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Final

# PHASE II MARIN COUNTY PARKS VISITORS STUDY REPORT

**Part II,**  
Visitor Counts  
and Survey  
Results



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**MARIN COUNTY**  
**PARKS**  
PRESERVATION · RECREATION



Photo by Billy Hustace

## Executive Summary

Marin County Parks (MCP) contracted with San Francisco State University (SFSU) for a two phase study of visitors to their parks, preserves and paths. Each phase had two parts: 1) visitor surveys and visit counts in the field, and 2) focus groups with select user and community groups. Phase I consisted of surveys at 17 sites and focus groups during the fall of 2015. Phase I surveying began September 5, 2015 and ended November 4, 2015. The phase one survey findings were contained in a report dated March 18, 2016 and the focus group findings in a report dated July 25, 2107. Phase II consisted of an extension of surveying and counting of park/preserve/path visitors starting December 16, 2016 and ending May 9, 2017. The last phase II focus group was held May 9, 2017 and the report with all focus group results was dated July 25, 2017. In this report when the words “park sites” are used it refers to all the surveyed Marin County parks, preserves and paths.

Phases I and II both employed the same intercept survey and visit counts methodology. 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 visit counts, intercept and follow-up surveys conducted in phase I and phase II, plus a combination of the two phases. Findings from phase II focus groups identify key barriers to visitation and strategies for increasing use by nonusers and underserved residents.

Visit counts and surveys 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. Weekends were defined as Saturdays and Sundays. A total of 12,915 persons were counted in Phase II winter/spring 2016-2017 (December 13, 2016 through May 9, 2017) compared to 6,693 from September 5 through November 4, 2015 in Phase I. The average number of visitors at a park/reserve/path was 29.3 for Phase II versus 49.3 persons in Phase I, a 68.3% difference between the sunny and warmer fall months versus the record- breaking wet months of winter/spring of 2016-17.

During the phase II study period there were a total of 1,509 intercept surveys completed (1,168 in phase I) for a 38.1% response rate (54.2% in phase I) from the 3,968 persons invited to take it (2,152 in phase I). The lower phase II response rate was due primarily to a large number of visitors having already completed the intercept survey (they could only take the survey once).

A total of 37% of those contacted in phase II were visitors at parks (44% in phase I), 47% at preserves (35% in phase I) and 16% in phase II were on the two paths included in the study (21% in phase I). Use increased at preserves, on a percentage basis, and declined at parks and on paths, compared to phase I. Sites with the greatest number of phase II visits were Mt. Burdell (15.0% of all visits), Indian Valley had 9.9% and Cascade Canyon recorded 9.3% of visits. Over 29% were first time visitors in phase II (14.7% in phase I), while only 0.3% had visited that particular park site over 50 times in the last year, compared to 46.9% of phase I respondents. This suggests that many phase II respondents had already taken the survey (they could only take it once) and they were much more likely to be less frequent visitors who did not live nearby, relative to phase I respondents. The combination of phase I and II respondents presents a more of a year around and balanced perspective of MCP visitors.

A summary of key recommendations from the visit counts, intercept survey, follow-up survey and focus groups includes:

- Keep park sites open year around, as resource conditions permit. There is substantial year around visitation. Physical fitness and connecting with nature are common reasons to visit and these are desired year around.
- Tell decision makers about park site use. Total year around visitation to the 17 Marin County parks, preserves and paths in this study is significant, estimated in excess of 400,000. They provide services to a very large number of primarily county residents
- Work on reducing crowding at certain sites and times. Both the survey and focus group results demonstrated that most all the park sites experience a much higher density of crowds on weekends and holidays which has led to more user conflicts and traffic congestion, compared to years ago.
- Conduct more outreach and related services to encourage new or infrequent users is needed because a high percentage of park site (park, preserve and path) visitors are regular users and live near the park, and other residents are under-represented.
- Tell decision makers the park sites have a wide appeal. There are a variety of park site users, no one group type dominates.
- Encourage alternative transportation methods to get to the park sites. The majority of visitors now get to the park by private auto. If allowed to continue this will lead to more congestion and parking problems near trailheads.
  - Linkages from paths to preserves could be highlighted and/or increased.

- Better utilize social media and the MCP website to inform and appeal to new users, but not at the most busy times or locations.
  - Through information and education try to disperse use to less used sites and times.
- Allow some sites to become more specialized, as some sites have unique resources, and specialized facilities could be built to accommodate specific user groups (e.g. bike ark at Stafford Lake Park or tennis courts at McInnis Park).
- Continue to maximize opportunities for the core activities in all/most park sites: Appreciation of views, nature and landscapes; hiking/walking, walking dogs, bicycling, and jogging.
- The vast majority of respondents are satisfied or very satisfied with their experience at the park site. But there are still user conflicts, safety issues and displacement among user groups that warrants management attention.
- Focus group and survey results indicated there are some conflicts across four different user groups: Equestrians, mountain bikers, dog owners and hikers. Additional management strategies, policies or staff/volunteers dedicated to reducing these conflicts seems warranted.
- As a way to reduce trail conflicts, many focus group members suggested MCP should better educate park users on trail etiquette, sharing the trail, and positive communication with other visitors
- Offer more off-leash dog walking opportunities, where appropriate, because there is strong year-round demand for this. An example of this demand is over half of winter visitors to McInnis Park where there for dog walking.
- Work with bicycle groups to look at ways to increase bike access, where appropriate. But consider that other users wanted more limits on bikes.
- Work with equestrians because they are concerned for their own and their horses' safety in the presence of the other user groups, particularly mountain bikers and dog owners.
- Increase the presence of rangers and/or volunteer docents on trails. Focus group and the majority of survey respondents felt that park site users generally follow rules and regulations-pertaining to mountain bike speeds and dogs off-leash restrictions, but a small percentage of users ignore policies and safety concerns.
  - These issues are reduced when more park rangers and staff are simply around.
- Identify ways to provide more paths connecting park sites and trails. This is justified because paths are heavily used for both commuting and recreation.



- The majority of visitors want MCP to protect the park sites, especially preserves, and not develop them anymore. Exceptions would be at some more urban-proximate park sites.
- The majority want MCP to resist the push toward providing paved trails and “city park” amenities in preserves and more rural parks.
- Survey respondents suggested facility and service improvements that could reduce some of the most frequently mentioned issues.
  - Suggestions that might fit into this realm of low level change include improvements in trail surface conditions, better enforcement of existing policies on dogs and bicycles, better maintenance of restrooms, control of dogs on trails, and more off-lease dog areas.
- Improved directional signs and trail markers were common desires among survey and focus group respondents.
- Outreach efforts are needed to the Hispanic community, and will entail a long term, well-funded and thought-out plan. Hispanic or Latino respondents and those who speak a language other than English at home are very much under-represented among respondents and park site users, compared to the county population.
  - Try starting at sites that are now attracting larger than average numbers of Hispanic visitors, primarily coastal beach parks with facilities for young and older visitors and families, such as McNears Beach Park or Paradise Beach Park.
  - It may be more difficult to attract diverse users to more remote preserves, such as Giacomini, but encouraging select groups to these sites could be effective.
- Results suggest another under-served group are those persons with disabilities. More specialized accessible trails and other facilities are needed at most all sites.
  - Concentrating on mobility enhancement may be most effective.
- Encourage use by young adults. Study results showed that younger adults are very under-represented among park site visitors, compared to the county population. The focus group results with West Marin transitional youth offer some insights into the strong interest in visiting parks by young adults, barriers they face and potential outreach strategies.
- Keep Marin County parks, preserves and paths free or low cost. This is critical to having economically, age and ethnically diverse visitors. Seniors and young adults, in particular, mentioned this need.
- Continue to protect the special characteristics of MCP park sites most valued by respondents: This includes their natural beauty, nature, forests and views, the trails, it

being close and convenient to larger numbers of residents, its waterfall and wetlands, hiking opportunities and having clean and well maintained facilities.

- Consider moderate changes to park sites, based on the most frequently mentioned respondent comments. These include better maintained facilities and trails, more restrooms, better signs, more educational opportunities and enforcement of existing trail/user policies.
- Utilize volunteers more effectively. There is significant interest in helping MCP by respondents and visitors. The agency could tap into this more through a variety of ways, from internships at high schools and colleges to volunteer work/trail crews (there certainly are limitations on how much can be accomplished for the organizational effort required). Assigning clean-up and minor maintenance to trained residents at parks near their home is another strategy. Volunteer docents at trailheads at busy times were mentioned in the survey and focus groups.
- Commend your agency staff and park commissioners. Respondents in the focus groups and surveys indicated that Marin County parks, preserves and paths greatly add to their quality of life and to the natural environment of the county, and they were appreciative of the efforts done by the department. But there is still work to be done.

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## 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 were:

- To gather and analyze information on Marin County park, preserve and path visitor characteristics, trip purpose, planning and activities in fall and over the winter months
- To understand the Marin County park, preserve and path visitor experience
- To count and estimate number of visit 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 consisted of two phases. Phase I was undertaken the September 5 through November 4, 2015. While Phase II employed similar research tools at the same seventeen sites but was conducted December 13, 2016 through May 9, 2017. Both phases employed the same mixed-method approach and survey instruments, allowing for a comparison of results. The first research activity consisted of an intercept survey of visitors 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 by MCP that represented a diverse cross section of park and open space locations managed by Marin County Parks. Visit counts were made while collecting intercept information. Those visitors who agreed to provide their email address at the end of the intercept survey where later emailed a follow-up survey to gather additional information. At the same time surveys were being conducted SFSU staff were holding focus groups with community members to determine barriers to visitation and how to overcome them.

This report presents the detailed results of the visit counts, intercept and follow-up surveys conducted in winter/spring 2017. Readers are referred to the March 18, 2016 report containing detailed results from the fall 2015 surveys. The results from the winter/spring 2017 focus groups are contained in a separate report. In this report select comparisons of fall 2015 and winter 2017 surveys results and counts are presented.

## Methodology

The intercept survey used in phases I and II 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).

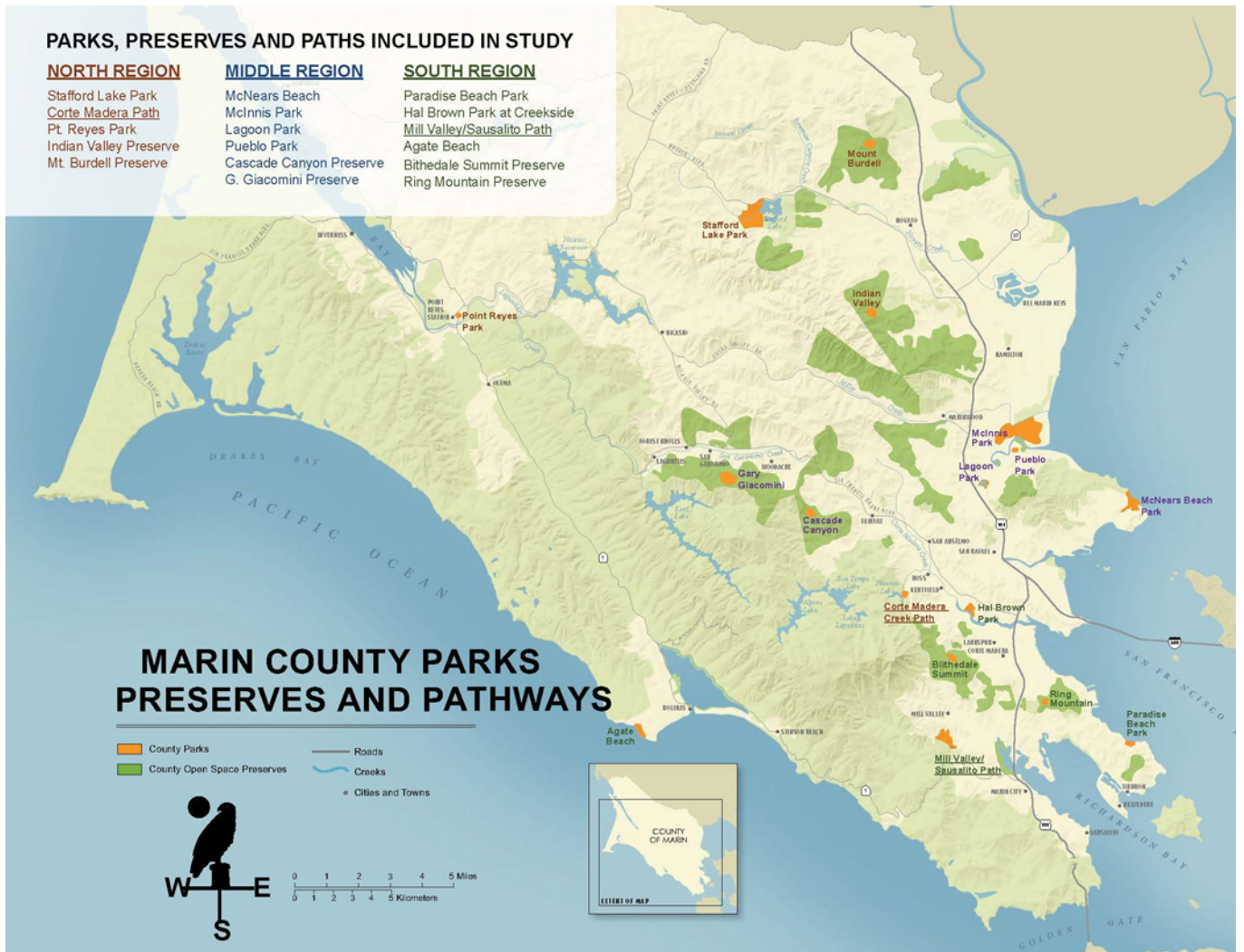
The intercept surveys were administered by trained staff. In phase I the surveyors were Marin County Parks employees from various parts of the organization, who surveyed for just a few days. While in phase II, the county hired six full time seasonal staff to just administer the intercept survey and conduct visit counts. Each surveyor was given a one day training by Dr. Tierney.

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) during the survey period. 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.

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

<b><u>Park/Preserve/Path Name</u></b>	<b><u>Site Number</u></b>	<b><u>Site Abbreviation</u></b>
<b><u>North Region</u></b>		
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
<b><u>Middle Region</u></b>		
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
<b><u>South Region</u></b>		
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



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 N<sup>th</sup> 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 5<sup>th</sup> 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.

A difference in the data collection approach was in who were the surveyors and counters. In Phase I, data collection was undertaken by employees of Marin County Parks, often for short lengths of time. They were likely more familiar with the parks and more loyal to the organization. In Phase II the surveyors were seasonal staff hired by the department just to complete the surveying and counting. They had to receive additional training and there were higher absence and turnover rates in these seasonal staff, compared to those in Phase I. Missed assigned survey sessions had to be made up at a later date. Although this situation did not significantly affect the resultant data, it presented more of a challenge for the department survey coordinator. But the Phase II approach did not place as much stress on existing staff to complete the data collection as was the case in Phase I.

In each phase the agency surveyor initially asked the park visitor if they had completed the intercept survey previously. If they had, then they were thanked but

not given another survey. Only allowing the survey to be completed once was done to keep frequent visitors from dominating and biasing the results and to not overly burden frequent visitors. This data collection rule had a greater impact on the phase II survey because frequent visitors had often already taken the survey. An outcome was those who responded to the phase II survey were, as we shall see in the following results section, more likely to live more than a mile away and visited the park or preserve less frequently than respondents of phase I. So, in general, phase II respondents are more distant and less frequent users of the specific park, preserve or path where they were intercepted.

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. Staff then downloaded all the intercept survey data to a password protected database for further analysis with the SPSS statistics program. 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.

A question on both the phase I and II 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 study: Section A presents results of visit counts for phases I and II. Section B has results from the intercept survey. Findings from the follow-up survey are contained in Section C. Section D provides a description of characteristics of non-visitors to MCP park sites surveyed. The final section E provides a summary comparison of phase I and II results.

### A. Visit Counts

All visitors passing an intercept survey site in one direction at the assigned data collection times were counted. One person passing was considered a “visit.” Visit 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. Weekends were defined as Saturdays and Sundays. A total of 12,915 persons were counted in Phase II winter 2016-2017 (December 13, 2016 through May 9, 2017) compared to 6,693 in phase I, between September 5 through November 4, 2015. The average number of visits at a park/reserve/path was 29.3 for Phase II versus 49.3 persons in Phase I, a 68.3% difference between the sunny and warmer fall months versus the record-breaking wet months of winter/spring of 2016-17.

**Table 2: Visit counts and average during 3 hour survey period, by survey site, by weekday and weekend**

Park, Preserve or Path	Total Count		Total Average		Weekday Average		Weekend Average	
	Winter	Fall	Winter	Fall	2016-17	2015	2016-17	2015
	2016-17	2015	2016-17	2015				
Stafford Lake Park (1)	643.0	259.0	20.2	21.6	12.6	13.8	27.9	29.3
Corte Madera Path (2)	1289.0	984.0	58.6	123.0	60.7	117.3	54.1	126.4
Pt. Reyes Park (3)	594.0	775.0	18.6	96.9	14.7	38.5	35.2	155.3
Indian Valley Preserve (4)	596.0	348.0	28.4	43.5	27.1	43.3	30.5	43.6
Mt. Burdell Preserve (5)	686.0	208.0	29.8	26.0	29.6	19.5	30.8	32.5
McNears Beach (6)	264.0	365.0	10.6	33.2	11.3	5.8	9.0	56.0
McInnis Park (7)	241.0	525.0	10.5	65.6	12.0	12.0	7.0	119.3
Lagoon Park (8)	702.0	384.0	21.9	48.0	16.2	56.8	42.4	39.3
Pueblo Park (9)	42.0	247.0	1.2	20.6	1.9	17.5	0.5	23.7
Cascade Canyon Preserve (10)	546.0	160.0	21.0	13.3	15.7	20.5	27.2	19.5
G. Giacomini Preserve (11)	19.0	73.0	0.7	6.0	0.8	4.7	0.7	7.5
Paradise Beach Park (12)	199.0	167.0	8.3	15.2	3.8	4.3	12.8	28.2
Creekside Park (13)	873.0	585.0	43.7	83.6	36.8	43.3	53.9	113.8
Mill Valley/Sausalito Path (14)	4449.0	1087.0	164.8	155.3	114.9	140.5	227.1	175.0
Agate Beach (15)	512.0	240.0	19.7	18.5	6.7	9.5	37.4	26.1
Bitheedale Summit Preserve (16)	850.0	345.0	25.0	49.3	9.3	30.8	42.7	74.0
Ring Mountain Preserve (17)	410.0	241.0	15.8	18.5	5.1	7.8	26.5	27.7
<b>Total</b>	<b>12915.0</b>	<b>6993.0</b>	<b>29.3</b>	<b>49.3</b>	<b>22.3</b>	<b>34.5</b>	<b>39.2</b>	<b>64.5</b>

\* There were data collection problems at Pueblo Park which may have lowered the counts somewhat.

**Table 3: Visit counts and averages during phase II, by survey site during 3 hour survey period, by phase**

Park, Preserve or Path	Total Average		Morning		Afternoon		Evening	
	Winter 2016-17	Fall 2015	Winter 2016-17	Fall 2015	Winter 2016-17	Fall 2015	Winter 2016-17	Fall 2015
Stafford Lake Park (1)	20.2	21.6	7.4	18.8	20.7	13.0	25.4	27.8
Corte Madera Path (2)	58.6	123.0	37.1	155.3	71.0	130.0	54.3	97.0
Pt. Reyes Park (3)	18.6	96.9	5.4	140.7	29.3	99.5	31.7	51.3
Indian Valley Preserve (4)	28.4	43.5	19.7	53.0	36.4	35.0	20.9	38.5
Mt. Burdell Preserve (5)	29.8	26.0	6.3	28.7	30.5	42.5	22.9	12.3
McNears Beach (6)	10.6	33.2	4.0	7.5	10.1	11.0	10.7	62.6
McInnis Park (7)	10.5	65.6	3.0	13.3	161.0	176.0	13.3	44.3
Lagoon Park (8)	21.9	48.0	28.3	72.0	27.9	44.0	10.6	31.0
Pueblo Park (9)	1.2	20.6	1.3	33.5	1.7	15.3	0.4	13.4
Cascade Canyon Preserve (10)	21.0	13.3	8.0	8.3	18.9	19.0	25.7	10.3
G. Giacomini Preserve (11)	0.7	6.0	5.0	5.0	0.7	7.4	0.7	5.5
Paradise Beach Park (12)	8.3	15.2	1.0	1.5	3.6	29.5	16.1	9.2
Creekside Park (13)	43.7	83.6	38.3	99.0	49.0	86.0	35.0	50.0
Mill Valley/Sausalito Path (14)	164.8	155.3	109.4	77.0	206.1	196.5	198.7	270.0
Agate Beach (15)	19.7	18.5	4.0	11.0	29.0	22.7	7.7	20.0
Bithedale Summit Preserve (16)	25.0	49.3	8.5	36.0	38.7	64.0	12.9	40.5
Ring Mountain Preserve (17)	15.8	18.5	2.4	25.6	21.6	15.8	9.2	11.3
<b>Total</b>	<b>29.3</b>	<b>49.3</b>	<b>17.0</b>	<b>46.2</b>	<b>44.5</b>	<b>59.2</b>	<b>29.2</b>	<b>46.8</b>

Note: Creekside Park is also called Hal Brown Park

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

Time	Mean Average			
	Weekday		Weekend	
	Winter 16-17	Fall 2015	Winter 16-17	Fall 2015
<b>Morning</b>	24.3	27.2	2.2	53.6
<b>Afternoon</b>	17.9	24.3	59.8	74.8
<b>Evening</b>	24.9	31.6	23.4	51.2

**Table 5: Estimated number of visits to study area parks, preserves and paths phase II (December 13, 2016 - May 9, 2017), phase I and year**

Phase	Total Visits Per Period	Number of Periods/Day	Total Visits All Sites, Full Day	Estimated Use May-August <sup>1</sup>	Total Estimated 1 Yr. Visitation
Winter 16-17	69,099	3	207,297		
Fall 2015	30,158	3	90,470		
Total	99,257	3	297,767	88,866	386,633

<sup>1</sup> Estimated by multiplying fall 2015 averages by number of weekdays and weekend days in period. Note: Many of these total visits are repeat visits by nearby residents. Phase I =Sept. 5-Nov. 4, 2015.

An estimate of total use (visits) during the Phase II study period shown in Table 5. It 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 297,767 total visits to all 17 study area sites during the Phase II 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 here was much more cost effective than trying to count every visit and does provide a reasonable estimate of actual total visitation over the entire data collection timeframe.

Table 5 also shows the estimated visitation for a one year period, fall 2015 (Phase I), winter and spring 2016/2017 (Phase II) and (estimated) summer 2017. Combining visitation estimates for all these survey periods results in an estimated 386,633 visits during a recent one year period. If visitation on trails not surveyed in this project were to be added to the total estimate it could easily exceed 400,000 visits in one year.

## 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 for phases I and II. Phase I surveying began September 5, 2015 and ended November 4, 2015. Phase II surveying began on December 16, 2016 and ended May 9, 2017. 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 in phase I, resulting in a 54.2% response rate. While in phase II there were 1,509 completed intercept surveys for a response rate of 38.1%. Response rate was lower in phase II because many visitors had already taken the survey, and were allowed to only submit it once. Combining phases I and II resulted in a total number intercept survey responses of 2,677. The number of completed responses in both Phases I and II 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 in both phases I and II. 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%) in phase I. 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.

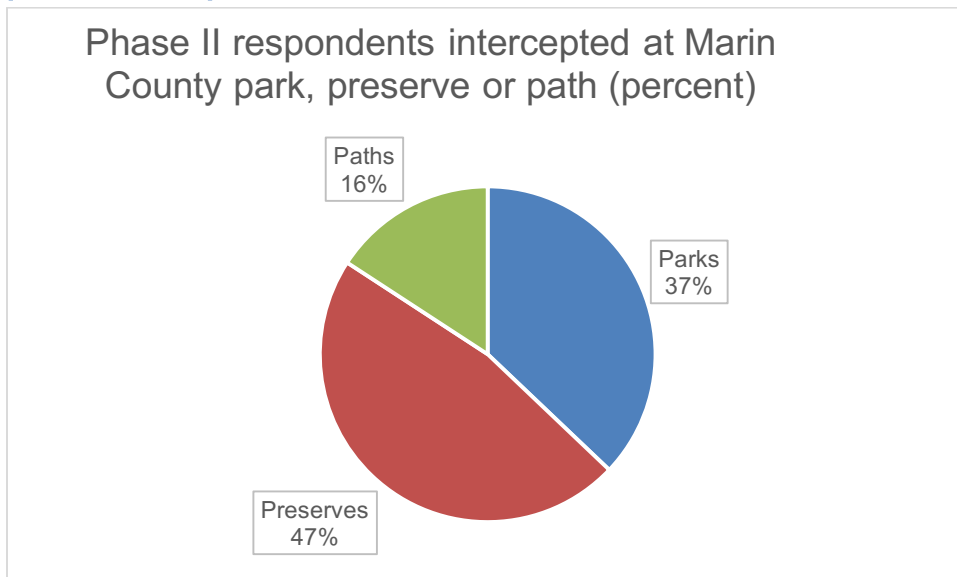
There were significant differences between some respondent characteristics of phases I and II. As will be presented in the following pages and discussed at the end of this report, phase I respondents, compared to phase II respondents, were much more likely to be frequent visitors to the park (an average of 74.5 visits per year versus 26.1 visits by phase II respondents). Phase I respondents were much more likely to live within one mile of the park. 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 overall study findings.

**Table 6: Number of completed intercept and follow-up surveys, and response rates, Phase I and II**

	<b>Phase I</b>	<b>Phase II</b>	<b>Total</b>
Total Visitor Groups Contacted	2,152	3,968	6,120
Total Number of Completed Intercept Surveys	1,168	1,509	2,677
Percent Response Rate Intercept Survey	54.2%	38.0% <sup>1</sup>	43.7%
Providing Email Address For Follow-Up Survey	680	790	1,470
Total Number Completed Follow-Up Surveys	157	185	342
Percent Response Rate Follow-Up Surveys	23.1%	23.4%	23.3%

<sup>1</sup> Response rate was lower in Phase II because many visitors contacted had already taken the survey compared to Phase I. Persons could only take survey once.

**Figure 2: Phase II; Survey respondents intercepted at Marin County park, preserve or path**

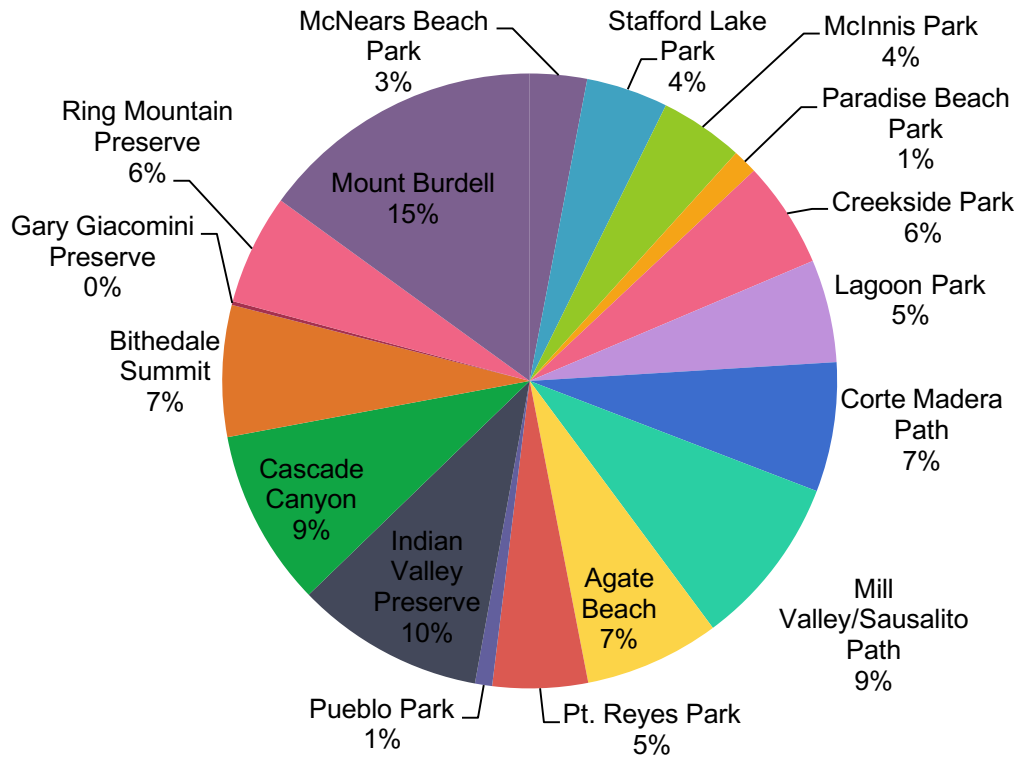




**Table 7: Survey respondents intercepted at Marin County park, preserve or path; phases I and II, and combined total**

<b>Resource Type</b>	<b>Phase I Percent</b>	<b>Phase II Percent</b>	<b>Phase I Count</b>	<b>Phase II Count</b>	<b>Total Count</b>
Parks (9)	43.6%	37.1%	509	559	1068
Preserves (6)	35.5%	47.1%	415	711	1,126
Paths (2)	20.9%	15.8%	244	239	483
<b>Total Parks, Preserves, Paths</b>	<b>100.0%</b>	<b>100%</b>	<b>1,168</b>	<b>1,509</b>	<b>2,677</b>

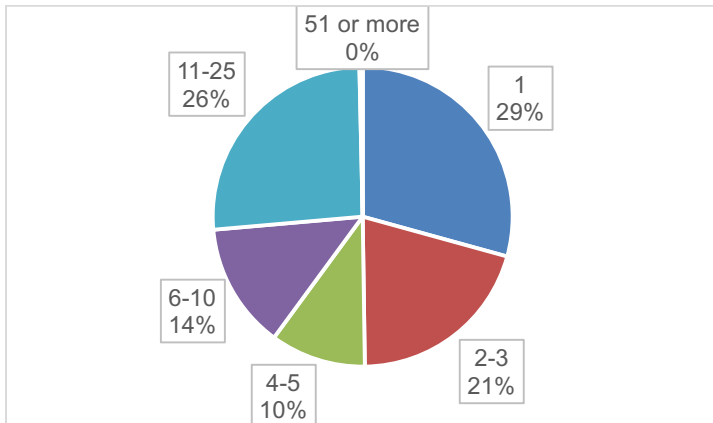
Figure 3: Intercept survey respondents by Marin County park open space preserve and path, Phase II



**Table 8: Number of respondents by park site, phases I and II**

Park, Preserve or Path	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Mill Valley/Sausalito Path	10.9%	9.0%	9.8%	127	136	263
Corte Madera Path	10.0%	6.8%	8.2%	117	103	220
Indian Valley Preserve	9.2%	9.9%	9.6%	107	150	257
Bithedale Summit	7.9%	6.9%	7.3%	92	104	196
Pt. Reyes Park	7.4%	5.0%	6.0%	86	75	161
Mount Burdell	6.3%	15.0%	11.2%	74	226	300
Stafford Lake Park	6.1%	4.3%	5.1%	71	65	136
Agate Beach	5.5%	7.1%	6.4%	64	107	171
Ring Mountain Preserve	5.1%	5.8%	5.5%	59	88	147
Lagoon Park	4.9%	5.4%	5.2%	57	82	139
Creekside (Hal Brown) Park	4.7%	5.6%	5.2%	55	85	140
Cascade Canyon	4.7%	9.3%	7.3%	55	140	195
McInnis Park	4.0%	4.4%	4.2%	47	66	113
McNears Beach Park	3.9%	3.0%	3.4%	45	45	90
Pueblo Park	3.7%	0.9%	2.1%	43	14	57
Paradise Beach Park	3.5%	1.3%	2.3%	41	20	61
Gary Giacomini Preserve	2.4%	0.2%	1.2%	28	3	31

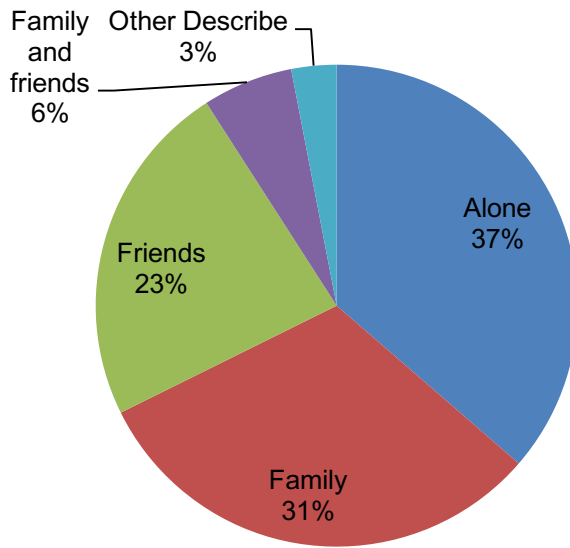
Figure 4: Phase II respondent number of visits in last year,



Number of Visits*	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
1	14.7%	29.3%	21.2%	161	253	414
2-3	9.0%	20.5%	14.1%	98	177	275
4-5	4.6%	10.3%	7.1%	50	89	139
6-10	9.8%	13.5%	11.4%	107	117	224
11-25	15.0%	26.9%	19.9%	164	225	389
26-50	12.5%	0.3%	7.2%	137	3	140
51 or more	34.4%	0.0%	19.2%	376	0	376
Total	100.0%	100%	100%	1168	864	1957
Mean average, all respondents				74.5 visits	26.1 visits	50.3 visits

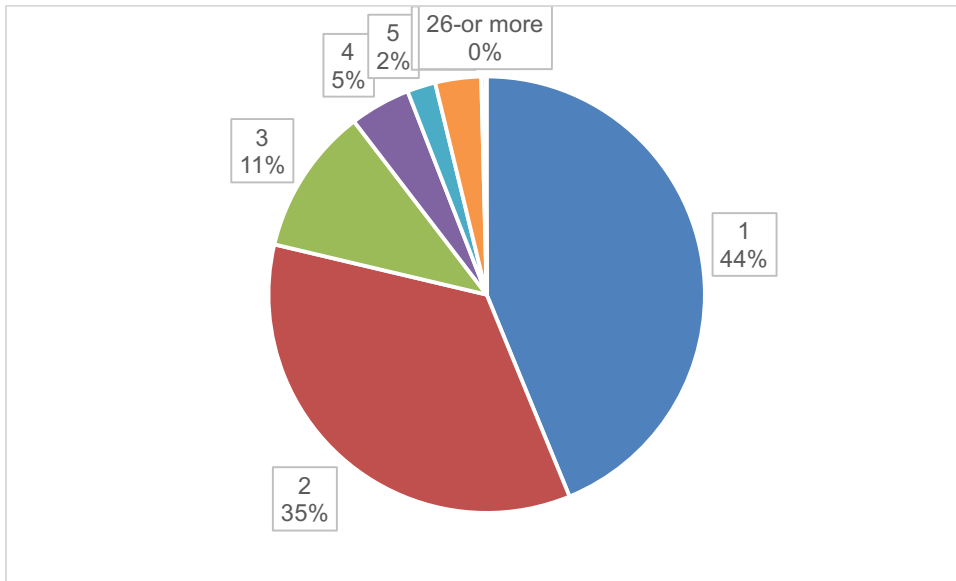
\* Difference in first time visitors between Phase I and Phase II were influenced by the fact that respondents who had already completed a survey could not take it again. Many frequent park/presser/path visitors in Phase II has already taken the survey during Phase I

Figure 5: Type of personal group at park or preserve, phase II



Type Group	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Alone	36.2%	37.3%	41.0%	89	622	710
Family	31.3%	32.2%	33.7%	76	513	589
Friends	23.5%	24.2%	17.1%	57	243	300
Family and friends	6.2%	6.4%	5.2%	15	76	91
Other	3.0%	3.5%	3.4%	7	53	60

Figure 6: Number of persons in group today, phase II



Group Size	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
1	48.7	43.8	45.9	546	661	1,207
2	32.6	34.9	33.9	366	525	891
3	7.5	10.9	9.4	84	164	248
4	5.3	4.5	4.8	60	67	127
5	2.6	2.1	2.4	29	33	62
6-15	2.7	2.9	3.1	30	52	82
16-25	0.2	0.3	0.3	2	6	8
26-or more	0.4	0.1	0.2	5	2	7
Mean average, all respondents	1.8 persons	2.1 persons	2.0 persons	na	na	na

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	< 6	6-12	13-18	19-24	25-34	35-44	45-54	55-64	65-74	75+
Percent	18.1 %	15.3 %	8.0 %	9.1 %	19.6 %	24.9 %	29.3 %	26.7 %	22.0 %	9.2 %
Number of persons*	245	207	109	123	266	338	398	362	298	125

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

**Table 10: With commercial or other group**

Group	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
School/educational group	0.9%	0.6%	0.7%	10	9	19
Family reunion of more than 25 people	0.9%	0.4%	0.6%	10	6	16
Commercial fitness group	0.8%	0.2%	0.5%	9	3	12
Commercial guided tour group	0.1%	0.1%	0.1%	1	2	3
Other commercial group	1.0%	0.6%	0.8%	11	9	20
Not with commercial or large organized group	96.5%	98.1%	97.3%	1,122	1,478	2,600
				1,163	1,507	2,670

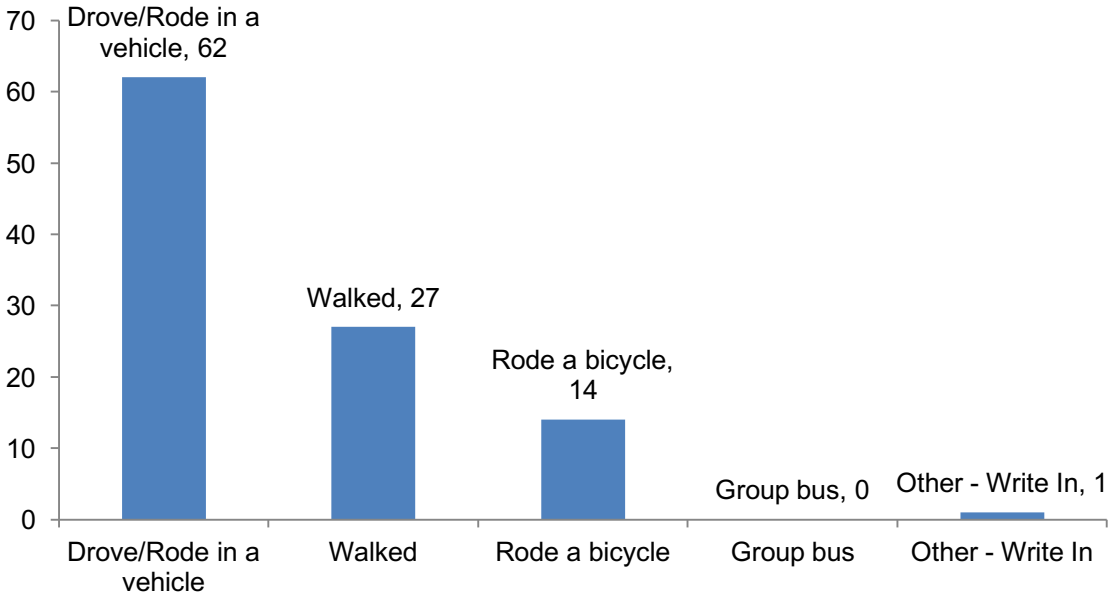
**Table 11: Sources of information about park/preserve/path**

Information Source	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Past experience in park/preserve/path	47.7%	54.1%	52.3%	116	1,025	1,141
Friend or family member	18.0%	18.2%	18.1%	68	345	413
Signs along trail	9.9%	5.7%	7.0%	24	84	108
Other Website or Social Media - Write In*	5.8%	3.5%	4.1%	14	53	67
Marin County Parks website	5.4%	5.6%	5.5%	13	84	97
Park map	2.1%	3.3%	2.8%	5	49	54
Guidebook	1.7%	1.1%	1.5%	4	16	20
Talked with a Marin County Parks staff person	0.8%	1.0%	0.9%	2	15	17
Visited Marin County Parks office	0.8%	0.3%	0.6%	2	4	6
Use of cell phone/iPad/tablet/laptop in this park	0.4%	1.8%	1.1%	1	27	28
Called Marin County Parks Dept.	0.0%	0.2%	0.1%	0	3	3
Other Source - Write In	14.4%	12.5%	12.8%	35	189	224

\* Social Media Write-in responses: Google (17 responses), AllTrails.com (10), Facebook (2), Yelp (2)

\*\* Other Write-in responses: Google (16 responses), AllTrails.com (9)

**Figure 7: Type of transportation used to arrive at park/preserve/path, phase II**



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Drove/rode in a vehicle	62.1%	71.4%	70.1%	151	1,118	1,269
Walked	27.2%	20.2%	21.1%	66	316	382
Rode a bicycle	13.6%	7.1%	8.0%	33	111	144
Arrived by public transit (bus, train, ferry)	0.0%	0.3%	0.2%	0	4	4
Group bus	0.4%	0.1%	0.1%	1	2	3
Other - Write In	0.8%	1.0%	0.9%	2	15	17
Total				243	1,566	1,809

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

Land Based Activity	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
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Walk/Hike	63.8%	52.1%	51.1%	155	1,182	1,337
Walk dog or pet	20.2%	17.1%	16.7%	49	389	3.38
Bike unpaved trails	10.7%	2.8%	3.4%	26	63	89
Bike on paved trails	9.1%	4.2%	4.5%	22	95	117
Running/jogging	8.6%	5.9%	6.0%	21	135	156
Kids Playground	5.8%	5.3%	5.2%	14	121	135
Bike park	4.9%	0.4%	0.8%	12	8	20
Bike on fire road	4.5%	2.8%	2.8%	11	63	74
Picnicking	3.7%	2.7%	2.7%	9	61	70
Frisbee golf	2.5%	0.4%	0.5%	6	8	14
Skateboard/skate park	2.1%	0.3%	0.4%	5	6	11
Play sports	1.7%	1.0%	1.0%	4	23	27
Boat ramp/pier	0.4%	0.3%	0.3%	1	6	7
Ride horses	0.4%	0.4%	0.4%	1	10	11
Golf course	0.4%	0.4%	0.4%	1	10	11
Other - Write In	4.9%	1.9%	2.1%	12	44	56
I did not participate in any land activities	4.1%	2.1%	1.8%	10	47	47
Total				243	1,271	2,620

**Table 13: Participation in most frequent land-based activities, by all parks, all preserves and all paths; phase II (percent)**

Land Based Activity	All Sites (%)	Parks (%)	Preserves (%)	Paths (%)
Walk/Hike	52.1%	69.0	87.5	75.1
Walk dog or pet	17.1%	23.0	28.3	26.2
Bike unpaved trails	2.8%	1.5	6.8	3.4
Bike on paved trails	4.2%	6.3	3.6	14.8
Running/jogging	5.9%	4.7	9.3	18.1
Kids Playground	5.3%	19.4	0.6	4.2
Bike park	0.4%	1.1	0.1	0.4
Bike on fire road	2.8%	1.5	6.3	4.6
Picnicking	2.7%	8.0	2.0	0.4
Disc golf	0.4%	1.3	0.1	0.0
Skateboard/skate park	0.3%	0.7	0.0	0.8
Ride Horse	1.0%	0.5	0.9	0.0
Other	0.3%	6.7	0.7	0.8

**Table 14: Participation in water-based activities at park/preserve/path, phases I and II**

Water Based Activity	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Relax on beach	7.4%	4.9%	6.2%	18	74	92
Beach activities	2.5%	2.0%	2.4%	6	30	36
Fishing	2.5%	2.5%	2.8%	6	37	42
Tide pooling	2.1%	5.9%	6.3%	5	89	94
Other - Write In	1.7%	3.3%	3.6%	4	49	53
Kayaking	0.8%	1.0%	1.1%	2	15	17
Sunbathing	0.8%	1.1%	1.3%	2	17	19
Wading/Swimming	0.8%	1.7%	1.8%	2	25	27
Standup Paddle Boarding	0.8%	0.3%	0.5%	2	5	7
Kiteboarding	0.0%	0.3%	0.3%	0	5	5
I did not participate in any water-based activities	84.4%	85.3%	84.9%	205	1,280	1,485
Total				243	1,626	1,869

**Table 15: Participation in water-based activities, by all parks, all preserves and all paths; phase II (percent)**

Water Based Activity	All Sites (%)	Parks (%)	Preserves (%)	Paths (%)
Relax on beach	4.9%	10.1	2.0	1.3
Beach activities	2.0%	4.0	0.9	0.8
Fishing	2.5%	5.4	0.7	0.8
Tide pooling	5.9%	14.9	0.7	0.8
Kayaking	3.3%	1.3	0.7	1.3
Sunbathing	1.0%	1.5	0.9	0.8
Wading/Swimming	1.1%	2.0	1.7	0.8
Standup Paddle Boarding	1.7%	0	0.4	0.8
Other	0.3%	1.8	5.0	1.7
I did not participate in any water-based activities	85.3%	72.6	92.0	94.9

**Table 16: Participation in nature-based activities at park/preserve/path, phases I and II**

Nature Based Activity	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Relax outdoors	51.0%	53.9%	52.7%	124	809	933
Enjoy views	38.3%	46.4%	42.5%	93	696	789
Nature walk	35.8%	42.0%	38.7%	87	631	718
Enjoy being with family/friends	33.7%	34.8%	33.9%	82	522	604
Explore outdoors	32.9%	38.8%	35.1%	80	583	663
Wildlife viewing	24.7%	24.9%	24.8%	60	374	434
Bird watching	19.3%	21.5%	20.4%	47	322	369
Use restroom	11.9%	12.5%	12.3%	29	188	217
Photography/Art	9.5%	10.1%	9.9%	23	152	175
Other - Write In	2.9%	3.1%	3.0%	7	46	53
I did not participate in any nature-based activities	14.8%	10.9%	12.6%	36	163	199
Total				243	4486	4729

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



Nature Based Activity	All Sites (%)	Parks (%)	Preserves (%)	Paths (%)
Relax outdoors	53.9%	56.7	54.3	45.6
Enjoy views	46.4%	36.4	54.0	46.8
Nature walk	42.0%	31.9	55.5	24.9
Enjoy being with family/friends	34.8%	39.0	34.5	26.2
Explore outdoors	38.8%	32.8	48.0	25.3
Wildlife viewing	24.9%	25.7	24.7	22.8
Bird watching	21.5%	22.8	16.0	33.8
Use restroom	12.5%	27.4	2.7	6.8
Photography/art	10.1%	7.1	14.4	4.2
Other	3.1%	2.2	4.2	2.1
I did not participate in Nature Based activities	10.9%	15.4	5.9	15.6

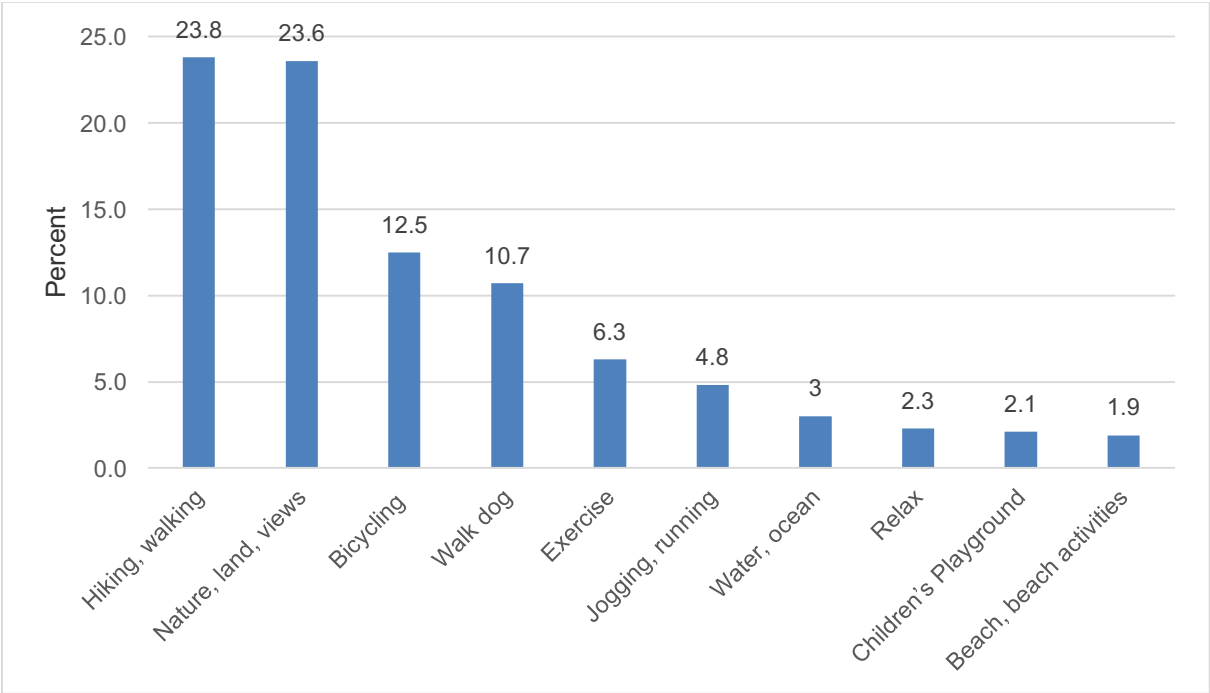
**Table 18: Participation in other activities, all parks/preserves/paths**

<b>Other Activities</b>	<b>Phase I Percent</b>	<b>Phase II Percent</b>	<b>Total Percent</b>	<b>Phase I Count</b>	<b>Phase II Count</b>	<b>Total Count</b>
Meditation/solitude	13.6%	11.0%	12.7%	33	165	198
Take a scenic drive	8.6%	6.5%	7.6%	21	97	118
Reading	2.9%	2.3%	2.5%	7	34	461
Camping	1.7%	1.1%	1.4%	4	16	20
Wedding	0.8%	0.3%	0.5%	2	4	6
Attend event	0.8%	0.7%	0.7%	2	11	13
Attend MCP program	0.4%	0.1%	0.2%	1	2	3
Other - Write In	6.2%	2.5%	6.4%	15	38	53
I did not participate in any of these other activities	71.2%	81.8%	76.3%	173	1,228	1,401
<b>Total</b>				<b>243</b>	<b>1,595</b>	<b>1,838</b>

**Table 19: Participation in other activities, by all parks, all preserves and all paths; phase II**

<b>Other Activities</b>	<b>All Sites (%)</b>	<b>Parks (%)</b>	<b>Preserves (%)</b>	<b>Paths (%)</b>
Meditation/solitude	11.0%	7.4	13.7	10.6
Take a scenic drive	6.5%	12.0	3.6	2.1
Reading	2.3%	3.6	1.3	1.7
Camping	1.1%	1.5	1.0	0.4
Wedding	0.3%	0.7	0.0	0.0
Attend event	0.7%	1.3	0.1	1.3
Attend MCP program	0.1%	0.4	0.0	0.0
Other - Write In	2.5%	4.2	1.4	2.1
I did not participate in those other activities	81.8%	79.9	82.3	85.2

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



**Table 20: Primary reason for visiting parks, preserve or path, phases I & II**

<b>Reason</b>	<b>Phase I Percent</b>	<b>Phase II Percent</b>	<b>Total Percent</b>
Hiking, walking	23.8%	31.9	27.9
Nature, land, views	23.6	33.0	28.3
Bicycling, bike park	12.5	4.3	8.4
Walk dog	10.7	9.8	10.3
Exercise	6.3	6.1	6.2
Jogging, running	4.8	2.6	7.4
Water, ocean	3.0	2.8	2.9
Relax	2.3	2.1	2.2
Children's Playground	2.1	2.5	2.3
Beach, beach activities	1.9	0.8	1.4
Restrooms	1.8	1.8	1.8
Be with friends/family	1.3	1.6	1.4
Fishing	1.2	1.5	1.3
Horseback riding	1.1	0.5	0.8
Meditation, quiet, solitude	1.1	1.8	1.5
Event, party, wedding	1.1	0.2	0.7
Skateboarding, skate park	1.0	0.2	0.6
Birding, wildlife	1.7	11.1	6.4

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

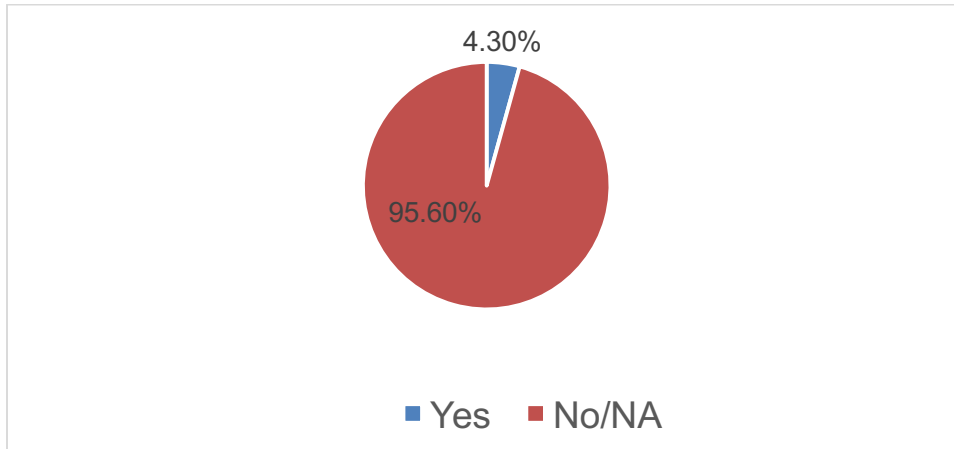
Primary Reason	Phase II Percent	Phase I Percent	Total Percent
<b>All parks</b>			
Nature, land, views	28.6	20.4	24.5
Hike, walk	21.6	16.3	19.0
Walk dog	11.9	8.8	10.4
Bicycle, bike park	4.8	11.4	8.1
Children's playground	6.2	2.1	4.2
<b>All Preserves</b>			
Hike, walk	40.3	31.9	36.1
Nature, land, views	33.2	28.5	30.1
Walk dog	8.4	10.9	9.7
Exercise	9.4	6.3	7.9
Biking	3.4	9.2	6.3
<b>All Paths</b>			
Nature, land, views	43.7	22.0	32.9
Hike, walk	29.9	25.3	27.6
Biking	5.7	20.3	13.0
Walk dog	9.2	14.1	11.7
Exercise	4.6	6.3	5.5

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

Park/Preserve/Path	Phase I was 1 <sup>st</sup> Reason For Visit (%)	Phase II was Reason for Visit (%)
McNears Beach Park	0.0%	4.4
Stafford Lake Park	0.0	4.6
McInnis Park	35.6	50.8
Paradise Beach Park	0.0	0.0
Creekside (Hal Brown) Park	20.0	20.0
Lagoon Park	22.8	24.2
Corte Madera Path	0.0	20.6
Mill Valley/Sausalito Path	30.1	7.7
Agate Beach	33.6	5.9
Pt. Reyes Park	4.0	0.0
Pueblo Park	35.7	20.0
Indian Valley Preserve	43.0	13.4
Cascade Canyon Preserve	18.6	5.6
Bithedale Summit	27.5	0.0
Gary Giacomini Preserve	0.0	0.0
Ring Mountain Preserve	13.6	3.7
Mount Burdell	30.9	9.6

Note: Total count for all sites = 22.9% participated in dog walking and 11.9% was primary reason.

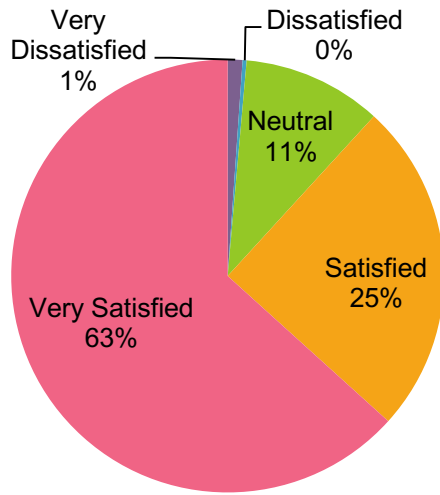
Figure 9: Used Marin County Parks annual pass at park with an entrance fee (McNears, Stafford ad Paradise), Phase II



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Yes	20.3%	4.3%		30	24	54
No and Not applicable	79.7%	95.6%		118	531	649
Total				148	555	703



Figure 10: Satisfaction with interactions with other visitors at all parks/preserves/paths\*



Satisfaction	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Very Dissatisfied	3.1%	1.1%	1.9%	36	17	53
Dissatisfied	1.5%	0.3%	0.8%	17	4	21
Neutral	8.1%	10.4%	9.4%	94	155	249
Satisfied	26.6%	24.9%	25.6%	308	373	681
Very Satisfied	60.8%	63.3%	62.2%	705	948	1653
Total				1,160	1,497	2657

\* 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 (write-in), phase II**

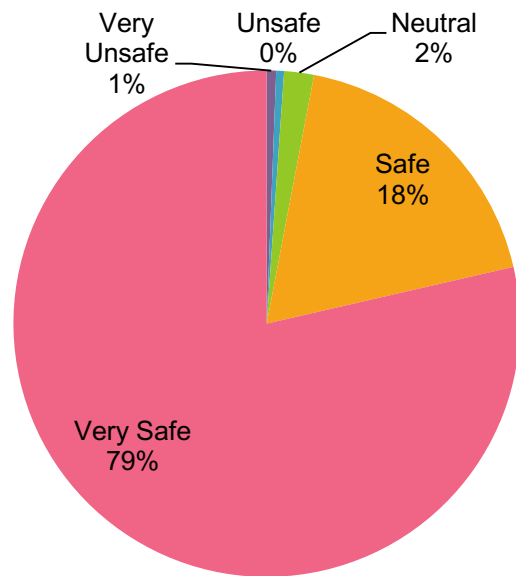
Reason	Count
Conflicts with dogs	2
Speeding bicyclists	1
Not enough parking	1
Playing loud music	1
Not enough swing sets at playground	1
Total	6

Note: Only 1.4% 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, phase II**

Satisfaction	All Sites (%)	Parks (%)	Preserves (%)	Paths (%)
Very Dissatisfied	3.1%	1.5	1.2	0.4
Dissatisfied	1.5%	0.4	0.1	0.4
Neutral	8.1%	12.9	7.4	13.5
Satisfied	26.6%	27.4	20.5	33.3
Very Satisfied	60.8%	58.3	70.9	52.3

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



Level of Personal Safety	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Very Unsafe	1.3%	0.6%	0.9%	15	9	24
Unsafe	1.0%	0.5%	0.8%	12	8	20
Neutral	3.0%	1.9%	2.4%	35	28	63
Safe	22.4%	18.4%	20.1%	260	275	535
Very Safe	72.2%	78.6%	75.8%	838	1,177	2,015
Total				1,160	1,497	2,657

Note: Only 2.3% of respondents felt unsafe or very unsafe in phase I , and 1.1% in phase II

**Table 25: Most important reasons which caused respondent to feel unsafe or very unsafe**

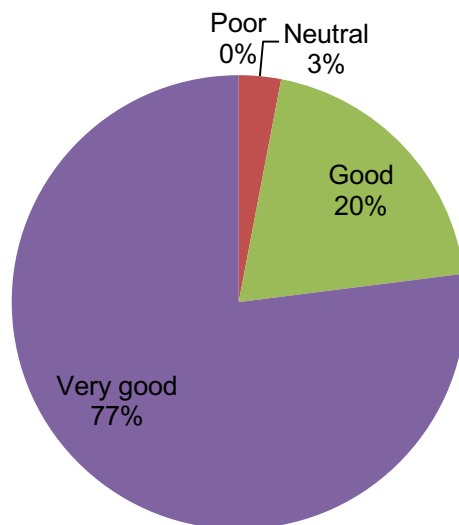
Reason	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Dogs I encountered	33.3%	18.8%	28.6%	3	3	6
Bikes on trails	33.3%	25.0%	28.6%	2	4	6
Unsafe trail conditions	16.7%	6.3%	9.5%	1	1	2
I felt vulnerable to attack	0	6.3%	4.8%	0	1	1
Horses on trail	0	6.3%	4.8%	0	1	1
I did not feel welcome	0	6.3%	4.8%	0	1	1
Other – Write-in	16.7%	18.8%	19.1%	1	3	4
Total				7	14	21

Note: Only 2.3% of respondents felt unsafe or very unsafe, and 1.1% in phase II.

**Table 26. How personally safe respondent felt by all parks, all preserves and all paths, phase II**

Satisfaction	All Sites (%)	Parks (%)	Preserves (%)	Paths (%)
Very Unsafe	0.6%	0.4	0.9	0.4
Unsafe	0.5%	0.4	0.3	1.7
Neutral	1.9%	0.5	2.2	4.2
Safe	18.4%	16.9	18.6	21.1
Very Safe	78.6%	81.9	78.1	72.6

**Figure 12: Quality of experience at park/preserve/path, phase II**



Quality of Experience	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Very poor	0.0%	0.1%	0.1%	0	2	2
Poor	0.2%	0.0%	0.1%	2	0	2
Neutral	2.6%	1.2%	1.8%	30	18	48
Good	19.9%	15.1%	17.3%	231	226	457
Very good	77.3%	83.6%	81.1%	897	1,251	2,148
Total				1,160	1,487	2,647

\* No variables were significantly correlated with quality of experience.

**Table 27. Quality of your experience today, all parks, all preserves and all paths; phase II (percent)**

Satisfaction	All Sites (%)	Parks (%)	Preserves (%)	Paths (%)
Very Poor	0.1%	0.0	0.1	0.4
Poor	0.0%	0.0	0.0	0.0
Neutral	1.2%	1.1	0.6	3.4
Good	15.1%	17.8	11.1	21.1
Very Good	83.6%	81.2	88.2	75.1

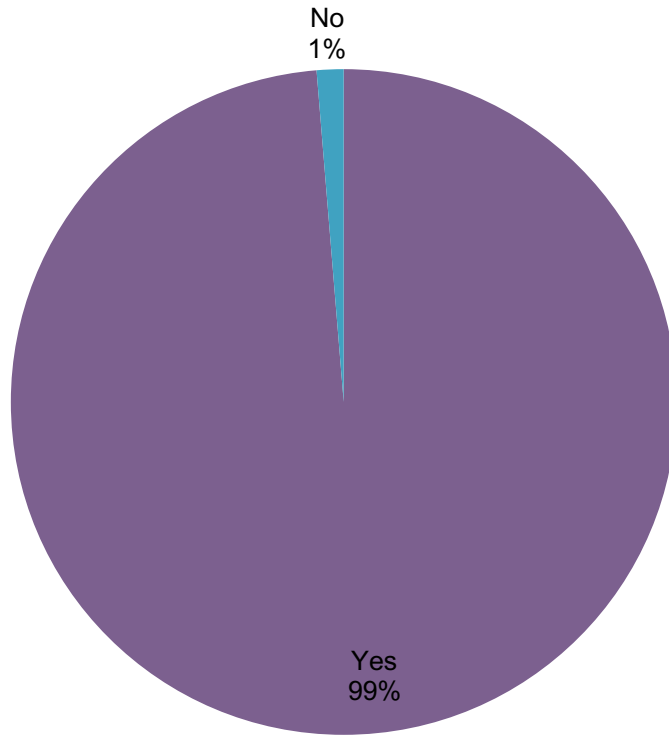
**Table 28: Suggestions on how to improve experience at the park/preserve/path (write-in), phase II**

<b>Suggestion Topic</b>	<b>Phase I Percent</b>	<b>Phase II Percent</b>	<b>Total Percent</b>
No suggestion or positive comment	38.6	29.7	34.2
Trail, path	14.9	24.2	19.6
Enforcement, policies	13.5	13.9	13.7
Maintenance	9.8	12.2	11.0
Dogs	9.2	10.0	9.6
New facilities	8.9	7.5	8.2
Signs, map, information	8.6	10.3	9.5
Restrooms	5.9	3.9	4.9
Reduce amount of animal poop	5.8	3.9	4.9
Access	5.1	9.4	7.3
Bikes, bike park, speeding bikes, more single track	4.2	8.1	6.2
Shade	3.6	0.6	2.1
Wildlife, coyotes, bugs, bees	3.0	3.3	3.2
Pave, resurface trail or parking lot	2.3	1.4	1.9
Parking	2.0	1.9	2.0

Horses	1.7	0.1	0.9
Benches	1.6	1.1	1.4
Playground	0.9	2.2	1.6
Separate lanes on trail	0.9	0.6	0.8
Trash	0.5	3.6	2.1
Sports fields, courts	0.0	2.5	1.3
Invasive species, poison oak	0.0	0.3	0.2

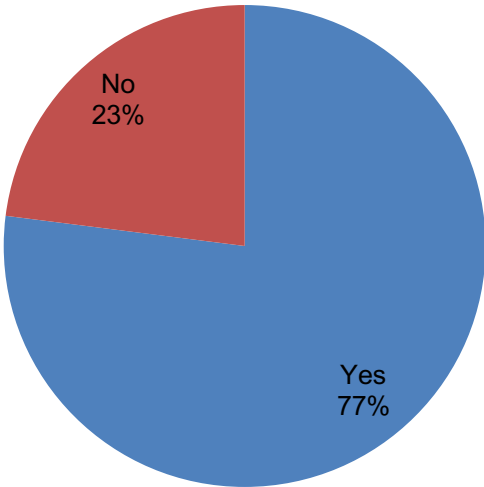


Figure 13: Resident of the United States, phase II



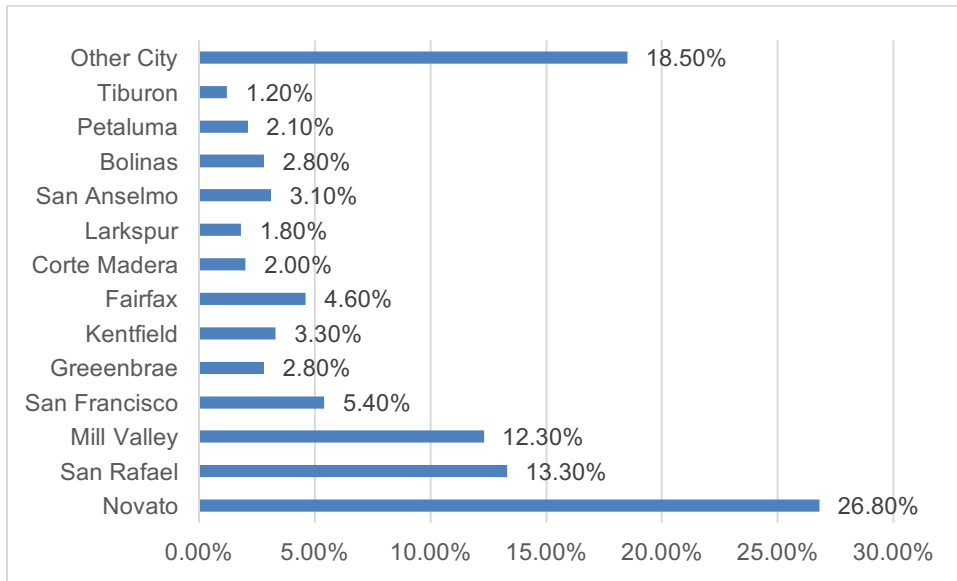
Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Percent	Total Percent
Yes	97.7%	98.7%	98.2%	1,138	1,465	2,603
No	2.3%	1.3%	1.8%	27	20	47
Total				1,165	1,485	2,650

Figure 14: Resident of Marin County



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Yes	76.7%	75.7%	76.2%	873	1,111	1,984
No	23.3%	24.3%	23.8%	265	356	621
Total	100.0%	100.0%	100.0%	1,138	1,467	2,605

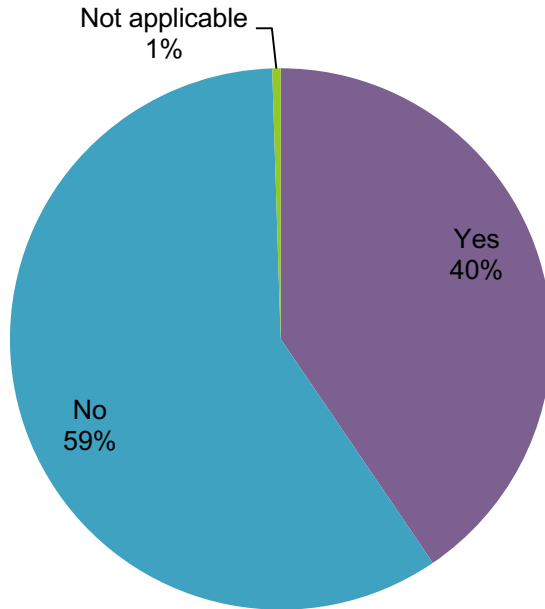
**Figure 15: City of respondent primary residence, phase II**



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Novato	18.5%	26.8%	23.2%	199	369	568
San Rafael	15.0%	13.3%	14.0%	161	183	344
Mill Valley	14.4%	12.3%	13.2%	155	169	324
San Francisco	6.6%	5.4%	5.9%	71	74	145
Greenbrae	4.0%	2.8%	3.3%	43	39	82
Kentfield	3.6%	3.3%	3.5%	39	46	85
Fairfax	3.5%	4.6%	4.1%	38	63	101
Corte Madera	3.4%	2.0%	2.6%	36	28	64
Larkspur	3.3%	1.8%	2.4%	35	25	60
San Anselmo	3.0%	3.1%	3.1%	32	43	75

Bolinas	2.0%	2.8%	2.4%	22	38	60
Petaluma	2.0%	2.0%	2.0%	21	28	49
Tiburon	1.7%	1.2%	1.4%	18	16	34
Other City	18.9%	18.5%	18.8%	193	254	460
Total				1,076	1,375	2451

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

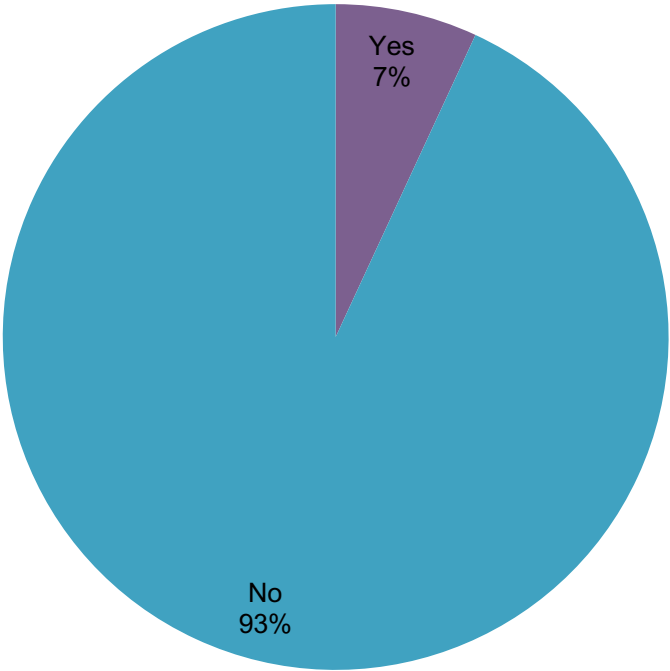


Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Yes	50.4%	40.5%	45.4%	446	450	896
No	48.5%	59.0%	53.8%	429	656	1,085
Not applicable	1.1%	0.5%	0.8%	10	6	16
Total				885	1,112	1,997
Yes - All parks	44.4%	39.8%	42.1%	na	na	Na
Yes - All preserves	51.0%	37.9%	44.5%	na	na	na
Yes - All paths	59.2%	53.2%	56.2%	na	na	na

Table 29: Respondent state of USA residence, phases I and II

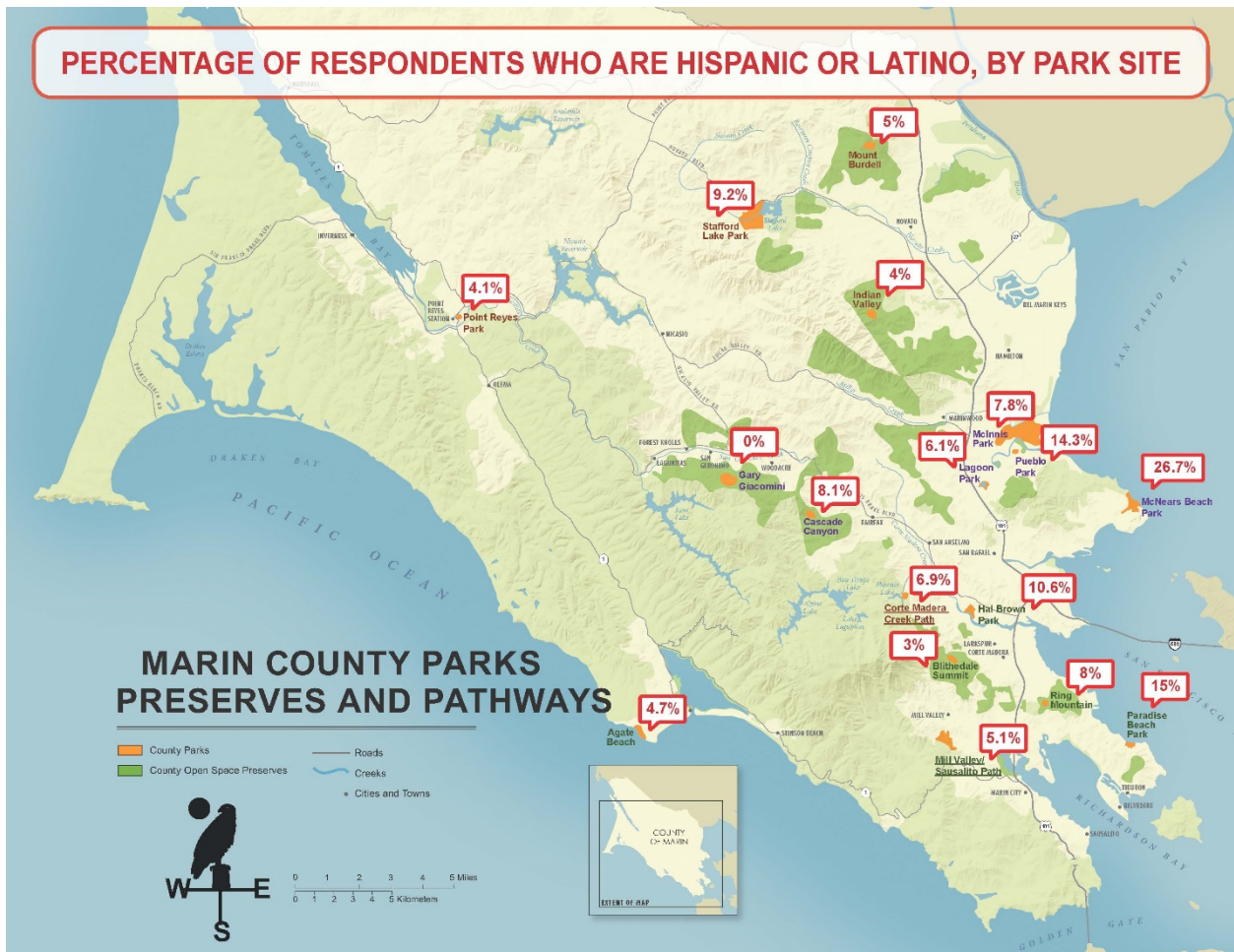
State	Phase I Percent	Phase II Percent	Total Percent
California	96.6%	94.6%	95.6%
Colorado	1.5%	2.6%	2.1%
Arizona	0.2%	0.1%	0.1
Florida	0.2%	0.%1	0.1
Nevada	0.2%	0.1%	0.1
Washington	0.2%	0.2%	0.2
Other States	1.1%	2.5%	1.8%
Total			

Figure 17: Is respondent Spanish, Hispanic or Latino?



Spanish, Hispanic or Latino	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Yes	9.1%	6.9%	7.8%	106	102	208
No	90.9%	93.1%	92.2%	1,059	1,385	2,444
Total				1,165	1,487	2,652

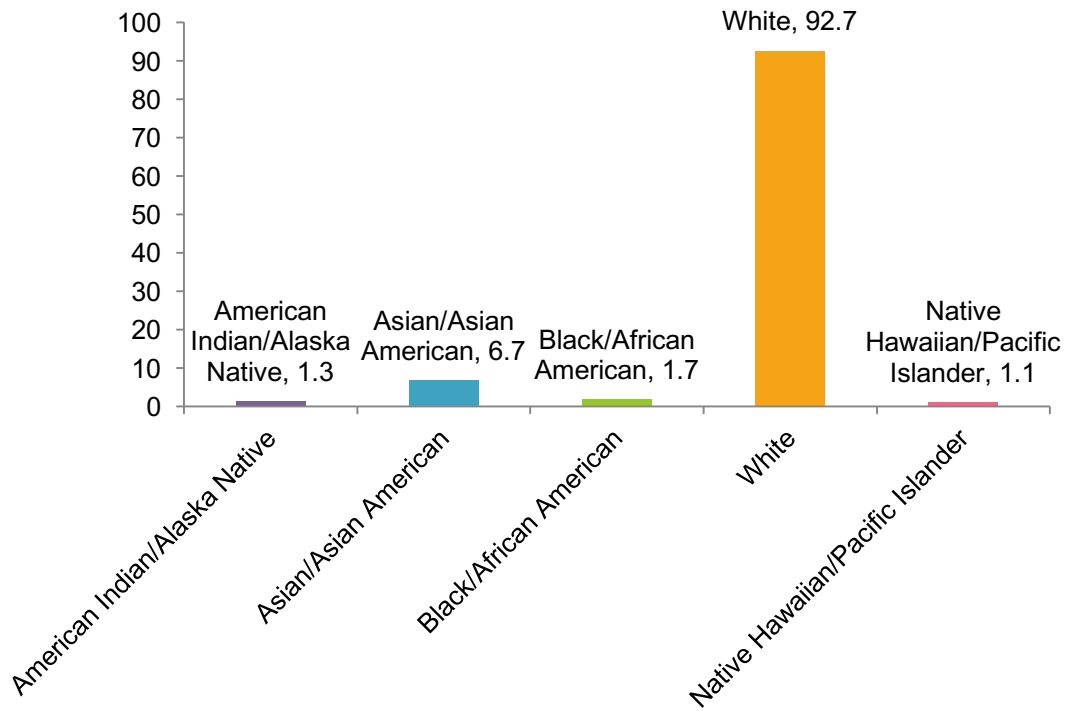
Figure 18: Map showing percentage of respondents who are Hispanic or Latino, by park site, phase II



\* Note- Giacomini Preserve has a small number of completed surveys which influenced Hispanic percentage



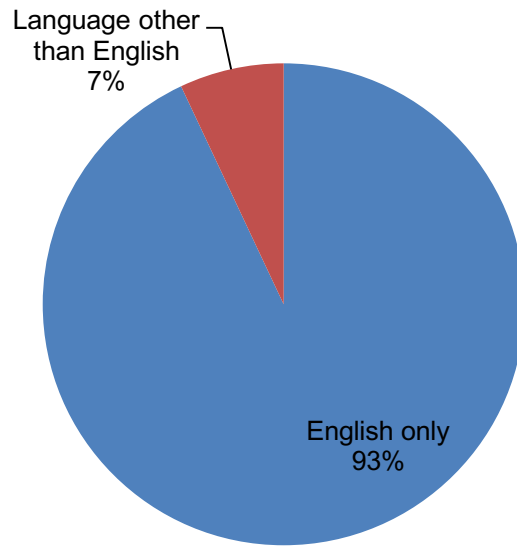
Figure 19: Respondent's primary race, phase II



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
White*	91.4%	92.7%	90.5%	1,022	1,311	2,333
Asian/Asian American	5.6%	6.7%	6.1%	63	95	158
Black/African American	2.1%	1.7%	1.8%	23	24	47
American Indian/Alaska Native	1.6%	1.3%	1.4%	18	18	36
Native Hawaiian/Pacific Islander	1.3%	1.1%	1.2%	15	15	30
Total				1,118	1,463	2,640

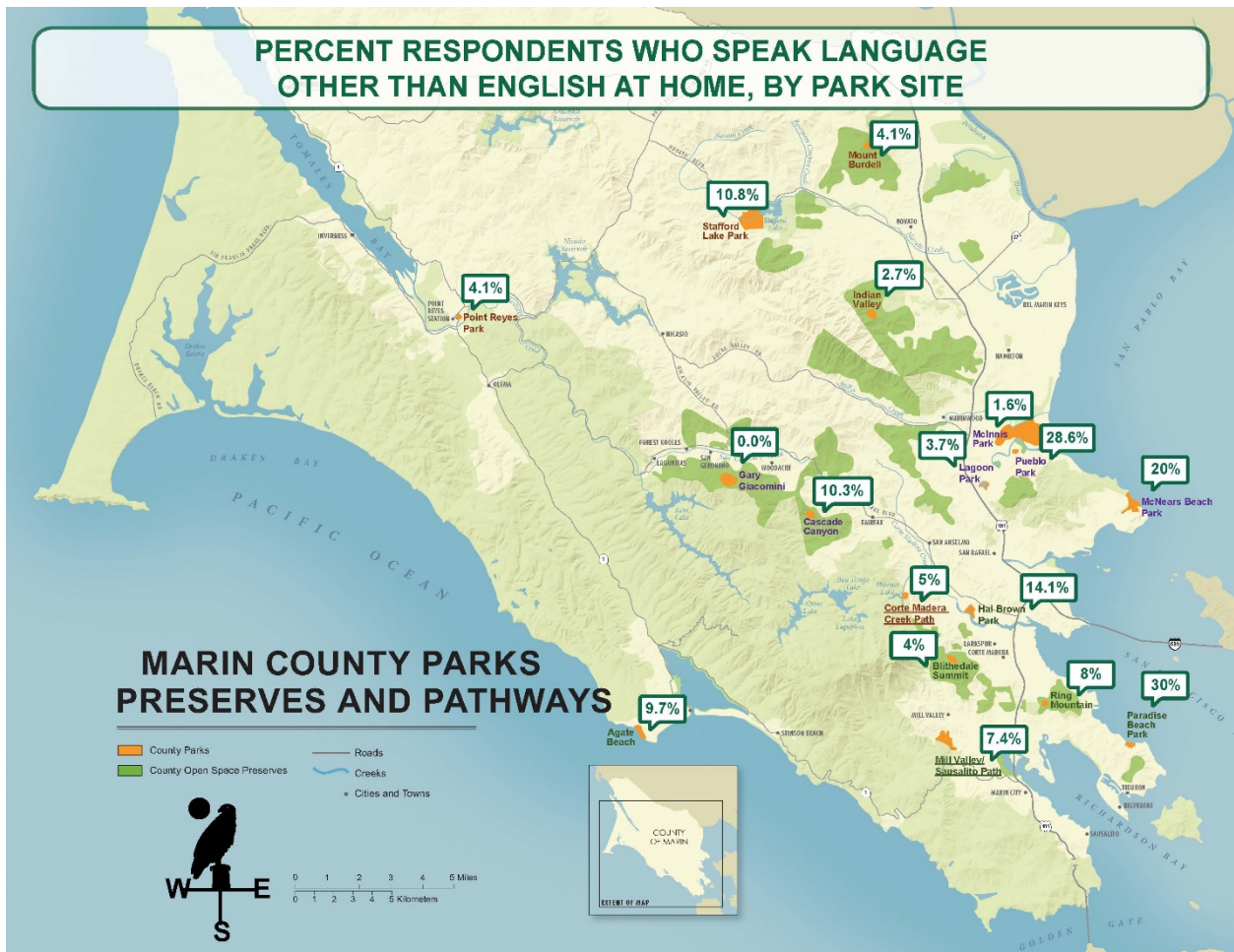
\* Note: Hispanic respondents are normally included in the "White" racial category

Figure 20: Language most frequently spoken in respondent home



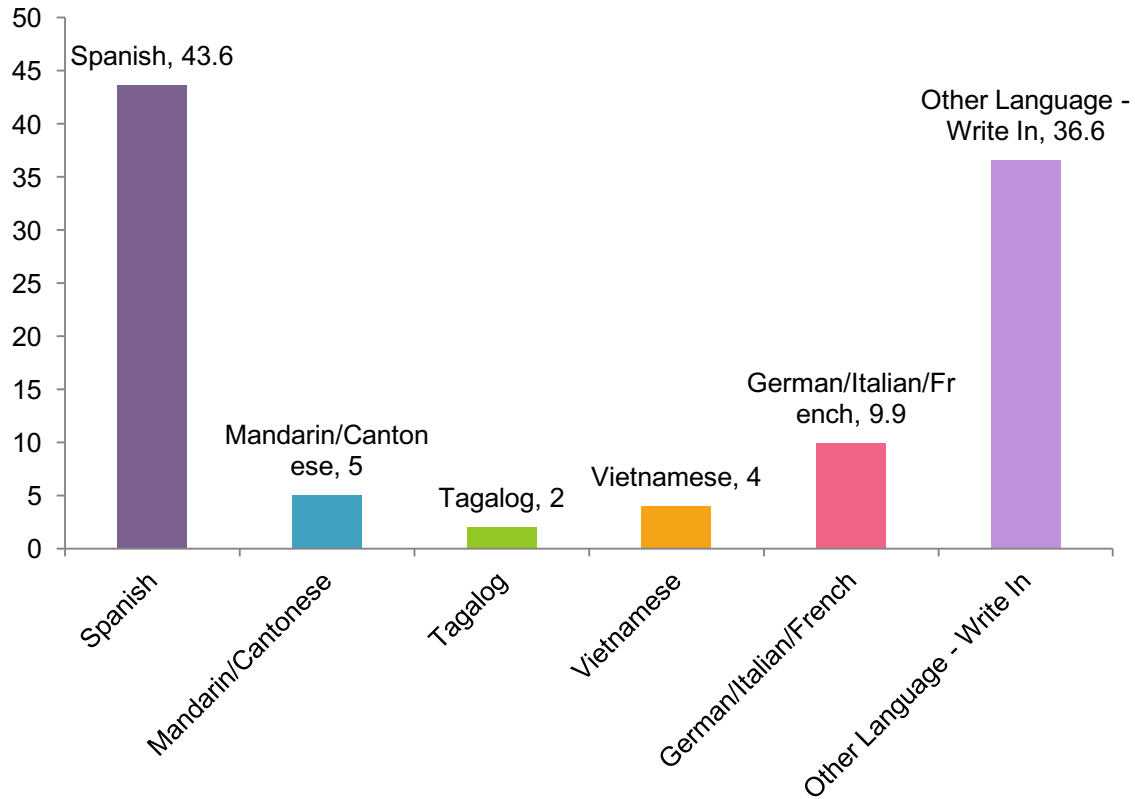
Language	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
English only	93.2%	93.2%	93.2%	1,084	1,386	2,470
Language other than English	6.8%	6.8%	6.8%	81	101	182
Total				1,165	1,487	2,652

Figure 21: Percentage of respondents where a language other than English is frequently spoken at home, by park site, phase II



\* Note- Giacomini Preserve has a small number of completed surveys which influenced language spoken percentage

Figure 22: Name of language other than English most frequently spoken in home



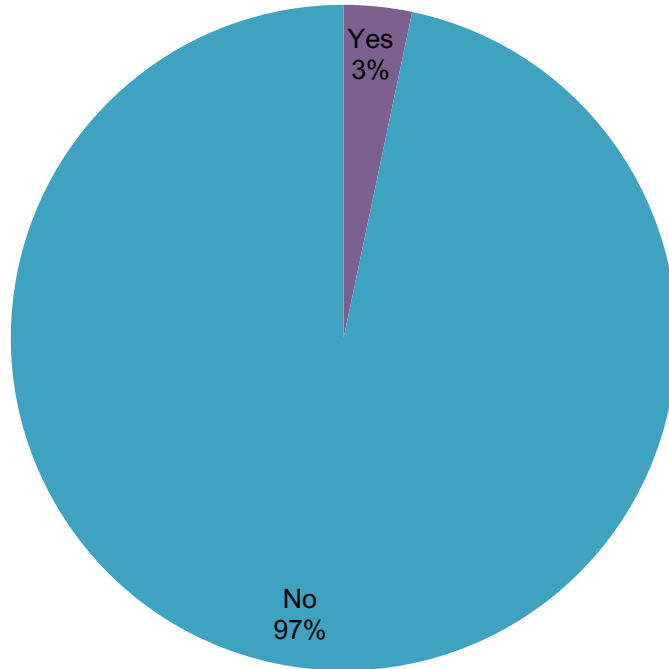
Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Spanish	22.0%	43.6%	36.1%	9	44	53
Mandarin/Cantonese	4.9%	5.0%	4.8%	2	5	7
German/Italian/French	4.9%	9.9%	8.2%	2	10	12
Other Language - Write In	78.1%	42.2%	51.0%	32	43	75
Total				41	102	147

**Table 30: Respondent race, Hispanic origin, and other language spoken at home, by park/preserve/path, compared to all sites, phase II**

<b>Park or Preserve</b>	<b>Hispanic % Site / Total Sites</b>	<b>White Race % Site / Total Sites</b>	<b>Other Home Language % Site / Total Sites</b>
All Survey Sites	6.9	92.7	6.8
Stafford Lake Park	9.2	93.4	10.8
Corte Madera Path	6.9	93.6	5.0
Pt. Reyes Park	4.1	90.1	4.1
Indian Valley Preserve	4.0	93.2	2.7
Mt. Burdell Preserve	5.0	94.8	4.1
McNears Beach Park	26.7	94.3	20.0
McInnis Park	7.8	93.7	1.6
Lagoon Park	6.1	91.1	3.7
Pueblo Park	14.3	91.7	28.6
Cascade Canyon Preserve	8.1	91.5	10.3
Gary Giacomini Preserve	0.0	66.7	0.0
Paradise Beach Park	15.0	77.8	30.0
Creekside Park	10.6	94.7	14.1
Mill Valley/Sausalito Path	5.1	92.4	7.4

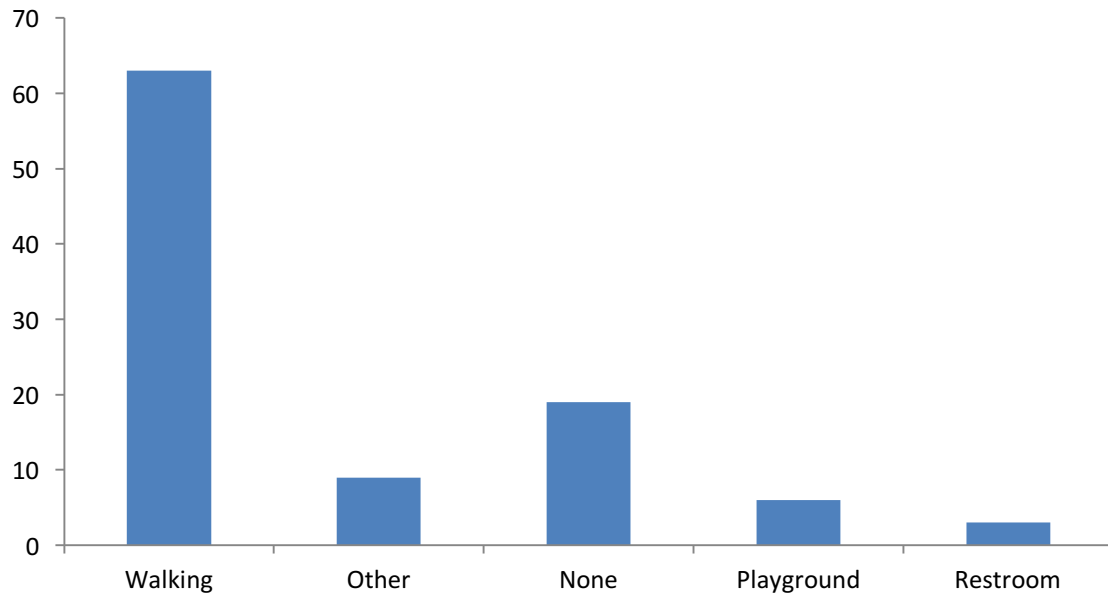
Agate Beach Park	4.7	94.1	0.9
Blithedale Summit Preserve	3.0	94.9	4.0
Ring Mountain Preserve	8.0	86.9	8.0
Total Respondents	6.9	92.7	6.8
All Parks	9.0	92.3	8.0
All Preserves	5.5	92.7	5.7
All Paths	5.9	92.9	6.3

Figure 23: Does anyone in personal group have a physical condition that made it difficult to access or participate in park activities or services?



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Yes	3.7%	3.3%	3.5%	43	49	92
No	96.3%	96.7%	96.5%	1,122	1,438	2,545
Total				1,165	1,487	2,652

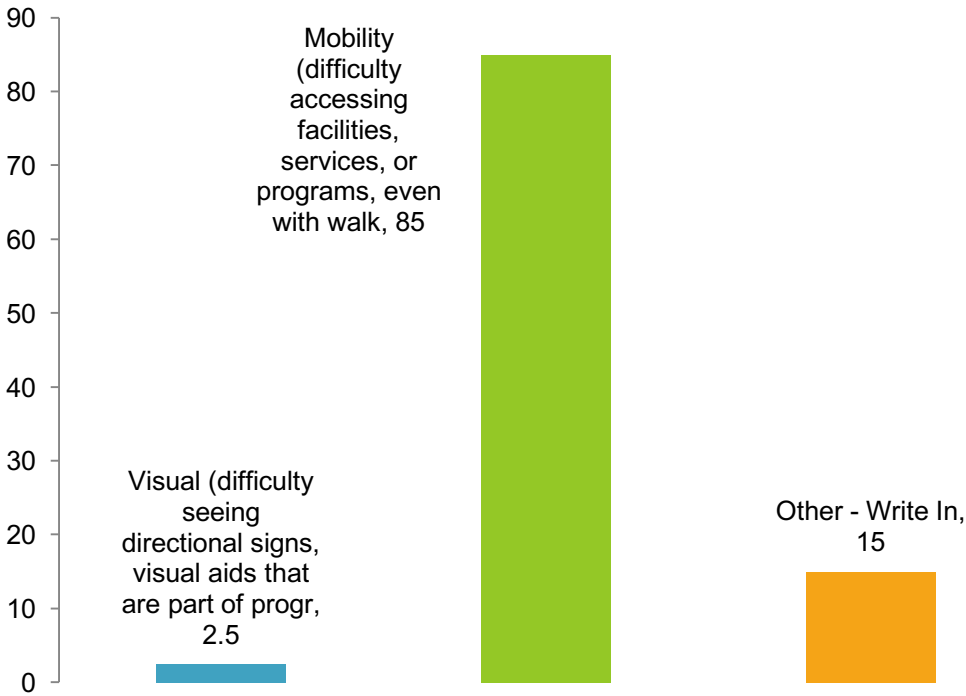
Figure 24: Activities or services had difficulty accessing, phase II



Value	Phase I Count	Phase II Count
Walking	20	15
None	6	5
Playground	2	0
Restroom	1	0
Running	0	2
Other	3	4
Total	32	21

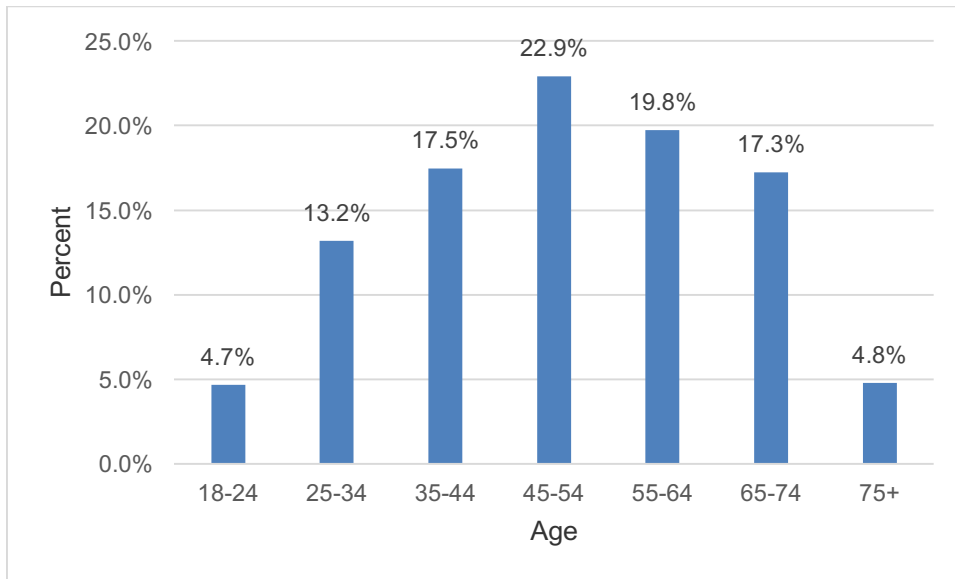


Figure 25: What specific problems did you or the person(s) have? Please mark all that apply.



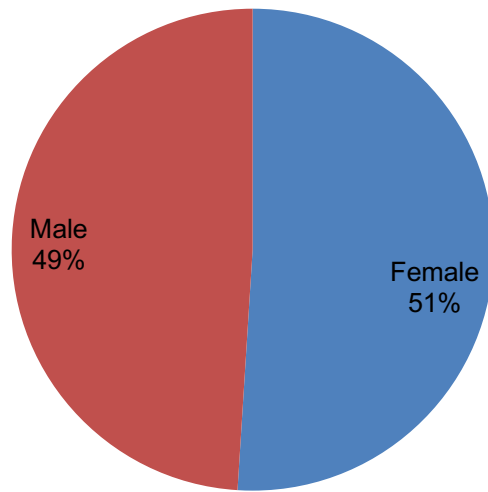
Type Disability	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Mobility (difficulty accessing facilities, services, or programs, even with walking aid and/or wheelchair)	85.7%	85%	85.6%	6	34	40
Visual (difficulty seeing directional signs, visual aids that are part of programs, etc. even with prescribed glasses or due to blindness)	14.3%	2.5%	3.8%	1	1	2
Other	14.3%	15.0%	14.5%	1	6	7
Total				8	41	49

**Figure 26: Intercept survey adult respondent age; phase II**



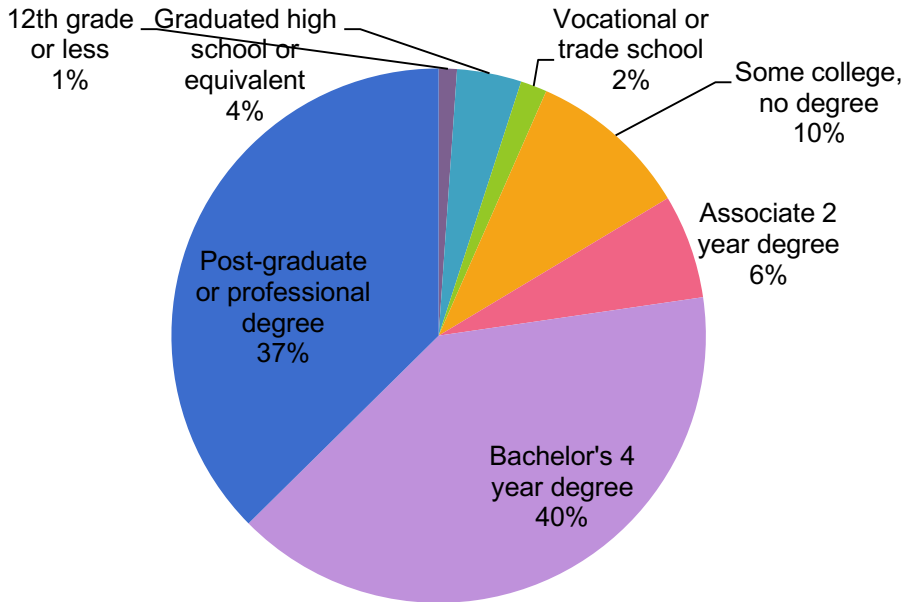
Age Group	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
18-24	4.4%	4.7%	4.5%	43	41	84
25-34	10.4%	13.2%	11.7%	103	116	219
35-44	16.8%	17.5%	17.1%	166	154	320
45-54	28.2%	22.9%	25.7%	279	202	481
55-64	22.8%	19.8%	21.3%	225	174	399
65-74	11.8%	17.3%	14.4%	117	152	269
75 or more	5.6%	4.8%	5.2%	55	42	97
Mean Age All Sites				50.1 years	51.2 years	50.7 years

Figure 27: Respondent sex



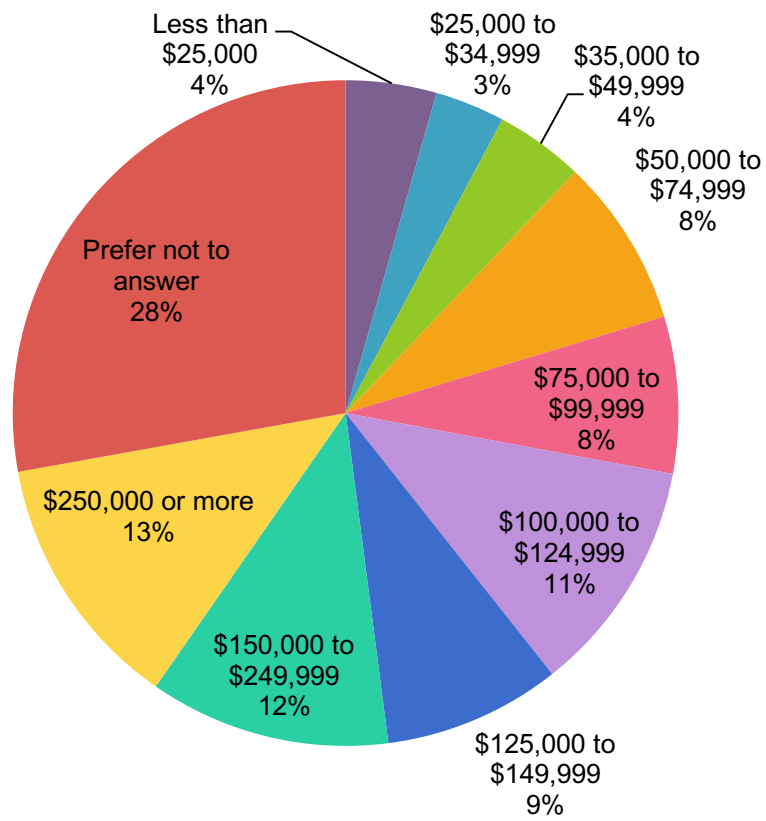
Sex	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Female	50.8%	56.2%	53.1%	592	836	1,428
Male	49.2%	43.8%	46.2%	573	651	1,224
Total				1,165	1,487	2,652

**Figure 28: Respondent highest level of formal education; phase II**



Level of Education	Phase I Percent	Phase II Percent	Total Percent	Count Phase I	Count Phase II	Count Total
12th grade or less	1.8%	1.1%	1.4%	21	17	38
Graduated high school or equivalent	5.5%	3.9%	4.6%	64	58	122
Vocational or trade school	1.7%	1.6%	1.6%	20	124	144
Some college, no degree	12.8%	9.8%	11.1%	149	146	295
Associate 2 year degree	5.8%	6.3%	6.0%	67	93	160
Bachelor's 4 year degree	34.3%	39.6%	37.4%	399	593	992
Post-graduate or professional degree	38.2%	37.4%	37.8%	445	556	1,001
Total				1,165	1487	2,652

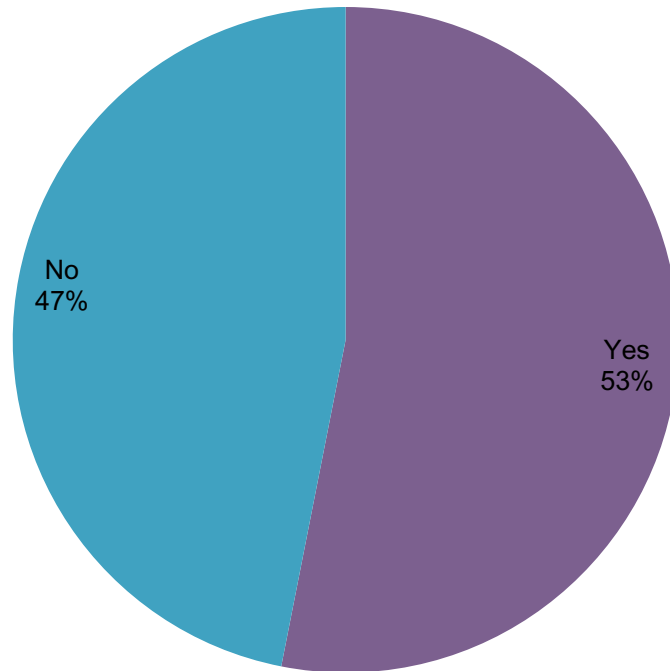
Figure 29: Respondent annual household income



**Table 31: Respondent annual household income, phases I & II**

Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Less than \$25,000	4.7%	4.4%	4.5%	47	48	95
\$25,000 to \$34,999	2.8%	3.4%	3.1%	28	37	65
\$35,000 to \$49,999	5.9%	4.3%	5.1%	59	47	106
\$50,000 to \$74,999	10.0%	8.2%	9.1%	100	90	190
\$75,000 to \$99,999	9.0%	7.6%	8.3%	90	83	173
\$100,000 to \$124,999	9.6%	11.4%	10.6%	96	125	221
\$125,000 to \$149,999	10.6%	8.6%	9.6%	106	94	200
\$150,000 to \$249,999	14.5%	11.7%	13.0%	145	128	273
\$250,000 or more	14.4%	12.5%	13.4%	144	137	281
Prefer not to answer	18.5%	27.8%	23.4%	185	304	489

Figure 30: Willing to provide email address to send follow-up survey



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Yes	58.4%	53.1%	55.4%	680	790	1,470
No	41.6%	46.9%	44.6%	485	697	1,182
Total				1,165	1,487	2,652

## Summary Statistics from Intercept Survey by Survey Site

The following section provides “statistics dashboards” for each park, preserve and path showing phase II 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.

**Table 32: Phase II statistics dashboard for: Stafford Lake Park**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	63.4*	59.7*	61.6*	76.7	75.7	76.2
Percent live within one mile of park	13.5*	13.3*	13.4*	50.4	40.5	45.5
Percent Hispanic or Latino	9.9	9.2	9.6	9.1	6.9	8.0
Percent speak language other than English	4.2%*	10.8*	7.5	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	27.0	34.0*	30.5	28.7	23.4	26.1
Percent bachelor’s degree or higher education	52.1*	61.6*	56.9*	72.4	77.0	74.7
Percent male	81.7*	61.5*	71.6	49.2	43.8	46.6
Top three primary reasons for visit	I) Bicycle, nature, exercise II) Nature, hiking, bicycle			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	2.9*	3.0*	2.9	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	1.5*	1.5	1.5	2.3	1.1	1.7
Percent rated experience as very good	81.2	80.0	80.6	77.3	83.6	80.5
Top three suggestions (other than “none”)	1) Bikes, new facil., access II) Trail, enforcement, dogs			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites



**Table 33: Statistics dashboard for: Corte Madera Path**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	97.4*	84.2*	90.8*	76.7	75.7	76.2
Percent live within one mile of park	62.8*	54.1*	58.5*	50.4	40.5	45.5
Percent Hispanic or Latino	9.4	6.9	8.2	9.1	6.9	8.0
Percent speak language other than English	3.4*	5.0*	4.2*	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	27.0	14.0*	20.5	28.7	23.4	26.1
Percent bachelor's degree or higher education	74.3	81.2	77.8	72.4	77.0	74.7
Percent male	47.9	46.5	47.2	49.2	43.8	46.6
Top three primary reasons for visit	I) Nature, hike, bicycle II) Dog, nature, bicycle			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	0.0*	4.3*	2.1	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	3.4*	0.0*	1.7	2.3	1.1	1.7
Percent rated experience as very good	70.7	77.5	74.1	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Dogs, water, access II) Trail, enforcmnt., maintain			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 34: Statistics dashboard for: Point Reyes Park**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	34.9*	43.1*	39.0*	76.7	75.7	76.2
Percent live within one mile of park	22.6*	6.9*	14.8*	50.4	40.5	45.5
Percent Hispanic or Latino	4.1*	10.5	7.3	9.1	6.9	8.0
Percent speak language other than English	4.7*	4.1*	4.4*	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	41.8*	31.2*	36.5*	28.7	23.4	26.1
Percent bachelor's degree or higher education	67.2*	74.5	70.8	72.4	77.0	74.7
Percent male	55.8	45.2	50.5	49.2	43.8	46.6
Top three primary reasons for visit	I) Nature, restroom, hike II) Nature, bicycle, hike			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	2.3*	2.7*	2.5	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	2.3	1.3	1.8	2.3	1.1	1.7
Percent rated experience as very good	67.4*	77.3	72.4	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Restrooms, dogs, shade II) Trail, maintain, dogs			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 35: Statistics dashboard for: Indian Valley Preserve**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	91.6*	93.9*	92.8*	76.7	75.7	76.2
Percent live within one mile of park	46.9	46.9	46.9	50.4	40.5	45.5
Percent Hispanic or Latino	4.0*	8.4*	6.2*	9.1	6.9	8.0
Percent speak language other than English	1.9*	2.7*	2.3*	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	17.5*	20.0	18.8*	28.7	23.4	26.1
Percent bachelor's degree or higher education	70.1	77.9	74.0	72.4	77.0	74.7
Percent male	41.1	39.6	40.4	49.2	43.8	46.6
Top three primary reasons for visit	I) Nature, hike, walk dog II) Nature, hike walk dog			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	3.7	0.0*	1.9*	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	0.9*	0.7	0.8*	2.3	1.1	1.7
Percent rated experience as very good	87.9*	87.2	87.5	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Dogs, water, restroom II) Trail, enforce, maintain			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 36: Statistics dashboard for: Mt. Burdell Preserve**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	90.4*	81.8	86.1*	76.7	75.7	76.2
Percent live within one mile of park	45.5	39.6	42.6	50.4	40.5	45.5
Percent Hispanic or Latino	2.7*	5.0*	3.9*	9.1	6.9	8.0
Percent speak language other than English	1.4*	4.1*	2.8*	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	15.7*	18.7	17.2*	28.7	23.4	26.1
Percent bachelor's degree or higher education	71.3	76.8	74.1	72.4	77.0	74.7
Percent male	45.2	45.9	45.6	49.2	43.8	46.6
Top three primary reasons for visit	I) Hike, nature, bicycle II) Dog, nature, hike			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	5.4	0.9	3.2	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	1.4*	1.4	1.4	2.3	1.1	1.7
Percent rated experience as very good	78.1	89.1	83.6	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Access, dogs, restroom II) Trail, enforce, maintain			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 37: Statistics dashboard for: McNears Beach Park**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	55.6*	53.3*	54.5*	76.7	75.7	76.2
Percent live within one mile of park	20.0*	8.3*	14.2*	50.4	40.5	45.5
Percent Hispanic or Latino	20.0*	26.7*	23.4*	9.1	6.9	8.0
Percent speak language other than English	17.8*	20.0*	18.9*	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	41.9*	36.0*	38.9*	28.7	23.4	26.1
Percent bachelor's degree or higher education	55.3*	55.5*	55.4*	72.4	77.0	74.7
Percent male	33.3*	46.7	40.0	49.2	43.8	46.6
Top three primary reasons for visit	I) Nature, water, hike II) Nature, hike, water			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	4.4	0.0*	2.2	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	2.2	2.2*	2.2	2.3	1.1	1.7
Percent rated experience as very good	77.8	64.4*	71.1	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Sign/info, access, clean II) Trail, maintain, dogs			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 38: Statistics dashboard for: McInnis Park**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	88.6*	95.3*	91.9*	76.7	75.7	76.2
Percent live within one mile of park	41.0*	34.4	37.7*	50.4	40.5	45.5
Percent Hispanic or Latino	14.9*	7.8	11.4*	9.1	6.9	8.0
Percent speak language other than English	12.8*	1.6*	7.2	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	41.5*	20.8	31.2	28.7	23.4	26.1
Percent bachelor's degree or higher education	73.5*	57.7*	65.6*	72.4	77.0	74.7
Percent male	48.9	40.6	44.8	49.2	43.8	46.6
Top three primary reasons for visit	I) Dog, skate board, hike II) Dog, nature, hike			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	6.7*	0.0*	3.3	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	0.0*	0.0*	0.0*	2.3	1.1	1.7
Percent rated experience as very good	76.6*	76.6	76.6	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Dogs, poop, restroom II) Trail, enforce, maintain			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 39: Statistics dashboard for: Lagoon Park**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	85.4*	85.2*	85.3*	76.7	75.7	76.2
Percent live within one mile of park	44.3	56.5*	50.4	50.4	40.5	45.5
Percent Hispanic or Latino	7.1*	6.1	6.6*	9.1	6.9	8.0
Percent speak language other than English	10.7*	3.7*	7.2	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	30.5	21.8	26.2	28.7	23.4	26.1
Percent bachelor's degree or higher education	69.7	67.1*	68.4	72.4	77.0	74.7
Percent male	48.2	35.4	41.8	49.2	43.8	46.6
Top three primary reasons for visit	I) Hike, nature, walk dog II) Dog, nature, hike			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	7.2*	3.7*	5.5*	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	0.0*	0.0*	0.0*	2.3	1.1	1.7
Percent rated experience as very good	76.8	86.6	81.7	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Clean, poop, drink water II) Trail, enforce, maintain			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 40: Statistics dashboard for: Pueblo Park**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	97.6*	84.6*	91.1*	76.7	75.7	76.2
Percent live within one mile of park	90.0*	100.0*	95.0*	50.4	40.5	45.5
Percent Hispanic or Latino	20.9*	14.3*	17.6*	9.1	6.9	8.0
Percent speak language other than English	14.0*	28.6*	21.3*	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	15.8*	33.3*	24.6	28.7	23.4	26.1
Percent bachelor's degree or higher education	51.0*	64.3*	57.7*	72.4	77.0	74.7
Percent male	50.2	42.9	46.6	49.2	43.8	46.6
Top three primary reasons for visit	I) Dog, playground, walk II) Dog, nature, kids			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	4.6	0.0*	2.3	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	0.0*	0.0*	0.0*	2.3	1.1	1.7
Percent rated experience as very good	62.8*	57.1	60.0*	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Restroom, clean, trash II) Dogs, nature, kids			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites



**Table 41: Statistics dashboard for: Cascade Canyon Preserve**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	73.6	66.4*	70.0	76.7	75.7	76.2
Percent live within one mile of park	50.0	29.2*	39.6	50.4	40.5	45.5
Percent Hispanic or Latino	3.6*	8.1	5.9*	9.1	6.9	8.0
Percent speak language other than English	7.3	10.3*	8.8*	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	33.4	29.6*	31.5	28.7	23.4	26.1
Percent bachelor's degree or higher education	76.4	66.9*	71.7	72.4	77.0	74.7
Percent male	50.9	45.6	48.3	49.2	43.8	46.6
Top three primary reasons for visit	I) Hike, nature, bike II) Dog, nature, hike			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	3.6*	1.4	2.5	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	1.8	1.4	1.6	2.3	1.1	1.7
Percent rated experience as very good	69.1	87.8	78.5	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Trail, signs, access II) Trail, signs, enforce			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 42: Statistics dashboard for: Gary Giacomini Preserve (caution small sample)**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	85.7*	100.0*	92.9*	76.7	75.7	76.2
Percent live within one mile of park	58.3*	100.0*	79.2*	50.4	40.5	45.5
Percent Hispanic or Latino	7.1*	0.0*	3.6*	9.1	6.9	8.0
Percent speak language other than English	0.0*	0.0*	0.0*	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	0.0*	20.9*	10.8*	28.7	23.4	26.1
Percent bachelor's degree or higher education	60.7*	66.6*	63.7*	72.4	77.0	74.7
Percent male	35.7*	33.3 *	34.5*	49.2	43.8	46.6
Top three primary reasons for visit	I) Horseback, nature, hike II) Exercise, meditate, other			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	7.2*	0.0*	3.6	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	10.7*	0.0*	5.3*	2.3	1.1	1.7
Percent rated experience as very good	85.7*	100.0*	72.4*	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Horse, signs, access II) NA			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 43: Statistics dashboard for: Paradise Beach Park**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	41.5*	36.8*	39.2*	76.7	75.7	76.2
Percent live within one mile of park	17.6*	28.6*	23.1*	50.4	40.5	45.5
Percent Hispanic or Latino	17.1*	15.0*	16.1*	9.1	6.9	8.0
Percent speak language other than English	24.4*	30.0*	27.2*	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	50.0*	50.2*	50.1*	28.7	23.4	26.1
Percent bachelor's degree or higher education	65.9	56.1*	61.0*	72.4	77.0	74.7
Percent male	63.4*	40.0	51.7	49.2	43.8	46.6
Top three primary reasons for visit	I) Hike, nature, water II) Nature, water, friends			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	2.4*	0.0*	1.2*	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	0.0*	0.0*	0.0*	2.3	1.1	1.7
Percent rated experience as very good	80.5	80.0	80.3	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Maintain, trash, clean II) Enforcement, dogs			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 44: Statistics dashboard for: Creekside (Hal Brown) Park**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	85.5*	81.9*	83.7	76.7	75.7	76.2
Percent live within one mile of park	56.3	48.5	52.4	50.4	40.5	45.5
Percent Hispanic or Latino	10.9*	10.6*	10.8*	9.1	6.9	8.0
Percent speak language other than English	9.1*	14.1*	11.6*	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	11.5*	12.0*	11.8*	28.7	23.4	26.1
Percent bachelor's degree or higher education	85.5*	88.2*	86.9*	72.4	77.0	74.7
Percent male	25.5*	41.2	33.4*	49.2	43.8	46.6
Top three primary reasons for visit	I) Nature, hike, picnic II) Hike, nature, dog			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	0.0*	3.6*	1.8*	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	3.6*	0.0*	1.8	2.3	1.1	1.7
Percent rated experience as very good	87.3*	81.2	84.3	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Shade, restrm., playgrnd II) Trail, enforce, maintain			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 45: Statistics dashboard for: Mill Valley/Sausalito Path**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	75.9	88.9*	82.4	76.7	75.7	76.2
Percent live within one mile of park	54.4	52.2*	53.3	50.4	40.5	45.5
Percent Hispanic or Latino	6.3*	6.1	6.2*	9.1	6.9	8.0
Percent speak language other than English	7.1	7.4	7.3	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	14.9*	11.6*	13.3*	28.7	23.4	26.1
Percent bachelor's degree or higher education	85.7*	88.9*	87.3*	72.4	77.0	74.7
Percent male	49.2	39.7	44.5	49.2	43.8	46.6
Top three primary reasons for visit	I) Bike, hike, dog II) Nature, dog, bike			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	7.2*	1.4	4.4	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	4.0*	3.6*	3.8*	2.3	1.1	1.7
Percent rated experience as very good	70.6*	73.5*	72.1	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Restrm., access, water II) Trail, maintain, enforce			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 46: Statistics dashboard for: Agate Beach Park**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	57.4*	53.8*	55.6*	76.7	75.7	76.2
Percent live within one mile of park	52.6	49.1*	50.9	50.4	40.5	45.5
Percent Hispanic or Latino	7.8*	4.7*	6.3*	9.1	6.9	8.0
Percent speak language other than English	10.9*	0.9*	5.9	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	15.8*	12.8*	14.3*	28.7	23.4	26.1
Percent bachelor's degree or higher education	88.2*	86.8*	87.5*	72.4	77.0	74.7
Percent male	55.9	38.7	47.3	49.2	43.8	46.6
Top three primary reasons for visit	I) Nature, hike, water II) Hike, beach, water			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	3.1*	0.0*	1.6*	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	4.7*	0.9	2.8*	2.3	1.1	1.7
Percent rated experience as very good	81.3	93.5	87.4	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Signs, restroom, bench II) Trail, enforce, playgrnd			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 47: Statistics dashboard for: Blithedale Summit Preserve**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	84.8	76.8	80.8	76.7	75.7	76.2
Percent live within one mile of park	60.3*	52.1*	56.2*	50.4	40.5	45.5
Percent Hispanic or Latino	5.4*	3.0*	4.2*	9.1	6.9	8.0
Percent speak language other than English	3.3*	4.0*	3.7*	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	10.8*	17.7*	14.3*	28.7	23.4	26.1
Percent bachelor's degree or higher education	84.8*	85.0*	84.9*	72.4	77.0	74.7
Percent male	48.9	50.0	49.5	49.2	43.8	46.6
Top three primary reasons for visit	I) Nature, hike, bike II) Nature, hike, bike			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	7.8*	3.9*	5.9*	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	1.0*	1.1	1.1	2.3	1.1	1.7
Percent rated experience as very good	84.4	96.1*	90.3*	77.3	83.6	80.5
Top three suggestions (other than "none")	1) Dogs, poop, access II) Signs, bikes, access			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

\* Substantial difference between individual site and all surveyed sites

**Table 48: Statistics dashboard for: Ring Mountain Preserve**

Statistic	Park/Preserve/Path			All Parks/Preserves/Paths		
	Phase I	Phase II	Total	Phase I	Phase II	Total
Percent Marin County resident	74.6	65.5*	70.1	76.7	75.7	76.2
Percent live within one mile of park	39.0*	21.1*	30.1*	50.4	40.5	45.5
Percent Hispanic or Latino	6.8*	8.0	7.4	9.1	6.9	8.0
Percent speak language other than English	5.1*	10.2*	7.7*	6.9	6.8	6.8
Percent under \$75,000 HH income (reporting)	15.8*	25.5	20.7	28.7	23.4	26.1
Percent bachelor's degree or higher education	88.2*	88.7*	88.5*	72.4	77.0	74.7
Percent male	55.9	43.2	49.6	49.2	43.8	46.6
Top three primary reasons for visit	I) Hike, nature, exercise II) Nature, hike, explore			I) Hiking, nature, bicycle II) Hiking, nature, bicycle		
Percent dissatisfied with other visitors	3.4*	1.1	2.3	4.6	1.4	3.0
Percent felt unsafe at park/preserve/path	3.4*	1.1	2.3	2.3	1.1	1.7
Percent rated experience as very good	83.1	78.4	80.8	77.3	83.6	80.5
Top three suggestions (other than "none")	I) Signs, maintain, trail, II) Trail, maintain, signs			I) Trail, enforcmt., maintain II) Trail, enforcmt., maintain		

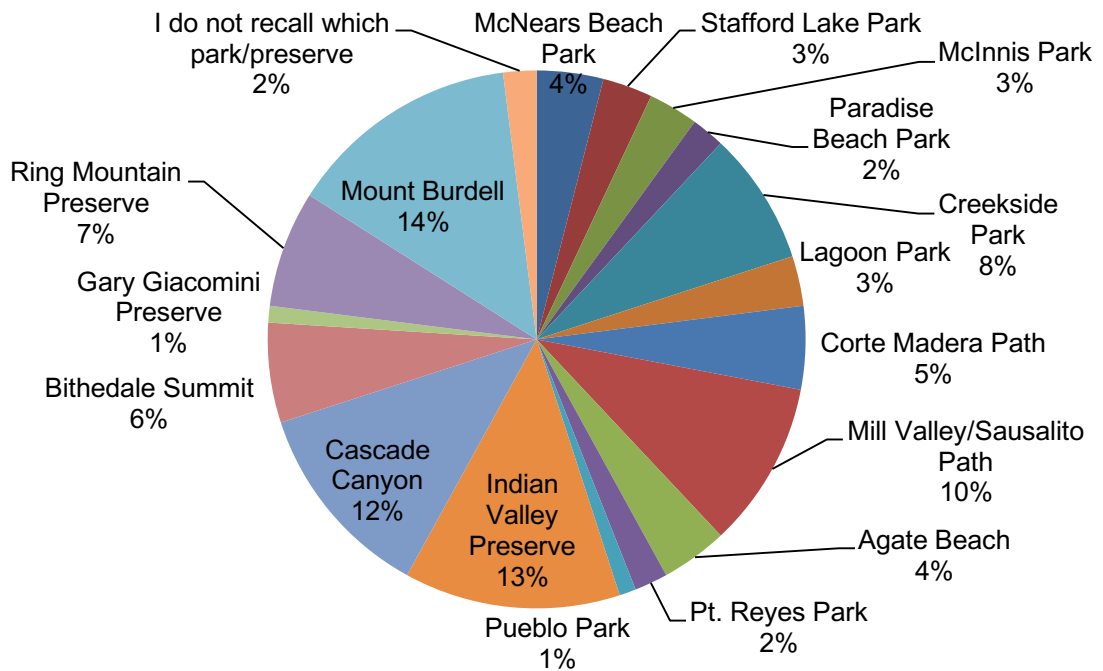
\* Substantial difference between individual site and all surveyed sites



### C. FOLLOW-UP SURVEY RESULTS

The next section presents the results of the follow-up survey of visitors to the 17 Marin County parks or preserves in phases I and II. In both phases an invitation with a link to the follow-up survey was emailed five days after an intercept survey response, with two reminders emailed to non-respondents. In Phase II 790 respondent (53.1% of all respondents) provided it, while in Phase I a total of 680 persons (58.2%) did. In phase II data collection for the follow-up survey ended May 20, 2017, while in phase I it ended November 20, 2015. In phase II there were a total of 185 completed follow-up surveys, resulting in a 23.4% response rate, which is similar to the 23.1% response rate obtained in phase I. The 185 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.

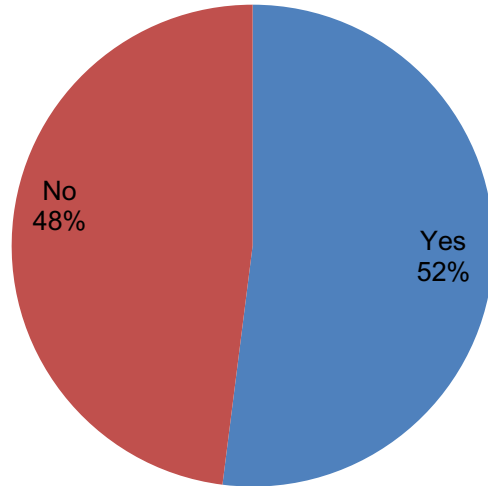
**Figure 31: Park, preserve or path for follow-up respondents, phase II**



Park, Preserve or Path	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Mill Valley/Sausalito Path	10.2%	9.7%	9.9%	16	18	34
Mount Burdell	9.6%	14.1%	11.9%	15	26	41

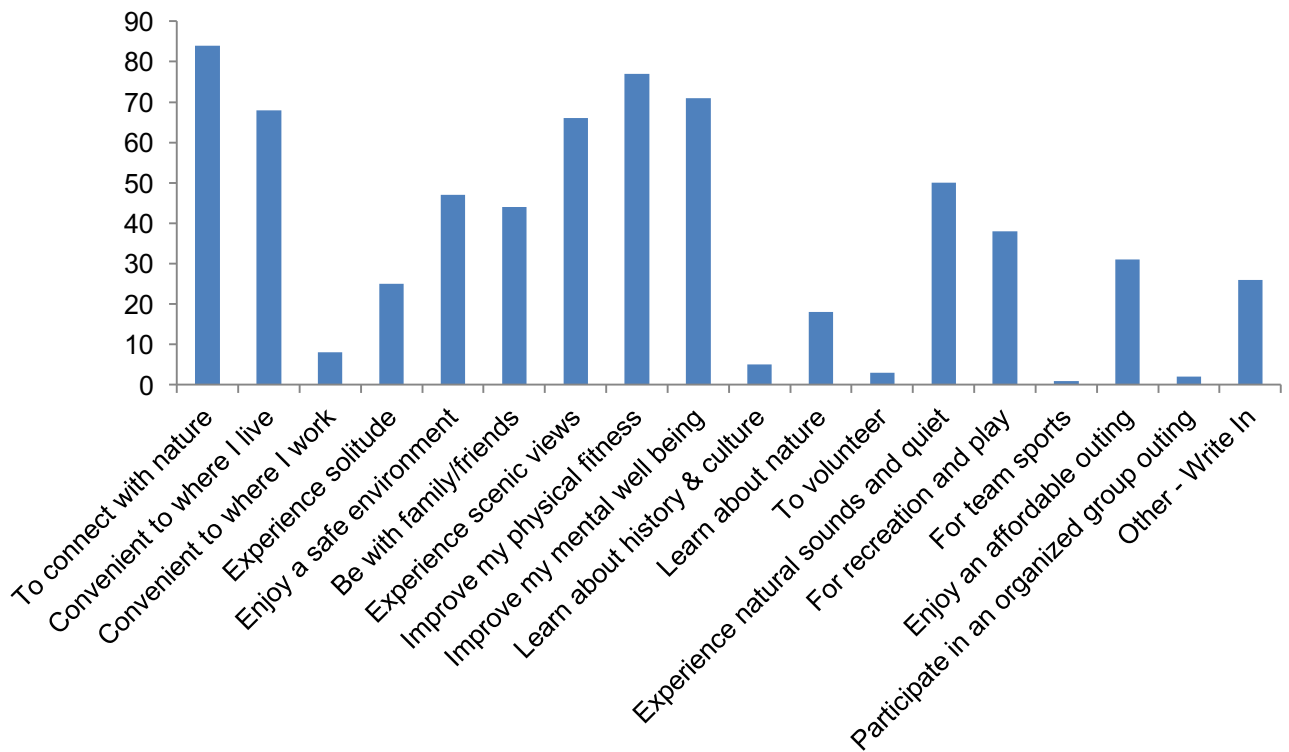
Indian Valley Preserve	8.9%	13,0%	11.1%	14	24	38
McInnis Park	7.6%	3.2%	5.3%	12	6	18
Lagoon Park	7.6%	3,2%	5.3%	12	6	18
Stafford Lake Park	7.0%	3.2%	5.0%	11	6	17
Creekside Park	7.0%	7.6	7.3%	11	14	25
Ring Mountain Preserve	7.0%	7.0%	7.0%	11	13	24
Corte Madera Path	5.7%	4.9%	5.3%	9	9	18
Agate Beach	5.1%	3.8%	4.4%	8	7	15
Cascade Canyon	4.5%	11.9%	8.5%	7	22	29
Gary Giacomini Preserve	4.5%	1.1%	2.6%	7	2	9
Pueblo Park	3.8%	0.5%	2.1%	6	1	7
McNears Beach Park	3.2%	4.3%	3.8%	5	8	13
Bithedale Summit	2.6%	6.5%	4.7%	4	12	16
Paradise Beach Park	1.9%	2.2%	2.0%	3	4	7
Pt. Reyes Park	1.9%	2.2%	2.0%	3	4	7
I do not recall which park/preserve/path	1.9%	1.6%	1.8%	3	3	6
Total				157	185	342

Figure 32: Been back to park/preserve/path since you completed the on-site survey; phase II?



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Yes	56.1%	52.4%		88	97	185
No	43.3%	47.6%		68	88	156
Don't remember	0.6%	0.0%		1	0	0
Total				157	185	342

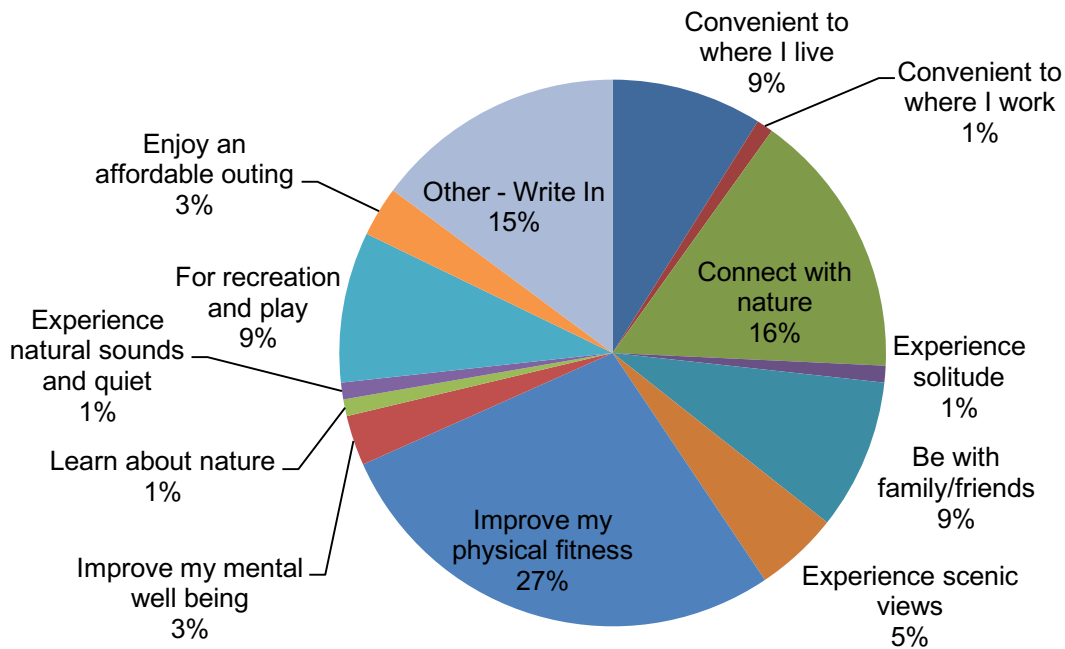
**Figure 33: Important reasons for visiting Marin County park/preserve/path; follow-up survey respondents, phase II**



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Improve my physical fitness	75.2%	76.8%	76.0%	118	143	261
To connect with nature	64.3%	83.9%	74.1%	101	155	257
Improve my mental well being	61.8%	71.4%	66.6%	97	132	229
Convenient to where I live	59.9%	67.6%	63.8%	94	125	219
Experience scenic views	58.0%	66.5%	62.3%	91	123	214
Be with family/friends	41.4%	43.8%	42.5	65	81	146
For recreation and play	37.6%	37.8%	37.7%	59	70	129
Enjoy a safe environment	35.7%	47.0%	41.4%	56	87	143

Experience solitude	32.5%	24.9%	28.7%	51	46	97
Experience natural sounds and quiet	31.9%	50.3%	41.1%	50	93	143
Enjoy an affordable outing	28.7%	30.8%	29.8%	45	57	100
Learn about nature	8.9%	17.8%	13.4%	14	33	47
Convenient to where I work	7.6%	8.1%	7.9%	12	15	27
Learn about history & culture	3.2%	5.4%	4.3%	5	10	15
To volunteer	1.3%	3.2%	2.3%	2	6	8
Participate in an organized group outing	1.3%	2.2%	1.8%	2	4	6
For team sports	0.6%	0.5%	0.6%	1	1	2
Other - Write In responses	32.5%	26.5%	29.5%	51	49	100
Walk dog					(31)	

**Figure 34: Primary reason for visit to park/preserve/path on the day completed initial survey, follow-up survey respondents; phase II**



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Improve my physical fitness	27.4%	27.6	27.5%	43	51	94
Connect with nature	6.4%	15.7%	11.4%	10	29	39
Convenient to where I live	12.7%	8.7%	10.5%	20	16	36
Be with family/friends	10.8%	9.2%	9.9%	17	17	34
For recreation and play	10.8%	18.7%	9.7%	17	16	33
Experience scenic views	2.6%	4.9%	3.8%	4	9	13
Improve my mental well being	3.2%	3.2%	3.2%	5	6	11
Experience solitude	2.6%	1.1%	1.8%	4	2	6
Enjoy an affordable outing	0.6%	3.2%	2.0%	1	6	7

Experience natural sounds and quiet	1.3%	1.1%	1.2%	2	2	4
Enjoy safe environment	1.3%	0.0%	0.6%	2	0	2
Convenient to where I work	0.0%	1.1%	0.6%	0	2	2
Learn about nature	0.0%	0.5%	0.3%	0	1	1
Learn about history & culture	0.0%	0.0%	0.0%	0	0	0
To volunteer	0.0%	0.0%	0.0%	0	0	0
For team sports	0.0%	0.0%	0.0%	0	0	0
Participate in an organized group outing	0.0%	0.0%	0.0%	0	0	0
Other - Write In	20.4%	15.1%	17.5%	32	28	60
Total				157	185	342

**Table 49: Satisfaction with facilities during visit to park/preserve/path, phase II**

	Very Satisfied		Satisfied		Neutral		Unsatisfied		Very Unsatisfied		Not Applicable/Did Not Use		Total	
<b>Condition of trails</b>	89	48.4%	59	32.1%	10	5.4%	9	4.9%	2	1.1%	15	8.2%	184	100%
<b>Availability of bike trails</b>	30	16.9%	21	11.8%	17	9.6%	7	3.9%	6	3.4%	97	54.5%	178	100%
<b>Benches, drinking water, trash cans</b>	45	24.9%	43	23.8%	28	15.5%	15	8.3%	2	1.1%	48	26.5%	181	100%
<b>Availability of picnic, BBQ, eat together</b>	27	15.2%	20	11.2%	17	9.6%	4	2.2%	1	0.6%	109	61.2%	178	100%
<b>Availability of sports fields</b>	16	9.0%	11	6.2%	10	5.6%	0	0.0%	1	0.6%	139	78.5%	177	100%
<b>Availability of ball courts</b>	4	2.3%	7	4.0%	11	6.2%	2	1.1%	1	0.6%	152	85.9%	177	100%
<b>Planted turf &amp; landscaping</b>	25	14.1%	31	17.5%	13	7.3%	5	2.8%	1	0.6%	102	57.6%	177	100%
<b>Swimming pools</b>	1	0.6%	3	1.7%	10	5.6%	1	0.6%	1	0.6%	161	91.0%	177	100%
<b>Availability of parking</b>	51	28.5%	51	28.5%	22	12.3%	11	6.1%	8	4.5%	36	20.1%	179	100%
<b>Kids playground</b>	12	6.7%	9	5.1%	10	5.6%	0	0.0%	1	0.6%	146	82.0%	178	100%
<b>Availability of restrooms</b>	29	16.3%	25	14.0%	13	7.3%	21	11.8%	6	3.4%	84	47.2%	178	100%



<b>Cleanliness of restrooms</b>	25	14.1%	27	15.3%	11	6.2%	3	1.7%	5	2.8%	106	59.9%	177	100%
<b>Condition of natural resources</b>	91	51.1%	59	33.1%	7	3.9%	4	2.2%	4	2.2%	13	7.3%	178	100%
<b>Condition of historic resources</b>	19	10.7%	22	12.4%	12	6.8%	3	1.7%	2	1.1%	119	67.2%	177	100%
<b>Skate park</b>	7	4.0%	3	1.7%	12	6.9%	1	0.6%	1	0.6%	151	86.3%	175	100%
<b>Bike park</b>	5	2.9%	7	4.0%	7	4.0%	2	1.1%	1	0.6%	153	87.4%	175	100%
<b>Fishing piers or boat ramps</b>	3	1.7%	6	3.4%	10	5.7%	1	0.6%	0	0.0%	154	88.5%	174	100%

**Table 50: Percent unsatisfied with facilities during visit, phases I and II; most frequently mentioned\***

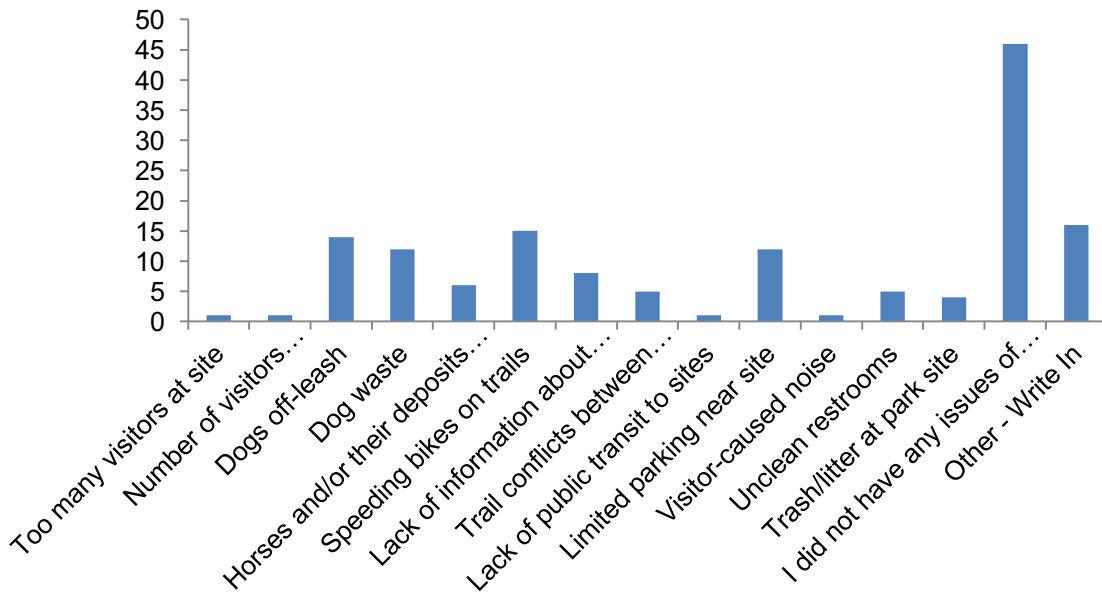
<b>Value</b>	<b>Phase I Percent</b>	<b>Phase II Percent</b>	<b>Total Percent</b>
Availability of restrooms	17.5%	14.2%	15.9%
Availability of benches, drinking water, trash cans	17.9%	9.4%	13.7%
Availability of parking	13.3%	10.6%	12.0%
Condition of natural resources	15.5%	4.4%	10.0%
Availability of bike trails	11.6%	7.3%	9.5%
Cleanliness of restrooms	11.7%	4.5%	8.2%
Condition of trails	10.2%	6.0%	8.1%
Condition of planted turf & landscaping	3.9%	3.4%	3.7%
Condition of historic resources	3.3%	2.8%	3.1%
Availability of picnic, BBQ, eat together	2.6%	2.8%	2.7%

\* Percent unsatisfied and very unsatisfied. Total percent is the mean of Phase I and II

**Table 51: Satisfaction with staffing and information availability, phase II**

	Very Satisfied		Satisfied		Neutral		Unsatisfied		Very Unsatisfied		Not Applicable/ Did Not Use		Total	
<b>Availability of park staff</b>	29	15.8%	29	15.8%	28	15.2%	3	1.6%	0	0.0%	95	51.6%	184	100%
<b>Interactions with staff</b>	42	22.8%	31	16.8%	15	8.2%	1	0.5%	1	0.5%	94	51.1%	184	100%
<b>Outdoor displays about natural and cultural history of site</b>	16	8.8%	38	20.9%	39	21.4%	11	6.0%	1	0.5%	77	42.3%	182	100%
<b>Information-activities and/or events</b>	16	8.9%	27	15.0%	42	23.3%	5	2.8%	2	1.1%	88	48.9%	180	100%
<b>Directional signage at the site</b>	31	17.3%	74	41.3%	26	14.5%	11	6.1%	5	2.8%	32	17.9%	179	100%
<b>Signs, maps, trail markers</b>	28	15.7%	80	44.9%	30	16.9%	12	6.7%	3	1.7%	25	14.0%	178	100%

Figure 35: Issues that were a moderate or serious problem at park/preserve/path by follow-up survey respondents, phase II



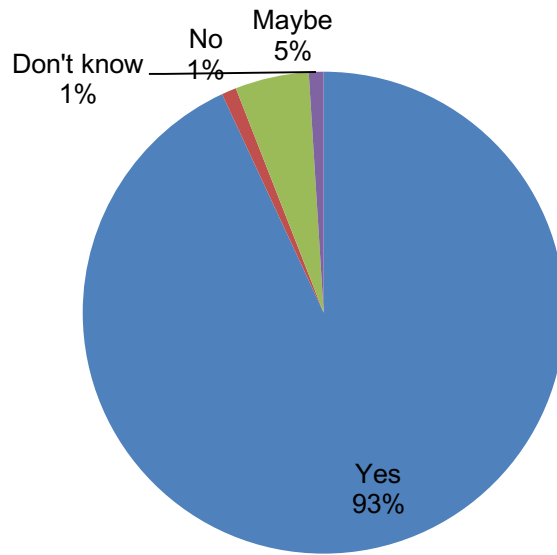
Value	Phase I Percent	Phase I1 Percent	Total Percent
I did not have any issues of concern	38.2%	46.5%	42.4%
Dogs off-leash	16.6%	14.1%	15.4%
Speeding bikes on trails	13.4%	14.6%	14.0%
Dog waste	15.9%	11.9%	13.9%
Lack of information about the site's fragile plant and animal habitats	10.2%	7.6%	8.9%
Limited parking near site	5.7%	11.9%	8.8%

Trail conflicts between different types of users	8.9%	4.9%	6.9%
Horses and/or their deposits on trails	7.0%	6.0%	6.5%
Unclean restrooms	4.5%	4.9%	4.7%
Trash/litter at park site	5.1%	3.8%	4.5%
Lack of public transit to sites	4.5%	1.1%	2.8%

**Table 52: Information, stories, history or features of park/preserve/path respondent would like to learn more about, phases I and II**

<b>Value,</b>	<b>Phase I Percent</b>	<b>Phase II Percent</b>	<b>Total Percent</b>
Flora, fauna, geology of park	37.7%	22.2	30.0%
Origin of park, park name	32.1%	26.4%	29.3%
History of area	20.8%	22.2%	21.5%
Indians of area	20.8%	21.8%	21.3%
Birds, wildlife	-	18.1%	18.1%
Origin of trail, trail name	9.4%	5.6%	7.5%
Trail directions, map of park	3.8%	12.5%	8.2%
Creeks, waterfalls, fish habitat	-	6.9%	6.9%
Tide pools, ocean	-	6.9%	6.9%
Restoration efforts	-	4.2%	4.2%
Locations of nearby camping	1.9%	0.0	0.9%

Figure 36: Will visit park or preserve again in the next 12 months



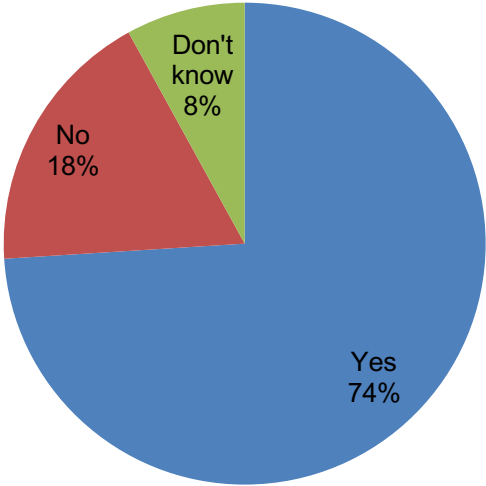
Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Yes	94.3%	94.1%	94.2%	148	174	322
No	1.3%	0.5%	0.9%	2	1	3
Maybe	3.2%	4.9%	4.1%	5	9	14
Don't know	1.3%	0.5%	0.9%	2	1	3
Total				157	185	342

Table 53: Most important reasons you will or will not visit in next 12 months, phase II, those who want changes (Write-In).

Value	Percent	Count
Nature, beauty, views	42.8%	65
Convenient, close to where I live or work	32.2%	49
Great hiking	21.7%	33
Great place to walk dog	20.4%	31
Exercise and healthy	16.5%	25
Be with kids, family, friends	13.2%	20
Good trails	11.8%	18
Great place to run	7.9%	12
Safe place	4.6%	7
Not crowded	4.0%	6
Great place to bike	4.0%	6
Play sports	3.3%	5
Don't live close by	3.3%	5
Great playground	3.3%	5
Solitude, meditation, quite	2.6%	4
Lack of access for dogs off leash	1.3%	2
Poor trail conditions	0.7%	1
Poorly maintained, dirty facilities	0.7%	1
Other	3.3%	5



Figure 37: Does park, preserve or path have special qualities that make it important, phase II



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Yes	66.2%	74.1%	70.1%	104	137	241
No	26.1%	17.8%	22.0%	41	33	74
Don't know	7.6%	8.1%	7.9%	12	15	27
Total				157	185	342

**Figure 38: Special qualities or aspects of park/preserve/path, phase II (Write-in)**

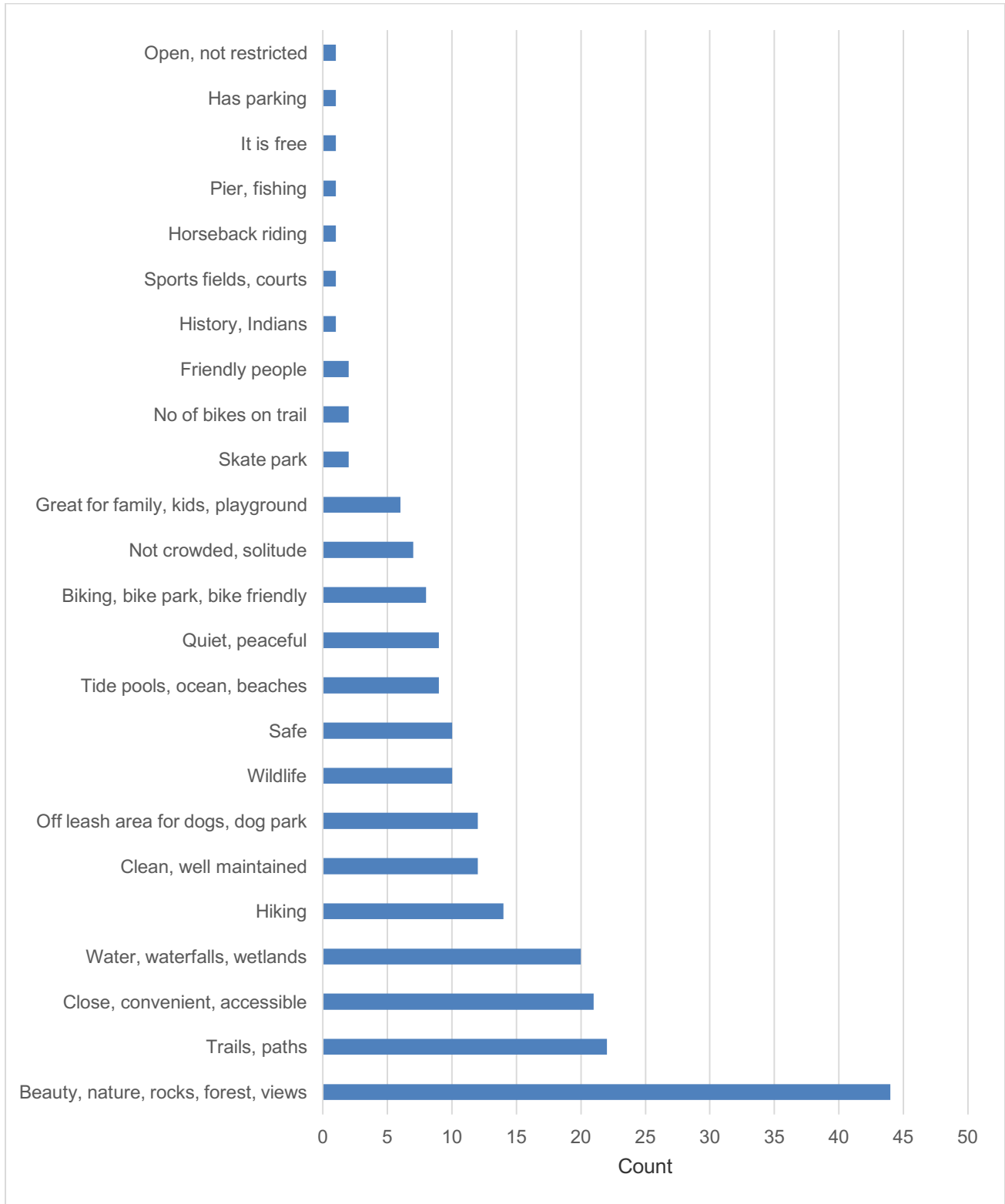
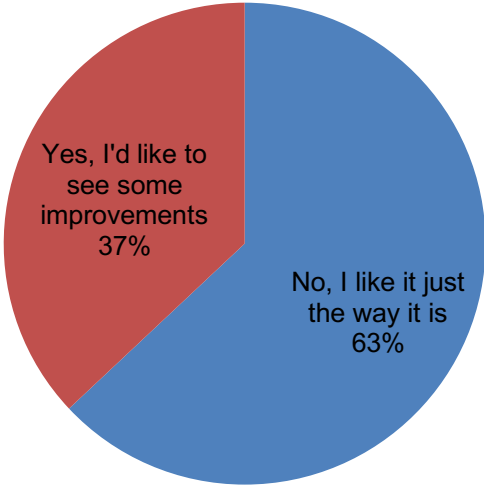
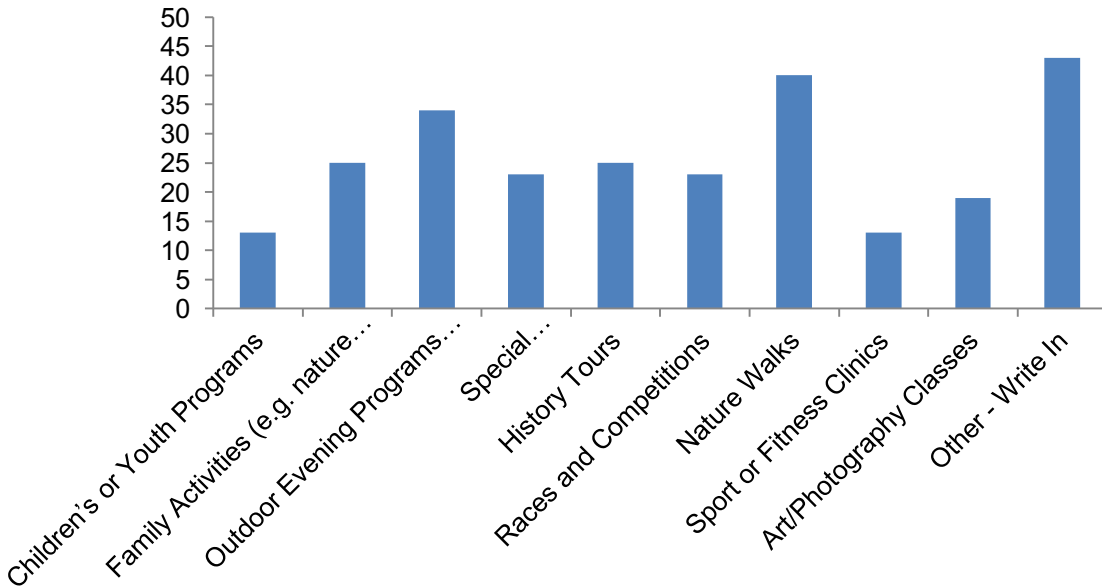


Figure 39: Would like amenity or facility improvements to park, preserve or path in the future, phase II



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
No, like it just the way it is	58.6%	62.7%	61.4%	92	118	210
Yes, want to see some improvements	41.4%	37.3%	38.5%	65	69	134
Total				157	185	342

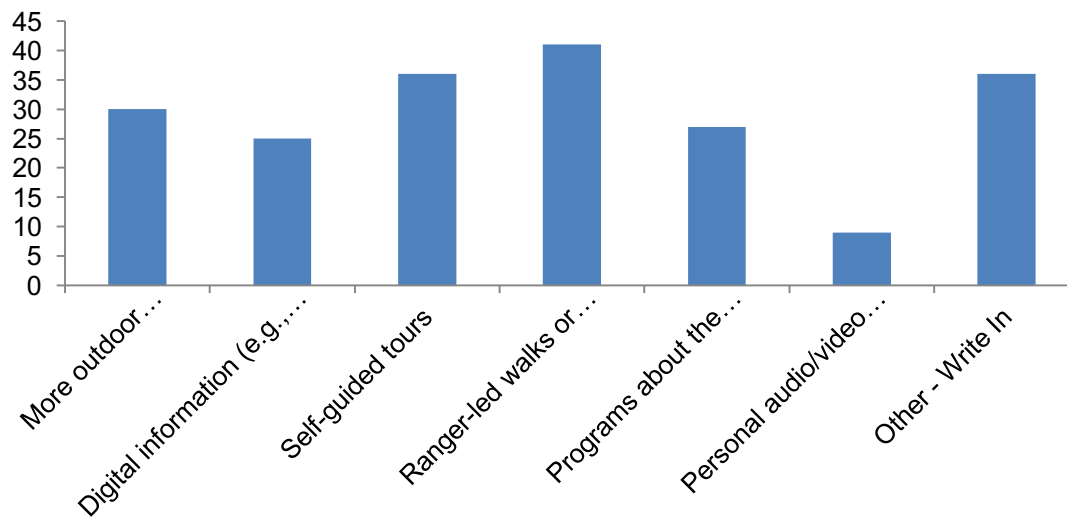
**Figure 40: Programs of interest in the future, phase II. Respondents who want improvements**



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Outdoor Evening Programs (e.g., campfire, night sky programs)	28.0%	34.0%	31.0%	14	18	32
History Tours	24.0%	24.5%	24.2%	12	13	25
Special Events/Festivals/Concerts	22.0%	22.6%	22.3%	11	12	23
Races and Competitions	16.0%	22.6%	19.3%	8	12	20
Sport or Fitness Clinics	16.0%	13.2%	14.6%	8	7	15
Family Activities (e.g. nature quests, tide pooling, all-age volunteer program)	12.0%	24.5%	18.3%	6	13	19

Children's or Youth Programs	10.0%	13.2%	11.6%	5	7	12
Art/Photography Classes	8.0%	18.9%	13.5%	4	10	14
Other - Write In	38.0%	43.4%	40.7%	19	23	42
Movies at night				(1)		

**Figure 41: Services you would like in future, phase II, respondents who want improvements**

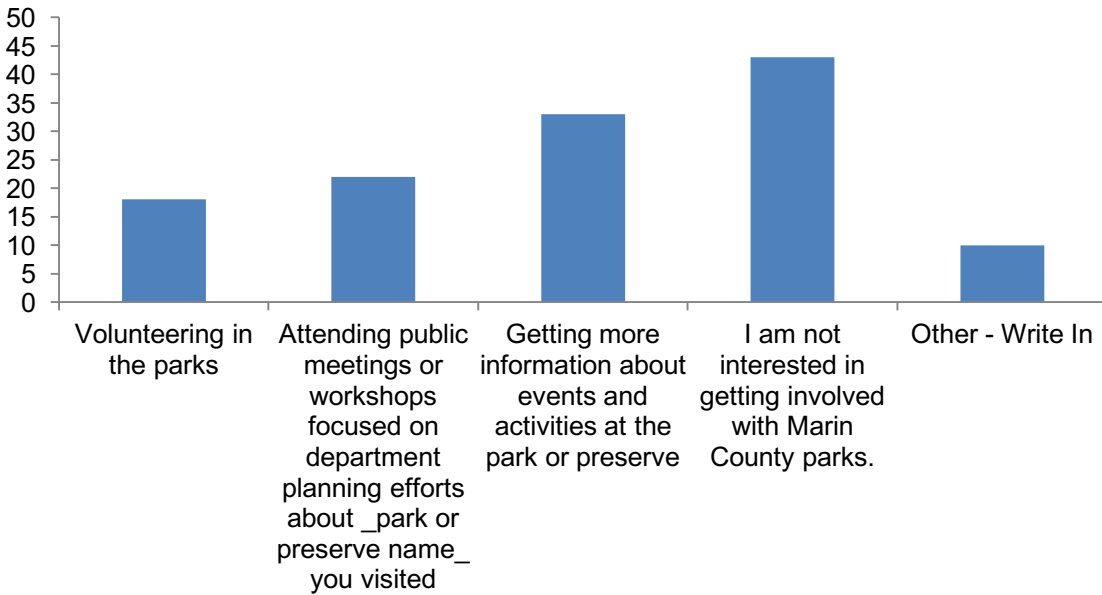


Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
Self-guided tours	26.8%	36.4%	31.6%	11	16	27
Ranger-led walks or talks at park	22.0%	40.9%	31.5%	9	18	27
More outdoor exhibits/kiosks	19.5%	29.6%	24.6%	8	13	21
Programs about the park provided in my community or neighborhood	17.1%	27.3%	22.3%	7	12	19
Digital information (e.g., on-site electronic kiosks, downloadable pdf files or park apps)	14.6%	25.0%	19.8%	6	11	17
Personal audio/video guides to the park	2.4%	9.1%	5.8%	1	4	5

**Table 54: Other comments about recent visit to the park, preserve, path or comments about other Marin County parks or preserves; phase II**

Value	Count
Love it, grateful	16
Problem	11
Access	10
Great rangers, volunteers	9
Signs, education	9
Trail policies	8
Biking	8
Restroom	7
Maintenance	6
Nature, views	6
Off leash dogs	5
Dogs, dog park, dog friendly	5
Enforcement	4

Figure 42: Ways you would assist Marin County Parks in future; phase II



Value	Phase I Percent	Phase II Percent	Total Percent	Phase I Count	Phase II Count	Total Count
I am not interested in getting involved with Marin County parks.	51.6%	43.2%	41.2%	81	80	161
Getting more information about events and activities at the park or preserve	27.4%	33.0%	30.2%	43	61	104
Volunteering in the parks	15.3%	18.4%	16.9%	24	34	58
Attending public meetings or workshops focused on department planning efforts about _park or preserve name_ you visited	11.5%	22.2%	15.1%	18	41	59
Other - Write In	8.3%	9.7%	9.0%	13	18	31
Total				157	234	391



**Table 55: Write-in - Ways you would assist Marin County Parks in the future, phase II**

Type Assistance	Count
Helping with a dog park or improving dog experiences	1
Help build bike trails	1
I am volunteering now	3

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

Table 56. Comparison of 2015 and 2017 select respondent visitation and activity participation data at parks, preserves and paths, phases I and II

Description	Parks	Preserves	Paths
	2017 (2015)	2017 (2015)	2017 (2015)
Completed intercept surveys	559 (525)	711 (433)	239 (255)
Alone in travel group (percent)	31.6 (29.4)	41.6 (42.7)	59.0 (63.2)
Participation – Walk/hike (percent)	70.8 (69.2)	87.5 (78.8)	75.2 (47.4)
Participation – Relax outdoors (percent)	56.0 (56.8)	54.5 (50.6)	45.5 (36.8)
Participation – Enjoy views (percent)	36.3 (36.2)	54.0 (45.9)	46.6 (63.2)
Participation – Nature walk (percent)	32.7 (30.9)	55.6 (47.1)	25.5 (21.1)
Participation - Explore outdoors (percent)	33.1 (36.6)	47.9 (32.4)	25.5 (21.1)
Participation - Being with family and friends	39.8 (32.4)	34.3 (38.8)	26.1 (21.1)
Participation – Walk dog/pet (percent)	25.4 (15.9)	28.2 (29.4)	26.2 (10.5)
Participation - Bike unpaved trails (percent)	1.0 (7.9)	6.7 (15.3)	3.4 (10.5)
Participation - Bike paved trails (percent)	5.5 (7.2)	3.5 (2.4)	14.7 (52.6)
Participation – Meditation/solitude (percent)	6.5 (7.5)	13.9 (14.1)	10.5 (0.0)
Participation – Relax on beach (percent)	11.0 (13.0)	2.0 (0.0)	1.3 (0.0)

Table 57. Comparison of select respondent satisfaction, safety, quality of experience, and demographic data at parks, preserves and trails, phase II (and phase I)

Description	Parks	Preserves	Paths
	2017 (2015)	2017 (2015)	2017 (2015)
Satisfaction with other visitors (percent very dissatisfied)	1.4 (1.8)	1.1 (3.6)	0.4 (2.9)
How personally safe respondent felt (percent very unsafe)	0.2 (1.6)	0.9 (1.2)	0.4 (0.8)
Quality of experience (percent very good)	81.5 (76.7)	88.2 (82.0)	75.2 (70.7)
Live within one mile of park (percent)	39.8 (44.4)	37.9 (51.0)	53.2 (59.2)
Hispanic or Latino (percent)	9.0 (12.3)	5.5 (5.7)	5.9 (7.9)
Highest level of education (percent high school graduate or equivalent)	7.3 (6.9)	3.1 (3.9)	3.4 (5.8)
Highest level of education (percent post graduate or professional)	33.9 (35.7)	37.8 (36.5)	46.4 (48.1)

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

Demographic data from phase I and II for 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 58: Comparison of demographics of phase I and phase II survey respondents versus 2010 Marin County population**

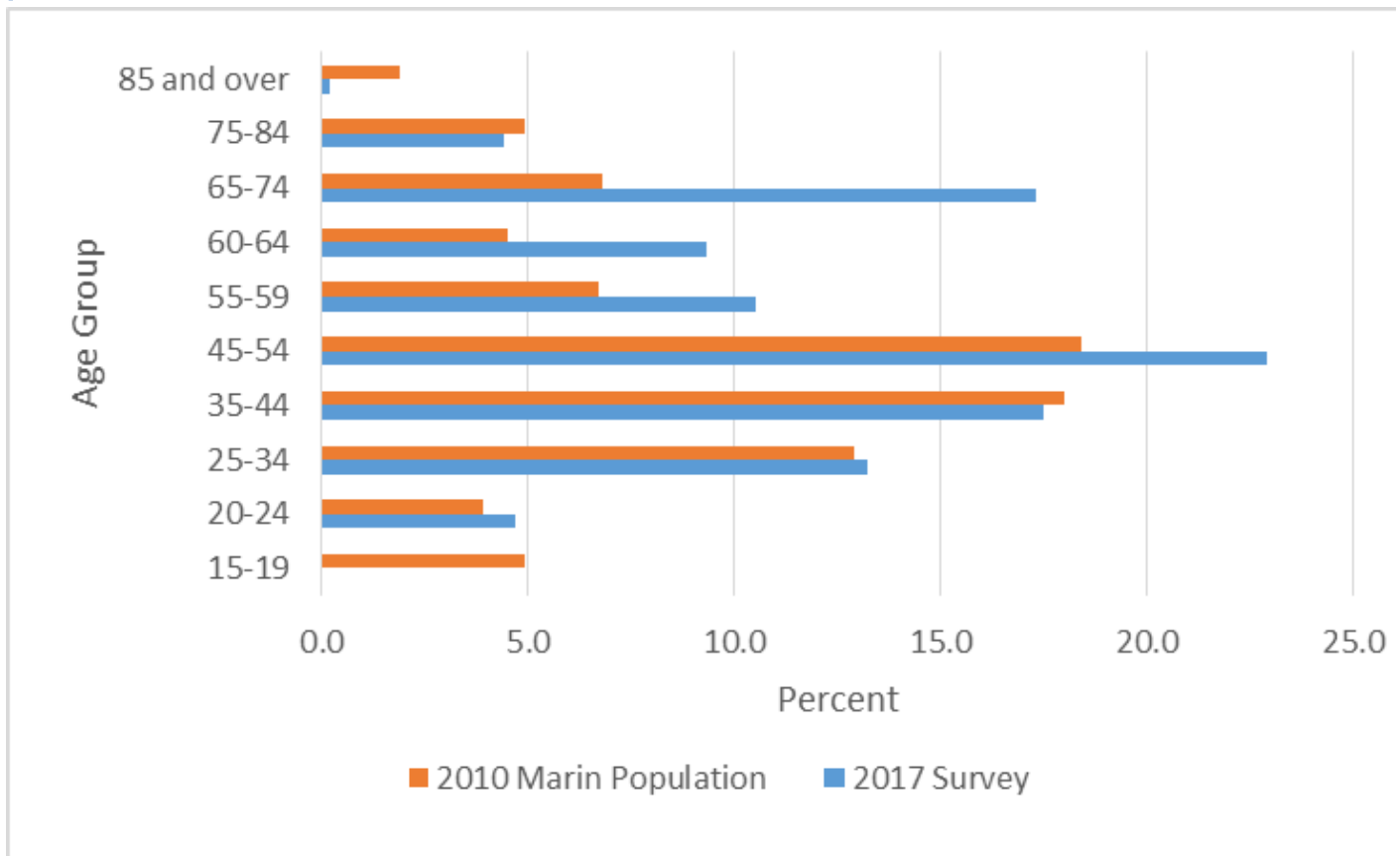
Statistic	All Parks, Preserves, Paths, Total Phase I & II	Marin County Total*
Percent male	46.2%	48.8%
Percent female	53.1%	51.2%
Percent Hispanic or Latino	6.9%	16.0%
Percent White	90.5%	86.2%
Percent Asian	6.1%	6.1%
Percent Black, African American	1.4%	2.9%
Percent other race(s)	2.9%	4.8%
Percent speak language other than English at home	6.8%	23.1%
Median age	46 years	45 years
Median HH income (reporting)	\$75-99,000	\$75-99,000
Percent bachelor's degree or higher education	75.2%	54.6%

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

**Table 59: Age of phase II survey respondents and 2010 Marin County, percent**

Years	Respondents At All Parks/Preserves/Paths	Marin County Total (Source: US Census)
15-19	0.0 %	4.9 %
20-24	4.7	3.9
25-34	13.2	12.9
35-44	17.5	18.0
45-54	22.9	18.4
55-59	10.5	6.7
60-64	9.3	4.5
65-74	17.3	6.8
75-84	4.4	4.9
85 and over	0.2	1.9
Median Age	51 years	45 years

Figure 43: Phase II age of respondents and 2010 Marin County population, percent



## Discussion

During phase II a total of 12,915 visits were counted at the 17 sites over the fall survey period, compared to 6,993 in phase I. A total of 49.7% of visits in phase II (68% in phase I) were during weekends and 50.3% (32% in phase I) were during weekdays. In phase II visitation during winter and spring was more evenly spread out during the week, rather than more concentrated on weekends like in phase I (fall). The average number of visits per three hour survey period in all parks was 29.3 persons in phase II compared to 49.3 in phase I. The morning surveying session from 7:30-10:30am accounted for 15% of use in phase II (34% in phase I); the afternoon 11:30-2:30pm had 55% of visits in phase II (32% in phase I); and the evening 3:30-6:30pm recorded 30% of phase II visits (34% in phase I). The Mill Valley Sausalito path recorded the highest average number of visits of any site, 164 in phase II (155 per three hour period in phase I), while Creekside/Hal Brown (44) and Lagoon (22) had highest average counts for parks; and Mt Burdell (30) and Indian Valley (28) had the highest average of any preserve. There were an estimated

207,297 visits during all of phase II (winter and spring 2017), compared with 90,470 visits to all parks, preserves and paths surveyed in phase I (fall 2015). This resulted in a combined total of 297,767 visits recorded in both phase I and II. An estimate of summer visits was calculated, based on phase I averages, and totaled 88,866. When fall (phase I), winter and spring (phase II) and estimated summer visits are combined it totals 386,633 visits. If visits at other trails which were not surveyed were added to this combined total, the result could be well over 400,000 visits per year.

During the phase II study period there were a total of 1,509 intercept surveys completed (1,168 in phase I) for a 38.1% response rate (54.2% in phase I) from the 3,968 persons invited to take it (2,152 in phase I). The lower phase II response rate was due primarily to a large number of visitors having already completed the intercept survey (they could only take the survey once). total of 37% of those contacted in phase II were visitors at parks (44% in phase I), 47% at preserves (35% in phase I) and 16% in phase II were on the two paths included in the study (21% in phase I). Use increased at preserves, on a percentage basis, and declined at parks and on paths, compared to phase I. Sites with the greatest number of phase II visits were Mt. Burdell (15.0% of all visits), Indian Valley had 9.9% and Cascade Canyon recorded 9.3% of visits. Over 29% were first time visitors in phase II (14.7% in phase I), while only 0.3% had visited that particular park site over 50 times in the last year, compared to 46.9% of phase I respondents. This suggests that phase II respondents were much more likely to be less frequent visitors relative to phase I respondents.

Below is a summary of findings:

- A high percentage of park (park, preserve and path) visitors are regular users and live near the park.
  - Respondents averaged 50 visits per year
  - 45 percent of phase I and II respondents lived within one mile to the park
  - Three quarters of respondents were Marin County residents
- There are a variety of park users, no one group type dominates. Almost all are with small non-commercial groups or traveling alone
  - About a third of visitors are either traveling alone, with family or with friends
  - Only 2.7% were with a commercial or large organized group
- Almost all visitors got to the park by private auto, walked or bicycled
  - Only 0.3% arrived by public or private bus
  - This creates parking issues at many parks

- Social media and the MCP website were important sources of information for newer visitors to help them plan their visit
  - About 10% of respondents used social media, the MCP or other websites
  - Two thirds of respondents used past experience or recommendations from friends
- A wide variety of activities were engaged in during visits, but activities varied with site and site type.
  - Over 16 land-based, 9 water-based, 10 nature-based, and 7 other activities were identified.
  - Preserves and paths tended to have greater appeal for those interested in nature and views, while parks had relatively more interest in playgrounds and play
- The most important primary reasons for visiting all seventeen sites during phases I and II were: Views, nature and landscapes; hiking/walking, walking dogs, bicycling and jogging.
  - During winter months, nature and views and hiking increased in importance and sport activities decline, compared to the fall period.
- The importance of dog walking as the primary reason to visit varied dramatically by park site, from 50.8% at McInnes Park and 24.5% at Lagoon Park in phase II to zero at more remote preserves and Paradise Park.
- The overwhelming majority of respondents indicated they were satisfied or very satisfied with their experience that day, regardless of time of year or park site
  - 88% said they were satisfied with interactions with other visitors
  - 96% of all respondents felt safe during their experience
    - The main reasons the few felt less safe were related to dogs and bicycles
  - 98% of all respondents rated the quality of their experience as good or very good
- Most visitors did not have any suggestions for improvement, but of those who did the most common were: Improve trail, better enforcement or new user policies, better maintenance, control of dogs or more off-lease dog areas, new facilities, and better signs/maps.
- More bicycle access was a particularly common suggested improvement among bicyclists and at preserves
- About 7% of combined phase I and II respondents were Hispanic or Latino and spoke a language other than English at home, but this varied significantly by park site.
  - Nearly 26% of McNears Beach Park respondents were Hispanic compared to 3% at Blithedale Summit and zero at Giacomini Preserves.



- Over 30% of Paradise Park and 29% of Pueblo Park respondents spoke a language other than English at home, compared to less than 3% at Giacomini and Indian Valley Preserves.
- The overwhelming majority of users were white race, similar to the county population
  - This was consistent at all sites except for Paradise Beach Park with 2/3 white.
- An average of 3.5% of respondents had a physical condition which made it difficult to access or participate in park activities/services. This was consistent among all sites.
  - Mobility in walking and playground access were the two most common types.
- MCP visitors tended to be older, with over two thirds being age 45 or more, and this was consistent among most park sites.
  - The mean average age of all respondents was 50.7 years
  - 16% of respondents were ages 18-34 years.
- An average of 53% of respondents were female, a generally consistent finding at all sites
  - Some parks, like Stafford Lake Park, had a greater percent of male users (61.6%)
- The typical MCP respondent had a bachelor's degree, with 38% having a graduate/professional degree, and 6% only a high school diploma or less
- Median household income for respondents was \$100,000-\$124,999, with 14.4% have \$250,000 or greater and 7.6% reporting less than \$35,000,
- In the follow-up survey respondents reported the primary reasons they visited the survey site were to: Improve my physical fitness (76%), to connect with nature (74%), improve their mental well-being (67%), convenient to where they live 64%), and to experience scenic views (62%).
- Facilities with the greatest percentage of respondents unsatisfied with them were: Availability of restrooms (14%), availability of parking (10%), availability of benches and water fountains (9%).
- Services with the largest percentage of unsatisfied responses were: Directional signage (9%), signs and maps (9%), and outdoor displays (7%).
- The majority of respondents did not have a serious issue about the park site, but for those who did the most commonly mentioned serious issues at that park site were: Dogs off leash (15%), speeding bikes (14%), dog waste (12%) and lack of information about fragile plant and animal habitats (9%)
- The follow-up survey asked about any stories or features they would want to learn more about. The most common responses were: Flora, and fauna of park (30%), origin of park and park name (29%), history of area (21%) and Indians of area (21%).

- The most commonly mentioned special characteristics of the site were: Its beauty, nature, forests and views, the trails, it being close and convenient, its water, hiking opportunities and being clean and well maintained.
- Almost two thirds of the combined phase I and II respondents indicated they would not like any improvements and like it the way it is
- For those indicating they'd like park improvements, the most commonly mentioned improvements were: Outdoor evening and history programs, self-guided tours, ranger/docent-led tours and more outdoor exhibits.
- The most frequently mentioned comments presented were: Loved the park; access issues, great MCP staff, better signs and education, access for bikes, improved or enforced trail policies.
- Over half of follow-up respondents indicated they would be willing to help MCP in some way in the future.
  - For those willing the most common ways were getting information about events/activities (30.2%), volunteering in parks (17%) and attending meetings (15%).
- The study also compared MCP respondents with the 2010 Marin County population from the U.S. Census.
  - Findings showed no significant differences in percent female, percent Asian, and median household income.
  - But survey respondents were much more likely to be: Older, white and have more formal education, compared to the county population.
  - Survey respondents were much less likely to be Hispanic and African American, compared to the county population.
  - A total of 64.6% of survey respondents/park users were age 55 or more, compared to 43.2% of the Marin population

## Recommendations

This final section of the report presents recommendations to Marin County Parks based on phase I and II intercept survey responses, visit counts and focus groups. Combining the phase I and II surveys and visit counts provides data on visitor use during the fall, winter, spring, and early summer months. This provides for the first time a quantitative, comprehensive, science-based understanding of the number of visitors to Marin County parks, preserves and paths, their motivations for visiting, characteristics, activities, evaluation of facilities and services and

recommendations. A summary of key recommendations from the visit counts, intercept survey, follow-up survey and focus groups includes:

- Keep park sites open year around, as resource conditions permit. There is substantial year around visitation. Physical fitness and connecting with nature are common reasons to visit and these are desired year around.
- Tell decision makers about park site use. Total year around visitation to the 17 Marin County parks, preserves and paths in this study is significant, estimated in excess of 400,000. They provide services to a very large number of primarily county residents
- Work on crowding at certain sites and time. Both the survey and focus group results demonstrated that most all the park sites experience a much higher density of crowds on weekends and holidays which has led to more user conflicts and traffic congestion, compared to years ago.
- Conduct more outreach and related services to encourage new or infrequent users is needed because a high percentage of park site (park, preserve and path) visitors are regular users and live near the park, and other residents are under-represented.
- Tell decision makers the park sites have a wide appeal. There are a variety of park site users, no one group type dominates.
- Encourage alternative transportation methods to get to the park sites. The majority of visitors now get to the park by private auto. If allowed to continue this will lead to more congestion and parking problems near trailheads.
  - Linkages from paths to preserves could be highlighted and/or increased.
- Better utilize social media and the MCP website to inform and appeal to new users, but not at the most busy times or locations.
  - Through information and education try to disperse use to less used sites and times.
- Allow some sites to become more specialized, as some sites have unique resources, and specialized facilities could be built to accommodate specific user groups (e.g. bike park at Stafford Lake Park or tennis courts at McInnis Park).
- Continue to maximize opportunities for the core activities in all/most park sites: Appreciation of views, nature and landscapes; hiking/walking, walking dogs, bicycling, and jogging.

- The vast majority of respondents are satisfied or very satisfied with their experience at the park site. But there are still user conflicts, safety issues and displacement among user groups that warrants management attention.
- Focus group and survey results indicated there are some conflicts across four different user groups: Equestrians, mountain bikers, dog owners and hikers. Additional management strategies, policies or staff/volunteers dedicated to reducing these conflicts seems warranted.
- As a way to reduce trail conflicts, many focus group members suggested MCP should better educate park users on trail etiquette, sharing the trail, and positive communication with other visitors.
- Offer more off-leash dog walking opportunities, where appropriate, because there is strong year-round demand for this. An example of this demand is over half of winter visitors to McInnis Park where there for dog walking.
- Work with bicycle groups to look at ways to increase bike access, where appropriate. But also consider that other users wanted more limits on bikes.
- Work with equestrians because they are concerned for their own and their horses' safety in the presence of the other user groups, particularly mountain bikers and dog owners.
- Increase the presence of rangers and/or volunteer docents on trails. Focus group and the majority of survey respondents felt that park site users generally follow rules and regulations-pertaining to mountain bike speeds and dogs off-leash restrictions, but a small percentage of users ignore policies and safety concerns.
  - These issues are reduced when more park rangers and staff are simply around.
- Identify ways to provide more paths connecting park sites and other trails. This is justified because paths are heavily used for both commuting and recreation.
- The majority of visitors want MCP to protect the park sites, especially preserves, and not develop them more. Exceptions would be at some more urban-proximate park sites.
  - The majority want MCP to resist the push toward providing paved trails and “city park” amenities in preserves and more rural parks.
- Survey respondents suggested facility and service improvements that could reduce some of the most frequently mentioned issues.
  - Suggestions that might fit into this realm of low level change include improvements in trail surface conditions, better enforcement of existing policies on dogs and bicycles, better maintenance of restrooms, expanding bike access, control of dogs on trails, and more off-lease dog areas.

- Improved directional signs and trail markers were common desires among survey and focus group respondents.
- Outreach efforts are needed to the Hispanic community and this will entail a long term, well-funded and thought-out plan. Hispanic or Latino respondents and those who speak a language other than English at home are very much under-represented among respondents and park site users, compared to the county population.
  - Try starting at sites that are now attracting larger than average numbers of Hispanic visitors, primarily coastal beach parks with facilities for young and older visitors and families and larger groups, such as McNears Beach Park or Paradise Beach Park.
  - It may be more difficult to attract diverse users to more remote preserves, such as Giacomini, but encouraging select groups to these sites could be effective.
- Results suggest another under-served group are those persons with disabilities. More specialized accessible trails and other facilities are needed at most all sites.
  - Concentrating on mobility enhancement may be most effective.
- Encourage use by young adults. Study results showed younger adults are very under-represented among park site visitors, compared to the county population. The focus group results with West Marin transitional youth offer insights into the strong interest in visiting parks by young adults, barriers they face and potential outreach strategies.
- Keep Marin County parks, preserves and paths free or low cost. This is critical to having economically, age and ethnically diverse visitors. Seniors and young adults, in particular, mentioned this need.
- Continue to protect the special characteristics of MCP park sites most valued by respondents: This includes their natural beauty, nature, forests and views, the trails, it being close and convenient to larger numbers of residents, its waterfall and wetlands, hiking opportunities and having clean and well maintained facilities.
- Consider moderate changes to park sites, based on the most frequently mentioned respondent comments. Some respondents wanted better maintained facilities and trails, more restrooms, better signs and more educational opportunities and enforcement of existing trail/user policies.
- Utilize volunteers more effectively. There is significant interest in helping MCP by respondents and visitors. The agency could tap into this more through a variety of ways, from internships at high schools and colleges to volunteer work/trail crews (there certainly are limitations on how much can be accomplished for the organizational effort required).

Assigning clean-up and minor maintenance to trained residents at parks near their home is another strategy. Volunteer docents at trailheads at busy times were mentioned in the survey and focus groups.

- Commend your agency staff and park commissioners. Respondents in the focus groups and surveys overwhelmingly said Marin County parks, preserves and paths greatly add to their quality of life and to the natural environment of the county, and they were appreciative of the work done by the department.

## 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.

### Phase II 2017 In-Park Survey Marin County

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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 2017 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/Di 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!**

## Appendix C. Write-In and “Other” Responses by Figure/Table

**Figure 5. 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?**

<b>Other</b>	<b>Count</b>
With dog	17
Organized group	7
Friends/family	6

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

### **Other - Write In Count**

Run	2
%2C	1
Car pool	1
Horse	1
Jog	1
Kayak	1
Kids scooter	1
Ran	1
Ran	1
Rode my horse	1
Run and bike	1
Running	1
Walked	1
Water	1
Total	15

**Table 12. What LAND-BASED activities did you participate in today at \_this park/preserve\_?**

<b>Other Response</b>	<b>Count</b>
Group exercise	30
Play sports	23
Ride horses	10
Skateboard/Skatepark	6

Golf course	10
Bocchi ball	3
Horseshoes	2
Boat ramp/pier	6
Frisbee golf	8
Bike park	8
Other - Write In	44

**Table 15. What WATER-BASED activities did you participate in today at this park/preserve?**

	<b>Other - Write In</b>	<b>Count</b>
Waterfall viewing		5
Bird watching		3
View waterfall		3
Bicycle		1
Bicycling		1
Chasing waterfalls		1
Dive		1
Dog in creeks briefly		1
Dog walk		1
Enjoying sights of flowing water and pools. Enjoying sound of water flowing		1
In others		1
Jugar con los nin~os		1
Jumped the rivers and puddles!		1
Looking%20at%20the%20creek%20and%20mud%20in%20water		1
None		1
Observe creek		1
Photograhny		1
Relax by waterfall		1
Rrr		1
Scouting for kids birthday party		1
See waterfall		1
Seeing the waterfall		1
Soaked sore feet!		1
Stream		1
View river		1
Viewed waterfall		1



Viewing the lake	1
Visit lighthouse	1
Visited a waterfall	1
Walked along the creeks	1
Walked dog	1
Walking	1
Watching wildlife - birds	1
Water connection	1
Waterfall	1
Waterfall	1
Waterfowl observations	1
Whale watching	1
Ymca. Water class	1
Totals	47

**Table 17. What NATURE-BASED activities did you participate in today at \_this park/preserve\_?**

<b>ther - Write In</b>	<b>Count</b>
Exercise	7
Dog walks	1
Dogs	1
Easter egg hunt	1
Exercise and nature	1
Exercise on lunch break	1
Fishing	1
Flowers	1
Flowers and geology and miwok cultur	1
Flowers!	1
Got rad	1
Hiked my dogs	1
Horseback riding with dog along	1
Interested getting married here	1
Listening to water	1
Long distance bike ride	1
Look at pool	1
Meditation	1
Mushroom hunt	1

Nature connection	1
Peace	1
Play with kids	1
Pokemon	1
Power walking	1
Run	1
Running with dog	1
Sports	1
Trail run	1
View flowers	1
Walk dog	1
Walk%20dog	1
Walked my doggie	1
Walking with dog	1
Waterfall	1
Wild flowers	1
Totals	41

**Table 19 What OTHER activities did you participate in today at \_this park/preserve\_?**

<b>Other - Write In</b>	<b>Count</b>
Biking	2
Bathroom	1
Breakfast	1
Dinner	1
Doctor visit	1
Dog classes	1
Eating	1
Ebird list	1
Exercise	1
Exercise	1
Exercise pet	1
Fishing	1
Garbage	1
Geocaching	1
Golf	1
Hiking	1

Land	1
Lighthouse	1
Lunch	1
Lunch at bovine bakery	1
Mushroom foraging	1
Photography	1
Picnic	1
Play with dogs	1
Playground	1
Take a scenic walk	1
Take a walk	1
Taled with oth=r pe o[ple	1
Took a fitness class at community center	1
Trash pickup	1
Views	1
Visiting with Pepole and dogs	1
Went over thoughts.	1
Totals	34

**Table 20. Which ONE activity (Land, Water, Nature or Other) above that you participated in was your primary reason for visiting \_this park/preserves\_ today?**

Jogging, running	2.6%	16
Water, ocean	2.8%	17
Childrens playground	2.5%	15
Beach, beach activities	0.8%	5
Restrooms	1.8%	11
Be with family friends	1.6%	10
Fishing	1.5%	9
Horseback riding	0.5%	3
Meditation, quiet, solitude	1.8%	11
Event, party, wedding	0.2%	1
Skateboarding, skate park	0.2%	1
Exploring	2.0%	12
Golf	0.3%	2
Relax	2.1%	13
Birding, wildlife	1.1%	7
Disk golf	0.7%	4

Table 28. Other suggestions to improve your experience.

More shade	0.6%	2
Pave, resurface trail	1.4%	5
Parking	1.9%	7
Benches	1.1%	4
Better playground	2.2%	8
Separate lanes on trail	0.8%	3
Stop persons feeding animals	0.6%	2
invasive species, poison oak	0.3%	1
Sports fields, courts	2.5%	9
Parking	1.1%	4

Figure 22. What language other than English spoken at home

**Other Language - Write In Count**

Korean	3
Russian	3
Arabic	2
Dutch	2
Farsi	2
Hebrew	2
Hindi	2
Portuguese	2
Albanian	1
Bulgarian	1
Chinese	1
English	1
French	1
Gaelic	1
Indian	1
Italian	1
Japanese	1
Lakota	1
Mongolian	1
Norwegian	1
Portugese	1
Portugues	1

Slovenian	1
Spanish, Farsi	1
Tamil	1
Telugu	1
Ukrainian	1
Totals	37

**Figure 25. What activities did you have difficulty accessing or participating in today?**

<b>Count</b>	<b>Response</b>
2	None
1	Accident recovery
1	Arm injury prevents from using kayaks and bikes
1	Arthritis
1	Climbing, walking distances, running
1	Copd
1	Crossing the stream
1	Dog playinng
1	Hiking
1	Hiking
1	Hiking up hill
1	Hip repacement
1	Just breathing
1	Knee problems
1	Long hikes
1	Muddy trail ... goes with the territory
1	My knees feel super lame today
1	Non flat trails
1	None

**FOLLOW-UP SURVEY RESULTS**

**Figure 34: Primary reason for visit to park/preserve/path on the day completed initial survey, follow-up survey respondents; phase II**

<b>Other - Write In</b>	<b>Count</b>
Walk my dog	2
dog walking	2

walk the dog	2
To walk my dogs	1
At one time I used the fire road to commute to IVC college.	1
Commuting	1
Disc Golf	1
Dog walk	1
Dog walking	1
Exercise my dog	1
Exercise with my dogs	1
Give my dogs some time outside.	1
Hike and paint plein air.	1
Hike with our dogs	1
I use the golf facilities and walk my dog there.	1
Let my son run around and play!	1
Mountain biking	1
Mushroom foraging	1
Play tennis	1
Play with my dog	1
Show my 1 year old Cascade Falls	1
Take my dog off leash	1
The only park can have a safe experience with your dog's unleashed and natural never had one bad experience	1
To scope out early flowers and butterflies	1
To walk my dog!	1
Walk dog	1
Walk my dogs	1
Walk my well behaved dog dog off leash	1
Walking the dog	1
Wildflowers	1
birdwatching & dogwalking	1
challenging, safe place to run	1
close to medical care	1
delight my dog!	1
dog park	1
dog walk	1
dog walks	1
hike with dogs	1
show my mother a beautiful place that I love	1

stay healthy	1
to walk dog	1
to walk my dogs	1
walk dog	1
walk my dog	1
walk the dg	1
walking our dog	1
Totals	49

**Figure 35. Issues that were a moderate or serious program (other write-in)**

Dogs not allowed	1
Dogs not being allowed off leash if they are voice command	1
Fields blocked from usage in prep for spring ball games	1
Goose droppings	1
I hate the Candian Geese droppings. But?	1
Lack of reasonable trail access for bikes	1
Mountain bikers where not permitted	1
No restrooms	1
No water fountain available	1
Not enough trail signage to find the falls.	1
Other hikers were rude	1
Park has been inaccessible for large periods of time	1
People leaving dog waste bags at the beginning of Indian Springs / Big Trees trail off of Vinyard	1
People put dog waste in provided bag and then leave it on the path!	1
Please restrict off leash to within dog park.	1
This place should be left as is other than to maintain safety of trails	1
Trail direction/signage	1
broken glass on kids playground, lack of shade over kids playground	1
deteriorated culverts	1
dismay of MCOS wanting to build bridges in elliott preserve	1
no porta potty	1
no water source	1
people feeding the geese and pigeons	1
plastic dog poop bags with poop on trail	1
unhappy people	1
water fountains not working	1

Too many Canada geese. Too many people feeding them despite signs asking them not to. Makes for messy trail. 1

Where the outhouse bathroom is at creekside should be permanent with water source unsanitary with all that have dogs the park is unique to the dogs and owners and hope remains like it is would love me some of shrubs wild lilac and greasewood to either be further from paths or replaced cause harbor tics. Didn't like being told couldn't hang out there all day just a couple of hours There was a bunch of trash on the beach and near it, but I'm guessing this is storm-related. Did try to clean some up. 1

**Table 52: Information, stories, history or features of park/preserve/path respondent would like to learn more about.**

Count	Response
1	Animals often seen in the tide pools
1	Can't think of anything.
1	Did anything historically significant happen at Stafford lake?
1	Events and or guided hikes.
1	Geology
1	Geology, Native American History, Plants
1	Histoey
1	History
1	History of Dr. Burdell; more information on flora and fauna always welcome
1	History of park.
1	History of trail names on trail signs.
1	How Preserve was built/developed.
1	I would like more information about the protected plants/flowers.
1	I would like to learn more about the origination of the park
1	Indigenous people and plants
1	It would be nice to know what the area was used for before being acquired as a county open space.
1	Like the simplicity would like to know about indigenous people animals and birds
1	Local/migrating birds
1	More information about birds that can be found in the parks would be nice.
1	More information on the flora and fauna, please.
1	Mountain biking trails, history of park and understanding of ecology.
2	N/A
1	N/a
1	Native american history.
1	Native flowers and critters
1	Native people who lived there. Also poisonous and medicinal plants
1	Native plants, local wildlife
1	Native plants, names of trails



8 None  
 1 None.  
 1 None. Just let me be in the park  
 1 None. Just want to hike in natural setting  
 1 Not sure...maybe info about Terwilliger and her efforts to conserve nature  
 1 in the area?  
 1 Nothing that I can think of.  
 1 Old railroad Native peoples / Miwak Tribe  
 1 Possibly how long the falls run and what the source is  
 1 Post on info board how the neighborhood came together to preserve Mt  
 1 Burrell as open space  
 1 The Native American carvings on the rock  
 1 The Old Gravity Cars on Mt. Tam Bicycle friendly routes / loops  
 1 The history of Cascade Canyon  
 1 The lagoon area adjacent to the creek.  
 1 Tide Pools, Ship Wrecks  
 1 Tidepool creatures  
 1 Tidepool habitat and creatures  
 1 Trail history  
 1 Trail length and difficulty on site would be helpful  
 1 Watershed information, Railroad grade trail historical information  
 1 Whatever is available about wildlife habitats, nesting birds, native plants  
 1 When the path was first established. the history of the natives who lived  
 1 in the area  
 1 Would love to see the colorful signage again. It was fun.  
 1 birds  
 2 history  
 1 igifyd  
 1 mileage signage..ie: how far is it from beginning in Mill Valley to  
 1 Sausalito?  
 1 n/a  
 3 none  
 1 not needed  
 1 watershed, water quality, 100 year bloom  
 1 wildlife, especially birds  
 1 History - Ring mountain became a preserve due to a rare plant? Native  
 1 American "kitchen" on part of trail  
 1 What Native Indians utilized the area? How did they live? What did they  
 1 eat? Who were settlers?  
 1 I would like to know if you could install more single benches along the  
 1 park? Away from the picnic areas, for reading and enjoying the water  
 1 views. There are only 2 benches in the whole park that face the water.  
 1 Thanks.  
 1 I would like to see riparian restoration and more information about where  
 1 it is best to play with kids in the creek. (The signs say to stay out, but this  
 1 is unrealistic, so please tell us where is easiest on the natural resources.)

1 more about the plants and animals in the park & what people fish for.  
1 Enjoyed the display of people with halibut they caught.  
1 I would love to know a little more about the history of the p reserve, the  
1 wildlife it contains, what to guard myself against, how old the bridges are  
1 and to which trails do they lead. I would love for the trails to indicate if  
1 they loop or if they lead to a view point. thank you  
1 Indian tribe and their history in this location and then connect it to the N.  
1 Bay. Indigenous history.  
1 Features of the wildlife / ecosystem / ways to help keep the area clean  
1 (trash pick up events), tips on how to live well with wildlife and keep the  
1 environment healthy.  
1 It's called "Indian Valley." Soo, now that I think about it....there's gotta be  
1 a historical reason, eh? Some historical / cultural information about  
1 previous inhabitants before golden retrievers roamed the trails would be  
1 pretty cool!  
1 It would be nice to have a few more informational signs & maps. Burdell  
1 has some interesting features & history. A few more trail markers would  
1 be nice, too. It is hard to get lost on Burdell, but knowing where you are  
1 would be helpful.  
1 Donation of property for use of county residents at Mcinness Park. When,  
1 where and for what purpose was the land donated?  
1 I was on the Corte Madera creek path when interviewed. On occasion I  
1 have seen otters there and surely there is or was a salmon run there. It  
1 would be great to know more about what that was like, and how much  
1 can be done to bring it back. There is a wild preserve area a little past  
1 Creekside park that would benefit from some interpretive signage too,  
1 looks like an interesting spot.  
1 More boards describing features of the salt marsh environment at  
1 Creekside Park. Also boards explaining what is being done to improve  
1 the marshlands.  
1 I don't know much about the park's history or where the trail ends up if  
1 you keep walking deep into the valley/forest.  
1 Why is it Burdell on one side and Olompali on the other? Seems like  
1 Olompali ought to be the name. And did it have a Spanish name before  
1 Burdell? Just curious.  
1 Wouldn't it be great to have Marin County Parks set a precedent that  
1 parks acknowledge who originally inhabited Park land? For example: on  
1 the sign that says: Gary Giaomini Perserve (originally  
1 inhabited/preserved by the Miwok Tribe) I think it is so important to raise  
1 this awareness of our original wildernes protectors, and those whose  
1 "Perserve" it was for thousands of years before it became a Park. I would  
1 be happy to work on this project my email is corylvg@gmail.com  
1 It would be nice to have more information on Miwok history and natural  
1 history at various places on Mount Burdell.  
1 I've not hiked very far out into marshland because I have no idea where  
1 trails go. It would be great to have a sign at the McInnis park entrance.

1 How many acres it is Elevation change from entry to top Map of all the trails posted at the entry Information about the different wild flowers More historical information such as who originally owned the land and their lives there. Also how it came to be an open space park. Also information about the oaks, the types and whether they are being impacted negatively due to the sudden oak disease and environmental changes. I've noticed a lot of fallen oaks in the last couple of years including the huge one by the cement house (spring) that went down this year. It was such a huge and beautiful oak and it made me so sad to see it die.

1 It's low priority, but it would be interesting to have a cultural display -- the creek used to have houseboats and would flood. I know this from the book "Larkspur Past and Present" but doubt many people who walk here know about the history of the Creek.

1 Trail map at trailhead was not clear. I only saw one trail marker with a trail name. There were numbered markers apparently indicating natural features, but I could not find signage that explained what the numbers meant.

1 History of the preserve. More info about why it is such an important creek for fish spawning to help people understand why it is such an important creek to protect.

Figure 40: Programs of interest in the future, phase II. Respondents who want improvements (Write-in)

Value	Percent	Responses
A day when we can bring our well behaved dogs off leash on the side trails		1
Added signage that I mentioned before		1
Better signage about trails at McInnis part golf center entrance to trails		1
Better trail maintenance		1
Dog access		1
Equal access to both sports teams and general public		1
Geology tours		1
History tours! I just wanted to say it again in this box. Now that I realize it's deficiency in signage (at INDIAN Valley!!) it's pretty embarrassing.		1
I would like to see the banks of the creek better kept.		1
More signs		1
Nature preservation education walks (all ages)		1
Plein air painting groups. & more flowers		1
Restroom facility or water fountain by parking		1

Restrooms	1
Resurface tennis courts	1
Single track bike trails	1
Tennis league	1
Upgrade existing facilities.	1
a bathroom or at least a portapotty at the south end , maybe under the Richardson Bay overpass ?	1
another bench or two	1
community restoration of riparian areas	1
more swings	1
no keep simple and natural	1
Totals	23

**Figure 41. On a future visit, which of the following services would be of interest (Write-in responses).**

<b>Other - Write In</b>	<b>Count</b>
A bathroom on the east side	1
Benches or nicely sawn logs placed at intervals to allow people to sit down and rest.	1
Dog info bulletin boards	1
Equal access to park with sports teams	1
Garbage can for general trash, not just dog waste	1
More benches	1
More restrooms	1
New tennis courts	1
Restroom available at the auditorium would be a real help	1
Restrooms	1
Single track bike trails	1
Trail map app	1
better parking	1
flowering bushes.	1
less rutted trails	1
water fountain	1
Totals	16

**Table 54. Other comments about recent visit to park/preserve/path or other Marin County Parks, preserves or paths (Write-in responses)**

**ResponseID Response**

- 10 This is the trail behind COM, that runs from the hospital to Ross. There are no restrooms.
- 13 I am happy with just about everything
- 16 Sports teams are given most of the fields at McInness; they play weekends. Dog walkers, birders and others should be given equal access.
- 20 It's one of my favorite places to spend time...a real treasure. Please let's do whatever we can to hold onto and preserve these beautiful areas.
- 21 I wonder about the fees at Stafford Lake, which must surely be a deterrent to some people who have to count their pennies.
- 22 It's our favorite place to go to walk our senior dog on lead.
- 25 Many dog owners believe it is fine for THEIR dog to be off leash , and often a dog approaches me (in any park, not just this one) that may have brushed up against poison oak or ticks and the owner doesn't stop the dog. Ugh! I would love signage at park entrances letting dog owners know that it is a privilege to be able to use the trails with their dogs and to not allow their pets to disturb other hikers. Please!!
- 26 We need access to single track trails for mountain bikes
- 31 I'd like to see more single track trails available to mountain biking.
- 38 Don't let my answers deceive you, I loved Cascade canyon - it was beautiful!
- 39 I've enjoyed it every time I've gone! Love to go alone or with family or friends.
- 46 My family and I visit a lot of Marin Parks and Preserves. The bike park at Stafford Lake has been a wonderful addition. We hike and mountain bike frequently and would like to see more single tracks open to mountain bikers. I understand this is very controversial and perhaps a compromise could be worked out for mountain bikers to use alternate days to ride the single tracks. We appreciate the open space. Thank you so much!
- 47 I always appreciate good trail maintenance (Rush Creek could use some work). In 9 years of weekly hiking at Burdell, I've felt I had to be cautious just a few times: Once, when I encountered a naked hiker (from behind, thankfully!), and a couple of times with folks who were acting a little strangely. But overall I feel safe and never hesitate to hike.
- 54 Resurface the tennis courts and put new key locks on the doors. Also rework sprinklers and drainage so court does not get flooded

I am an avid hiker especially in the warm months. I would like to see trails clear of tall grasses because of my fear of ticks & tick born diseases. I would like to see IVC College & Marin Open Space work on this together.

