- To identify key barriers to visitation and strategies for increasing use of county parks, preserves and paths by nonusers and underserved residents.

In order to achieve these goals the project employed a mixed-method approach. It consisted of an intercept survey of visitors in September through early November, 2015, at seventeen (17) Marin County sites (see Table I). These included nine parks, six preserves and two bike/walking paths which were identified by MCP. The locations are shown in Figure 1. Locations were chosen that represented a diverse cross section of park and open space locations managed by Marin County Parks. Visitor counts were made while collecting intercept information. Those visitors who agreed to provide their email address at the end of the intercept survey were later emailed a follow-up survey to gather additional information. Finally, in spring 2016 there were two focus groups with community members to determine barriers to visitation and how to overcome them. This report only presents the results of the visitor counts, intercept and follow-up surveys conducted in fall 2015. A follow-up report will include outcomes from the focus groups.

Table 1: List of parks, preserves and paths included in study

<u>Park/Preserve/Path Name</u>	<u>Site Number</u>	<u>Site Abbreviation</u>
<u>North Region</u>		
Stafford Lake Park	(1)	SL
Corte Madera Path	(2)	CM
Pt. Reyes Park	(3)	PR
Indian Valley Preserve	(4)	IV
Mt. Burdell Preserve	(5)	MB
<u>Middle Region</u>		
McNears Beach	(6)	MN
McInnis Park	(7)	MI
Lagoon Park	(8)	LP
Pueblo Park	(9)	PP
Cascade Canyon Preserve	(10)	CC
G. Giacomini Preserve	(11)	GG
<u>South Region</u>		
Paradise Beach Park	(12)	PB
Creekside Park	(13)	CP
Mill Valley/Sausalito Path	(14)	MV
Agate Beach	(15)	AB
Bithedale Summit Preserve	(16)	BS
Ring Mountain Preserve	(17)	RM

Figure 1: Marin County parks, preserves and paths included in study



Methodology

The intercept survey was designed by Dr. Patrick Tierney of SFSU, based on previous research and input from MCP staff. The survey was pre-tested and the final version was approved by MCP before implementation. The intercept survey is provided in Appendix A. This intercept survey gathered data on: Previous visits to that park; group and respondent characteristics; information sources; activities undertaken in park/preserve/path; interactions with other visitors; perceived safety; overall quality of the experience; and reasons they felt unsafe or dissatisfied. The survey was available in English (online and in paper form) and Spanish (in paper). Data collection was based on a sampling plan developed by SFSU to provide a representative sample of use at each park/preserve/path. Surveys were conducted at three systematically-selected times during the day, morning (7:30 -10:30am), afternoon (11:30-2:30pm) and evening (3:30-6:30pm). Data was collected every weekend day and all weekdays (except Tuesdays) from September 5 to November 4, 2015. The sampling plan provided for an equal number of weekday and weekend sample periods over the study period, and nearly an equivalent number of times during the three daily survey periods, for each site. The exception to this was an additional three survey periods of data collection from October 8-11 at eight survey sites that had a lower number of completed surveys. This was done to provide enough data at all 17 sites for robust analysis.

On the assigned date and time to administer intercept surveys a systematic sampling approach was utilized to determine when and which visitor to contact. A systematic sample was undertaken at the survey site, where every Nth group of visitors to exit the park/preserve/path at a designated sampling site was contacted by a trained MCP-provided surveyor and read a prepared script asking if they would complete the survey. The sampling interval was either every group (at sites with low visitation) to pass the survey location or every 5th group (at higher volume sites). As soon as the survey was started by one visitor from the group, the surveyor would use the assigned sampling interval to contact the appropriate next group. This was an exit survey only in order to avoid double counting of visitors and to allow the visitor to describe their experience within the park/preserve/path. An incentive of a free one day pass to MCP was offered to those who were asked to complete the survey. For each group contacted by the surveyor an entry into a log was completed, even for

those groups who refused to take the survey, and the following data was recorded: Contact time, date, weather, sampling interval, group size, sex of group members, group activity (walk, bike, horseback or jog) and for those agreeing to take the survey, their unique survey number. The log entries allowed for the determination if there were significant differences between those who completed and those who refused to take the survey.

Responses to the intercept survey were collected on Samsung 7 inch tablets using an electronic off-line survey which SFSU prepared on the Survey Gizmo survey system, with paper surveys as backup. The intercept survey was stored on the tablet so it did not require WiFi or cellular phone service. Skips and data validation were programmed into the survey by SFSU to help speed up its completion and improve the accuracy of data entered by the visitor. Survey responses were also stored on the tablet and later uploaded to the SFSU Survey Gizmo database by the MCP survey coordinator at the survey headquarters. An SFSU co-coordinator reviewed surveys entered for obvious errors and also the logs sheets to ensure a complete set of accurately entered data was in the database and on log sheets.

Initial and limited data (frequency) analysis was done automatically by the Survey Gizmo software. Dr. Tierney then downloaded all the intercept survey data to a password protected database on the SPSS statistics program for further analysis. Accuracy checks, recoding, descriptive and crosstab tasks were performed. Comparisons between survey sites and respondent groups, and all respondents were undertaken to illustrate if there were any substantial differences between them. Later, cross tabulations with Chi Square statistical tests were employed to determine if dependent variables, such as “perceived safety in the park” were significantly related to independent variables, such as respondent race and type of group at the park.

A question on the intercept survey asked respondents if they would be willing to provide their name and email address so they could be sent a follow-up survey (see Appendix B). The follow-up survey was designed to allow for more open-ended questions to gather data on respondent evaluation of facilities and services used; staff encounters; issues at the park; information they would like to learn more about;

improvements and programs of interest in the future; and their willingness to assist MCP in the future. If they agreed to provide their name and email, then SFSU programmed Survey Gizmo to email them an invitation with an imbedded link to the follow-up survey. An incentive of being entered into a drawing for either a \$100 gift card from REI or Trader Joes was included in the invitation. The invitation was sent out five days after the visitor contact and two reminder emails were later delivered to non-respondents. The same data analysis methods were employed for the follow-up survey as was done in for the intercept survey. The smaller number of completed follow-up surveys did not allow for cross tabulations.

Results

The following section describes the results of the three study components: A) Visitor counts; B) intercept survey and C) follow-up survey. A final section D. provides a description of characteristics of non-visitors to MCP surveyed.

A. Visitor Counts

All visitors passing an intercept survey site in one direction at the assigned data collection times were counted. The results of these counts are presented below. A total of 6,993 visitors were counted at the 17 sites over the fall survey period. Visitor counts were conducted over a 3 hour period, morning surveying from 7:30-10:30am; afternoon 11:30-2:30pm; and the evening was 3:30-6:30pm.

Table 2: Visitor count and average during 3 hour survey period, by survey site, by weekday and weekend

Park or Preserve	Total Count	Visitor Counts		Mean Average		
		# WkDay	# WkEnd	All Sessions	WkDay	WkEnd
Stafford Lake (1)	259	83	176	21.6	13.8	29.3
Corte Madera (2)	984	352	632	123.0	117.3	126.4
Pt. Reyes (3)	775	154	621	96.9	38.5	155.3
Indian Valley (4)	348	130	218	43.5	43.3	43.6
Mt. Burdell (5)	208	78	130	26.0	19.5	32.5
McNears (6)	365	29	336	33.2	5.8	56.0
McInnis (7)	525	48	477	65.6	12.0	119.3
Lagoon (8)	384	227	157	48.0	56.8	39.3
Pueblo (9)	247	105	142	20.6	17.5	23.7
Cascade (10)	160	43	117	13.3	20.5	19.5
G. Giacomini (11)	73	28	45	6.0	4.7	7.5
Paradise (12)	167	26	141	15.2	4.3	28.2
Creekside (13)	585	130	455	83.6	43.3	113.8
Mill Valley (14)	1087	562	525	155.3	140.5	175.0
Agate (15)	240	57	183	18.5	9.5	26.1
Bithedale (16)	345	123	222	49.3	30.8	74.0
Ring Mt. (17)	241	47	194	18.5	7.8	27.7
Total	6993	2222	4771	838.1	585.8	1097.1
Total Percent	100%	31.8%	68.2%	100%	31.8%	68.2%
All Parks	3547	859	2688	44.8	22.4	65.6
All Paths	2071	914	1157	139.2	128.9	150.7
All Preserves	1375	449	926	26.1	21.1	34.1

Table 3: Visitor counts and average by survey site during 3 hour survey period, by time

Survey Site	Total Count	Visitor Counts			Mean Average		
		Morning	Afternoon	Evening	Morning	Afternoon	Evening
Stafford Lake (1)	259	94	26	139	18.8	13.0	27.8
Corte Madera (2)	984	466	130	388	155.3	130.0	97.0
Pt. Reyes (3)	775	422	199	154	140.7	99.5	51.3
Indian Valley (4)	348	159	35	154	53.0	35.0	38.5
Mt. Burdell (5)	208	86	85	37	28.7	42.5	12.3
McNears (6)	365	30	22	313	7.5	11.0	62.6
McInnis (7)	525	40	352	133	13.3	176.0	44.3
Lagoon (8)	384	216	44	124	72.0	44.0	31.0
Pueblo (9)	247	134	46	67	33.5	15.3	13.4
Cascade (10)	160	25	76	59	8.3	19.0	10.3
G. Giacomini (11)	73	25	37	11	5.0	7.4	5.5
Paradise (12)	167	3	118	46	1.5	29.5	9.2
Creekside (13)	585	297	258	30	99.0	86.0	50.0
Mill Valley (14)	1087	154	393	540	77.0	196.5	270.0
Agate (15)	240	44	136	60	11.0	22.7	20.0
Bithedale (16)	345	72	192	81	36.0	64.0	40.5
Ring Mt. (17)	241	128	79	34	25.6	15.8	11.3
Total	6993	2395	2228	2370	786.2	1007.2	795.1
Total Percent	100.0%	34.2%	31.9%	33.9%	na	na	na
All Parks	3547	1280	1201	1066	44.1	55.2	34.4
All Paths	2071	620	523	928	116.2	163.3	183.5
All Preserves	1375	495	504	376	26.1	30.6	19.7

Note: Creekside Park is also called Hal Brown Park

Table 4: Average visitor counts for all sites, by weekend and weekday, and time period

Time	Total Count	Survey Periods		Mean Average		
		# WkDay	# WkEnd	All Sessions	WkDay	WkEnd
Morning	2395	679	1716	786.2	27.2	53.6
Afternoon	2228	657	1571	1007.2	24.3	74.8
Evening	2370	886	1484	795.1	31.6	51.2
Total	6993	2222	4771	2588.5	83.1	179.6

Table 5: Estimated number of visits to study area parks, preserves and paths between September 1 and November 4, 2015

Average Visits Per Day		Number Days In Period		Estimated Number of Visits		Total Visits
Weekdays	Weekends	Weekdays	Weekends	Weekdays	Weekends	Per Period
586	1,097	29	12	16,994	13,164	30,158

Total Visits Per Period	Number of Periods/Day	Total Visits All Sites, Full Day
30,158	3	90,470

Note: Many of these total visits are repeat visits by nearby residents

An estimate of total use (visits) over the study period is based on average number of visits in a survey period per weekend and weekday, multiplied by the number of weekdays and weekend days during the data collection time period, times 3 periods per day. Using this method there were an estimated 90,740 total visits to all 17 study area sites during the survey period. But this clearly under estimates visitation because all park sites only had one surveying station, where as many park sites had multiple other locations where non-counted visitors could have entered and existed. But the surveying method used was much more cost effective and does provide a reasonable estimate of actual total visitation over the entire data collection timeframe.

B. Intercept Survey Results

The following section presents the results of the intercept survey of visitors to the 17 Marin County parks, preserves or paths between September 5 and November 4, 2015. Table 6 illustrates the number of completed intercept and follow-up surveys and the percent of respondents who completed each. There were a total of 1,168 completed intercept surveys, resulting in a 54.2% response rate. The 1,168 completed responses allows for a 95% confidence level with a +/- 5% margin of error for the intercept survey analysis results. There were no significant differences between respondents and non-respondents in their group size and sex. There was a significant difference in activities, in which bicyclists (51.2% refusals) and joggers (53.3%) were more likely to refuse to answer the survey, versus hikers (27.1%). Sites that were a path, such as the Mill Valley-Sausalito Path, were significantly more likely to have refusals (60.3% refusals) than were all the other locations (19.1% refusals), primarily because there were more bicyclist and joggers, than at parks or preserves. Readers of this report should keep in mind that walkers/hikers and park and preserve locations are somewhat over-represented and bicyclists, joggers and paths are somewhat under-represented in the survey results. But these differences do not threaten the validity of the study findings.

Table 6: Number of completed intercept and follow-up surveys, and response rates

Total Visitor Groups Contacted	2,152
Total Number of Completed Intercept Surveys	1,168
Percent Response Rate Intercept Survey	54.2%
Number Respondents Providing Email Address For Follow-Up Survey	680
Total Number Completed Follow-Up Surveys	157
Percent Response Rate Follow-Up Surveys	23.1%

Figure 2: Survey respondents intercepted at Marin County park, preserve or path

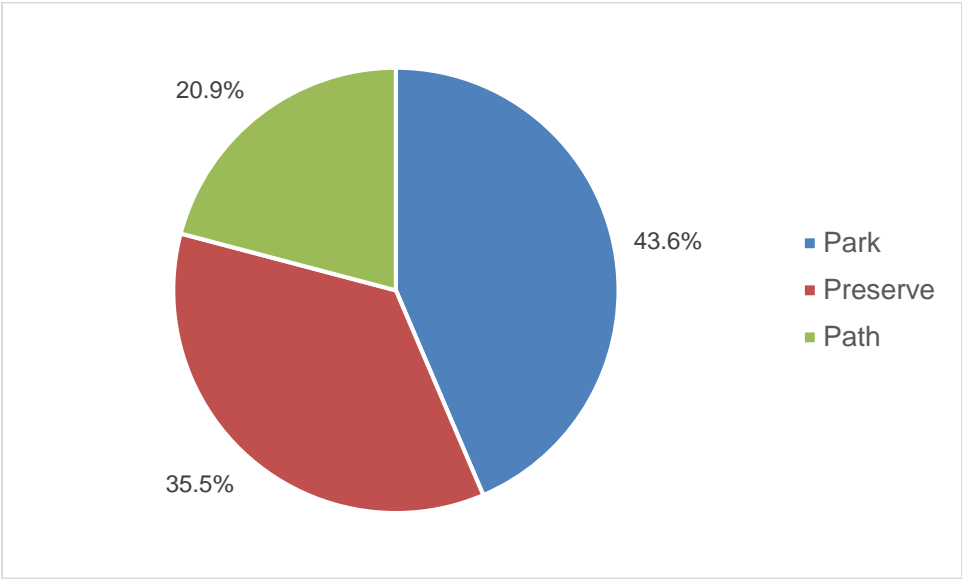


Table 7: Survey respondents intercepted at Marin County park, preserve or path

Resource Type	Percent	Count
Parks (9)	43.6%	509
Preserves (6)	35.5%	415
Paths (2)	20.9%	244
Total Parks, Preserves, Paths	100.0%	1168

Figure 3: Intercept survey respondents by Marin County park open space preserve and path

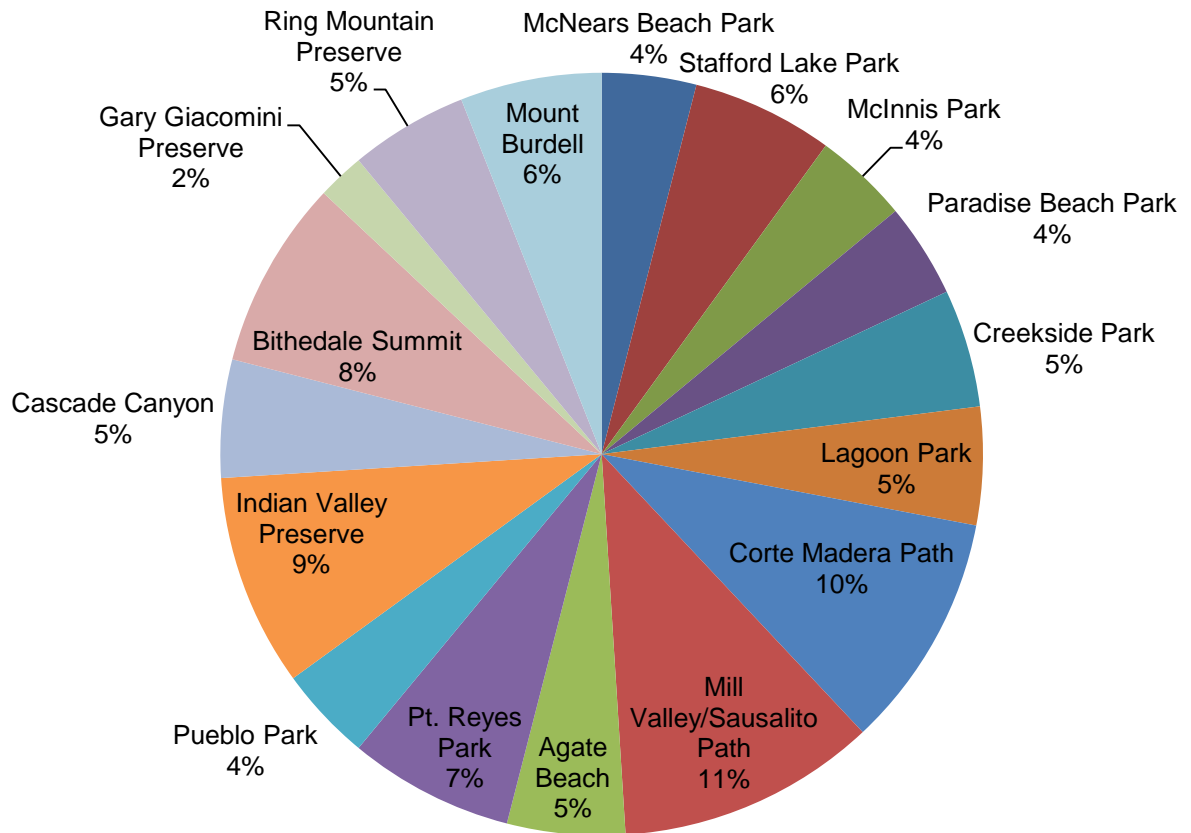
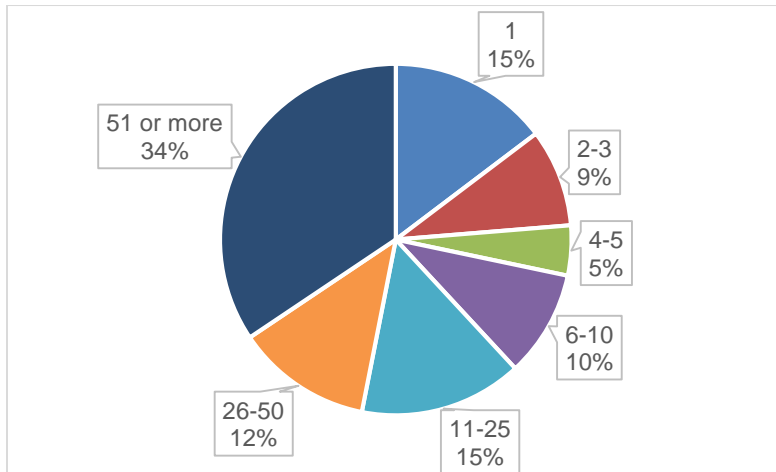


Table 8: Number of respondents by park, open space preserve and path

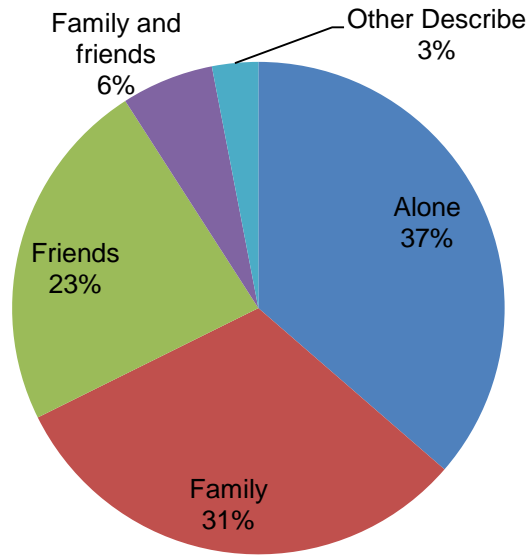
Park	Percent	Count
Mill Valley/Sausalito Path	10.9%	127
Corte Madera Path	10.0%	117
Indian Valley Preserve	9.2%	107
Bithedale Summit	7.9%	92
Pt. Reyes Park	7.4%	86
Mount Burdell	6.3%	74
Stafford Lake Park	6.1%	71
Agate Beach	5.5%	64
Ring Mountain Preserve	5.1%	59
Lagoon Park	4.9%	57
Creekside (Hal Brown) Park	4.7%	55
Cascade Canyon	4.7%	55
McInnis Park	4.0%	47
McNears Beach Park	3.9%	45
Pueblo Park	3.7%	43
Paradise Beach Park	3.5%	41
Gary Giacomini Preserve	2.4%	28

Figure 4: Respondent number of visits in last year



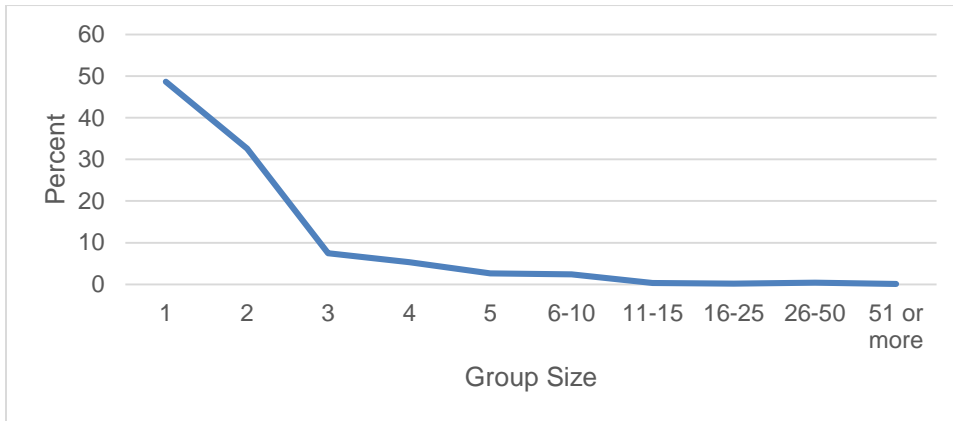
Number of Visits	Percent	Count
1	14.7%	161
2-3	9.0%	98
4-5	4.6%	50
6-10	9.8%	107
11-25	15.0%	164
26-50	12.5%	137
51 or more	34.4%	376
Total	100.0%	1168
Mean average, all respondents		74.5 visits
Mean average, all parks		58.9 visits
Mean average, all preserves		80.4 visits
Mean average, all paths		97.5 visits

Figure 5: Type of personal group at park or preserve



Type Group	Percent	Count
Alone	36.2%	88
Family	31.3%	76
Friends	23.5%	57
Family and friends	6.2%	15

Figure 6: Number of persons in group today



Group Size	Percent	Count
1	48.7	546
2	32.6	366
3	7.5	84
4	5.3	60
5	2.6	29
6-15	2.7	30
16-25	0.2	2
26-or more	0.4	5
Mean average, all respondents		1.9 persons
Mean average, all parks		3.1 persons
Mean average, all preserves		1.8 persons
Mean average, all paths		1.5 persons

Note: The two prior tables are based on two different questions, so response for alone varies.

Table 9: Number of people in personal group by age cohort

Age	Under 6	6-12	13-18	19-24	25-34	35-44	45-54	55-64	65-74	75+	Responses
Percent	19.9	16.5	9.9	11.3	19.2	25.3	34.8	27.0	17.8	8.8	1088
Number											
of persons*	216	179	108	123	209	275	379	294	194	96	

- Adds up to more than 100% because groups contain multiple ages

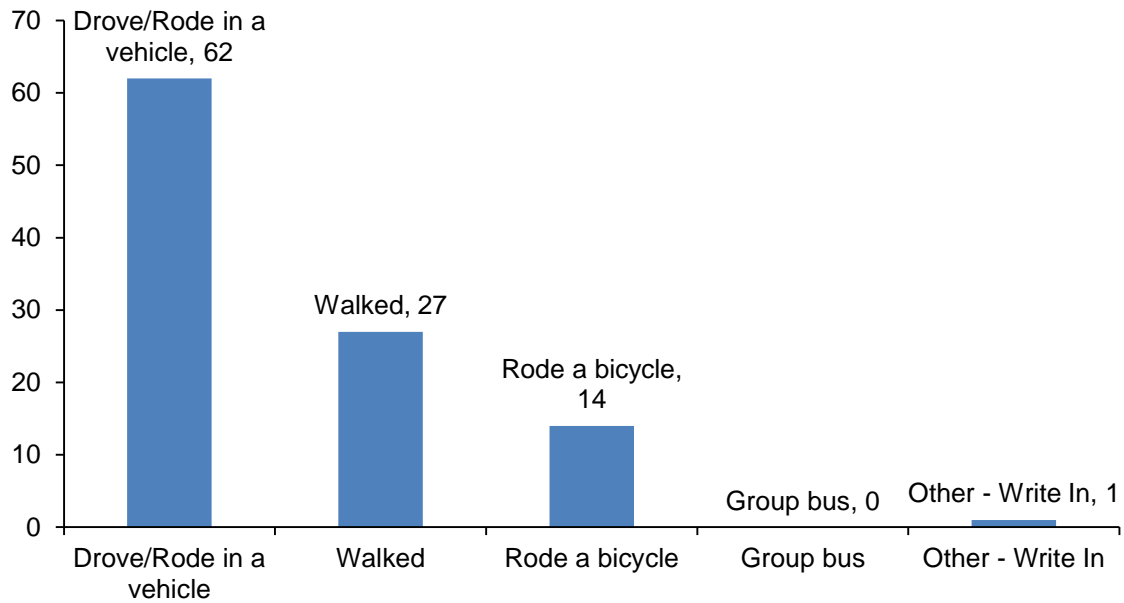
Table 10: With commercial or other group

Group	Percent	Count
School/educational group	0.9%	10
Family reunion of more than 25 people	0.9%	10
Commercial fitness group	0.8%	9
Commercial guided tour group	0.1%	1
Other commercial group	1.0%	11
Not with commercial or large organized group	96.5%	1,122
		1,163

Table 11: Sources of information about park/preserve/path

Information Source	Percent	Count
Past experience in park/preserve/path	47.7%	116
Friend or family member	28.0%	68
Signs along trail	9.9%	24
Other Website or Social Media - Write In	5.8%	14
Marin County Parks website	5.4%	13
Park map	2.1%	5
Guidebook	1.7%	4
Talked with a Marin County Parks staff person	0.8%	2
Visited Marin County Parks office	0.8%	2
Use of cell phone/iPad/tablet/laptop in this park	0.4%	1
Called Marin County Parks Dept.	0.0%	0
Google and Facebook		(6)
Other Source - Write In	14.4%	35
Live or work locally		(19)
Called Marin County Parks Dept.	0.0%	0

Figure 7: Type of transportation used to arrive at park/preserve/path



Value	Percent	Count
Drove/rode in a vehicle	62.1%	151
Walked	27.2%	66
Rode a bicycle	13.6%	33
Arrived by public transit (bus, train, ferry)	0.0%	0
Group bus	0.4%	1
Other - Write In	0.8%	2
Jogged		(1)
Total		243

Table 12: Participation in land-based activities, all parks/preserves/paths

Land Based Activity	Percent	Count
Walk/Hike	63.8%	155
Walk dog or pet	20.2%	49
Bike unpaved trails	10.7%	26
Bike on paved trails	9.1%	22
Running/jogging	8.6%	21
Kids Playground	5.8%	14
Bike park	4.9%	12
Bike on fire road	4.5%	11
Picnicking	3.7%	9
Frisbee golf	2.5%	6
Skateboard/skate park	2.1%	5
Play sports	1.7%	4
Boat ramp/pier	0.4%	1
Ride horses	0.4%	1
Golf course	0.4%	1

Other - Write In	4.9%	12
Water activities		(5)
Nature activities		(2)
I did not participate in any land activities	4.1%	10
Total		243

Table 13: Participation in land-based activities, by all parks, all preserves and all paths

Land Based Activity	All Sites (%)	Parks (%)	Preserves (%)	Paths (%)
Walk/Hike	63.8	56.8	78.8	47.4
Walk dog or pet	20.2	15.9	29.4	10.5
Bike unpaved trails	10.7	7.9	15.3	10.5
Bike on paved trails	9.1	7.2	2.4	52.6
Running/jogging	8.6	5.0	14.1	10.5
Kids Playground	5.8	10.1	0.0	0.0
Bike park	4.9	8.6	0.0	0.0
Bike on fire road	4.5	2.9	8.2	0.0
Picnicking	3.7	5.8	1.2	0.0
Frisbee golf	2.5	4.3	0.0	0.0
Skateboard/skate park	2.1	3.6	0.0	0.0
Ride Horse	0.4		1.2	0.0
Other	7.8	10.0	1.2	0.0

Table 14: Participation in water-based activities at park/preserve/path

Water Based Activity	Percent	Count
Relax on beach	7.4%	18
Beach activities	2.5%	6
Fishing	2.5%	6
Tide pooling	2.1%	5
Other - Write In	1.7%	4
Kayaking	0.8%	2
Sunbathing	0.8%	2
Wading/Swimming	0.8%	2
Standup Paddle Boarding	0.8%	2
Kiteboarding	0.0%	0
Ran in creek		(1)
I did not participate in any water-based activities	84.4%	205
Total		243

Table 15: Participation in water-based activities, by all parks, all preserves and all paths

Water Based Activity	All Sites (%)	Parks (%)	Preserves (%)	Paths (%)
Relax on beach	7.4	13.0	0.0	0.0
Beach activities	2.5	4.3	0.0	0.0
Fishing	2.5	4.3	0.0	0.0
Tide pooling	2.1	2.9	1.2	0.0
Kayaking	0.8	1.4	0.0	0.0
Sunbathing	0.8	1.4	0.0	0.0
Wading/Swimming	0.8	1.4	0.0	0.0
Standup Paddle Boarding	0.8	1.4	0.0	0.0
Other	1.7	1.4	2.4	0.0
I did not participate in any water-based activities	84.4	74.1	97.7	100.0

Table 16: Participation in nature-based activities at park/preserve/path

Nature Based Activity	Percent	Count
Relax outdoors	51.0%	124
Enjoy views	38.3%	93
Nature walk	35.8%	87
Enjoy being with family/friends	33.7%	82
Explore outdoors	32.9%	80
Wildlife viewing	24.7%	60
Bird watching	19.3%	47
Use restroom	11.9%	29
Photography/Art	9.5%	23
Other - Write In	2.9%	7
Exercise		(3)
Disc golf		(1)
I did not participate in any nature-based activities	14.8%	36
Total		243

Table 17: Participation in nature-based activities, by all parks, all preserves and all paths

Nature Based Activity	All Sites (%)	Parks (%)	Preserves (%)	Paths (%)
Relax outdoors	51.0	53.2	50.6	36.8
Enjoy views	38.3	30.2	45.9	63.2
Nature walk	35.8	30.9	47.1	21.1
Enjoy being with family/friends	33.7	32.4	38.8	21.1
Explore outdoors	32.9	27.3	48.2	5.3
Wildlife viewing	24.7	23.0	24.7	36.8
Bird watching	19.3	17.3	18.8	36.8
Use restroom	11.9	19.4	0.0	10.5
Photography/art	9.5	8.6	9.4	15.8
Other	2.9	2.9	2.4	0.0
I did not participate in Nature Based activities	14.8	19.4	7.1	15.8

Table 18: Participation in other activities, all parks/preserves/paths

Other Activities	Percent	Count
Meditation/solitude	13.6%	33
Take a scenic drive	8.6%	21
Reading	2.9%	7
Camping	1.7%	4
Wedding	0.8%	2
Attend event	0.8%	2
Attend MCP program	0.4%	1
Other - Write In	6.2%	15
Food and coffee		(2)
Going to school		(1)
View eclipse		(1)
Writing		(1)
I did not participate in any of these other activities	71.2%	173
Total		243

Table 19: Participation in other activities, by all parks, all preserves and all paths

Other Activities	All Sites (%)	Parks (%)	Preserves (%)	Paths (%)
Meditation/solitude	13.6%	15.1	14.1	0.0
Take a scenic drive	8.6%	12.2	3.5	5.3
Reading	2.9%	2.9	3.5	0.0
Camping	1.7%	2.2	1.2	0.0
Wedding	0.8%	1.4	0.0	0.0
Attend event	0.8%	1.4	0.0	0.0
Attend MCP program	0.4%	0.0	1.2	0.0
Other - Write In	6.2%	5.8	5.9	10.5
I did not participate in those other activities	71.2	66.2	76.5	84.2

Figure 8: Top ten primary reasons for visiting, all parks, preserves or paths

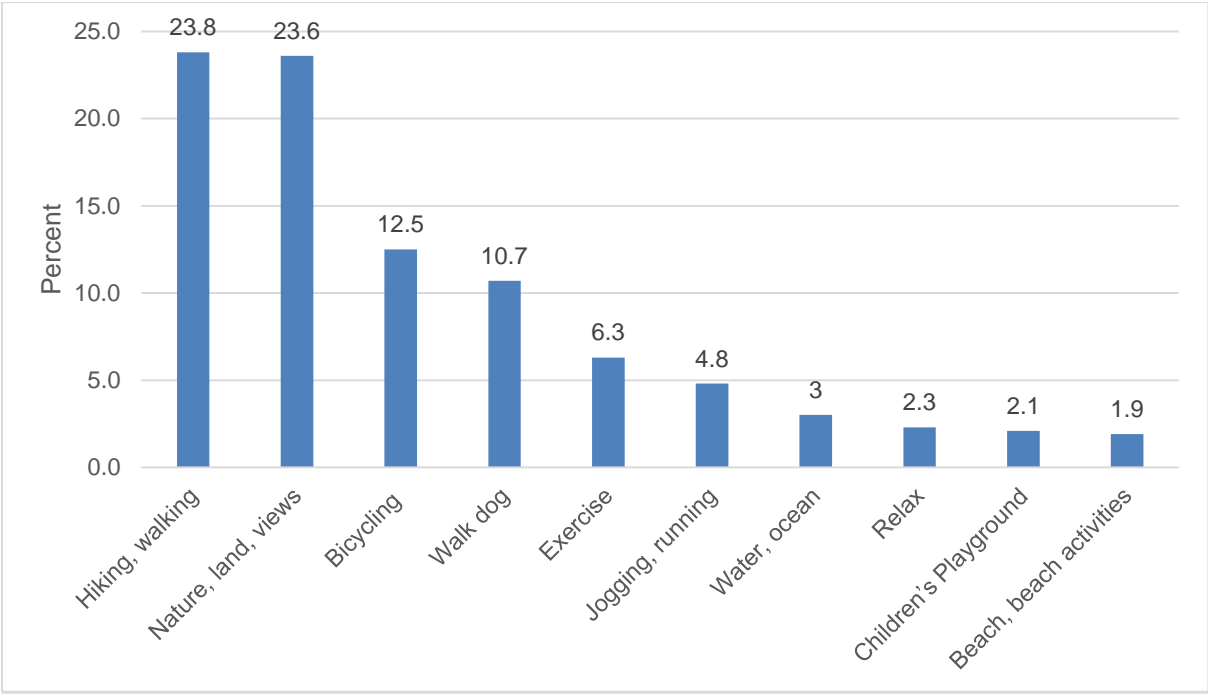


Table 20: Primary reason for visiting parks, preserve or path today

Reason	Percent	Count
Hiking, walking	23.8%	270
Nature, land, views	23.6	268
Bicycling, bike park	12.5	142
Walk dog	10.7	121
Exercise	6.3	72
Jogging, running	4.8	54
Water, ocean	3.0	34
Relax	2.3	26
Children's Playground	2.1	24
Beach, beach activities	1.9	21
Restrooms	1.8	20
Be with friends/family	1.3	15
Fishing	1.2	14
Horseback riding	1.1	12
Meditation, quiet, solitude	1.1	12
Event, party, wedding	1.1	12
Skateboarding, skate park	1.0	11
Other	1.7	19
Total	100.0	1135

Table 21: Top primary reasons for visiting all parks, all paths and all preserves

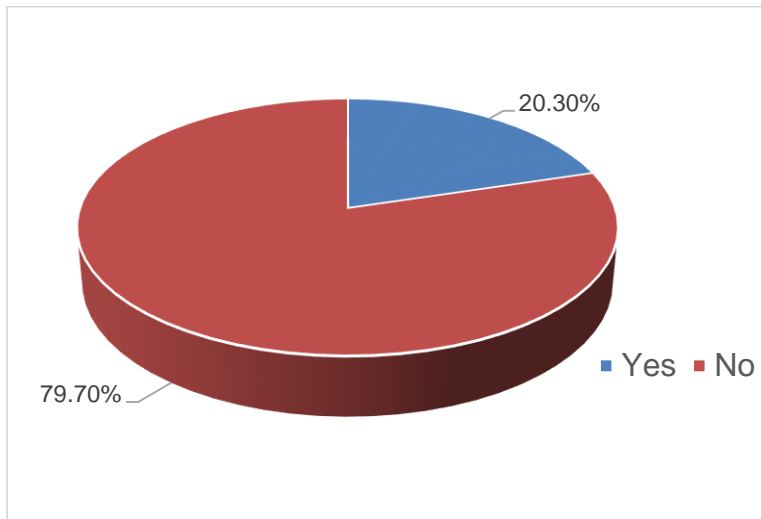
Primary Reason	Percent
All parks	
Nature, land, views	20.4
Hike, walk	16.3
Bicycling, bike park	11.4
Walk dog	8.8
Water, ocean	5.3
All Paths	
Hike, walk	25.3
Nature, land, views	22.0
Biking	20.3
Walk dog	14.1
Run, jog	10.8
All Preserves	
Hike, walk	31.9
Nature, land, views	28.5
Walk dog	10.9
Biking	9.2
Run, jog	5.0

Table 22: Respondent dog walking by park, path and preserve

Park/Preserve/Path	Participated In Dog Walking (%)	Was 1 st Reason For Visit (%)
McNears Beach Park	0.0%	0.0%
Stafford Lake Park	0.0	0.0
McInnis Park	35.7	35.6
Paradise Beach Park	0.0	0.0
Creekside (Hal Brown) Park	11.1	5.7
Lagoon Park	NA	22.8
Corte Madera Path	0.0	0.0
Mill Valley/Sausalito Path	13.3	13.3
Agate Beach	0.0	0.0
Pt. Reyes Park	10.5	1.2
Pueblo Park	NA	22.5
Indian Valley Preserve	45.5	18.3
Cascade Canyon Preserve	26.7	7.3
Bithedale Summit	25.0	8.0
Gary Giacomini Preserve	42.9	7.4
Ring Mountain Preserve	9.5	5.2
Mount Burdell	62.5	12.5

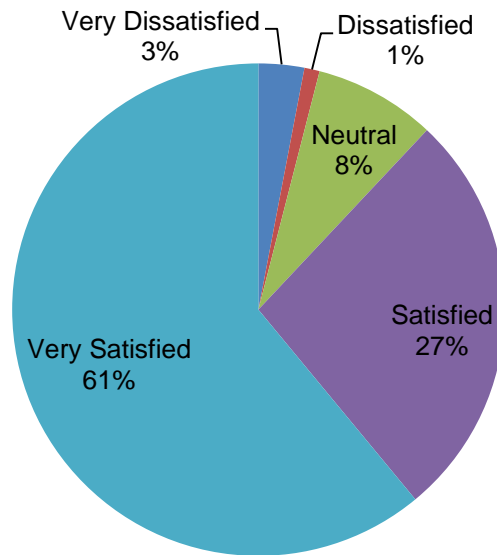
Note: Total count for all sites = 20.2% participated in dog walking and 10.7% was primary reason.

Figure 9: Used Marin County Parks annual pass at park with an entrance fee (McNears, Stafford ad Paradise)



Value	Percent	Count
Yes	20.3%	30
No	79.7%	118
Not Applicable	0.0	0
Total		148

Figure 10: Satisfaction with interactions with other visitors at all park/preserve/path*



Satisfaction	Percent	Count
Very Dissatisfied	3.1%	36
Dissatisfied	1.5%	17
Neutral	8.1%	94
Satisfied	26.6%	308
Very Satisfied	60.8%	705
Total		1,160

* Speaking another language besides English at home was the only variable significantly (negatively) correlated ($p = 0.027$). All other variables were not significantly associated with satisfaction with other visitors

Table 23: What caused you to feel dissatisfied with other park users?

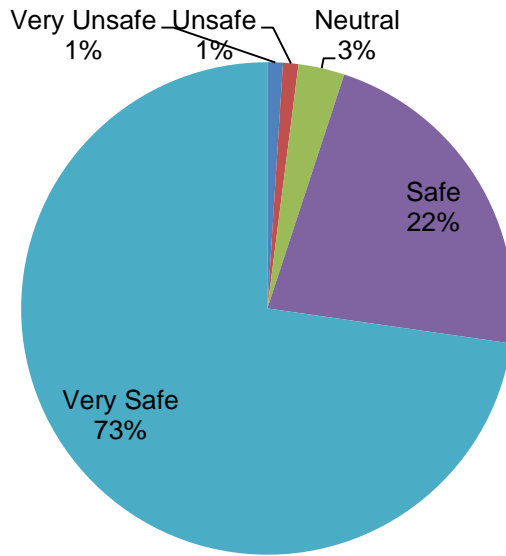
Reason	Percent	Count
Conflicts with dogs	38.8%	7
Speeding bicyclists	22.3	4
Want areas free of bicycles	11.1	2
Trail conditions	11.1	2
Overly restricted on where we are permitted to bike	5.6	1
Kids and parents walking in skate park	5.6	1
People harassing wildlife	5.6	1
Total		18

Note: Only 4.6% of respondents were dissatisfied or very dissatisfied with other park users.

Table 24. Satisfaction with interactions with other visitors for all parks, all preserves and all paths

Satisfaction	All Sites (%)	Parks (%)	Preserves (%)	Paths (%)
Very Dissatisfied	3.1%	2.8	3.6	2.9
Dissatisfied	1.5%	0.8	1.5	2.9
Neutral	8.1%	9.9	5.8	8.3
Satisfied	26.6%	22.7	26.2	35.1
Very Satisfied	60.8%	63.8	62.9	50.8

Figure 11: How personally safe respondent felt at park/preserve/path



Level of Personal Safety	Percent	Count
Very Unsafe	1.3%	15
Unsafe	1.0%	12
Neutral	3.0%	35
Safe	22.4%	260
Very Safe	72.2%	838
Total		1,160

Note: Only 2.3% of respondents felt unsafe or very unsafe

Table 26: Most important reasons which caused respondent to feel unsafe or very unsafe

Reason	Percent	Count
Dogs I encountered	33.3%	3
Bikes on trails	33.3%	2
Unsafe trail conditions	16.7%	1
Other - Write In	16.7%	1
Safety varies depending on the person	(16.7)	(1)
Total		7

Note: Only 2.3% of respondents felt unsafe or very unsafe

Table 27: Has significant influence on how safe respondent felt at park*

Factor Influencing Personal Safety	Probability
Speak language other than English at home (those who did not speak English at home felt most unsafe)	0.010**
Level of household income (those with higher incomes felt most unsafe)	0.186
Type of group at park (alone felt most unsafe)	0.131

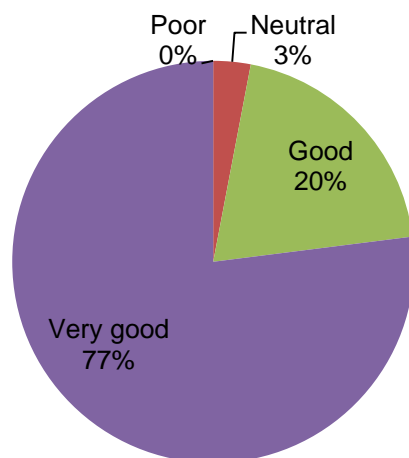
* The analysis found very little correlation between perceived safety and: resident of Marin County; having a disability; race; sex; being Hispanic or Latino; formal education; or household income.

** Significant difference at .05 level of confidence

Table 27. How personally safe respondent felt by all parks, all preserves and all paths

Satisfaction	All Sites (%)	Parks (%)	Preserves (%)	Paths (%)
Very Unsafe	1.3	1.6	1.2	0.8
Unsafe	1.0	0.2	1.0	2.9
Neutral	3.0	2.8	1.7	5.8
Safe	22.4	22.3	18.9	28.5
Very Safe	72.2	73.1	77.2	62.0

Figure 12: Quality of experience at park/preserve/path



Quality of Experience	Percent	Count
Very poor	0.0%	0
Poor	0.2%	2
Neutral	2.6%	30
Good	19.9%	231
Very good	77.3%	897
Total		1,160

* No variables were significantly correlated with quality of experience.

Table 28: Important reasons why rated experience poor

Value	Percent	Count
Trail conditions	100.0%	1

Table 29. Quality of your experience today, all parks, all preserve and all paths

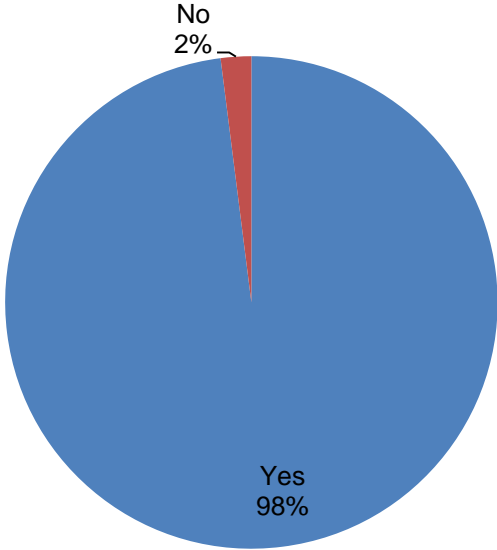
Satisfaction	All Sites (%)	Parks (%)	Preserves (%)	Paths (%)
Very Poor	0.0%	0.0	0.0	0.0
Poor	0.2%	0.0	0.2	0.4
Neutral	2.6%	3.0	1.2	4.1
Good	19.9%	20.4	16.5	24.8
Very Good	77.3%	76.7	82.0	70.7

Table 30: Suggestions on how to improve experience at the park/preserve/path

Suggestion Topic	Percent	Count
No suggestion or positive comment	38.6%	248
Trail, path	14.9%	96
Enforcement, policies	13.5%	87
Maintenance	9.8%	63
Dogs	9.2%	59
New facilities	8.9%	57
Signs, map, information	8.6%	55
Restrooms	5.9%	38
Reduce amount of animal poop	5.8%	37
Access	5.1%	33
Speeding	4.2%	27
Shade	3.6%	23
Wildlife, coyotes, bugs, bees	3.0%	19
Pave, resurface trail or parking lot	2.3%	15

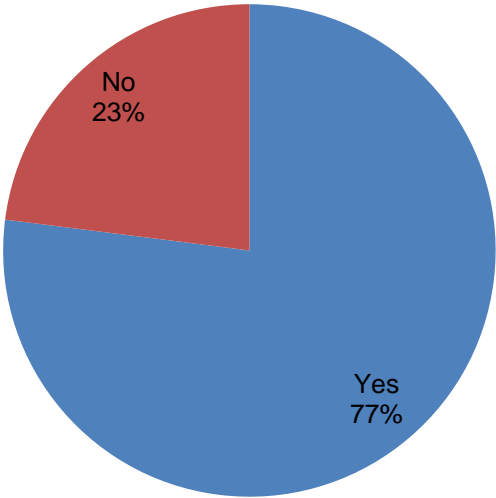
Parking	2.0%	13
Horses	1.7%	11
Benches	1.6%	10
Playground	0.9%	6
Separate lanes on trail	0.9%	6
Feeding	0.5%	3
Total		643

Figure 13: Resident of the United States



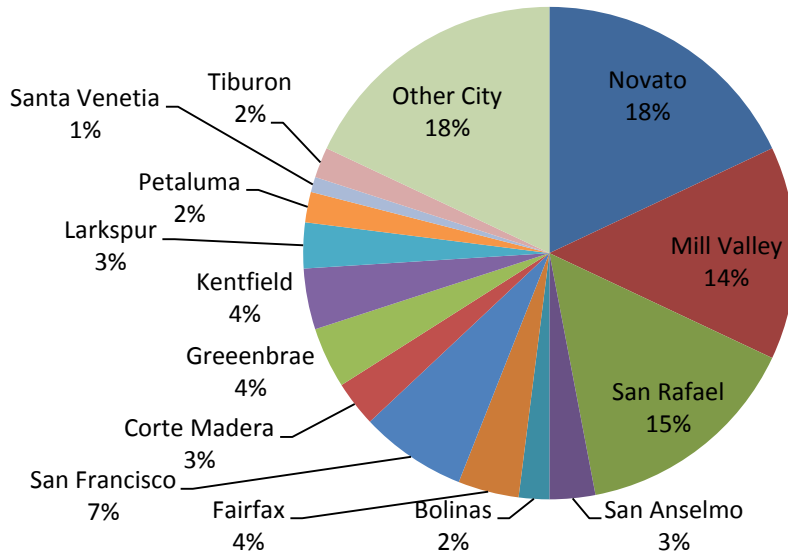
Value	Percent	Count
Yes	97.7%	1,138
No	2.3%	27
Total		1,165

Figure 14: Resident of Marin County



Value	Percent	Count
Yes	76.7%	873
No	23.3%	265
Total		1,138

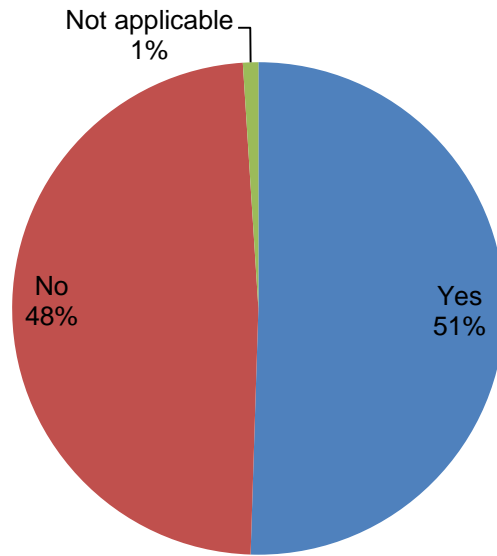
Figure 15: City of respondent primary residence



Value	Percent	Count
Novato	18.5%	199
San Rafael	15.0%	161
Mill Valley	14.4%	155
San Francisco	6.6%	71
Greenbrae	4.0%	43
Kentfield	3.6%	39
Fairfax	3.5%	38
Corte Madera	3.4%	36
Larkspur	3.3%	35

San Anselmo	3.0%	32
Bolinas	2.0%	22
Petaluma	2.0%	21
Tiburon	1.7%	18
Santa Venetia	1.2%	13
Other City	17.9%	193
Total		1,076

Figure 16: Does respondent live within one mile of this park/preserve/path

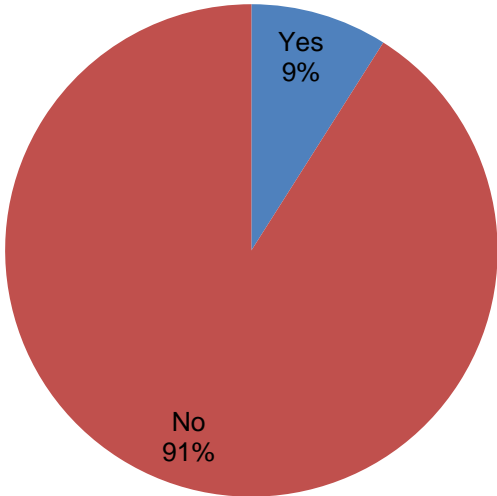


Value	Percent	Count
Yes	50.4%	446
No	48.5%	429
Not applicable	1.1%	10
Total		885
Yes - All parks	44.4%	na
Yes - All preserves	51.0%	na
Yes - All paths	59.2%	na

Table 31: Respondent state of residence

State	Percent	Count
California	96.6%	1,064
Colorado	1.5%	16
Arizona	0.2%	2
Florida	0.2%	2
Nevada	0.2%	2
Washington	0.2%	2
Other States	1.1%	13
Total		1,101

Figure 17: Is respondent Spanish, Hispanic or Latino?



Spanish, Hispanic or Latino	Percent	Count
Yes	9.1%	106
No	90.9%	1,059
Total		1,165

Figure 18: Map showing percentage of respondents who are Hispanic or Latino, by park site

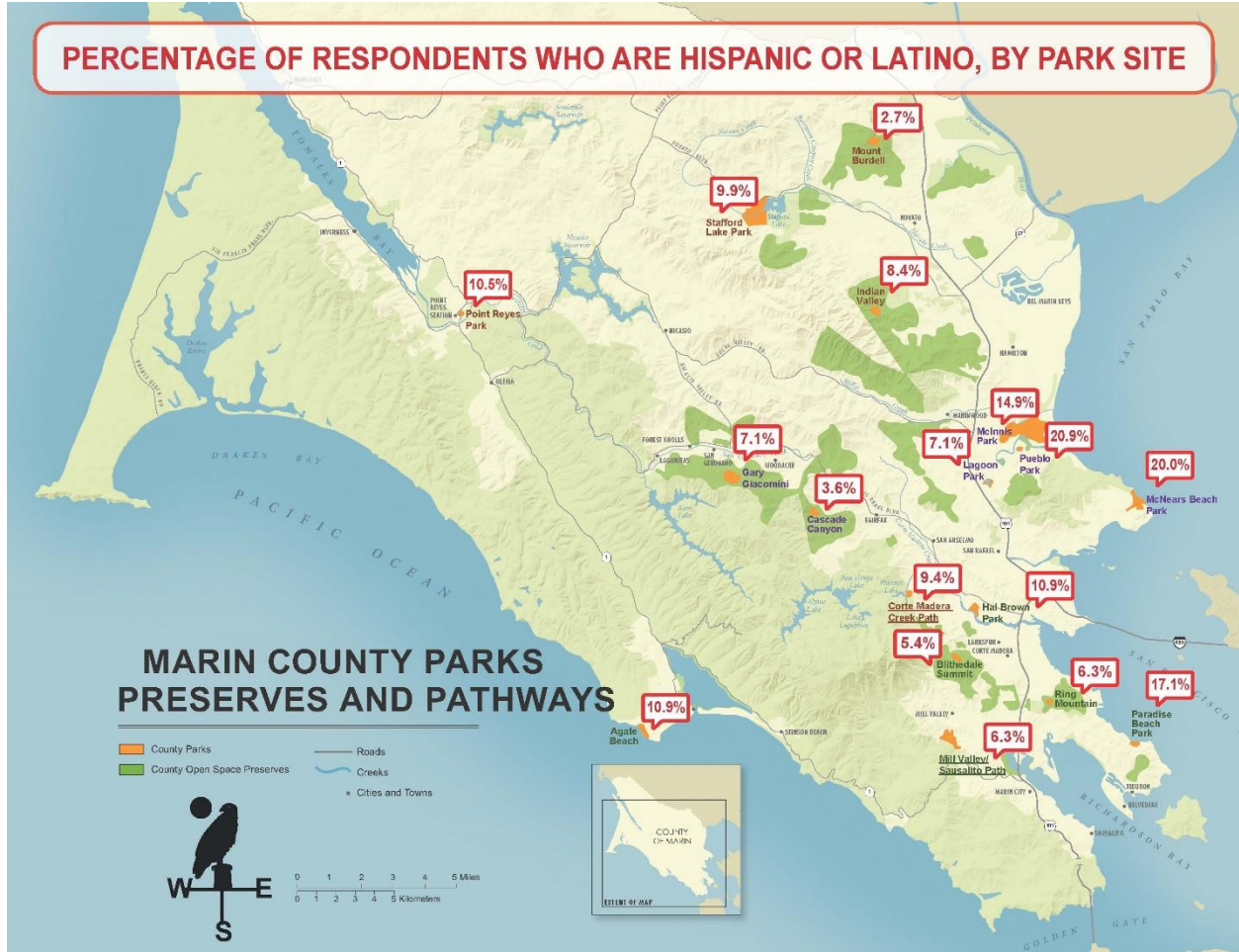
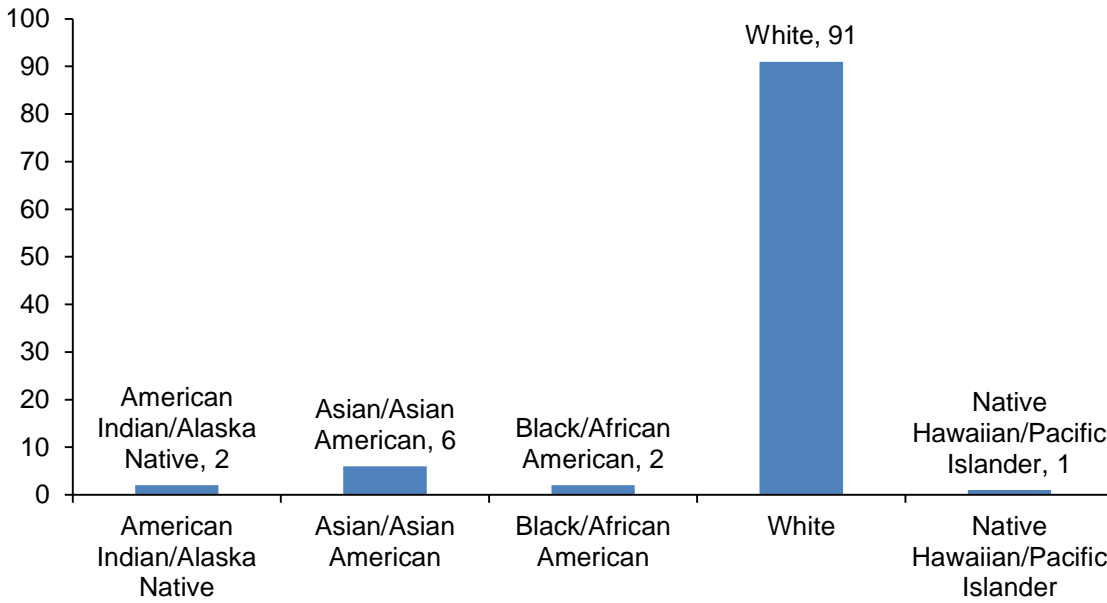


Figure 19: Respondent's primary race



Value	Percent	Count
White	91.4%	1,022
Asian/Asian American	5.6%	63
Black/African American	2.1%	23
American Indian/Alaska Native	1.6%	18
Native Hawaiian/Pacific Islander	1.3%	15
Total		1,118

Figure 20: Map showing percentage of respondents who are non-White, by park site

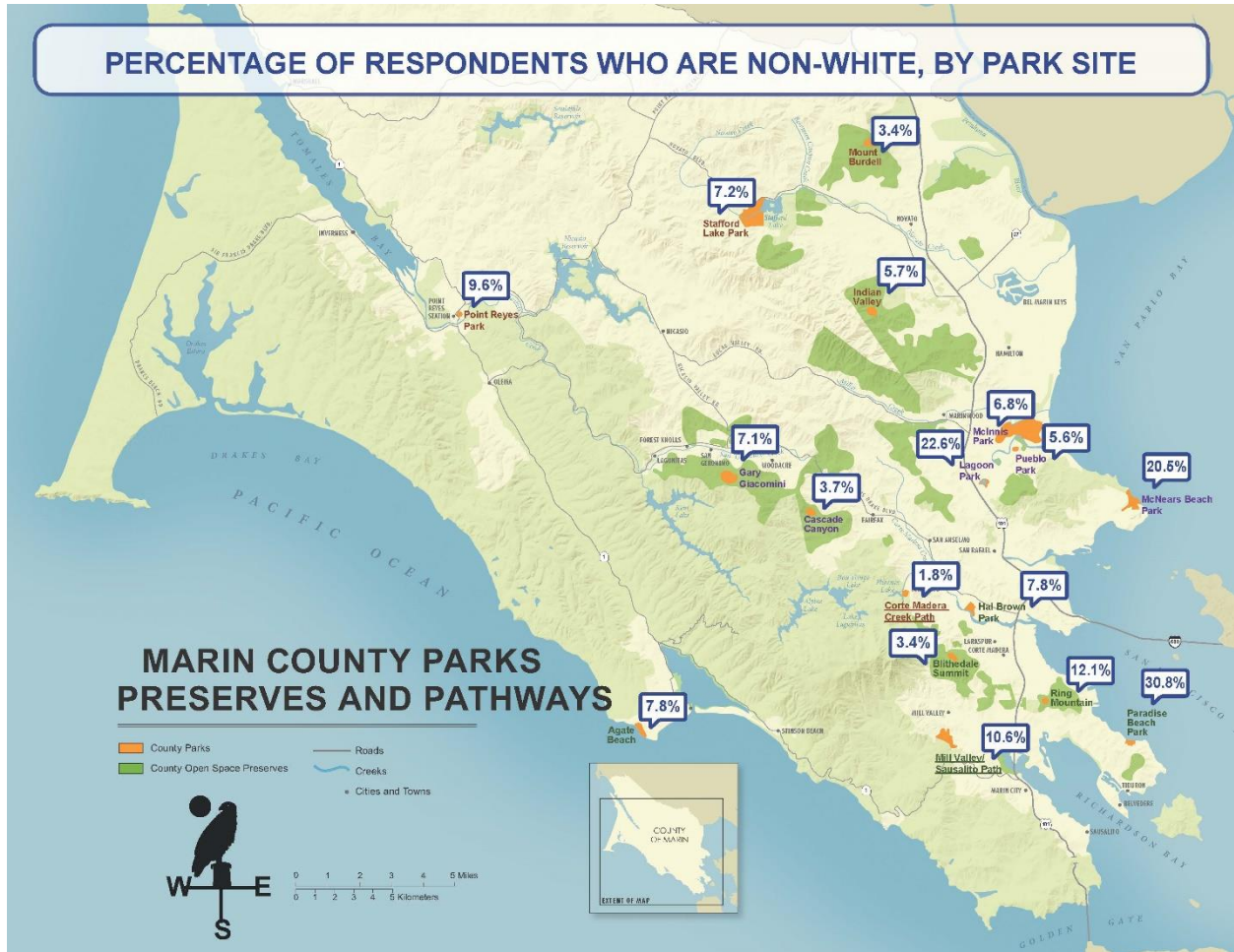
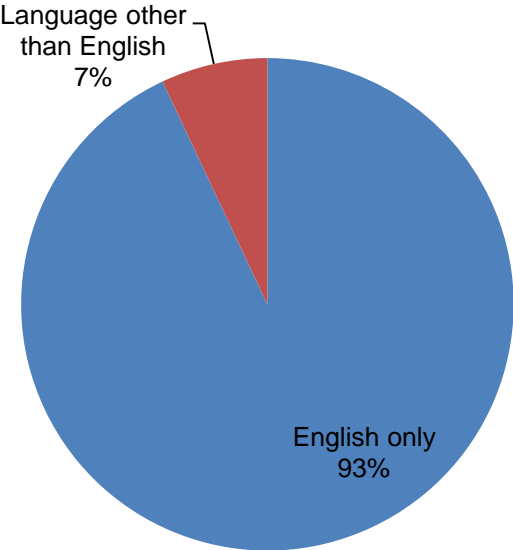


Figure 21: Language most frequently spoken in respondent home



Language	Percent	Count
English only	93.1%	1,084
Language other than English	7.0%	81
Total		1,165

Figure 22: Percentage of respondents where a language other than English is frequently spoken at home, by park site

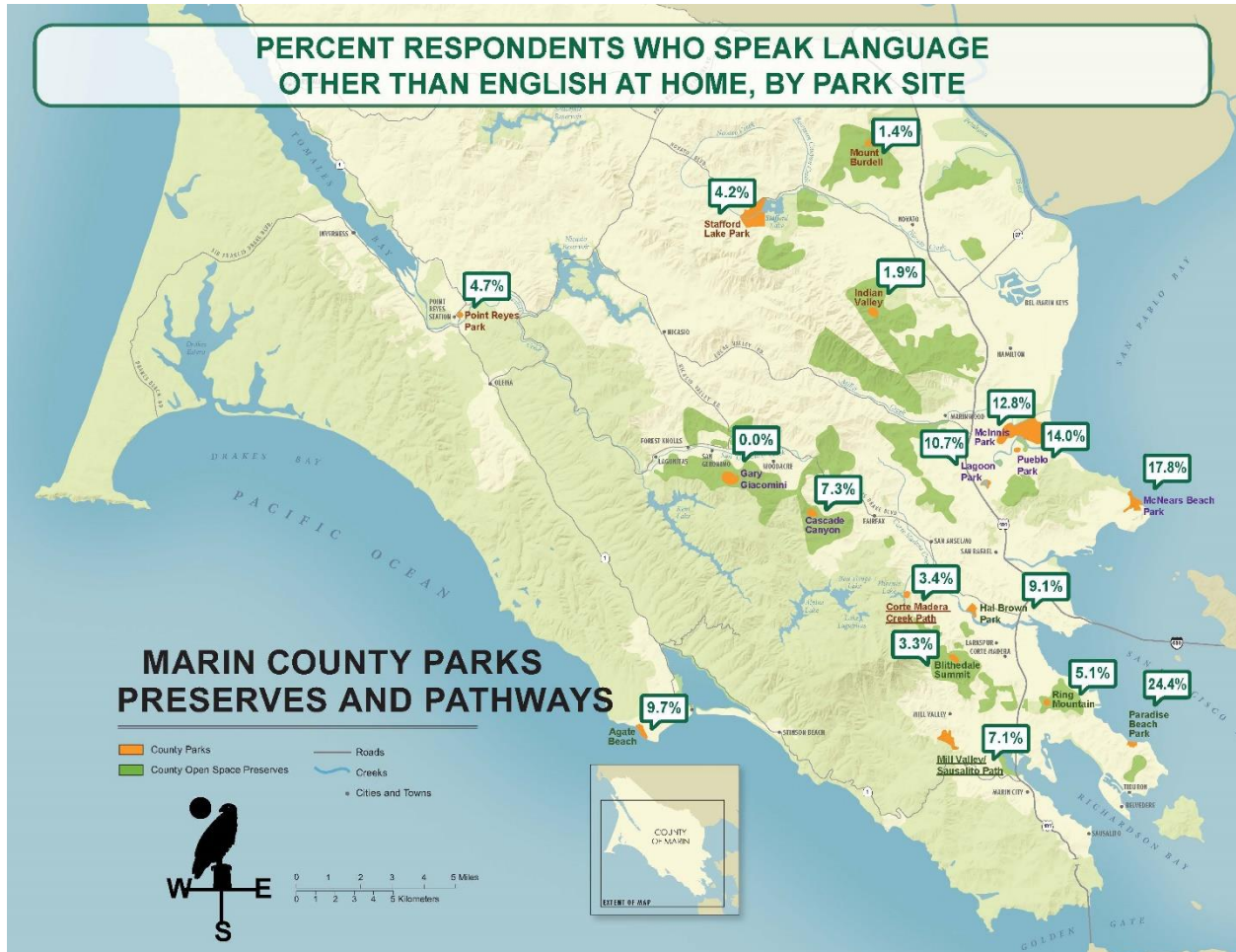
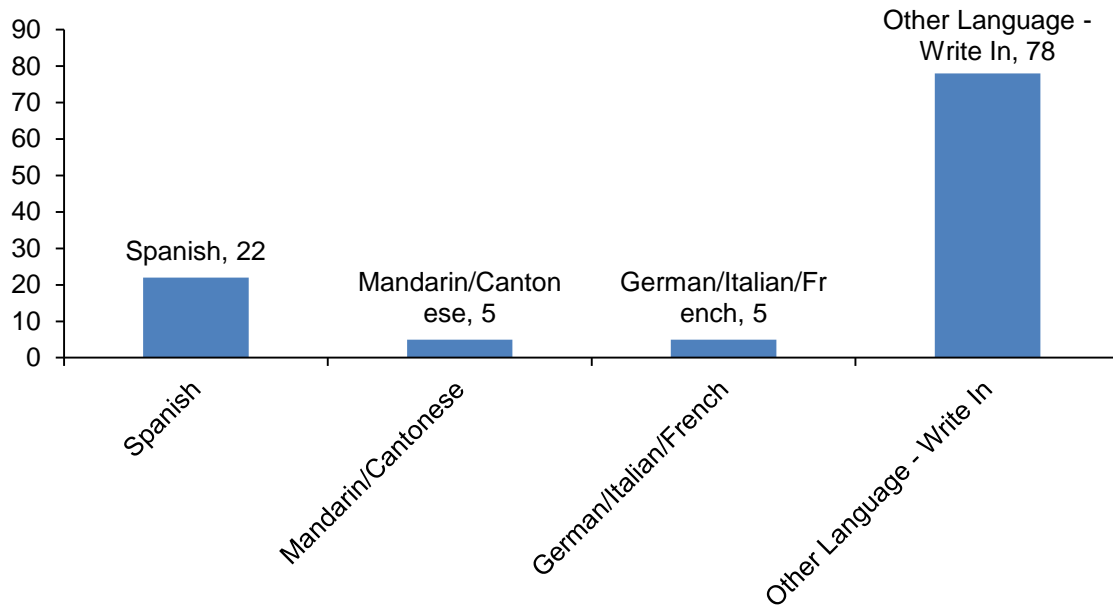


Figure 23: Name of language other than English most frequently spoken in home



Value	Percent	Count
Spanish	22.0%	9
Mandarin/Cantonese	4.9%	2
German/Italian/French	4.9%	2
Other Language - Write In	78.1%	32
English		(17)
Danish		(2)
Total		41

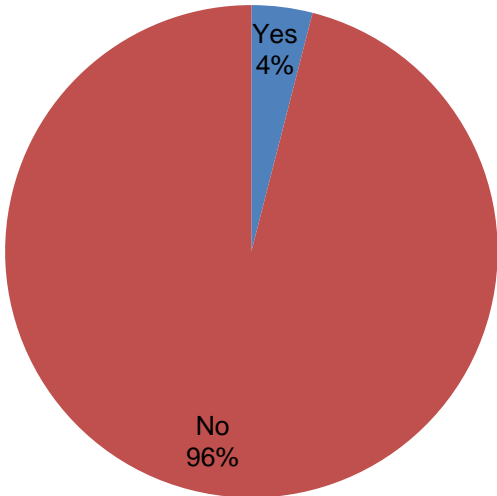
Table 32: Respondent race, Hispanic origin, and other language spoken at home, by park/preserve/path, compared to all sites

Park or Preserve	Hispanic % Site / Total Sites	Non-White Race % Site / Total Sites	Speak Language Other Than English at Home Site / Total Sites
All Survey Sites	9.1%	9.8%	6.9%
Stafford Lake Park	9.9%	7.2%	4.2%
Corte Madera Path	9.4%	1.8%	3.4%
Pt. Reyes Park	10.5%	9.6%	4.7%
Indian Valley Preserve	8.4%	5.7%	1.9%
Mt. Burdell Preserve	2.7%	3.4%	1.4%
McNears Beach Park	20.0%	20.5%	17.8%
McInnis Park	14.9%	6.8%	12.8%
Lagoon Park	7.1%	22.6%	10.7%
Pueblo Park	20.9%	5.6%	14.0%
Cascade Canyon Preserve	3.6%	3.7%	7.3%
Gary Giacomini Preserve	7.1%	7.1%	0.0%

Paradise Beach Park	17.1%	30.8%	24.4%
Creekside Park	10.9%	7.8%	9.1%
Mill Valley/Sausalito Path	6.3%	10.6%	7.1%
Agate Beach Park	7.8%	10.9%	9.7%
Blithedale Summit Preserve	5.4%	3.4%	3.3%
Ring Mountain Preserve	6.8%	12.1%	5.1%
Total Respondents	9.1%	9.8%	6.9%
All Parks	12.3%	14.5%	11.7%
All Preserves	5.7%	5.9%	3.2%
All Paths	7.9%	6.2%	5.3%

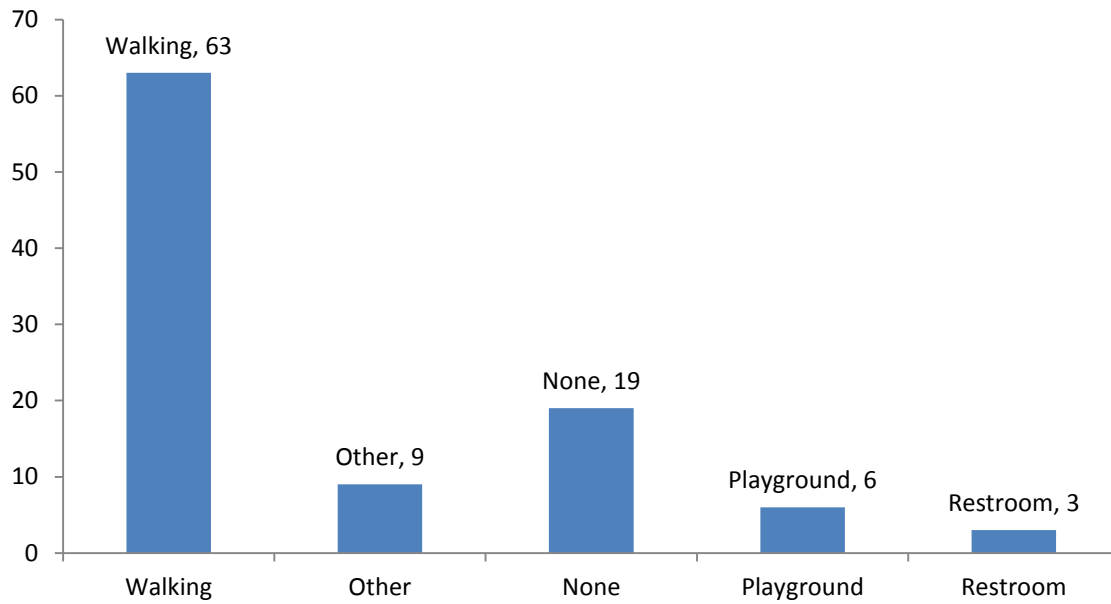
Substantial difference from total respondents

Figure 24: Does anyone in personal group have a physical condition that made it difficult to access or participate in park activities or services?



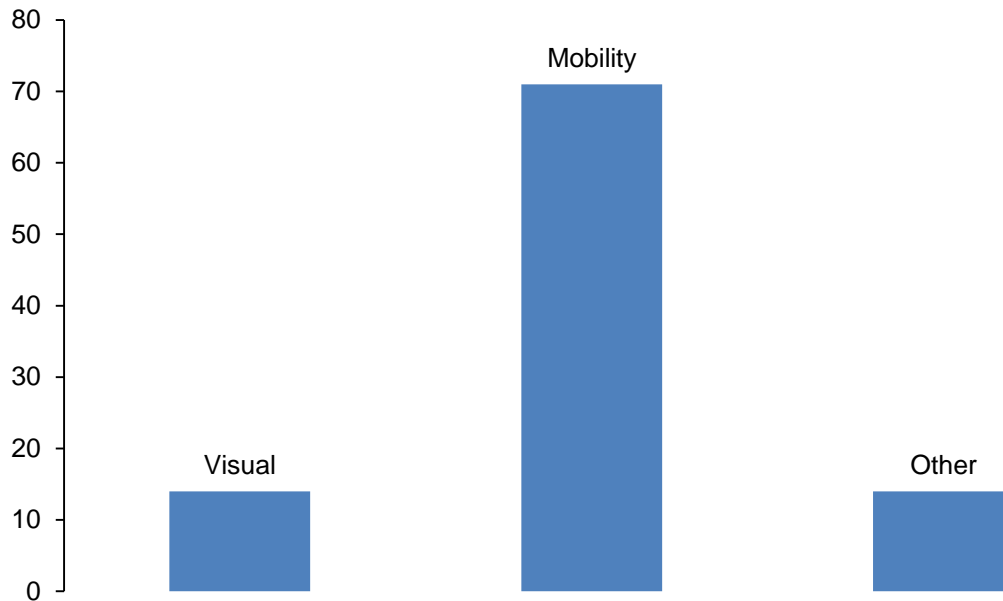
Value	Percent	Count
Yes	3.7%	43
No	96.3%	1,122
Total		1,165

Figure 25: Activities or services had difficulty accessing



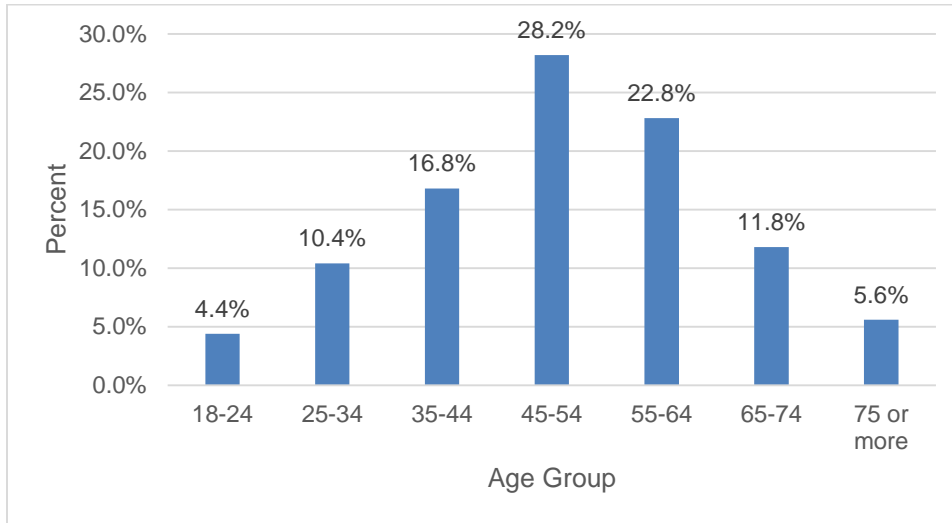
Value	Percent	Count
Walking	62.5%	20
None	18.8%	6
Playground	6.3%	2
Restroom	3.1%	1
Other	9.4%	3
Total		32

Figure 26: What specific problems did you or the person(s) have? Please mark all that apply.



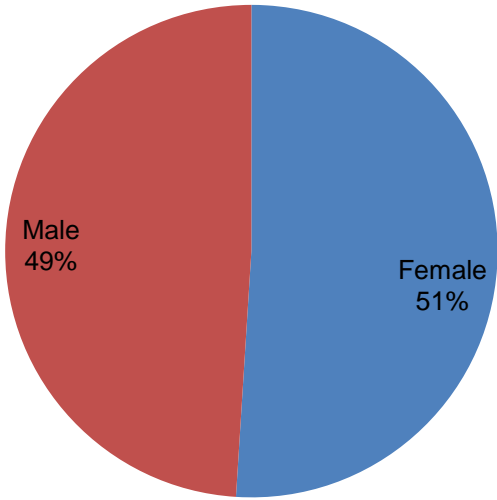
Type Disability	Percent	Count
Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)	85.7%	6
Hearing	0.0%	0
Visual (difficulty seeing directional signs, visual aids that are part of programs, etc. even with prescribed glasses or due to blindness)	14.3%	1
Other	14.3%	1
Total		8

Figure 27: Intercept survey respondent age



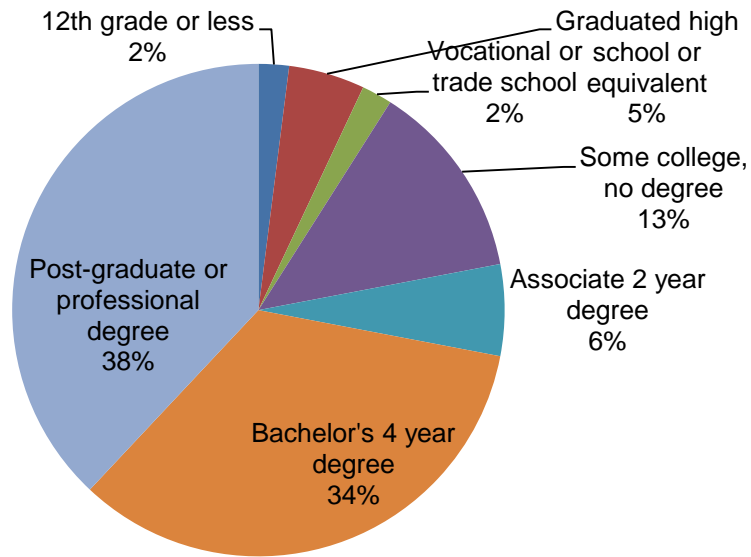
Age Group	Percent	Count
18-24	4.4%	43
25-34	10.4%	103
35-44	16.8%	166
45-54	28.2%	279
55-64	22.8%	225
65-74	11.8%	117
75 or more	5.6%	55
Mean Age All Sites		50.1 years
Mean Age All Parks		41.2 years
Mean Age All Preserves		50.9 years
Mean Age All Paths		54.5 years

Figure 28: Respondent sex



Sex	Percent	Count
Female	50.8%	592
Male	49.2%	573
Total		1,165

Figure 29: Respondent highest level of formal education



Level of Education	Percent	Count
12th grade or less	1.8%	21
Graduated high school or equivalent	5.5%	64
Vocational or trade school	1.7%	20
Some college, no degree	12.8%	149
Associate 2 year degree	5.8%	67
Bachelor's 4 year degree	34.3%	399
Post-graduate or professional degree	38.2%	445
Total		1,165

Figure 30: Respondent annual household income

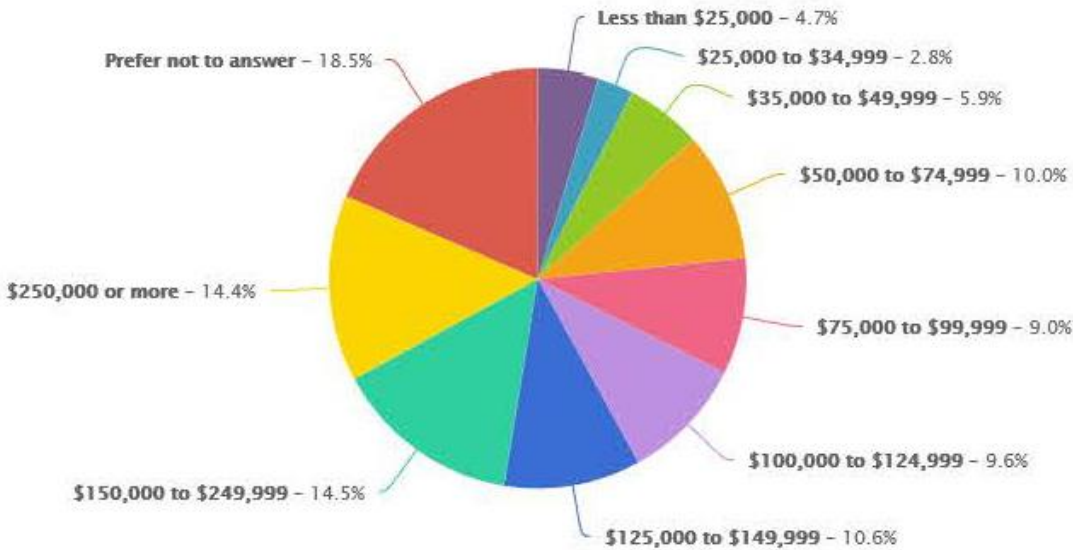
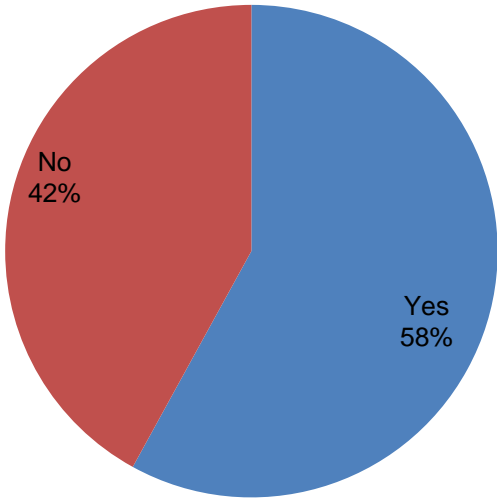


Table 33: Respondent annual household income

Value	Percent	Count
Less than \$25,000	4.7%	47
\$25,000 to \$34,999	2.8%	28
\$35,000 to \$49,999	5.9%	59
\$50,000 to \$74,999	10.0%	100
\$75,000 to \$99,999	9.0%	90
\$100,000 to \$124,999	9.6%	96
\$125,000 to \$149,999	10.6%	106
\$150,000 to \$249,999	14.5%	145
\$250,000 or more	14.4%	144
Prefer not to answer	18.5%	185

Figure 31: Willing to provide email address to send follow-up survey



Value	Percent	Count
Yes	58.4%	680
No	41.6%	485
Total		1,165

Summary Statistics from Intercept Survey

The following section provides “statistics dashboards” for each park, preserve and path showing summary statistics on respondent residency, group size, demographic characteristics, disability, top reasons for visiting, evaluation of experience and suggested changes. Similar figures are provided for the total survey. This allows for a comparison of a park’s characteristics with those for the entire study to determine if there are substantial differences. Substantial differences between a survey site and all parks/preserves are highlighted in yellow.

Table 34: Statistics dashboard for: Stafford Lake Park

Statistic	Park/Preserve/Path	All Parks/Preserves/Paths
Percent Marin County resident	63.4%	76.7%
Percent live within one mile of park	13.3%	50.4%
Average group size	2.5 persons	2.3 persons
Average number prior visits	19.4 visits	77.7 visits
Percent Hispanic or Latino	9.9%	9.1%
Percent white race	92.8%	90.2%
Percent speak language other than English	4.2%	6.9%
Average age	39.1 years	50.1 years
Percent under \$75,000 HH income (reporting)	27.0%	28.7%
Percent bachelor's degree or higher education	52.1%	72.4%
Percent male	81.7%	49.2%
Percent with physical disability	4.2%	3.7%
Top three primary reasons for visit	Bicycle, nature, exercise	Hiking, nature, bicycle
Percent dissatisfied with other visitors	2.9%	4.6%
Percent felt unsafe at park/preserve/path	1.5%	2.3%
Percent rated experience as very good	81.2%	77.3%
Top three suggestions (other than "none")	Bikes, new facilities, access	Trail, enforce, maintain

Substantial difference from total respondents

Table 35: Statistics dashboard for: Corte Madera Path

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	97.4%	76.7%
Percent live within one mile of park	62.8%	50.4%
Average group size	1.3 persons	1.9 persons
Average number prior visits in last 12 months	101.9 visits	77.7 visits
Percent Hispanic or Latino	9.4%	9.1%
Percent white race	98.2%	90.2%
Percent speak language other than English	3.4%	6.9%
Average age	56.1 years	50.1 years
Percent under \$75,000 HH income (reporting)	9.5%	28.7%
Percent bachelor's degree or higher education	74.3%	72.4%
Percent male	47.9%	49.2%
Percent with physical disability	5.1%	3.7%
Top three primary reasons for visit	Nature, hike, bike	Hiking, nature, bike
Percent dissatisfied with other visitors	4.3%	4.6%
Percent felt unsafe at park/preserve/path	3.4%	2.3%
Percent rated experience as very good	70.7%	77.3%
Top three suggestions (other than "none")	Dogs, water, access	Trail, enforce, maintain

Substantial difference from total respondents

Table 36: Statistics dashboard for: Point Reyes Park

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	34.9%	76.7%
Percent live within one mile of park	22.6%	50.4%
Average group size	2.5 persons	1.9 persons
Average number prior visits in last 12 months	44.8 visits	77.7 visits
Percent Hispanic or Latino	10.5%	9.1%
Percent white race	90.4%	90.2%
Percent speak language other than English	4.7%	6.9%
Average age	44.7 years	50.1 years
Percent under \$75,000 HH income (reporting)	41.8%	28.7%
Percent bachelor's degree or higher education	74.5%	72.4%
Percent male	55.8%	49.2%
Percent with physical disability	3.5%	3.7%
Top three primary reasons for visit	Nature, restroom, hike	Hiking, nature, bike
Percent dissatisfied with other visitors	2.3%	4.6%
Percent felt unsafe at park/preserve/path	2.3%	2.3%
Percent rated experience as very good	67.4%	77.3%
Top three suggestions (other than "none")	Restrooms, dogs, shade	Trail, enforce, maintain

Substantial difference from total respondents

Table 37: Statistics dashboard for: Indian Valley Preserve

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	91.6%	76.7%
Percent live within one mile of park	46.9%	50.4%
Average group size	1.5 persons	1.9 persons
Average number prior visits in last 12 months	124.9 visits	77.7 visits
Percent Hispanic or Latino	8.4%	9.1%
Percent white race	94.3%	90.2%
Percent speak language other than English	1.9%	6.9%
Average age	54.9 years	50.1 years
Percent under \$75,000 HH income (reporting)	17.5%	28.7%
Percent bachelor's degree or higher education	70.1%	72.4%
Percent male	41.1%	49.2%
Percent with physical disability	5.6%	3.7%
Top three primary reasons for visit	Nature, hike, walk dog	Hiking, nature, bike
Percent dissatisfied with other visitors	3.7%	4.6%
Percent felt unsafe at park/preserve/path	0.9%	2.3%
Percent rated experience as very good	87.9%	77.3%
Top three suggestions (other than "none")	Dogs, water, restroom	Trail, enforce, maintain

Substantial difference from total respondents

Table 38: Statistics dashboard for: Mt. Burdell Preserve

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	90.4%	76.7%
Percent live within one mile of park	45.5%	50.4%
Average group size	1.6 persons	1.9 persons
Average number prior visits in last 12 months	81.7 visits	77.7 visits
Percent Hispanic or Latino	2.7%	9.1%
Percent white race	98.6%	90.2%
Percent speak language other than English	1.4%	6.9%
Average age	51.7 years	50.1 years
Percent under \$75,000 HH income (reporting)	15.7%	28.7%
Percent bachelor's degree or higher education	71.3%	72.4%
Percent male	45.2%	49.2%
Percent with physical disability	4.1%	3.7%
Top three primary reasons for visit	Hike, nature, bike	Hiking, nature, bike
Percent dissatisfied with other visitors	5.4%	4.6%
Percent felt unsafe at park/preserve/path	1.4%	2.3%
Percent rated experience as very good	78.1%	77.3%
Top three suggestions (other than "none")	Access, dogs, restroom	Trail, enforce, maintain

Substantial difference from total respondents

Table 39: Statistics dashboard for: McNears Beach Park

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	55.6%	76.7%
Percent live within one mile of park	20.0%	50.4%
Average group size	3.4 persons	1.9 persons
Average number prior visits in last 12 months	6.3 visits	77.7 visits
Percent Hispanic or Latino	20.0%	9.1%
Percent white race	79.5%	90.2%
Percent speak language other than English	17.8%	6.9%
Average age	49.3 years	50.1 years
Percent under \$75,000 HH income (reporting)	41.9%	28.7%
Percent bachelor's degree or higher education	53.3%	72.4%
Percent male	33.3%	49.2%
Percent with physical disability	2.2%	3.7%
Top three primary reasons for visit	Nature, water, hike	Hiking, nature, bike
Percent dissatisfied with other visitors	4.4%	4.6%
Percent felt unsafe at park/preserve/path	2.2%	2.3%
Percent rated experience as very good	77.8%	77.3%
Top three suggestions (other than "none")	Sign/info, access, clean	Trail, enforce, maintain

Substantial difference from total respondents

Table 40: Statistics dashboard for: McInnis Park

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	88.6%	76.7%
Percent live within one mile of park	41.0%	50.4%
Average group size	2.0 persons	1.9 persons
Average number prior visits in last 12 months	116.4 visits	77.7 visits
Percent Hispanic or Latino	14.9%	9.1%
Percent white race	93.2%	90.2%
Percent speak language other than English	12.8%	6.9%
Average age	50.3 years	50.1 years
Percent under \$75,000 HH income (reporting)	41.5%	28.7%
Percent bachelor's degree or higher education	57.5%	72.4%
Percent male	48.9%	49.2%
Percent with physical disability	4.3%	3.7%
Top three primary reasons for visit	Dog, skate board, hike	Hiking, nature, bike
Percent dissatisfied with other visitors	6.7%	4.6%
Percent felt unsafe at park/preserve/path	0.0%	2.3%
Percent rated experience as very good	76.6%	77.3%
Top three suggestions (other than "none")	Dogs, poop, restroom	Trail, enforce, maintain

Substantial difference from total respondents

Table 41: Statistics dashboard for: Lagoon Park

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	85.2%	76.7%
Percent live within one mile of park	56.5%	50.4%
Average group size	1.7 persons	1.9 persons
Average number prior visits in last 12 months	122.5 visits	77.7 visits
Percent Hispanic or Latino	7.1%	9.1%
Percent white race	77.4%	90.2%
Percent speak language other than English	10.7%	6.9%
Average age	56.4 years	50.1 years
Percent under \$75,000 HH income (reporting)	30.5%	28.7%
Percent bachelor's degree or higher education	69.7%	72.4%
Percent male	48.2%	49.2%
Percent with physical disability	7.1%	3.7%
Top three primary reasons for visit	Hike, nature, walk dog	Hiking, nature, bike
Percent dissatisfied with other visitors	7.2%	4.6%
Percent felt unsafe at park/preserve/path	0.0%	2.3%
Percent rated experience as very good	76.8%	77.3%
Top three suggestions (other than "none")	Clean, poop, drink water	Trail, enforce, maintain

Substantial difference from total respondents

Table 42: Statistics dashboard for: Pueblo Park

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	97.6%	76.7%
Percent live within one mile of park	90.0%	50.4%
Average group size	1.9 persons	1.9 persons
Average number prior visits in last 12 months	175.8 visits	77.7 visits
Percent Hispanic or Latino	20.9%	9.1%
Percent white race	94.4%	90.2%
Percent speak language other than English	14.0%	6.9%
Average age	50.9 years	50.1 years
Percent under \$75,000 HH income (reporting)	15.8%	28.7%
Percent bachelor's degree or higher education	51.0%	72.4%
Percent male	50.2%	49.2%
Percent with physical disability	9.3%	3.7%
Top three primary reasons for visit	Dog, playground, walk	Hiking, nature, bike
Percent dissatisfied with other visitors	4.6%	4.6%
Percent felt unsafe at park/preserve/path	0.0%	2.3%
Percent rated experience as very good	62.8%	77.3%
Top three suggestions (other than "none")	Restroom, clean, trash	Trail, enforce, maintain

Substantial difference from total respondents

Table 43: Statistics dashboard for: Cascade Canyon Preserve

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	73.6%	76.7%
Percent live within one mile of park	50.0%	50.4%
Average group size	1.6 persons	1.9 persons
Average number prior visits in last 12 months	50.9 visits	77.7 visits
Percent Hispanic or Latino	3.6%	9.1%
Percent white race	96.3%	90.2%
Percent speak language other than English	7.3%	6.9%
Average age	45.1 years	50.1 years
Percent under \$75,000 HH income (reporting)	33.4%	28.7%
Percent bachelor's degree or higher education	76.4%	72.4%
Percent male	50.9%	49.2%
Percent with physical disability	0.0%	3.7%
Top three primary reasons for visit	Hike, nature, bike	Hiking, nature, bike
Percent dissatisfied with other visitors	3.6%	4.6%
Percent felt unsafe at park/preserve/path	1.8%	2.3%
Percent rated experience as very good	69.1%	77.3%
Top three suggestions (other than "none")	Trail, signs, access	Trail, enforce, maintain

Substantial difference from total respondents

Table 44: Statistics dashboard for: Gary Giacomini Preserve

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	85.7%	76.7%
Percent live within one mile of park	58.3%	50.4%
Average group size	1.7 persons	1.9 persons
Average number prior visits in last 12 months	105.4 visits	77.7 visits
Percent Hispanic or Latino	7.1%	9.1%
Percent white race	92.9%	90.2%
Percent speak language other than English	0.0%	6.9%
Average age	55.4 years	50.1 years
Percent under \$75,000 HH income (reporting)	20.9%	28.7%
Percent bachelor's degree or higher education	60.7%	72.4%
Percent male	35.7%	49.2%
Percent with physical disability	7.1%	3.7%
Top three primary reasons for visit	Horseback, nature, hike	Hiking, nature, bike
Percent dissatisfied with other visitors	7.2%	4.6%
Percent felt unsafe at park/preserve/path	10.7%	2.3%
Percent rated experience as very good	85.7%	77.3%
Top three suggestions (other than "none")	Horse, signs, access	Trail, enforce, maintain

Substantial difference from total respondents

Table 45: Statistics dashboard for: Paradise Beach Park

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	41.5%	76.7%
Percent live within one mile of park	17.6%	50.4%
Average group size	3.0 persons	1.9 persons
Average number prior visits in last 12 months	4.7 visits	77.7 visits
Percent Hispanic or Latino	17.1%	9.1%
Percent white race	69.2%	90.2%
Percent speak language other than English	24.4%	6.9%
Average age	42.4 years	50.1 years
Percent under \$75,000 HH income (reporting)	50.0%	28.7%
Percent bachelor's degree or higher education	65.9%	72.4%
Percent male	63.4%	49.2%
Percent with physical disability	2.4%	3.7%
Top three primary reasons for visit	Hike, nature, water	Hiking, nature, bike
Percent dissatisfied with other visitors	2.4%	4.6%
Percent felt unsafe at park/preserve/path	0.0%	2.3%
Percent rated experience as very good	80.5%	77.3%
Top three suggestions (other than "none")	Maintenance, trash, clean	Trail, enforce, maintain

Substantial difference from total respondents

Table 46: Statistics dashboard for: Creekside (Hal Brown) Park

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	85.5%	76.7%
Percent live within one mile of park	56.3%	50.4%
Average group size	2.4 persons	1.9 persons
Average number prior visits in last 12 months	78.1 visits	77.7 visits
Percent Hispanic or Latino	10.9%	9.1%
Percent white race	92.2%	90.2%
Percent speak language other than English	9.1%	6.9%
Average age	50.7 years	50.1 years
Percent under \$75,000 HH income (reporting)	11.5%	28.7%
Percent bachelor's degree or higher education	85.5%	72.4%
Percent male	25.5%	49.2%
Percent with physical disability	3.6%	3.7%
Top three primary reasons for visit	Nature, hike, picnic	Hiking, nature, bike
Percent dissatisfied with other visitors	0.0%	4.6%
Percent felt unsafe at park/preserve/path	3.6%	2.3%
Percent rated experience as very good	87.3%	77.3%
Top three suggestions (other than "none")	Shade, restroom, playground	Trail, enforce, maintain

Substantial difference from total respondents

Table 47: Statistics dashboard for: Mill Valley/Sausalito Path

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	75.9%	76.7%
Percent live within one mile of park	54.4%	50.4%
Average group size	1.7 persons	1.9 persons
Average number prior visits in last 12 months	93.7 visits	77.7 visits
Percent Hispanic or Latino	6.3%	9.1%
Percent white race	89.4%	90.2%
Percent speak language other than English	7.1%	6.9%
Average age	53.0 years	50.1 years
Percent under \$75,000 HH income (reporting)	14.9%	28.7%
Percent bachelor's degree or higher education	85.7%	72.4%
Percent male	49.2%	49.2%
Percent with physical disability	1.6%	3.7%
Top three primary reasons for visit	Bike, hike, dog	Hiking, nature, bike
Percent dissatisfied with other visitors	7.2%	4.6%
Percent felt unsafe at park/preserve/path	4.0%	2.3%
Percent rated experience as very good	70.6%	77.3%
Top three suggestions (other than "none")	Restrm., access, water	Trail, enforce, maintain

Substantial difference from total respondents

Table 48: Statistics dashboard for: Agate Beach Park

Statistic	Park/Preserve?path	All Parks/Preserves
Percent Marin County resident	57.4%	76.7%
Percent live within one mile of park	52.6%	50.4%
Average group size	2.3 persons	1.9 persons
Average number prior visits in last 12 months	44.2 visits	77.7 visits
Percent Hispanic or Latino	7.8%	9.1%
Percent white race	90.3%	90.2%
Percent speak language other than English	10.9%	6.9%
Average age	47.0 years	50.1 years
Percent under \$75,000 HH income (reporting)	15.8%	28.7%
Percent bachelor's degree or higher education	88.2%	72.4%
Percent male	55.9%	49.2%
Percent with physical disability	1.6%	3.7%
Top three primary reasons for visit	Nature, hike, water	Hiking, nature, bike
Percent dissatisfied with other visitors	3.1%	4.6%
Percent felt unsafe at park/preserve/path	4.7%	2.3%
Percent rated experience as very good	81.3%	77.3%
Top three suggestions (other than "none")	Signs, restroom, bench	Trail, enforce, maintain

Substantial difference from total respondents

Table 49: Statistics dashboard for: Blithedale Summit Preserve

Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	84.8%	76.7%
Percent live within one mile of park	60.3%	50.4%
Average group size	1.5 persons	1.9 persons
Average number prior visits in last 12 months	83.2 visits	77.7 visits
Percent Hispanic or Latino	5.4%	9.1%
Percent white race	96.6%	90.2%
Percent speak language other than English	3.3%	6.9%
Average age	48.9 years	50.1 years
Percent under \$75,000 HH income (reporting)	10.8%	28.7%
Percent bachelor's degree or higher education	84.8%	72.4%
Percent male	48.9%	49.2%
Percent with physical disability	3.3%	3.7%
Top three primary reasons for visit	Nature, hike, bike	Hiking, nature, bike
Percent dissatisfied with other visitors	7.8%	4.6%
Percent felt unsafe at park/preserve/path	1.1%	2.3%
Percent rated experience as very good	84.4%	77.3%
Top three suggestions (other than "none")	Dogs, poop, access	Trail, enforce, maintain

Substantial difference from total respondents

Table 50: Statistics dashboard for: Ring Mountain Preserve

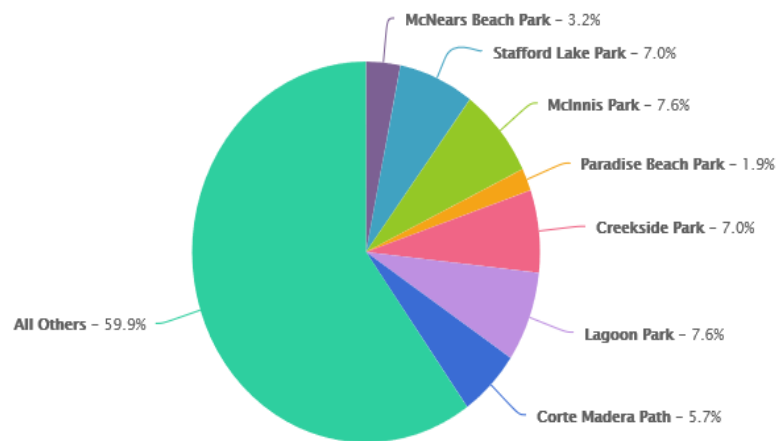
Statistic	Park/Preserve/Path	All Parks/Preserves
Percent Marin County resident	74.6%	76.7%
Percent live within one mile of park	39.0%	50.4%
Average group size	2.1 persons	1.9 persons
Average number prior visits in last 12 months	57.9 visits	77.7 visits
Percent Hispanic or Latino	6.8%	9.1%
Percent white race	87.9%	90.2%
Percent speak language other than English	5.1%	6.9%
Average age	48.9 years	50.1 years
Percent under \$75,000 HH income (reporting)	15.8%	28.7%
Percent bachelor's degree or higher education	88.2%	72.4%
Percent male	55.9%	49.2%
Percent with physical disability	0.0%	3.7%
Top three primary reasons for visit	Hike, nature, exercise	Hiking, nature, bike
Percent dissatisfied with other visitors	3.4%	4.6%
Percent felt unsafe at park/preserve/path	3.4%	2.3%
Percent rated experience as very good	83.1%	77.3%
Top three suggestions (other than "none")	Signs, maintenance, trail, dogs	Trail, enforce, maintain

Substantial difference from total respondents

C. FOLLOW-UP SURVEY RESULTS

The following section presents the results of the follow-up survey of visitors to the 17 Marin County parks or preserves. An invitation with a link to the follow-up survey was emailed five days after an intercept survey response (680 total). Data collection ended November 20, 2015. There were a total of 157 completed follow-up surveys, resulting in a 23.1% response rate. The 157 responses allows for a 95% confidence level with a +/- 10% margin of error for the follow-up survey analysis results. There were not enough completed follow-up surveys to allow a statistical comparison between different parks/preserves or the use of Chi Square statistics in cross tabulations.

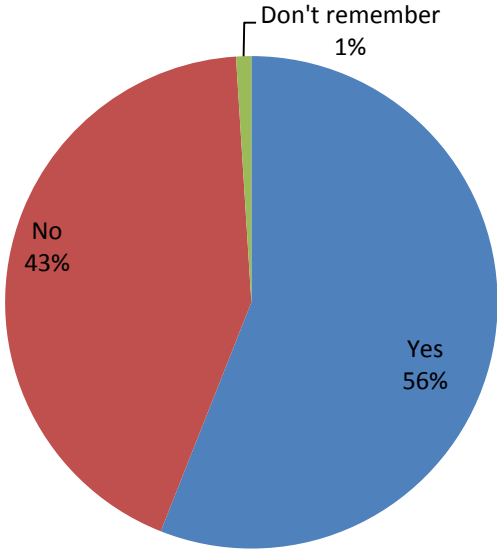
Figure 32: Park or preserve in initial intercept survey for follow-up respondents



Park, Preserve or Path	Percent	Count
Mill Valley/Sausalito Path	10.2%	16
Mount Burdell	9.6%	15
Indian Valley Preserve	8.9%	14
McInnis Park	7.6%	12

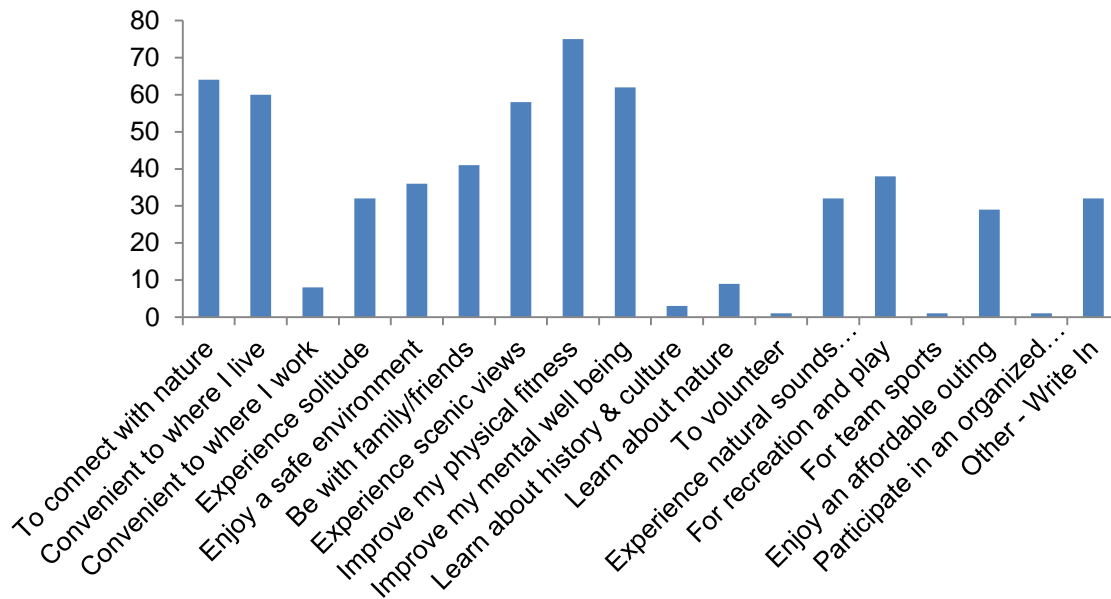
Lagoon Park	7.6%	12
Stafford Lake Park	7.0%	11
Creekside Park	7.0%	11
Ring Mountain Preserve	7.0%	11
Corte Madera Path	5.7%	9
Agate Beach	5.1%	8
Cascade Canyon	4.5%	7
Gary Giacomini Preserve	4.5%	7
Pueblo Park	3.8%	6
McNears Beach Park	3.2%	5
Bithedale Summit	2.6%	4
Paradise Beach Park	1.9%	3
Pt. Reyes Park	1.9%	3
I do not recall which park/preserve/path	1.9%	3
Total		157

Figure 33: Been back to park/preserve/path since you completed the on-site survey?



Value	Percent	Count
Yes	56.1%	88
No	43.3%	68
Don't remember	0.6%	1
Total		157

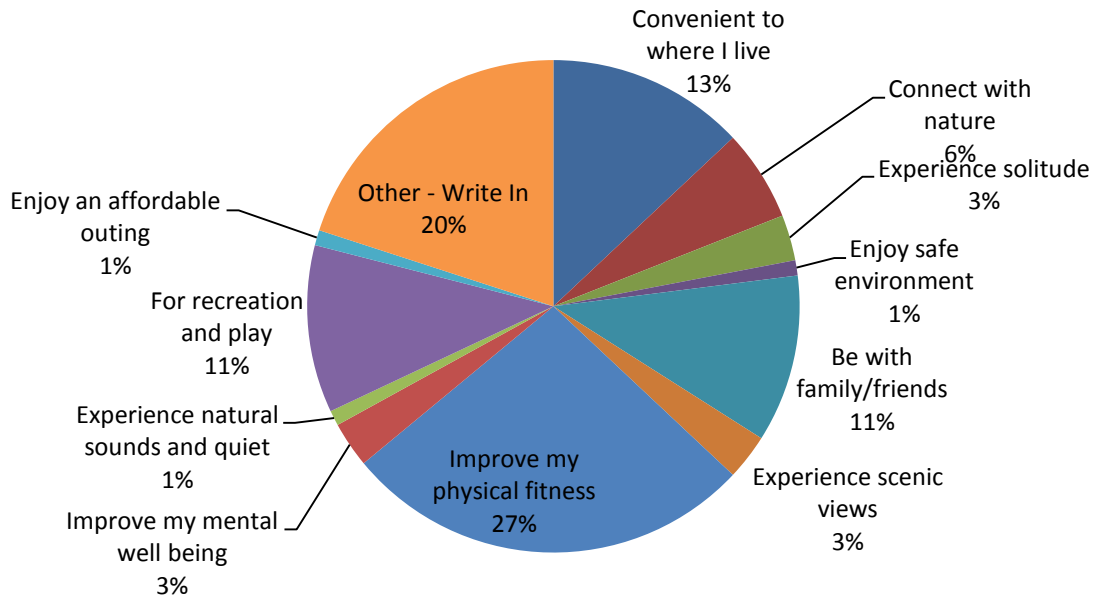
Figure 34: Important reasons for visiting Marin County park/preserve/path



Value	Percent	Count
Improve my physical fitness	75.2%	118
To connect with nature	64.3%	101
Improve my mental well being	61.8%	97
Convenient to where I live	59.9%	94
Experience scenic views	58.0%	91
Be with family/friends	41.4%	65
For recreation and play	37.6%	59
Enjoy a safe environment	35.7%	56

Experience solitude	32.5%	51
Experience natural sounds and quiet	31.9%	50
Enjoy an affordable outing	28.7%	45
Learn about nature	8.9%	14
Convenient to where I work	7.6%	12
Learn about history & culture	3.2%	5
To volunteer	1.3%	2
Participate in an organized group outing	1.3%	2
For team sports	0.6%	1
Other - Write In responses	32.5%	51
Walk dog (multiple responses)		(48)
Commute (multiple responses)		(16)
Total		157

Figure 35: Primary reason for visit to park/preserve/path on the day completed initial survey, follow-up survey respondents



Value	Percent	Count
Improve my physical fitness	27.4%	43
Convenient to where I live	12.7%	20
Be with family/friends	10.8%	17
For recreation and play	10.8%	17
Connect with nature	6.4%	10
Improve my mental well being	3.2%	5
Experience solitude	2.6%	4
Experience scenic views	2.6%	4

Enjoy safe environment	1.3%	2
Experience natural sounds and quiet	1.3%	2
Enjoy an affordable outing	0.6%	1
Convenient to where I work	0.0%	0
Learn about history & culture	0.0%	0
Learn about nature	0.0%	0
To volunteer	0.0%	0
For team sports	0.0%	0
Participate in an organized group outing	0.0%	0
Other - Write In	20.4%	32
Total		157

Table 51: Satisfaction with facilities during visit to park/preserve/path

	Very Satisfied		Satisfied		Neutral		Unsatisfied		Very Unsatisfied		Not Applicable/Did Not Use		Total	
Condition of trails	66	42.0%	60	38.2%	10	6.4%	6	3.8%	2	1.3%	13	8.3%	157	100%
Availability of bicycling trails	28	18.2%	22	14.3%	15	9.7%	3	1.9%	5	3.2%	81	52.6%	154	100%
Benches, water fountains, and trash cans	40	26.5%	44	29.1%	18	11.9%	9	6.0%	3	2.0%	37	24.5%	151	100%
Availability of places to picnic, BBQ, eat together	23	14.8%	27	17.4%	14	9.0%	4	2.6%	0	0.0%	87	56.1%	155	100%
Availability of sports fields	9	5.9%	17	11.1%	12	7.8%	0	0.0%	1	0.7%	114	74.5%	153	100%
Availability of ball courts	5	3.2%	10	6.5%	14	9.0%	2	1.3%	0	0.0%	124	80.0%	155	100%

Planted turf and landscaping	19	12.3%	41	26.5%	11	7.1%	4	2.6%	2	1.3%	78	50.3%	155	100%
Swimming pools	3	2.0%	0	0.0%	11	7.2%	0	0.0%	0	0.0%	138	90.8%	152	100%
Availability of parking	47	30.5%	36	23.4%	12	7.8%	9	5.8%	1	0.6%	49	31.8%	154	100%
Kids playground	7	4.6%	14	9.2%	10	6.6%	1	0.7%	1	0.7%	119	78.3%	152	100%
Availability of restrooms	26	16.9%	36	23.4%	16	10.4%	11	7.1%	5	3.2%	60	39.0%	154	100%
Cleanliness of restrooms	20	13.0%	32	20.8%	14	9.1%	4	2.6%	4	2.6%	80	51.9%	154	100%
Condition of natural resources at the site	58	37.7%	60	39.0%	17	11.0%	7	4.5%	2	1.3%	10	6.5%	154	100%
Condition of historic resources at the site	10	6.5%	18	11.8%	19	12.4%	4	2.6%	1	0.7%	101	66.0%	153	100%
Skate park	10	6.5%	4	2.6%	8	5.2%	0	0.0%	0	0.0%	132	85.7%	154	100%
Bike park	10	6.6%	4	2.6%	10	6.6%	0	0.0%	2	1.3%	126	82.9%	152	100%

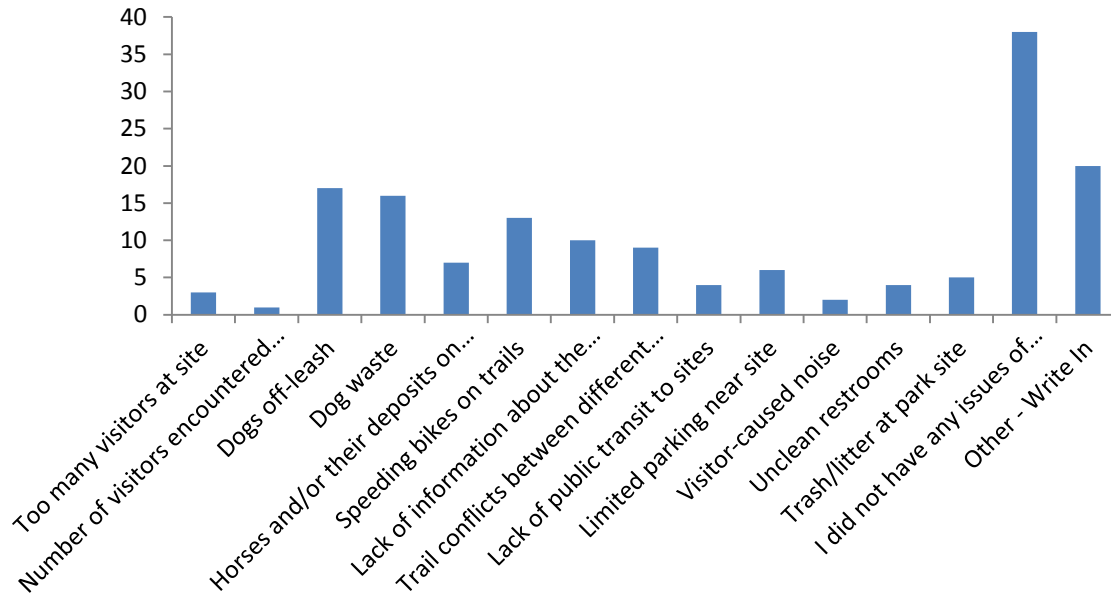
Fishing piers or boat ramps	6	3.9%	5	3.3%	7	4.6%	1	0.7%	1	0.7%	132	86.8%	152	100%
Signs					2	100.0%							2	100%
Dog park			1	50.0%							1	50.05	2	100%

Table 52: Satisfaction with staffing and information availability

	Very Satisfied		Satisfied		Neutral		Unsatisfied		Very Unsatisfied		Not Applicable/ Did Not Use		Total	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
Availability of park staff	40	25.6%	30	19.2%	15	9.6%	2	1.3%	0	0.0%	69	44.2%	156	100%
Interactions with park staff	65	41.7%	24	15.4%	6	3.8%	0	0.0%	0	0.0%	61	39.1%	156	100%
Availability of outdoor displays or exhibits about the natural and cultural history of site	20	12.9%	34	21.9%	28	18.1%	4	2.6%	2	1.3%	67	43.2%	155	100%
Availability of information about activities and/or events in the park/preserve/path	19	12.3%	23	14.8%	35	22.6%	2	1.3%	1	0.6%	75	48.4%	155	100%
Directional signage at the site	27	17.3%	53	34.0%	21	13.5%	12	7.7%	4	2.6%	39	25.0%	156	100%
Signs, maps, trail markers	36	23.1%	48	30.8%	18	11.5%	17	10.9%	3	1.9%	34	21.8%	156	100%
Other-Excellent staff	2	100.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	2	100%
Other- Neither the website nor the road signs told you where	0	0.0%	0	0.0%	1	100.0%	0	0.0%	0	0.0%	0	0.0%	1	100%

one was allowed to park legally														
Other- Never see park staff	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	1	100%
Other- There are NO signs informing users that dogs on the MV Path are required to be on leash.	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	100.0%	0	0.0%	1	100%

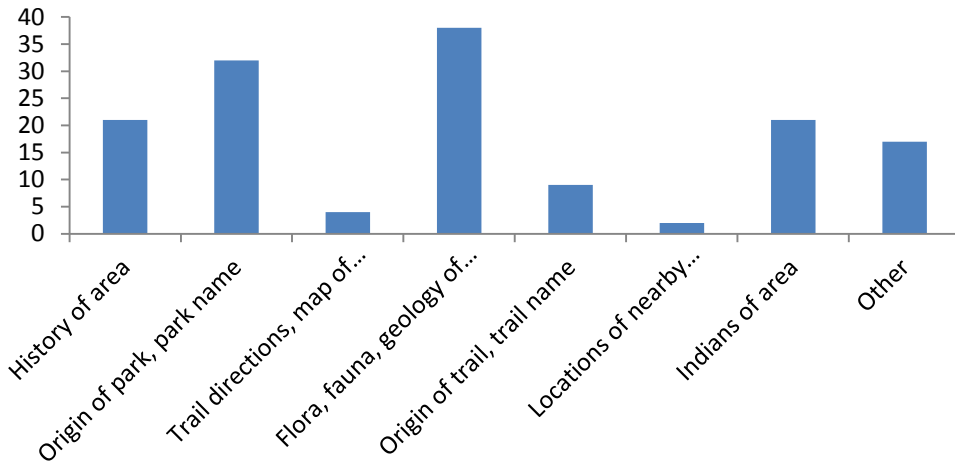
Figure 36: Issues that were a moderate or serious problem at park/preserve/path by follow-up survey respondents



Value	Percent	Count
I did not have any issues of concern	38.2%	60
Dogs off-leash	16.6%	26
Dog waste	15.9%	25
Speeding bikes on trails	13.4%	21
Lack of information about the site's fragile plant and animal habitats	10.2%	16
Trail conflicts between different types of users	8.9%	14
Horses and/or their deposits on trails	7.0%	11

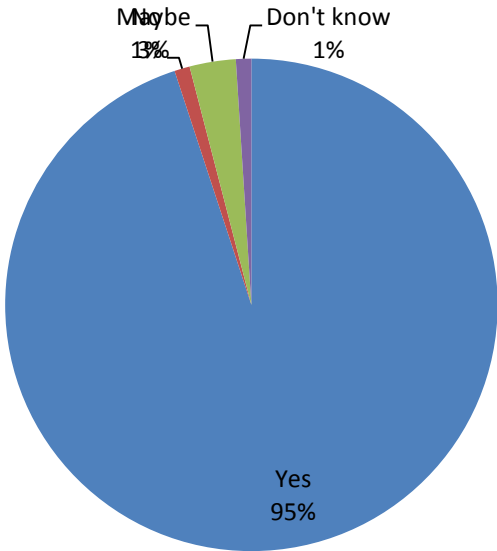
Limited parking near site	5.7%	9
Trash/litter at park site	5.1%	8
Lack of public transit to sites	4.5%	7
Unclean restrooms	4.5%	7
Too many visitors at site	2.6%	4
Visitor-caused noise	1.9%	3
Number of visitors encountered on trail	0.6%	1
Other - Write In	19.8%	31
Wildlife, bees		(5)
Wildlife and dog poop		(5)
Maintenance		(4)
Maintenance		(4)
Total		157

Figure 37: Information, stories, history or features of park/preserve/path respondent would like to learn more about



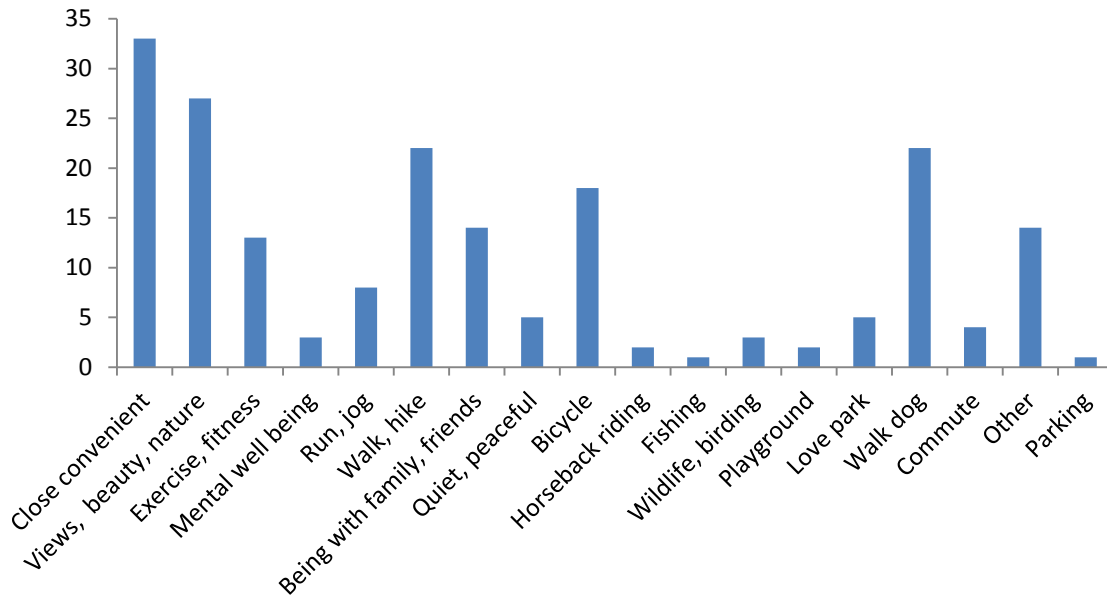
Value,	Percent	Count
Flora, fauna, geology of park	37.7%	20
Origin of park, park name	32.1%	17
History of area	20.8%	11
Indians of area	20.8%	11
Origin of trail, trail name	9.4%	5
Trail directions, map of park	3.8%	2
Locations of nearby camping	1.9%	1
Other	17.0%	9
Total		53

Figure 38: Will visit park or preserve again in the next 12 months



Value	Percent	Count
Yes	94.3%	148
No	1.3%	2
Maybe	3.2%	5
Don't know	1.3%	2
Total		157

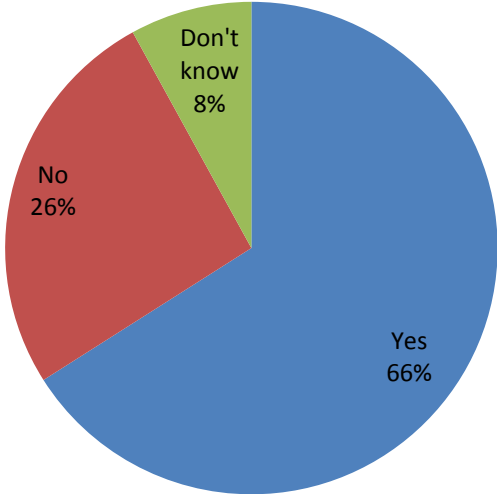
Figure 39: Most important reason why respondent does or does not plan to visit in next 12 months



Value	Percent	Count
Close convenient	33.3%	40
Views, beauty, nature	26.7%	32
Walk, hike	21.7%	26
Walk dog	21.7%	26
Bicycle	18.3%	22
Being with family, friends	14.2%	17
Exercise, fitness	13.3%	16

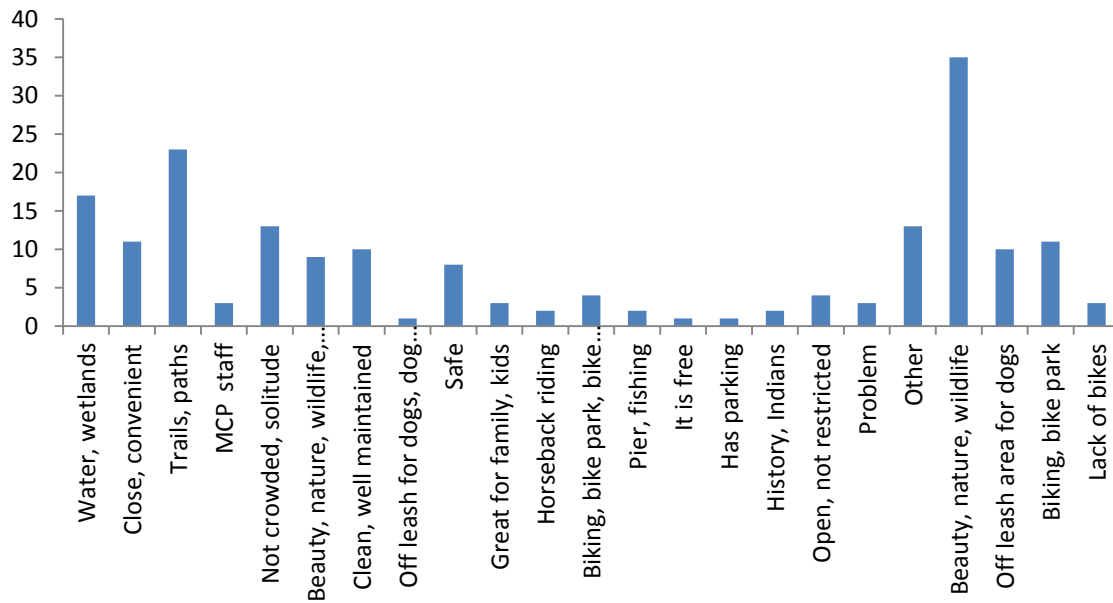
Run, jog	7.5%	9
Quiet, peaceful	5.0%	6
Love park	5.0%	6
Commute	4.2%	5
Mental well being	3.3%	4
Wildlife, birding	3.3%	4
Horseback riding	1.7%	2
Playground	1.7%	2
Fishing	0.8%	1
It has parking	0.8%	1
Other	14.2%	17
Total		120

Figure 40: Does park or preserve have special qualities that make it important?



Value	Percent	Count
Yes	66.2%	104
No	26.1%	41
Don't know	7.6%	12
Total		157

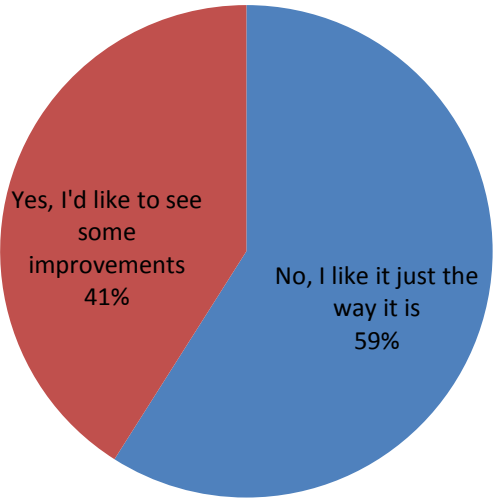
Figure 41: Special qualities or aspects of park/preserve/path – Write-in responses



Value	Percent	Count
Beauty, nature, wildlife	35.4%	35
Trails, paths	23.2%	23
Water, wetlands	17.2%	17
Not crowded, solitude	13.1%	13
Other	13.1%	13
Close, convenient	11.1%	11
Biking, bike park	11.1%	11
Clean, well maintained	10.1%	10

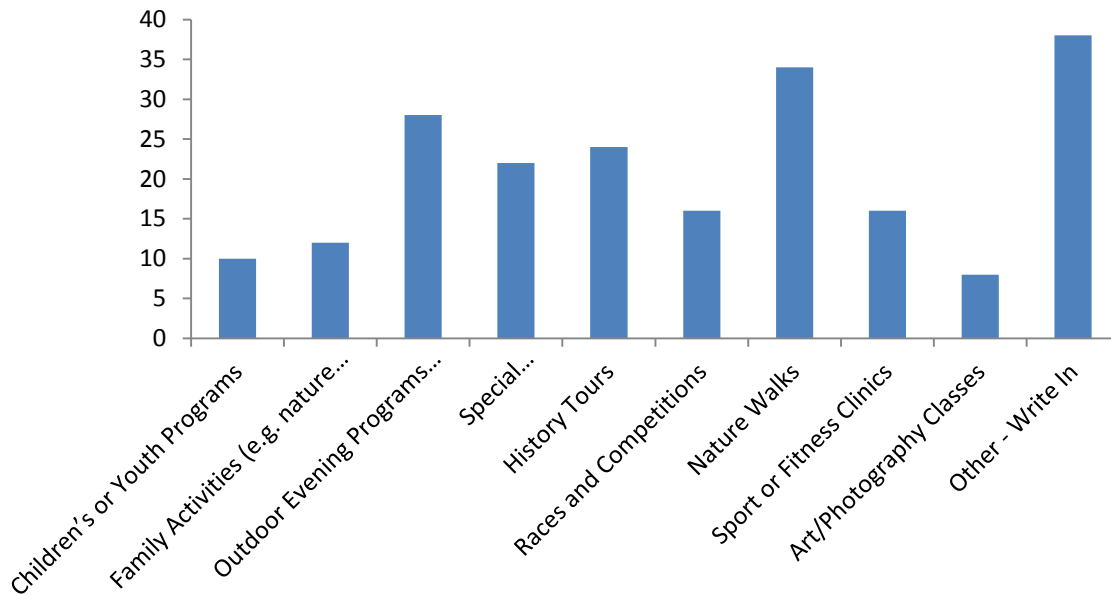
Off leash area for dogs	10.1%	10
Beauty, nature, wildlife, views	9.1%	9
Safe	8.1%	8
Biking, bike park, bike friendly	4.0%	4
Open, not restricted	4.0%	4
MCP staff	3.0%	3
Great for family, kids	3.0%	3
Problem	3.0%	3
Lack of bikes	3.0%	3
Horseback riding	2.0%	2
Pier, fishing	2.0%	2
History, Indians	2.0%	2
Off leash for dogs, dog friendly	1.0%	1
It is free	1.0%	1
Has parking	1.0%	1
No of bikes on trail	0.0%	0
Total		99

Figure 42: Would like amenity or facility improvements to park or preserve in the future



Value	Percent	Count
No, like it just the way it is	58.6%	92
Yes, want to see some improvements	41.4%	65
Total		157

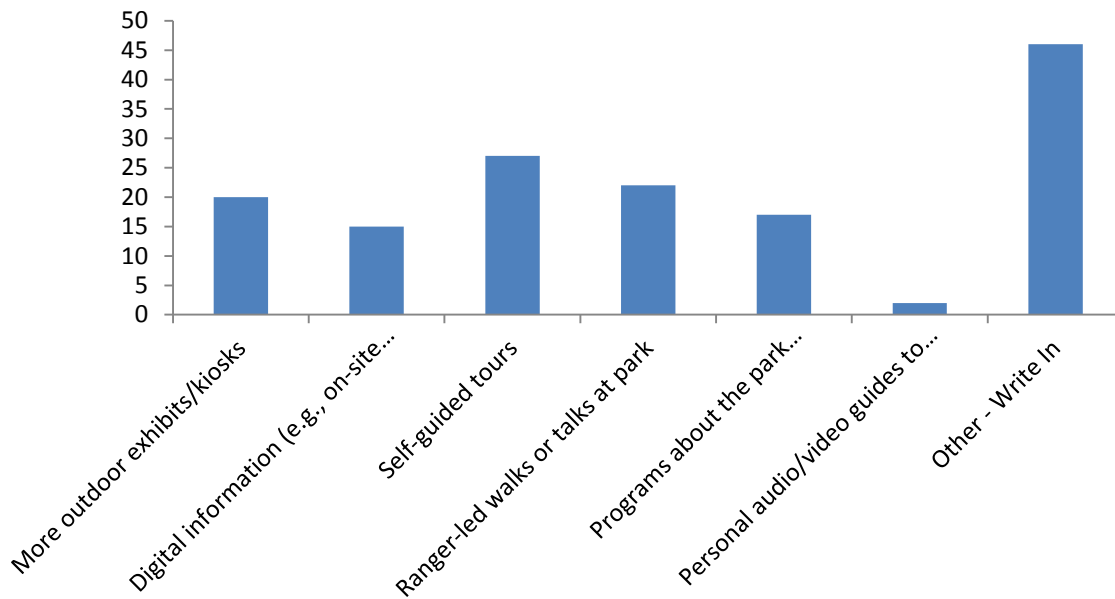
Figure 43: Programs of interest in the future



Value	Percent	Count
Outdoor Evening Programs (e.g., campfire, night sky programs)	28.0%	14
History Tours	24.0%	12
Special Events/Festivals/Concerts	22.0%	11
Races and Competitions	16.0%	8
Sport or Fitness Clinics	16.0%	8
Family Activities (e.g. nature quests, tide pooling, all-age volunteer program)	12.0%	6
Children's or Youth Programs	10.0%	5

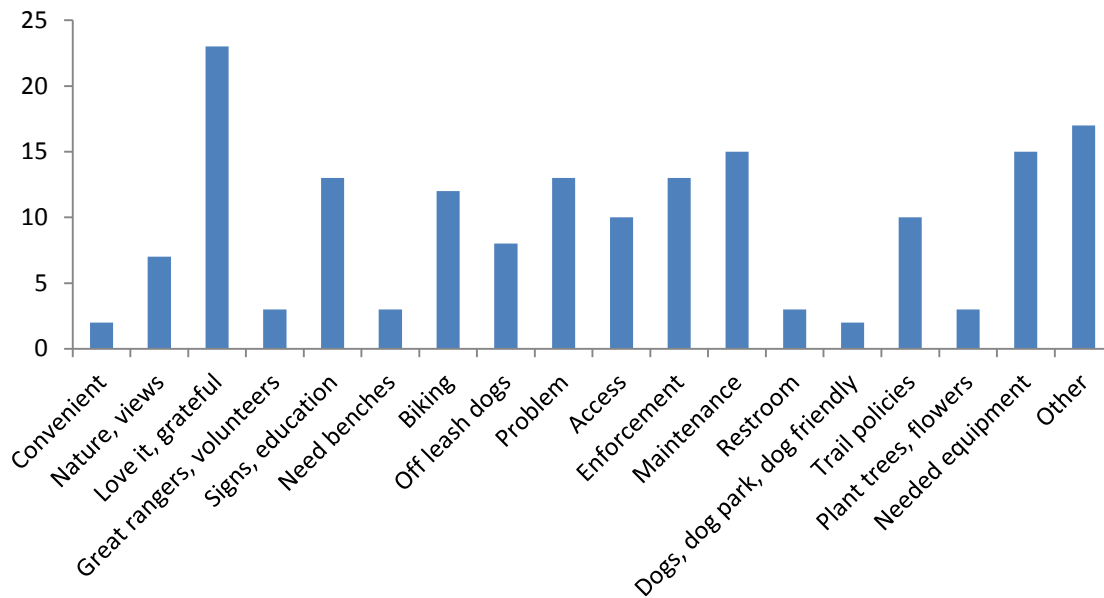
Art/Photography Classes	8.0%	4
Other - Write In	38.0%	19
No kids programs offered		(1)
Teach kids to fish, fishing derby		(1)
Movies at night		(1)

Figure 44: Services you would like in future



Value	Percent	Count
Self-guided tours	26.8%	11
Ranger-led walks or talks at park	22.0%	9
More outdoor exhibits/kiosks	19.5%	8
Programs about the park provided in my community or neighborhood	17.1%	7
Digital information (e.g., on-site electronic kiosks, downloadable pdf files or park apps)	14.6%	6
Personal audio/video guides to the park	2.4%	1
Other - Write In - Maintenance		(3)
Enforcement		(2)

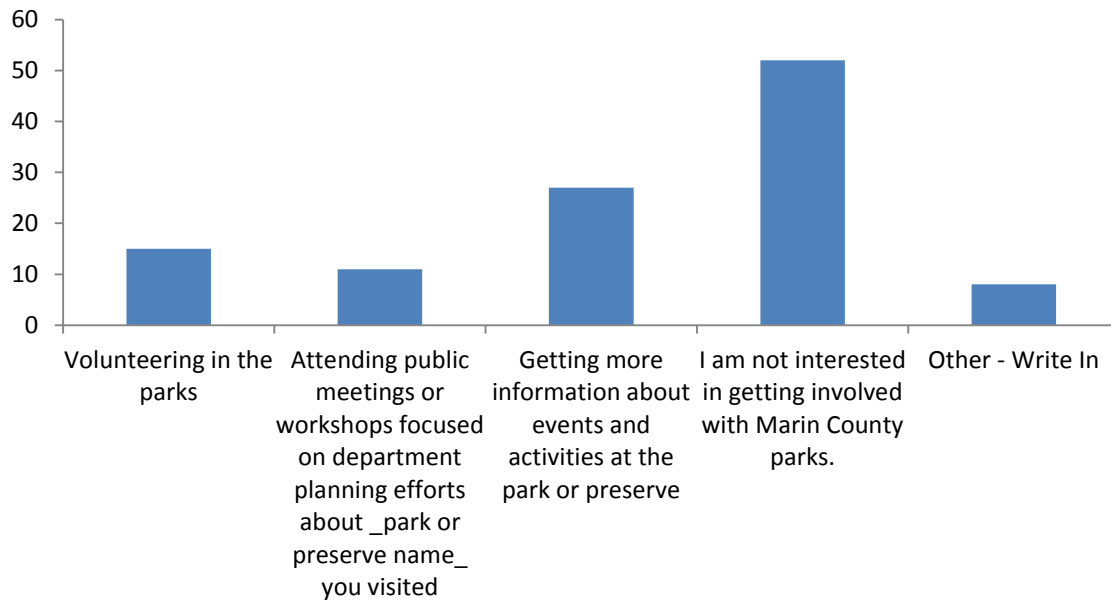
Figure 45: Other comments about recent visit to the park or preserve or comments about other Marin County parks or preserves



Value	Percent	Count
Love it, grateful	23.3%	14
Maintenance	15.0%	9
Needed equipment	15.0%	9
Signs, education	13.3%	8
Problem	13.3%	8
Enforcement	13.3%	8

Biking	11.7%	7
Access	10.0%	6
Trail policies	10.0%	6
Off leash dogs	8.3%	5
Nature, views	6.7%	4
Great rangers, volunteers	3.3%	2
Need benches	3.3%	2
Restroom	3.3%	2
Plant trees, flowers	3.3%	2
Convenient	1.7%	1
Dogs, dog park, dog friendly	1.7%	1
Quiet	0.0%	0
Run, jog	0.0%	0
Separate lanes, trails	0.0%	0
Other	16.7%	10
Total		60

Figure 46: Ways you would assist Marin County Parks in the future



Value	Percent	Count
I am not interested in getting involved with Marin County parks.	51.6%	81
Getting more information about events and activities at the park or preserve	27.4%	43
Volunteering in the parks	15.3%	24
Attending public meetings or workshops focused on department planning efforts about _park or preserve name_ you visited	11.5%	18
Other - Write In – See below	8.3%	13
Total		157

Table 53: Write-in - Ways you would assist Marin County Parks in the future

Type Assistance	Percent	Count
Tell me how I can help	11.1%	1
Planning/building a dog park	11.1%	1
Programs to improve user experience	11.1%	1
Help plan/build exhibits and displays	11.1%	1
I am volunteering now	55.6%	5

D. Comparison of visitors to all parks, all preserves and all paths

Table 54. Comparison of select respondent visitation and activity participation data at all parks, all preserves and all trails

Description	Parks	Preserves	Trails
Completed intercept surveys	509	415	244
Average number of visits in last year (visits)	58.9	80.4	97.5
Average number persons in group	3.1	1.8	1.5
Participation – Walk/hike (percent)	56.8	78.8	47.4
Participation – Relax outdoors (percent)	53.2	50.6	36.8
Participation – Enjoy views (percent)	30.2	45.9	63.2
Participation – Nature walk (percent)	30.9	47.1	21.1
Participation - Explore outdoors (percent)	33.7	32.4	21.1
Participation - Being with family and friends	32.4	38.8	21.1
Participation – Walk dog/pet (percent)	15.9	29.4	10.5
Participation - Bike unpaved trails (percent)	7.9	15.3	10.5
Participation - Bike paved trails (percent)	7.2	2.4	52.6
Participation – Meditation/solitude (percent)	15.1	14.1	0.0
Participation – Relax on beach (percent)	13.0	0.0	0.0

Table 55. Comparison of select respondent satisfaction, safety, quality of experience, and demographic data at parks, preserves and trails

Description	Parks	Preserves	Trails
Satisfaction with other visitors (percent very dissatisfied)	2.8	3.6	2.9
How personally safe respondent felt (percent very unsafe)	1.6	1.2	0.8
Quality of experience (percent very good)	76.7	82.0	70.7
Live within one mile of park (percent)	44.4	51.0	59.2
Hispanic or Latino (percent)	12.3	5.7	7.9
Average age of respondent (years)	41.2	50.9	54.5
Highest level of education (percent high school graduate or equivalent)	6.9	3.9	5.8
Highest level of education (percent post graduate or professional)	35.7	36.5	48.1

E. Who is not visiting Marin County parks, preserves and paths

Demographic data from intercept survey respondents can be compared with current Marin County population statistics provided in the 2010 U.S. Census to estimate the characteristics of residents who are less likely to visit county park sites. The tables below provide summary demographic data on respondent sex, race, age, household income and education. The comparisons suggest that survey respondents and park visitors are much more likely to be white, non-Hispanic, speaking English at home, older, with higher education levels and household income, compared to the overall population.

Table 56: Comparison of demographics of survey respondents versus 2010 Marin County population

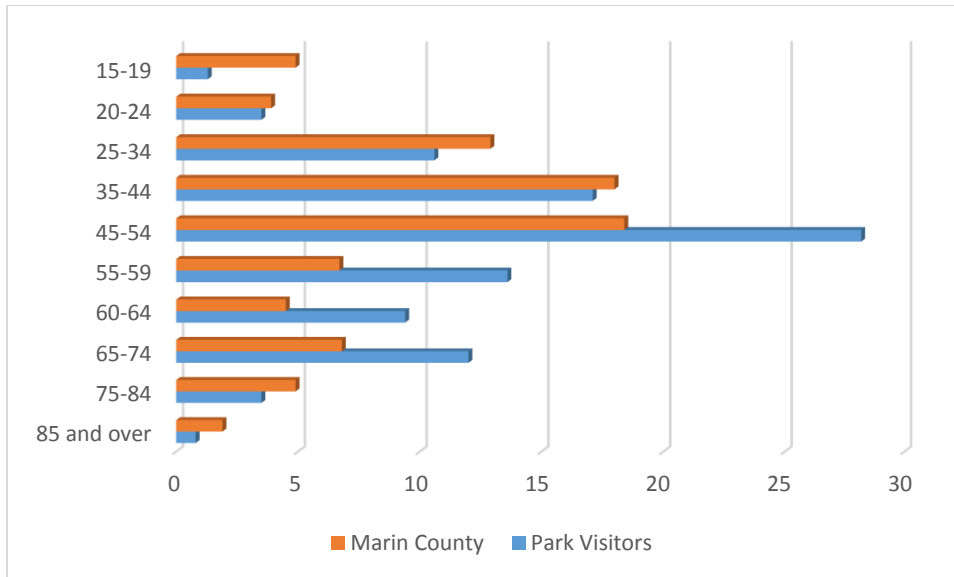
Statistic	All Parks/Preserves/Paths	Marin County Total*
Percent male	49.2%	48.8%
Percent female	50.8%	51.2%
Percent Hispanic or Latino	9.1%	16.0%
Percent White	90.2%	86.2%
Percent Asian	5.6%	6.1%
Percent Black, African American	2.1%	2.9%
Percent other race(s)	2.1%	4.8%
Percent speak language other than English at home	6.9%	23.1%
Median age	49 years	45 years
Median HH income (reporting)	\$100-124,000	\$75-99,000
Percent bachelor's degree or higher education	72.4%	54.6%

* Source: U.S. Census Bureau, Marin County, 2010.

Table 57: Age of survey respondents and 2010 Marin County, percent

Years	Respondents At All Parks/Preserves/Paths	Marin County Total (Source: US Census)
15-19	1.3 %	4.9 %
20-24	3.5	3.9
25-34	10.6	12.9
35-44	17.1	18.0
45-54	28.2	18.4
55-59	13.6	6.7
60-64	9.4	4.5
65-74	12.0	6.8
75-84	3.5	4.9
85 and over	0.8	1.9
Median Age	49 years	45 years

Figure 47: Age of respondents and 2010 Marin County population, percent



VI Discussion

A total of 6,993 visitors were counted at the 17 sites over the fall survey period, 68% of these were during weekends and 32% weekdays. The average number of visitors per three hour survey period in all parks was 45, it was 26 for all preserves and 139 visitors for all paths. The morning surveying session from 7:30-10:30am accounted for 34% of use; the afternoon 11:30-2:30pm had 32%; and the evening 3:30-6:30pm recorded 34% of visitor counts. The Mill Valley Sausalito path recorded the highest average number of users (155 per three hour period) of any site, while Pt. Reyes (97) and Creekside/Hal Brown (84) had highest average counts for parks; and Indian Valley had the highest average (44) of any preserve. There were an estimated 90,470 visits to all parks, preserves and paths surveyed in the study between September 1 and November 4, 2015.

During the study period there were a total of 1,168 intercept surveys completed for a 54.2% response rate from the 2,152 persons invited to take it. A total of 44% of those contacted were visitors at parks, 35% at preserves and 21% at the two paths included in the study. The number of intercept surveys gathered ranged from 127 at Mill Valley path to 28 at Gary Giacomini preserve. Over 14% were first time visitors, while 34% had visited that particular park site over 50 times in the last year. About 36% of all visitors were traveling alone while 61% were with family and/or friends. Average group size for all visitors was 1.9, but the mean for all parks was 3.1, all preserves 1.8 and paths 1.5 persons. Only 3.5% of visitors were part of an organized

educational, family group over 25 members, or a commercial group. Over 76% were residents of Marin County with the greatest number of respondents living in Novato, San Rafael and Mill Valley. Just over 50% lived within one mile of the park/preserve/path where surveyed. Only 3% were from a state outside of California. The average respondent was 50.1 years old, with 51% being between the ages of 45-64 years. Just 15% of respondents were between the ages of 18-34 years. There were nearly equal numbers of females (51%) and males (49%). Over 72% of visitors had a bachelor degree or higher level of formal education. Household income in 2014 varied greatly among respondents, with 13% indicating less than \$50,000 and 40% reporting annual income over \$125,000.

The racial characteristics of respondents were overwhelmingly white (91%), with 6% Asian, and 2% African Americans. About 9% were Hispanic or Latino. A total of 7% spoke a language other than English most frequently at home. Spanish language was cited by 22% of respondents who spoke a language other than English, with Chinese and German/Italian/French accounting for 5% each. However, racial, ethnic and non-English speaking varied a great deal between park units. For example, 24% of Paradise Park users and 18% of McNears Beach Park respondents spoke a language other than English at home. About 4% of respondent had a person in their visitor group that had a disability that made it difficult to access or participate in park activities. Mobility and visual problems were the most frequently cited. Walking, and use of children's playground and restrooms were the most common disabilities cited.

The most common sources of information about the park/preserve/path visited were 57% lived nearby or used past experience, 28% learned from a friend or family, 10% used signs, 6% used social media and 5% visited the MCP website. Over 62% drove to the site, 27% walked, while about 14% rode a bicycle, none surveyed used public transit. 7% used a MCP annual pass.

Land based activities that were undertaken that day in the park/preserve/path included walk/hike (64%), bike (24.3), walk dog (20.2%), run/jog (8.6%) and use kids playground (5.8%) The most popular water-based activities were relax on beach (7.4%), beach activities (2.5%), fishing (2.5%), tide pooling (2.1%), and kayaking or stand up paddle boarding (1%). Most common nature based activities were: relaxing outdoors (51%), enjoy views (38%), nature walk (36%), enjoy being with family/friends (34%) and explore outdoors (33%). Other activities included meditation/solitude (14%), taking a scenic drive (8.6%) and reading (3%). These varied by actual site. Respondents were asked the primary reason for visiting the site that day. For all respondents hiking/walking and nature/land/views each were cited by 24% of

respondents, followed by bicycling (12.5%, walk dog (11%) and exercise (6.3). Park-only visitors were more likely to cite nature and hike/walk as primary reasons to visit, compared to hike/walk and nature for path users, and also with preserve visitors. Dog walking as a primary reason for visiting varied considerably between sites, ranging from 36% of respondents at McInnis Park to zero at a number of beach parks.

The intercept survey asked how satisfied they were with their interactions with other visitors at the surveyed park. Overall, 87% of respondents were satisfied or very satisfied. Conflicts with dogs in the park site was cited by 39%, speeding bicycles (22%) and trail conditions (11%) were most often given as reasons for being dissatisfied or very dissatisfied. Respondents were also asked if they felt personally safe in the park/preserve/path. Only 2.3% of respondents indicated they felt unsafe or very unsafe. Dogs encountered (33%), bikes on trails (33%) and unsafe trail conditions (17%) were most frequently given as reasons for feeling unsafe or very unsafe. Respondents who spoke a language other than English at home, were higher income and were alone in the park were most likely to cite feeling unsafe.

Over 97% of all respondents agreed the quality of their overall experience in that park unit on the survey date was good or very good. Trail condition was the only reason listed for a poor experience. When asked what could be done to improve the quality of their park experience the most common responses were no suggestions for improvement or a positive comment (39%), improve trail/path (15%), better enforce rules and policies (14%), better maintenance (10%) and manage dog use better (9%).

At the end of the intercept survey respondents were asked if they would provide an address so SFSU could email them a link to a [follow-up online survey](#). A total of 157 (23.1%) completed the follow-up survey. Over 56% of follow-up survey respondents visited the original park site where they were intercepted within a month. Respondents were provided a list of 19 reasons for visiting parks/preserves/paths and were asked to identify the most important reasons for visiting the day they were intercepted. The most commonly listed primary reasons were: improve my physical fitness (27%), convenient to where I live (13%), be with family/friends (11%), for recreation and play (11%) and connect with nature (6.4%).

Respondents were further asked to indicate from a list of facilities which ones they used and their satisfaction with them. About 10% of respondents were unsatisfied or very unsatisfied with the availability of restroom, 6% cleanliness of restrooms, 6% condition of natural resources and 5% bicycle trails and condition of trails, respectively. Follow-up survey respondents were also

asked their satisfaction with park staffing and information. About 13% indicated they were unsatisfied or very unsatisfied with signs, maps and trail markers along the trails; 10% directional signage; 5% availability of outdoor displays about nature or history of site; and 2% availability about activities or events in park site. A list of potential issues at a park site were listed and respondents asked to identify ones that were of major concern at the visited park that day. Over 38% indicated they has no serious concerns; dogs off-leash (17%); dog waste (16%); speeding bikes on trails (13%); 10% lack of information on site's fragile plant and animal habitats; 9% trail conflicts with other users; and horses and their deposits on trails (7%).

Respondents were provided a list of information and stories which park goers might be interested in learning more about. 38% of responses were flora, fauna and geology of park site; 32% origin of park name; 21% history of area; 21% Indians of area; and 9% origin of trail name.

Almost all respondents (95%) planned to visit the park site again in 12 months. Most commonly cited reasons to visit or not, were: Close and convenient (33%); views, beauty, nature (27%); walk/hike (22%), being with family/friends (14%); and exercise/fitness (13%). Respondents were ask to write-in special qualities or aspects of park/preserve/path and these were qualitatively analyzed. Beauty of nature and wildlife was cited most frequently (35%); trails and paths (23%); water and wetlands (17%); not crowded and solitude (13%); bicycling (11%); close/convenient (11%); and off-leash area for dogs (10%).

Over 59% of respondents liked the park site just the way it is, while 41% wanted to see some future improvements. When provided a list of potential future programs the most commonly cited were: 28% outdoor evening programs (campfire, night sky, etc.); 24% history tours; 22% special events, festivals, concerts; 16% sport/fitness clinics; and 16% races and competitions. Services they would like to see in the future included: 27% self-guided tours; 22% ranger led walks or talks at park; 20% more outdoor exhibits/kiosks; 17% programs about park provided in my community/neighborhood; and 15% digital information (electronic kiosks, downloadable pdf files or park apps). Respondents provided a wide array of comments about MCP. Follow-up survey respondents were asked if they would be interested in assisting MCP in the future and how they could assist. Over 27% said they'd like more information about future event and activities; 15% are already or want to volunteer in the parks; and 11% would attend public meetings or workshops on planning at the visited park site.

Section D provides a comparison of select characteristics of intercept respondents for all parks, all preserves and all paths and showed that path visitors were the most frequent visitors (mean

of 97 visits per year) while park visitors were the least frequent (59). Average group size for all parks was nearly double that of preserve or trail visitor groups. The most common activities in parks were hiking, relaxing outdoors and exploring outdoors. This compares to hiking, relaxing outdoors and nature walk at preserves. Visitors to all paths were most likely to cite enjoying views, biking paved trails and hiking. Satisfaction with other user levels were similar among parks, preserves and paths. Feeling unsafe was very low (less than 1.7%) for all types of sites. The quality of the experience is very good for all sites, with preserve visitors slightly higher (82%) than parks (77%) and paths (72%). Almost 6 in 10 preserve users lived within one mile of the site, compared to 5 in 10 for paths and 4.4 in 10 for parks. Park visitors were nearly twice as likely to be Hispanic or Latino, than path or preserve visitors. Park visitors were also more than twice as likely to have a high school or equivalent highest level of education, and significantly less likely to have a graduate or professional degree.

The final section of this report describes who is not visiting Marin County parks, preserves and paths, based on a comparison of demographic characteristics of intercept survey respondents and the 2010 Marin County population characteristics from U.S. Census. It assumes differences are due primarily to actual visitation patterns, not the survey methods. There was little difference in sex and percent who are White and Asian. However, visitors were an average of four years older than non-visitors; there were far fewer African American park visitors versus Black persons residing in the county; almost half the number of Hispanic/Latinos respondents; and three times fewer persons where a language other than English was spoken at home. The median household income for county residents was \$75-\$99,000 in 2014 compared to \$100-\$124,000 for park visitors. Park visitors were 18% more likely to be adults with a bachelor's degree or higher formal education compared to the county population. In summary, non-visitors were more likely to be Black, Hispanic or Latino; speak a language other than English at home; have a lower household income; and with a lower formal education level.

The characteristics of non-visitors to Marin County Parks are similar to what studies in San Francisco and Los Angeles completed by the author have also found. It suggests additional outreach efforts, new facilities and programs are needed to encourage visitation to county park sites by a broader spectrum of county residents. What the barriers to visitation are and the best ways to overcome these are the subjects of the second part of this research, focus groups with residents of under-served communities in the county. These focus group findings will be included in a future Part II report.

Appendix A. Intercept Survey

The following pages provide a copy of the intercept survey used in the research. Note this is a written version and does not show programmed skips and data validation used in the online survey.

2015 In-Park Survey Marin County

1) Enter Survey Number (official use only)

Help Marin County Parks and Preserves and Receive a Free Parks Day Pass

The Marin County Parks Department (MCP) would like to know about your experiences in this park/preserve today to help them serve you and other visitors better in the future. Upon completing this brief survey you will receive a complementary parks day pass. Your responses will be kept confidential. You are one of the few persons taking the survey so your feedback is very important. SFSU is providing technical and analytical support in this effort.

Kevin Wright, External Affairs Coordinator, Marin County Parks Department

Patrick Tierney, Professor, Dept. of Recreation, Parks and Tourism, San Francisco State University

GO TO QUESTION BELOW

2) What is the name of this Marin County Park or Open Space Preserve you are in now? Select one name from the drop down list.

- List of seventeen parks sites

3) Including today, how many times have you visited __this park/preserve__ in the last 12 months

4) On this visit, what kind of personal group (alone, family and/or friends, not a guided group or other organized group) are you with today? Mark just one.*

() Alone

() Family

() Friends

() Family and friends

() Other Describe: _____

5) How many people are in your personal group today at __ *this park/preserve* __, including yourself

6) Enter the number of people in your personal group within each of the following age groups.

Under 6, 6-12, 13-18, 19-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75+

7) Are you and/or your personal group with one of the following? *

Commercial guided tour group

School/educational group

Commercial fitness group

Family reunion of more than 25 people

Other commercial group

I am not with any commercial or large organized group

8) How did you and/or your group get information about *_this park/preserve_*? (Check all that apply)*

Past experience in park/preserve

Friend or family member

Marin County Parks website

Other Website or Social Media - Write In:

Called Marin County Parks Dept.

Talked with a Marin County Parks staff person

Visited Marin County Parks office

Park map

Signs along trail

Use of cell phone/iPad/tablet/laptop in this park

Guidebook

Other Source - Write In:

9) What forms of transportation did you and/or your group use to arrive at *_this park/preserve_* today?
(Check all that apply)*

Drove/Rode in a vehicle

Walked

Rode a bicycle

Arrived by public transit (bus, train, ferry)

Group bus

Other - Write In: _____

10) What LAND-BASED activities did you participate in today at *_this park/preserve_?* (check all that apply)*

Walk/Hike

Kids Playground

Running/jogging

Walk dog or pet

Group exercise

Bike unpaved trails

Bike on paved trails

Bike on fire road

Play sports

Ride horses

Picnicking

Skateboard/Skatepark

Golf course

Bocchi ball

Horseshoes

Batting cages

Boat ramp/pier

Frisbee golf

Bike park

Other - Write In: _____

I did not participate in any land activities

11) What WATER-BASED activities did you participate in today at *_this park/preserve_?* (check all that apply)*

Relax on beach

Beach activities

Kayaking

Fishing

Sunbathing

Wading/Swimming

- Tide pooling
- Standup Paddle Boarding
- Kiteboarding
- Other - Write In: _____
- I did not participate in any Water-Based activities

12) What NATURE-BASED activities did you participate in today at *_this park/preserve_?* (check all that apply)*

- Relax outdoors
- Enjoy being with family/friends
- Use restroom
- Explore outdoors
- Bird watching
- Wildlife viewing
- Nature walk
- Photography/Art
- Enjoy views
- Other - Write In: _____
- I did not participate in any Nature-Based activities

13) What OTHER activities did you participate in today at *_this park/preserve_?* (check all that apply)*

- Camping
- Take a scenic drive
- Meditation/solitude
- Wedding
- Attend event
- Attend MCP program
- Reading
- Other - Write In: _____
- I did not participate in any of these Other activities

14) Which ONE activity (Land, Water, Nature or Other) above that you participated in was your primary reason for visiting *_this park/preserves_* today? (type in just one activity exactly as shown above)*

15) Did you use a Marin County Parks Annual Pass to access *_this park/preserve_* today?*

- Yes
- No
- Not Applicable

16) Please rate your satisfaction with interactions you had with other visitors at _this park/preserve_ today, on a scale of Very Dissatisfied to Very Satisfied? (Please mark only one)*

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

17) Since you felt very dissatisfied or dissatisfied with your interactions with other visitors at _this park/preserve_ today, briefly describe what caused you to feel that way.

18) Please indicate how personally safe you felt at _this park/preserve_ today on a scale of Very Unsafe to Very Safe ? (Please mark only one response.)

- Very Unsafe
- Unsafe
- Neutral
- Safe
- Very Safe

19) Since you felt Very Unsafe or Unsafe at _this park/preserve_ today check below the most important reasons which caused you to feel that way. (check all that were important reasons)

Scary people I encountered

Wild animals

I did not feel welcome

Dogs I encountered

Bugs and insects

Horses on trails

Unsafe trail conditions

Too few people

Too many people

Bikes on trails

Weather (too hot, too cold or rain)

Too isolated

Presence of park rangers/staff

I felt vulnerable to attack

Other - Write In: _____

20) Overall, how would you rate the quality of your experience at _this park/preserve_ during this visit? (Select just one)*

- Very poor
- Poor
- Neutral
- Good
- Very good

21) Since you rated your experience today Very Poor or Poor, please brief describe the primary reasons you feel that way?

22) Do you have any suggestions on how your experience today at *_this park/preserve_* could be improved? Describe.

23) Are you a resident of the United States?*

Yes

No

24) What country do you live in outside the USA?

25) Are you a resident of Marin County*

Yes

No

26) In what city is your primary residence?

27) Do you live within one mile of this survey site at *_this park/preserve_*? *

Yes

No

Not applicable

28) What state do you reside in?

29) Are you Spanish, Hispanic or Latino?*

Yes

No

30) What is your primary race(s)?

American Indian/Alaska Native

Asian/Asian American

Black/African American

White

Native Hawaiian/Pacific Islander

31) What language is most frequently spoken in your home?*

English only

Language other than English

32) What language other than English is most frequently spoken in your home?*

Spanish

Mandarin/Cantonese

Tagalog

Vietnamese

German/Italian/French

Other Language - Write In: _____

33) Do you or anyone in your personal group have a physical condition that made it difficult to access or participate in park activities or services?

Yes

No

34) What activities or services did you or the person(s) have difficulty accessing or participating in today? Please be specific

35) Because of the physical condition, what specific problems did you or the person(s) have? Please mark all that apply.

Hearing (difficulty hearing ranger programs, or office staff, even with hearing aid)

Visual (difficulty seeing directional signs, visual aids that are part of programs, etc. even with prescribed glasses or due to blindness)

Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)

Other - Write In: _____

36) In what year were you born?

37) What is your sex?*

38) What is the highest level of formal education you have completed? Mark only one.*

12th grade or less

Graduated high school or equivalent

Vocational or trade school

- Some college, no degree
- Associate 2 year degree
- Bachelor's 4 year degree
- Post-graduate or professional degree

39) Which of the following categories best describes your total annual household income for the last calendar year?

- Less than \$25,000
- \$25,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$249,999
- \$250,000 or more
- Prefer not to answer

40) Are you willing to provide your email address so we can send you a follow-up survey and be entered into a drawing for that \$100 prize and help improve Marin County parks?

* SFSU and MCP will not share your email address with anyone.*

- Yes
- No

41) Please provide your name so we can contact you if you win.

42) Provide your email address so you can be entered in a drawing to win a prize after completing the follow-up survey

Thank You!

Appendix B. Follow-Up Survey

Below is the follow-up online survey sent to those who provided email at end of intercept survey.

Follow-Up 2015 Marin County Parks Survey

1) In which Marin County Park or Open Space Preserve did you complete the initial survey? Select one name from the drop down list. If you do not remember, select that option and continue.*

List of 17 park sites

2) Have you been back to *_park/preserve name_* since you completed the on-site survey?*

Yes

No

Don't remember

3) People can have many reasons for visiting Marin County parks and preserves. Below are a list of potential reasons for visiting. Please check responses below if they were an Important or Very Important reason for you visiting *_park/preserve name_* on the day you completed the initial survey. Check all that were Important or Very Important.
*

To connect with nature

Convenient to where I live

Convenient to where I work

Experience solitude

Enjoy a safe environment

Be with family/friends

Experience scenic views

Improve my physical fitness

Improve my mental well being

Learn about history & culture

Learn about nature

To volunteer

Experience natural sounds and quiet

For recreation and play

For team sports

Enjoy an affordable outing

Participate in an organized group outing

Other - Write In: _____

4) Which of the above reasons was the primary reason you visited this _park/preserve name_ on the day you completed the initial survey? Select just one reason from the drop down menu below.

*

- Convenient to where I live
- Convenient to where I work
- Connect with nature
- Experience solitude
- Enjoy safe environment
- Be with family/friends
- Experience scenic views
- Improve my physical fitness
- Improve my mental well being
- Learn about history & culture
- Learn about nature
- To volunteer
- Experience natural sounds and quiet
- For recreation and play
- For team sports
- Enjoy an affordable outing
- Participate in an organized group outing
- Other - Write In

5) Think about all the facilities (e.g. trails, tables, bathrooms, ball fields, ball courts, pool, planted turf, parking, or trailheads) that you used/saw during your visit to _park or preserve name_ when you completed the initial survey. How satisfied were you with each of the following? Rate each facility on a scale of Very Satisfied to Very Unsatisfied.

	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	Not Applicable/Did Not Use
Condition of trails	()	()	()	()	()	()

Availability of bicycling trails	()	()	()	()	()	()
Benches, water fountains, and trash cans	()	()	()	()	()	()
Availability of places to picnic, BBQ, eat together	()	()	()	()	()	()
Availability of sports fields	()	()	()	()	()	()
Availability of ball courts	()	()	()	()	()	()
Planted turf and landscaping	()	()	()	()	()	()
Swimming pools	()	()	()	()	()	()
Availability of parking	()	()	()	()	()	()
Kids playground	()	()	()	()	()	()
Availability of restrooms	()	()	()	()	()	()
Cleanliness of restrooms	()	()	()	()	()	()

Condition of natural resources at the site	()	()	()	()	()	()
Condition of historic resources at the site	()	()	()	()	()	()
Skate park	()	()	()	()	()	()
Bike park	()	()	()	()	()	()
Fishing piers or boat ramps	()	()	()	()	()	()

6) Next we'd like to know how satisfied you were with the staffing and information availability at park or preserve name on the day you completed the initial survey. Please indicate if you were Very Satisfied, Satisfied, Neutral, Unsatisfied or Very Unsatisfied with each item on the list

	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	Not Applicable/Did Not Use
Availability of park staff	()	()	()	()	()	()
Interactions with park staff	()	()	()	()	()	()
Availability of outdoor displays or exhibits about the natural and cultural history of site	()	()	()	()	()	()
Availability of information	()	()	()	()	()	()

about activities and/or events in the park/preserve						
Directional signage at the site	()	()	()	()	()	()
Signs, maps, trail markers	()	()	()	()	()	()

7) Next is a list of issues that sometimes concern park visitors. Please check all that were a Moderate Problem, or a Serious Problem at _park or preserve name_ when you visited.

- Too many visitors at site
- Number of visitors encountered on trail
- Dogs off-leash
- Dog waste
- Horses and/or their deposits on trails
- Speeding bikes on trails
- Lack of information about the site's fragile plant and animal habitats
- Trail conflicts between different types of users
- Lack of public transit to sites
- Limited parking near site
- Visitor-caused noise
- Unclean restrooms
- Trash/litter at park site
- I did not have any issues of concern
- Other - Write In: _____

8) What information, stories, history or features of _park or preserve name_ would you like to learn more about?

9) Will you visit _park or preserve name_ again in the next 12 months?*

- Yes
- No

- Maybe
- Don't know

10) Briefly describe the most important reason why you do or do not plan to visit in the next 12 months.

11) Are there any special qualities about park or preserve name that make it important to you?

- Yes
- No
- Don't know

12) What are these special qualities or aspects? (Describe)

13) Would you like some amenity or facility improvements to park or preserve name to enhance your visit there in the future?*

- No, I like it just the way it is
- Yes, I'd like to see some improvements

14) On a future visit to park or preserve name which of the following types of programs would you and your group be interested in attending? Check all that apply

- Children's or Youth Programs
- Family Activities (e.g. nature quests, tidepooling, all-age volunteer program)
- Outdoor Evening Programs (e.g., campfire, night sky programs)
- Special Events/Festivals/Outdoor Concerts
- History Tours
- Races and Competitions
- Nature Walks
- Sport or Fitness Clinics
- Art/Photography Classes
- Other - Write In: _____

15) On a future visit to park or preserve name which of the following services would you like to have? Check all that are of interest.

More outdoor exhibits/kiosks

Digital information (e.g., on-site electronic kiosks, downloadable pdf files or park apps)

Self-guided tours

Ranger-led walks or talks at park

Programs about the park provided in my community or neighborhood

Personal audio/video guides to the park

Other - Write In: _____

16) Is there anything else you would like to tell us about your recent visit to park or preserve name or comments about other Marin County parks or preserves? (Describe). (Please continue to next question)

17) There are many ways you could get involved and assist the Marin County Parks in the future. Are you interested in any of the following?*

Volunteering in the parks

Attending public meetings or workshops focused on department planning efforts about park or preserve name you visited

Getting more information about events and activities at the park or preserve

I am not interested in getting involved with Marin County parks.

Other - Write In: _____

18) Since you are interested in getting more involved in shaping the future or learning more about Marin County parks and open space preserves, enter your name below so they know who to contact.

19) If you prefer to be contacted by email, please enter your email address so Marin County Parks can reach you.

20) If you prefer to be contacted by phone, please enter your phone number, with area code first.

21) Would you like your name entered into a drawing for a chance to win a \$100 gift card from REI or Trader Joes, or a annual parks pass prize as a token of our appreciation for completing this survey?

*

Yes, enter my name

No thanks

22) Enter your name so we can contact you if you win a prize.

23) Provide your email address so we can contact you if you win a prize. SFSU and MCP will not share your email address with any other organization.

Thank You!