![Midpeninsula Regional Open Space District logo] Midpeninsula Regional
Open Space District

R-18-04
Meeting 18-10
March 14, 2018

AGENDA ITEM

Preserve Use Survey – Intercept Survey Update

ACTING GENERAL MANAGER'S RECOMMENDATION

Informational item only. No Board action required.

SUMMARY

San Francisco State University (SFSU) researcher, Professor Patrick Tierney, will provide an update and analysis of the intercept survey data collected from September to November 2017 as part of the Midpeninsula Regional Open Space District's (Midpen, District) Preserve Use Survey project.

DISCUSSION

The Fiscal Year 2017-18 Action Plan includes the Preserve Use Survey Project to learn more about the people who currently use Midpen preserves, their preferences, and areas for potential improvement. With a total budget allocation of $172,000 (research contract and temporary hire salaries), the District contracted with San Francisco State University, which has conducted several similar surveys across the Bay Area, including San Mateo County Parks, Marin County Parks, and the Golden Gate National Recreation Area.

Early in the project, staff consulted with the Board's Diversity Ad Hoc Committee to refine the project approach, goals, and objectives. The project is divided into two phases: Phase 1) Trailhead intercept surveys of visitors exiting the preserves, and Phase 2) Focus group discussions with residents who represent important demographics of underserved communities and growing populations within the District. The data presented in this study session represent the Phase I project findings.

<u>Project Details</u>

Project Goals: Conduct a scientifically valid representative survey and collect baseline data on visitors and non-visitors to understand who and why people visit Preserves, their preferences, and areas of potential improvement, and also understand the barriers and challenges that keep others from visiting or being aware of their local public open space lands.

Project Objectives:

- Gather and analyze information on MROSD preserve visitor characteristics, trip purpose, and planning;
- Understand the MROSD preserve visitor experience;

- Determine visitor desires and preferences regarding preserve themes, experiences, facilities, and resources;
- Count and estimate total number of visitors to District preserves;
- Gather and analyze data on resident nonusers and underserved communities;
- Identify key barriers to visitation and strategies for increasing use of District preserves by nonusers and underserved residents; and
- Understand visitor and non-visitor attitudes towards stewardship of preserves.

Project Timeline:

Date	Activity
July 2017	Review goals, objectives, timeline with Diversity Committee
	Finalize contract with survey firm
August 2017	First draft of survey instruments and sampling plan
	MROSD feedback on sampling plan surveys
	Receive revised sampling plan and instruments
	Final survey instrument and sample plan approved
	Begin hiring for temporary survey team
	Surveyors and counter training
September – November 2017	Intercept survey data collection
November 2017	Intercept survey final report
December 2017 – April 2018	Conduct focus groups: • Seniors (San Mateo & Santa Clara County) • Youth • South Asian (Indian) • East Asian (Chinese) • Latino (East Palo Alto and Pescadero)
March 2018	Board presentation of intercept survey results
Late April 2018	Focus group final report
Late May 2018	Final presentation to the Board

Intercept Survey Locations:
Between September 4 and November 5, 2017, temporary District survey staff collected almost 1500 intercept surveys from visitors exiting trails from the following 19 preserves:

Coal Creek	Picchetti Ranch	Sierra Azul
El Corte de Madera Creek	Pulgas Ridge	Skyline Ridge
El Sereno	Purisima Creek Redwoods	St Joseph's Hill
Fremont Older	Rancho San Antonio	Thornewood
Long Ridge	Ravenswood	Windy Hill
Los Trancos	Russian Ridge	
Monte Bello	Saratoga Gap	

Preserves not sampled were excluded for a variety of reasons, including remote location (Teague Hill), lack of facilities (Stevens Creek Nature Study Preserve), or extremely low attendance (Foothills).

FISCAL IMPACT

None.

BOARD COMMITTEE REVIEW

This item was not previously reviewed by Board Committees.

PUBLIC NOTICE

Public notice was provided as required by the Brown Act. No additional notice is required.

CEQA COMPLIANCE

This item is not a project subject to the California Environmental Quality Act.

NEXT STEPS

The SFSU researcher will provide an informational update on focus group findings of the Preserve Use Survey project in early May 2018.

ATTACHMENTS:

1.   Intercept survey questions
2.   SFSU Visitor survey report

Responsible Department Head:
Christine Butterfield, Acting Assistant General Manager

Prepared by:
Joshua Hugg, Governmental Affairs Specialist

Help Midpeninsula Regional Open Space District and Receive a Gift

The Midpeninsula Region Open Space District (Midpen) would like to know about your experiences in this open space preserve today to help them serve you and other visitors better in the future. Upon completing this brief survey you will receive a complimentary gift. 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. If you have questions about the survey ask the survey attendant, or feel free to contact *Joshua Hugg*, Government Affairs Specialist, Midpeninsula Regional Open Space, 650.691.1200 or *Patrick Tierney*, Professor, Dept. of Recreation, Parks and Tourism, San Francisco State University, at 415.338.2030.

GO TO QUESTIONS BELOW

1) Today's Date:_____ Time: _____

2) What is the name of this Midpeninsula Regional Open Space District (*Midpen*) Preserve you are in now? Select one name from the drop down list.*

( ) Coal Creek

( ) El Corte de Madera

( ) El Sereno

( ) Foothills

( ) Fremont Older

( ) Long Ridge

( ) Los Trancos

( ) Monte Bello

( ) Picchetti Ranch

( ) Pulgas Ridge

( ) Purisima Creek Redwoods

( ) Rancho San Antonio

( ) Ravenswood

( ) Russian Ridge

( ) Saratoga Gap

( ) Sierra Azul

( ) Skyline Ridge

( ) St. Joseph's Hill

( ) Stevens Creek

( ) Thornewood

( ) Windy Hill

3) Including today, how many times have you visited __*this Midpen 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 <u>today</u>? Mark just one.*

( ) Alone   ( ) Friends   ( ) Family and friends

( ) Family   ( ) Other Describe: _____

5) Including yourself, how many people are in your personal group today at __ *this preserve*__?* ____

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

( ) Commercial guided tour group   ( ) Family reunion of more than 25 people

( ) School/educational group   ( ) Commercial fitness group

( ) Other commercial group

( ) I am not with any commercial or large organized group

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

[ ] Past experience in preserve   [ ] Called Midpen

[ ] Friend or family member   [ ] Midpen website

[ ] Other Website or Social Media - Write In: _____   [ ] Visited Midpen office

[ ] Talked with a Midpen staff person   [ ] Preserve map

[ ] Use of cell phone/iPad/tablet/laptop in this preserve   [ ] Signs along trail

[ ] Other Source - Write In: _____   [ ] Guidebook

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

[ ] Drove/Rode in a vehicle   [ ] Walked

[ ] Rode a bicycle   [ ] Arrived by public transit (bus, train)

[ ] Group bus   [ ] Arrived by a ride sharing service (Uber, Lyft, etc.)

[ ] Other - Write In: _____

9) Did you have substantial problems with transportation to or parking at _this preserve_ today?*

( ) Yes   ( ) No (If No, Skip to Question 11)

10) Answer if you had substantial problems with transportation. Since you had substantial transportation or parking problems getting to or at the preserve today, check all the most important issues you experienced. (Check all that apply)

[ ] It was very difficult to find the preserve parking lot/entrance

[ ] I did not have a car to get to the preserve

[ ] Public transportation to the preserve was not available or very limited

[ ] Public transportation to the preserve took too long

[ ] I had difficulty finding an empty parking space in the parking lot

[ ] I had to park a long distance away and walk

[ ] Bicycle access was limited or dangerous

[ ] There was no secure place to park my bicycle

[ ] Other - Write In: _____

11) If you visited Rancho San Antonio Preserve, answer this question. Several alternatives have been proposed to help reduce transportation issues at Rancho San Antonio Preserve. For each alternative below describe how supportive you are for each alternative.

	Very supportive	Support	Neither support or oppose	Oppose	Greatly oppose	Don't know
Provide a free shuttle from nearby parking areas to park entrance	( )	( )	( )	( )	( )	( )
Build a bike/walking spur trail from the Stevens Creek regional trail to the park entrance	( )	( )	( )	( )	( )	( )

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

[ ] Walk/Hike

[ ] Run/jog

[ ] Walk dog

[ ] Group exercise

[ ] Bike unpaved trails

[ ] Bike on fire road

[ ] Ride horses

[ ] Picnic

[ ] Use restroom

[ ] Take a scenic drive

[ ] Volunteering

[ ] Other - Write In: _____

[ ] I did not participate in any land activities

[ ] Geo cache

[ ] Special event

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

[ ] Relax outdoors   [ ] Photography/Art

[ ] Enjoy being with family/friends   [ ] Bird watching

[ ] Explore outdoors   [ ] Wildlife viewing

[ ] Nature walk   [ ] Look at wildflowers

[ ] Enjoy views   [ ] Docent-led tours

[ ] Meditation/solitude   [ ] Volunteering

[ ] Other - Write In: _____

[ ] I did not participate in any Nature-Based activities

14) Which ONE from the activities above (Land or Nature) was your primary reason for visiting _this preserve_ today? (check only one (1) from the list below).*

( ) Walk/hike   ( ) Walk dog

( ) Relax outdoors   ( ) Photography/Art

( ) Run/jog   ( ) Enjoy views

( ) Enjoy being with family/friends   ( ) Docent-led tours

( ) Bike unpaved trail   ( ) Meditation/solitude

( ) Bike fire road   ( ) Group exercise

( ) Explore outdoors   ( ) Ride horse

( ) Bird watching   ( ) Picnic

( ) Wildlife viewing   ( ) Use restroom

( ) Nature walk   ( ) Take scenic drive

( ) Look at wildflowers   ( ) Geo cache

( ) Other - Write In: _____   ( ) Special event

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

( ) Very Dissatisfied   ( ) Dissatisfied ( ) Neutral   ( ) Satisfied   ( ) Very Satisfied

16) Answer if you felt very dissatisfied or dissatisfied with your interactions with other visitors at _this preserve_ today, briefly describe what caused you to feel that way. (check all that apply)

[ ] Too crowded   [ ] Conflicts with bicyclists

[ ] Not enough parking   [ ] Conflicts with hikers and runners

[ ] Unpleasant or loud visitors   [ ] Conflicts with horses

[ ] Conflicts with dogs

[ ] Other - Write In: _____

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

( ) Very Unsafe   ( ) Unsafe   ( ) Neutral   ( ) Safe   ( ) Very Safe

18) Check below the most important reasons which caused you to feel at all unsafe during your visit today.   (check all that were important reasons)

[ ] Scary people I encountered   [ ] Too few people

[ ] Concerns about mountain lions and other wildlife   [ ] I did not feel welcome

[ ] Dogs I encountered   [ ] Bugs and insects

[ ] Horses on trails   [ ] Unsafe trail conditions

[ ] Too many people   [ ] Bikes on trails

[ ] Weather (too hot, too cold or rain)   [ ] Too isolated

[ ] Presence of rangers/staff   [ ] I felt vulnerable to attack

 [ ] Other - Write In: _____

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

( ) Very poor   ( ) Poor   ( ) Neutral   ( ) Good   ( ) Very good

20) If you rated your experience today Very Poor or Poor, please briefly describe the <u>most important reasons</u> you feel that way? (check all that apply)

[ ] Too crowded   [ ] Dogs I encountered

[ ] Trail conditions   [ ] Lack of enforcement of preserve rules

[ ] Lack of restrooms   [ ] Conflicts with bicyclists

[ ] Unclean restrooms   [ ] Bugs, bees

[ ] Fear of mountain lion attack   [ ] Lack of parking

[ ] Weather, too hot /cold   [ ] Lack of shade

[ ] Poor signage, lack of way-finding signs, lack of map displays

[ ] Animal (dog or horse) poop (or bags) along trail

 [ ] Other - Write In: _____

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

_____

Continue

22) *Midpen* **focuses on three main activities; 1)***T***o acquire and preserve a regional greenbelt of open space land in perpetuity; 2) protect and restore the natural environment; and 3) provide opportunities for ecologically sensitive public enjoyment and education. In your opinion, how important is it for** *Midpen* **to pursue each of these main activities? Rate the importance of each below on a scale of 10 Extremely Important to 1 Not At All Important.***

	10 - Extremely Important	9	8	7	6	5 -Neither Important or Unimportant	4	3	2	1 - Not At All Important
Acquire and preserve a regional greenbelt of open space land in perpetuity	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Protect and restore the natural environment	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Provide opportunities for ecologically sensitive public enjoyment and education	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )

23) Are you a resident of the USA?*

( ) Yes   ( ) No (**If NO Skip to Question 27**)

24) What is the Zip Code of your residential address*

25) What city is your primary residence?* _____

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

( ) Yes   ( ) No   ( ) Not applicable

27) Are you Spanish, Hispanic or Latino?*

( ) Yes   ( ) No

28) What is your primary race(s)? (check all that apply)

[ ] American Indian/Alaska Native

[ ] Asian/Asian American

[ ] Black/African American

[ ] Caucasian/White

[ ] Native Hawaiian/Pacific Islander

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

( ) English only **(Skip to Question 31)**

( ) Language other than English

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

[ ] Spanish   [ ] Vietnamese

[ ] Mandarin/Cantonese   [ ] Tagalog

[ ] German/Italian/French   [ ] Hindi

[ ] Other Language - Write In: _____

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

( ) Yes   ( ) No **(If No Skip to Question 34)**

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

_____

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

[ ] Hearing (difficulty hearing docent 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: _____

34) In what <u>year</u> were you born?

_____

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

( ) 12th grade or less   ( ) Some college, no degree

( ) Graduated high school or equivalent   ( ) Vocational or trade school

( ) Associate 2 year degree   ( ) Bachelor's 4 year degree

 ( ) Post-graduate or professional degree

36) What was your sex assigned at birth*

( ) Female   ( ) Male

37) What gender do you identify with now?

( ) Female   ( ) Male

 ( ) Other - Write In: _____

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

( ) Less than $25,000   ( ) $100,000 to $124,999

( ) $25,000 to $34,999   ( ) $125,000 to $149,999

( ) $35,000 to $49,999   ( ) $150,000 to $249,999

( ) $50,000 to $74,999   ( ) $250,000 or more

( ) $75,000 to $99,999   ( ) Prefer not to answer

** Win a $100 Gift Card from REI or Trader Joes **

The Midpeninsula Regional Open Space District would like to know just a little more about your experiences at its preserves through completion of a brief *follow-up survey.* Complete the next questions and the follow-up survey to be entered in a drawing to win a $100 gift card at Recreational Equipment Company (REI) or Trader Joes Markets and further help the MROSD preserves. The follow-up survey will be sent to you in the next several days. You must complete the follow-up survey to be eligible to win the prize. You can only enter once. Please go to the next question.

39) Are you willing to provide your email address, or a phone number, so we can have you complete a follow-up survey and be entered into a drawing for that $100 prize and help improve *Midpen* **preserves?** * SFSU and *Midpen* will not share your email address or phone number with anyone.*

( ) Yes (**If Yes Continue**)   ( ) No (**If NO Skip to END**)

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

_____

41) How do you prefer to have the follow-up survey "given" to you?

( ) Email a link to the online survey

( ) Call me so I can take the survey over the phone (USA residents only)

42) Provide your email address so you can be entered in a drawing to win a prize after completing the follow-up survey. Go to the next question if you prefer to have us call you to take the follow-up survey. PRINT CAREFULLY

——————————————————————————————————

43) If you prefer to have the follow-up survey given over the phone, instead of online, provide your phone number, with area code first.

———————————————————————————

44) What are the best days of the week and times to call you?

———————————————————————————

THANK YOU!   PLEASE RETURN THE SURVEY TO THE PERSON WHO GAVE IT TO YOU BEFORE YOU LEAVE THE AREA AND RECEIVE YOUR FREE GIFT. PLEASE ANSWER A BRIEF FOLLOW-UP SURVEY WHICH WILL BE SENT IN THE NEAR FUTURE. An email with a link to the follow-up survey will be delivered to those who agreed to take it (or you'll be called if you choose that option). RESPONDENTS COULD WIN A $100 GIFT CERTIFICATE. The follow-up survey will help the Midpeninsula Regional Open Space District better understand its visitors and improve its services to you. All responses and your contact information will be kept confidential and not shared with any organization.

Thanks in advance for completing the follow-up survey.

Joshua Hugg, **Government Affairs Specialist, Midpeninsula Regional Open Space District**
Patrick Tierney, **Professor, Dept. of Recreation, Parks and Tourism, San Francisco State University**

If you have questions about this survey, contact Patrick Tierney, rpt@sfsu.edu.

Midpeninsula Regional Open Space District Visitors Survey Report

Prepared For:
Midpeninsula Regional Open Space District

Prepared by: Patrick Tierney, Ph.D.

Dept. of Recreation, Parks, and Tourism
San Francisco State University
ptierney@sfsu.edu

January 22, 2018

Executive Summary

The Midpeninsula Regional Open Space District (Midpen) contracted with San Francisco State University (SFSU) for a study of visitors to 19 of their open space preserves. This report describes the findings of the Phase I intercept and follow-up surveys and visitor counts. A later report will present Phase II focus group results.

Methodology:
The intercept survey was administered to a systematic sample of visitors between September 4 and November 5, 2017. Concurrently, the link to an online follow-up survey was sent out to respondents of the intercept survey who provided their email address. Visit counts were made at the same time and place as the intercept survey. The intercept survey used computer tablets on which visitors entered responses to survey questions. There were several challenges to gathering the data in a timely manner, including difficulty in hiring staff to conduct the field work and wet/unfavorable weather during some assigned survey times.

Results:
Visit Counts: Over the survey period a total of 10,152 visits were counted, with almost three fifths of use occurred during weekends and just over a two fifths on weekdays. The average number of visits per three hour survey period was 46. Total visitation (counts) varied widely between specific surveyed sites, ranging from 4,502 visits at Rancho San Antonio preserve to 47 at Coal Creek preserve. The three surveying periods each had nearly equal numbers of visits. Based on average counts there were an estimated total of 129,462 visits to all 19 surveyed sites in the study during the full day between September 4 and November 5, 2017.

Survey Respondent Characteristics: A grand total of 1,453 intercept surveys were completed. Results showed that respondents made an average of 42 visits per year to the surveyed preserve, two-thirds were with a group of family and friends, 3% were with an organized group and the average group size was 2.1 persons. About 16% lived within one mile of the preserve and the most frequent cities of respondent residence were San Jose, Los Gatos, Sunnyvale, Cupertino, and Redwood City. The average respondent was 49 years old, with one in four being between the ages of 45-54 years old. There were slightly more males than females. Over eight in ten had a bachelor degree or higher level of formal education. Nearly one in ten indicated their 2016 household income was less than $50,000 and two out of five reported annual income over $150,000. Eight in ten respondents were white, followed by one in five of Asian heritage and one percent being African Americans (respondents could list multiple races). Overall 6.7% were Hispanic or Latino and 21% spoke a language other than English at home, with Mandarin/Cantonese, Spanish, German, Italian, or French, Russian and Hindi being the most common languages. About 0.9% of respondents had a person in their visitor group with a disability.

Visit Characteristics: The most frequently identified sources of information about the preserve visited were: past experience, friend or family; the Midpen website, the preserve map/brochure and social media. Over eight in ten drove/rode in a car to the preserve and one in ten rode a bicycle or walked. Only 0.2% surveyed used public transit. Overall, 4% of respondents indicated they had a substantial problem with transportation to or parking at the preserve they visited, but this varied greatly by preserve. The most commonly cited transportation problems at Rancho San Antonio were: Difficulty in finding an empty parking space; had to park a long distance away; difficulty finding the preserve; and public transportation was not available or limited. Eight in ten of those with a transportation problem supported building a walking and biking spur trail from the Stevens Creek trail to Rancho San Antonio; while over five in ten supported a free shuttle from nearby parking areas to the Rancho preserve entrance.

The most popular land based activities undertaken in the preserves were: Walk/hike, run/jog, bike on unpaved trails, use restroom and walk dog. The most popular nature-based activities were: relax outdoors, enjoy views; exploring outdoors, nature walk, and enjoy being with family/friends. The primary reasons for visiting the preserve that day, in order of popularity, were: hiking/walking, bicycling on unpaved trails/fire roads, jogging/running, and walking a dog.

Evaluation of Experience: In total, about nine out of ten respondents were satisfied or very satisfied with their interactions with other visitors at the surveyed preserve. The few conflicts were with bikes on trails and dogs off leash. Over 96% of respondents indicated they felt safe or very safe at the site. Concerns about mountain lions, dogs, scary people and bikes on trails were most frequent reasons for feeling unsafe or very unsafe. About eight of ten agreed the quality of their overall preserve experience on the survey date was very good. When asked what could be done to improve the quality of their preserve experience items mentioned were: Better enforcement; more/cleaner restrooms; and reduce conflicts with bikes and dogs. Respondents provided many open-ended suggestions for how their experience at that preserve could be improved, with the top five being: More trash cans; more or better maintained trails; improve parking; more/better signs and maps; and reducing dog wastes bags along trails; and dogs off leash.

Importance of Midpen Goals: Respondents were asked to rate how important the three main Midpen goals/activities are to them. "Protect and restore the natural environment" was rated extremely important by 75% of respondents; "acquire and preserve a regional greenbelt of open space land" – 73%; and "provide opportunities for ecologically sensitive public enjoyment and education; – 63%.

Follow-Up Survey: A total of 602 intercept respondents provided an address so SFSU could email them a link to a follow-up online survey. 154 (25.6%) completed the follow-up survey. The primary reasons selected for the original visit were: Improve my physical fitness; connect with nature; experience scenic views; improve my mental wellbeing; and convenient to where I live. Overall, the majority of respondents to the follow-up survey were satisfied with preserve facilities. The facilities/characteristics with the largest percentage of unsatisfied or very unsatisfied responses were: Parking; availability of benches and water fountains; and cleanliness of restrooms. Information and staffing areas with the largest percentage of unsatisfied or very unsatisfied responses were: Lack of information about activities or events in preserves; and availability of outdoor displays/exhibits. The most common preferred methods to receive information about preserves were: Email (eight in ten); and the Midpen website (one in ten). Overall, two-thirds of respondents did not have any serious concerns at the preserve, but the most frequently mentioned problems were: Limited parking, dog waste; speeding bikes; too many visitors; and horse waste on trails.

Facility and Service Evaluation and Suggested Changes: A question asked to describe any special qualities or aspects of the preserve. The most frequently mentioned items were: Beauty/nature/views; trails and paths; convenient; hiking opportunities; and clean and well maintained. About two-thirds of respondents would not like to see any amenity or facility improvements/changes in the future at that preserve, they liked it the way it is. For those who wanted a facility improvement the most commonly cited were: More trash cans; increase parking; increase legal mountain bike trails; more restrooms; and improved cleanliness of restrooms. The most frequently indicated service or staffing improvements were: They want to learn more about the flora and wildlife of preserve; outdoor evening programs; self-guided nature walks; races/competitions; and docent led hikes

There were a wide variety of other open-ended comments about their visit to the survey preserve or other Midpen preserves. The most common responses were: No improvements needed or thanks to Midpen; concerns about dog and horse wastes on trails; more signs; more bike access; and more parking.

Respondent Interest In Volunteering: Follow-up survey respondents were asked if they would be interested in assisting Midpen in the future and how they would assist. Just under two-thirds stated Yes or Maybe about their interest in helping Midpen. The most common ways they would help were: Maintain trails; restore creek sides/buildings/native plants; get more information about preserves; teach kids about preserves; attend public meetings; and answer questions and pass out information while hiking trails.

Who Is Not Visiting:
The next section of this report describes who is not visiting Midpen preserves, based on a comparison of demographic characteristics of intercept survey respondents and the 2010 population characteristics from the U.S. Census for San Mateo and Santa Clara Counties. Preserve respondents were older on average (49 versus 39 and 37 years, respectively). Preserve visitors were slightly less likely to be female; a third as likely to be Hispanic/Latino; less likely to be of any race besides White; and half as likely to speak a language other than English at home, than the general population of San Mateo and Santa Clara Counties in 2010, respectively.

Summary Statistics for Each Preserve:
Section F in the report identifies summary statistics for each preserve and compares them with the average for all preserves. This shows unique characteristics of each preserve and can provide preserve managers with solutions to identifying issues, as well as ways to increase experience quality.

Differences Between Midpen and Other Agency Visitor Survey Results:
Study findings showed Midpen preserve visitor survey respondents had some key differences from visitor studies by the author at parks and preserves in San Mateo, Marin County, and Los Angeles. But they also had many commonalities. Nearly all (98%) of Midpen survey respondents rated the quality of their experience as good or very good. This is truly remarkable, and it is even slightly higher than what was recorded in recent Marin and San Mateo County park visitor studies. But high levels of satisfaction should not mean Midpen can stop efforts to improve because many survey respondents had comments and suggested improvements that are needed. Midpen respondents were generally more likely to cite connecting with nature, experiencing scenic views and improving their mental wellbeing as reasons for visiting, compared to other recent studies. A greater percentage were interesting in volunteering to assist the agency. Almost two-thirds of Midpen respondents did not want any changes in preserve facilities, but a higher percentage of Midpen respondents, compared to other studies, cited a need for more parking. Midpen non-visitor group characteristics were similar to those from other Bay Area county park agency visitor studies.

Summary:
The amount and types of non-visitors suggests additional outreach efforts, programming, and transportation are needed to encourage visitation to preserves by a broader spectrum of district residents. Upcoming focus groups with residents of under-served communities in the district are being conducted as part of Phase II of this research and should identify important barriers to visitation and how to overcome these. Focus groups have not all been completed, so they are not included in this report, but will be in the final project report.

This analysis of Midpen survey respondents provides a scientifically valid assessment of how many visits each preserve had during the period of September 4 through November 5, 2017. It also identifies who is visiting; why they are not visiting; their evaluation of preserve resources, facilities, services and information; suggested changes; and their level of support for the three overall goals of the district. It would be beneficial to complete additional seasons of data collection to see if seasonal visitors and visitation patterns change significantly. Ideally, this study will be performed every five years to evaluate differences over time and to indicate the efficacy of any new initiatives by the Midpeninsula Regional Open Space District.

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Introduction

The Midpeninsula Regional Open Space District (Midpen) contracted with Dr. Patrick Tierney, a professor at San Francisco State University (SFSU), for a study of visitors to their open space reserves. This two-phase project consisted of Phase I, preserve visitor surveys (both intercept and online follow up) and counts of all visitors; and Phase II, focus group interviews of select community group members. This report only describes the findings of the Phase I intercept and follow-up surveys and visitor counts. A later report will present Phase II focus group results.

Overall Goals of the project were:

- To gather and analyze information on Midpen preserve visitor characteristics, trip purpose, planning and activities
- To understand the Midpen preserve and trail visitor experience
- To count and estimate number of visits to district reserves
- To understand visitor desires and preferences regarding preserve themes, experiences, facilities and resources
- To understand visitor interests in stewardship of preserves

In order to achieve these goals the project employed a mixed-method approach. It consisted of an intercept survey of visitors from September 4 – November 5, 2017 at nineteen (19) Midpeninsula Regional Open Space District preserves (see Table 1). These preserves are in San Mateo and Santa Clara Counties and their locations are shown in Figure 1. All Midpen preserves open to the public in August 2017 were selected to have visitor surveys. Visit counts were made while collecting intercept survey data. 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.

Table 1: List of Midpen preserves included in study with gate number of survey location

1. Coal Creek (CC03)	8. Picchetti Ranch (PI03)	15. Sierra Azul (SA06)
2. El Corte Madera (CM01, 03)	9. Pulgas Ridge (PR03)	16. Skyline Ridge (SR04)
3. El Sereno (ES03)	10. Purisima Crk. Redwoods (PC05)	17. St.Joseph's Hill (SJ01, 02)
4. Fremont Older (FO01)	11. Rancho San Antonio (RS13)	18. Thornewood (TW01a)
5. Long Ridge (LR01) At	12. Ravenswood (RW01)	19. Windy Hill (WH05)
6. Los Trancos (LT03)	13. Russian Ridge (RR00)	
7. Monte Bello (MB00)	14. Saratoga Gap (SG01)	

Figure 1: Map of Midpen preserves included in study

LIST OF MIDPEN PRESERVES INCLUDED IN STUDY

1.	Coal Creek	11.	Rancho San Antonio
2.	El Corte de Madera	12.	Ravenswood
3.	El Sereno	13.	Russian Ridge
4.	Fremont Older	14.	Saratoga Gap
5.	Long Ridge	15.	Sierra Azul
6.	Los Trancos	16.	Skyline Ridge
7.	Monte Bello	17.	St. Joseph's Hill
8.	Picchetti Ranch	18.	Thornewood
9.	Pulgas Ridge	19.	Windy Hill
10.	Purisima Creek Redwoods		

Area Within District

Open Space Preserves
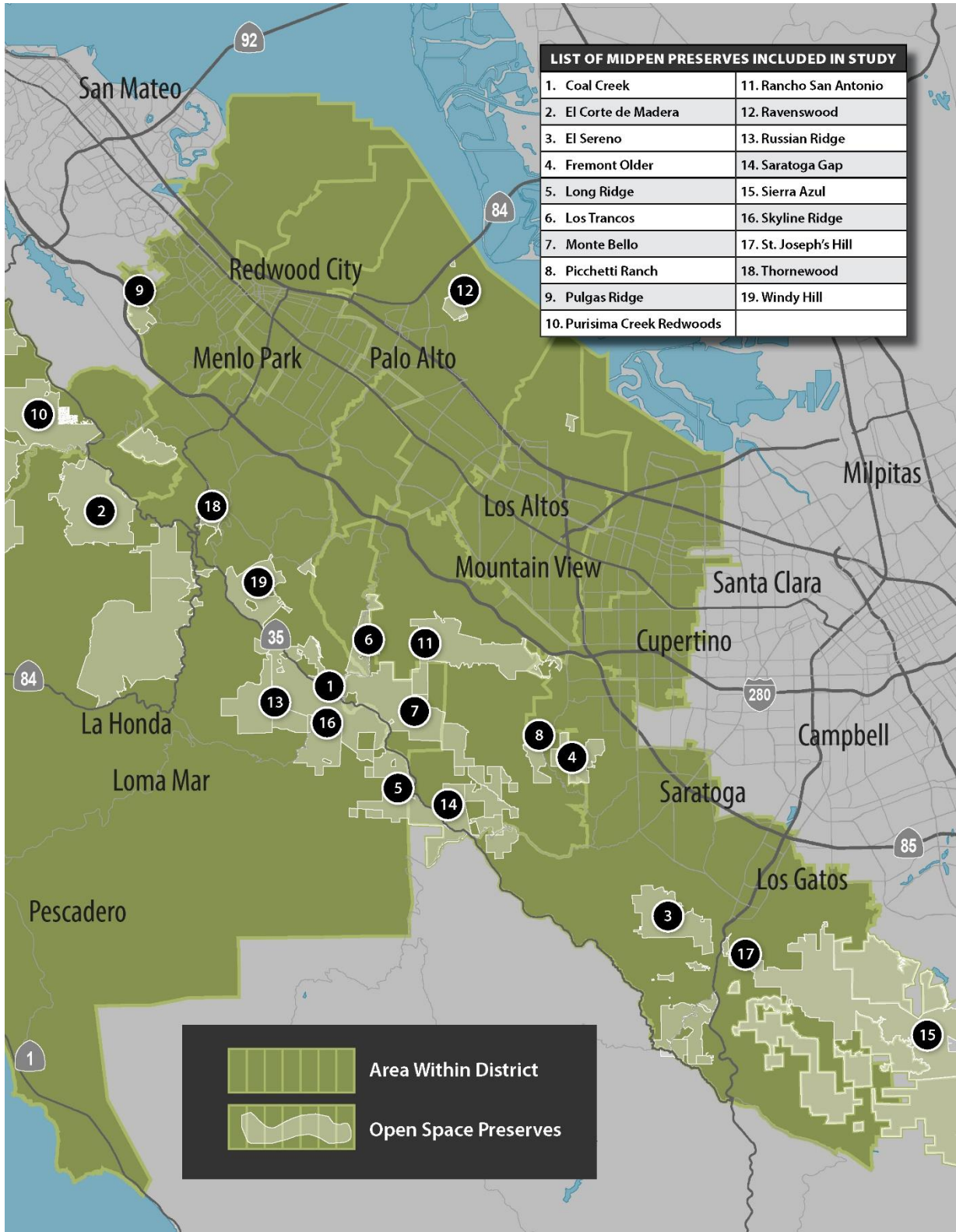
Methodology

The intercept survey was designed by Dr. Patrick Tierney of SFSU, based on previous research and input from the Midpen staff. The survey was pre-tested and the final version was approved by Midpen before implementation (see Appendix A). This intercept survey gathered data on: Previous visits to that preserve; group and respondent characteristics; information sources; activities undertaken in preserve; interactions with other visitors; perceived safety; overall quality of the experience; reasons they felt unsafe or dissatisfied; and their interest in stewardship of preserves. The survey was available in English (online and in paper form) and Spanish (in paper). Data collection was based on a sampling plan developed by SFSU to provide a representative sample of use at each preserve. The sampling plan provided for a nearly equal number of surveying periods at each preserve and nearly an equivalent number of times during the three daily survey periods for each site. 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 from a sample weekend days and weekdays (except Tuesday) from September 4 to November 5, 2017. At preserves with two survey locations, half the survey period was spent at each. The start of data collection was delayed about two weeks due to difficulty in hiring staff to conduct the surveys.

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 preserve site, where every "Nth" group of visitors to exit at a designated sampling site was contacted by a trained Midpen surveyor; the visitor was read a prepared script asking if one of the individuals in the party would complete the survey. The sampling interval was either every group (at sites with low visitation) to pass the survey location or every 5th group (at higher volume sites). As soon as the survey was started by one visitor from a 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 preserve. An incentive of a free a Midpen lapel pin was offered to those who completed the survey.

For each group contacted by the surveyor an entry into a log was completed, even for refusals, and the following data was recorded: Contact time, date, weather, sampling interval, group size, sex of group members, group activity (e.g., walk, bike, horseback, jog) and for those agreeing to take the survey, and a unique survey number. The log entries allowed for a count of the number of persons contacted, response rates and the determination if there were significant differences between those who completed and those who refused to take the survey.

Responses to the intercept survey were collected on Samsung 7-inch and iPad tablets using an electronic off-line survey which SFSU prepared on SurveyGizmo (professional online survey software), 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 database on SurveyGizmo by the Midpen survey coordinator, or by the surveyors if cellular service was available. The Midpen survey coordinator and Dr. Tierney reviewed surveys and log sheets entered for

obvious errors to ensure a complete set of accurately entered data. Surveys were not administered during rain periods and therefore, some initial survey dates were cancelled and later surveyed at the same time and day of the week.

Initial and limited data (frequency) analysis was done automatically by the SurveyGizmo software. Dr. Tierney then downloaded all the intercept survey data to a password protected database on the SPSS statistics program for further analysis. Accuracy checks, recoding, descriptive functions and a sample of crosstabulations were performed. Comparisons were made between survey sites and respondent groups to illustrate if there were any substantial differences between them.

A question on the intercept survey asked respondents if they would be willing to provide their name and email address so a follow-up survey could be sent to them (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 preserve; information they would like to learn more about; improvements and programs of interest in the future; and their willingness to assist Midpen in the future. If they agreed to provide their name and email, then SFSU programmed SurveyGizmo to email them an invitation with an imbedded link to the follow-up survey. An incentive of being entered into a drawing for a $100 gift card from either REI or Trader Joes grocery stores was included in the invitation. The invitation was sent out two days after the visitor contact and three 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.

Results

The following section describes the results of the three visitor study components: A) visitor counts; B) intercept survey and C) follow-up survey. Results section D provides a summary comparison of all the sites. Section E provides a description of characteristics of non-visitors to Midpen preserves. The final results Section F presents summary statistics for each preserve site and comparable data for all respondents.

A. Visit Counts

All visitors passing an intercept survey site in the exit direction at the assigned data collection times were counted. The results were number of visits and this data is presented below. A total of 10,152 visits were counted at the 19 sites over the late summer and fall survey time. Table 2 presents a breakout of visit counts by weekday/weekend and Table 3 shows visit counts by morning, afternoon and evening surveying periods. Table 4 presents the estimated total number of visits during the data collection time at all 19 preserves.

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

Preserve	Total Visits	Visits Count		Mean Average Counts		
	Count	Weekday	Weekend	All Sessions	Weekday	Weekend
Coal Creek	47	8	39	4.3	1.6	6.5
El Corte Madera	214	52	162	15.3	6.5	27.0
El Sereno	51	13	38	4.6	1.9	9.5
Fremont Older	892	408	484	63.7	41.0	121.1
Long Ridge	62	25	37	4.4	2.5	9.3
Los Trancos	105	8	97	8.1	1.3	13.9
Monte Bello	182	24	158	14.0	3.0	31.6
Picchetti	408	99	309	34.0	12.4	77.3
Pulgas Ridge	474	198	276	33.9	22.0	55.2
Purisima Creek Redwoods	514	201	313	36.7	22.3	62.6
Rancho San Antonio	4,502	1,981	2,521	346.2	220.1	630.3
Ravenswood	138	49	89	11.5	5.4	29.7
Russian Ridge	188	61	127	14.5	7.6	25.4
Saratoga Gap	97	15	82	6.9	1.5	20.5
Sierra Azul	161	69	92	12.4	7.7	23.0
Skyline Ridge	141	25	116	8.8	3.1	23.2
St. Joseph's Hill	1,306	642	664	100.5	71.3	166.0
Thornewood	88	20	68	6.8	2.5	13.6
Windy Hill	582	204	378	44.8	25.5	75.6
Grand Total Visits	10,152	4,102	6,050	40.6	24.2	74.8
Total Percent	100.0%	40.4%	59.6%			

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

Preserve	Total Visits	Visits Count			Mean Average Counts		
	Count	Morning	Afternoon	Evening	Morning	Afternoon	Evening
Coal Creek	47	7	19	21	2.3	3.8	5.3
El Corte Madera	214	61	51	102	15.3	17.0	14.6
El Sereno	51	17	14	20	3.4	3.5	10.0
Fremont Older	892	322	279	291	64.4	46.5	97.0
Long Ridge	62	23	25	14	4.6	8.3	2.3
Los Trancos	105	34	44	27	11.3	8.8	5.4
Monte Bello	182	61	74	47	15.3	14.8	11.8
Picchetti	408	178	100	130	35.6	20.0	65.0
Pulgas Ridge	474	144	157	173	36.0	39.3	28.8
Purisima Creek Redwoods	514	164	180	170	32.8	45.0	34.0
Rancho San Antonio	4502	1515	1423	1564	303.0	474.3	312.8
Ravenswood	138	23	38	77	4.6	12.7	15.4
Russian Ridge	188	70	68	50	17.5	13.6	12.5
Saratoga Gap	97	24	39	34	4.8	13.0	5.7
Sierra Azul	161	45	65	51	9.0	10.8	17.0
Skyline Ridge	141	36	56	49	9.0	11.2	12.3
St. Joseph's Hill	1306	372	465	469	74.4	93.0	156.3
Thornewood	88	22	33	33	5.5	8.3	6.6
Windy Hill	582	216	201	165	54.0	50.3	33.0
Grand Total	10152	3334	3331	3487	37.0	47.1	44.5

Table 4: Estimated number of visits to Midpen preserves between September 4 and November 5, 2017

Average Visits Per Day		Number of Days In Period		Estimated Number of Visits		Total Visits
Weekdays	Weekends	Weekdays	Weekends	Weekdays	Weekends	Per Period
430	1323	45	18	19346	23809	43,154

Total Visits Per Period	Number of Periods/Day	Total Visits In Survey Length All Sites, Full Day
43,154	3	129,462

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

An estimate of total use (visits) over the study period is based on average number of visits in a survey period per weekend and weekday, multiplied by the number of weekdays and weekend days during the data collection time period, times 3 periods per day. Using this method there were an estimated 129,462 total visits to all 19 study preserves during the survey period. However, this clearly underestimates visitation because most preserves only had one surveying station, whereas many preserves had multiple other locations where non-counted visitors could have entered and exited. The surveying method used and agreed upon was much more cost effective and does provide a reasonable estimate of actual total visitation over the entire eight-week data collection timeframe.

B. Intercept Survey Results

The following section presents the results of the intercept survey of visitors to 19 Midpen preserves between September 4 and November 5, 2017. Table 6 illustrates the number of completed intercept and follow-up surveys and the percent response rate for each. A total of 2,309 persons were contacted by surveyors. There were a total of 1,453 completed intercept surveys, resulting in a 62.9% response rate. The 1,453 completed responses allows for a 95% confidence level with a +/- 5% margin of error for the intercept survey analysis results.

There were no significant differences between intercept survey respondents and non-respondents in their group size and sex. There was a substantial difference for activities, in which bicyclists and joggers were more likely to refuse to answer the survey, versus hikers. Sites which were more likely to have bikers were substantially more likely to have refusals than were all the other locations. Readers of this report should keep in mind that walkers/hikers are somewhat over-represented and bicyclists and joggers are somewhat under-represented in the survey results. Nonetheless, these differences do not threaten the validity of the study findings.

A total of 602 intercept survey respondents provided their email address so we could send them the follow-up survey. An email with a link to this online survey was sent and non-respondents received three additional requests to complete the survey. A total of 154 persons responded to the follow-up survey, resulting in a 25.6% response rate.

Table 5: Number of completed intercept and follow-up surveys and response rates

Total Visitor Groups Contacted	2,309
Total Number of Completed Intercept Surveys	1,453
Percent Response Rate Intercept Survey	62.9%
Number Respondents Providing Email Address For Follow-Up Survey	602
Total Number Completed Follow-Up Surveys	154
Percent Response Rate Follow-Up Surveys	25.6%

Figure 2: Intercept survey respondents by Midpen preserve site
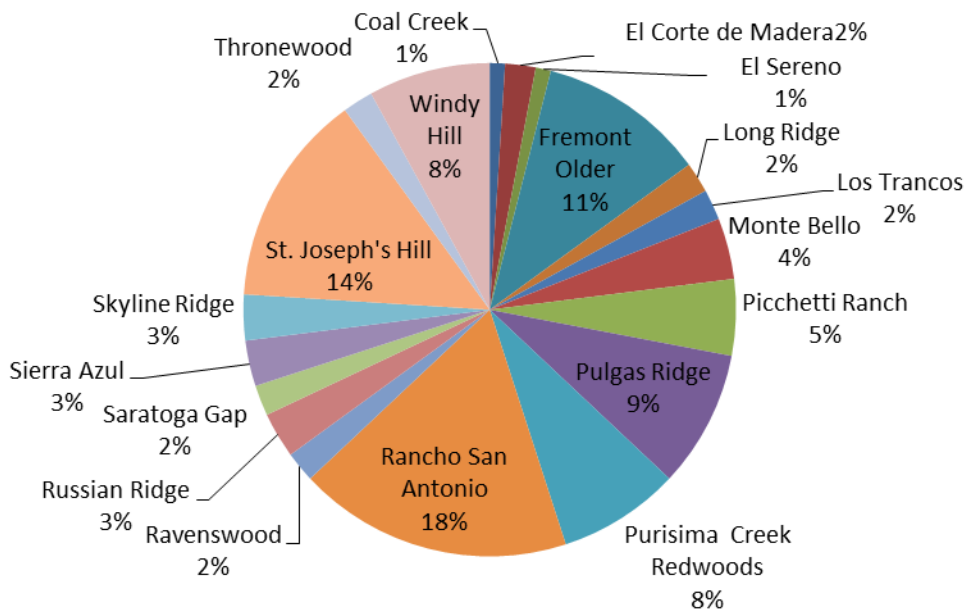
Preserve	Survey Counts	Percent
Coal Creek	21	1.4%
El Corte de Madera	35	2.4%
El Sereno	21	1.4%
Fremont Older	154	10.6%
Long Ridge	24	1.7%
Los Trancos	30	2,1%
Monte Bello	52	3.6%
Picchetti Ranch	73	5.0%
Pulgas Ridge	125	8.6%
Purisima Creek Redwoods	116	8.0%
Rancho San Antonio	260	17.9%
Ravenswood	35	2.4%
Russian Ridge	50	3.4%
Saratoga Gap	29	2.0%
Sierra Azul	44	3.0%
Skyline Ridge	37	2.5%
St. Joseph's Hill	200	13.8%
Thornewood	30	2.1%
Windy Hill	118	8.1%
Total:	1,453	100%

Figure 3: Respondent number of visits in last year

Number of visits in last year
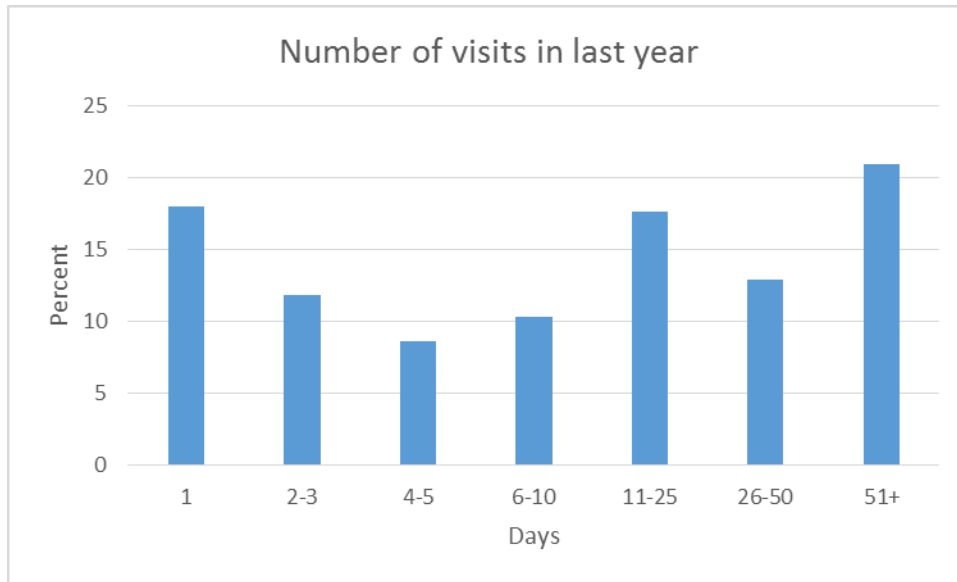
Number of Visits In Last Year	Count	Percent
1	249	18.0
2-3	163	11.8
4-5	119	8.6
6-10	142	10.3
11-25	244	17.6
26-50	178	12.9
51+	290	20.9
Average # Visits	41.8	

January 22, 2018   San Francisco State University

Figure 4: Type of personal group
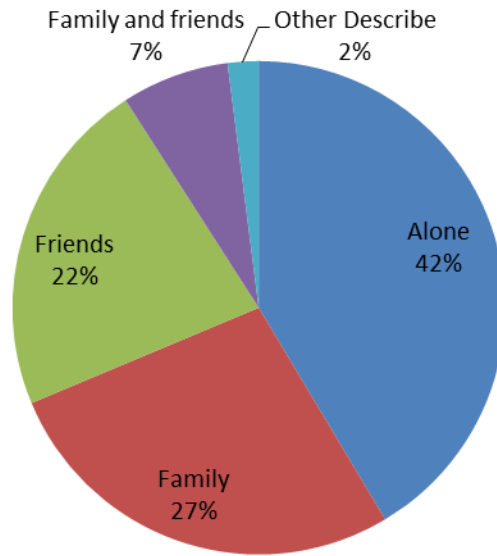
Type Group	Percent	Count
Alone	41.3%	600
Family	26.8%	390
Friends	22.4%	325
Family and friends	7.3%	106
Other	2.2%	32

Figure 5: Number of persons in group today
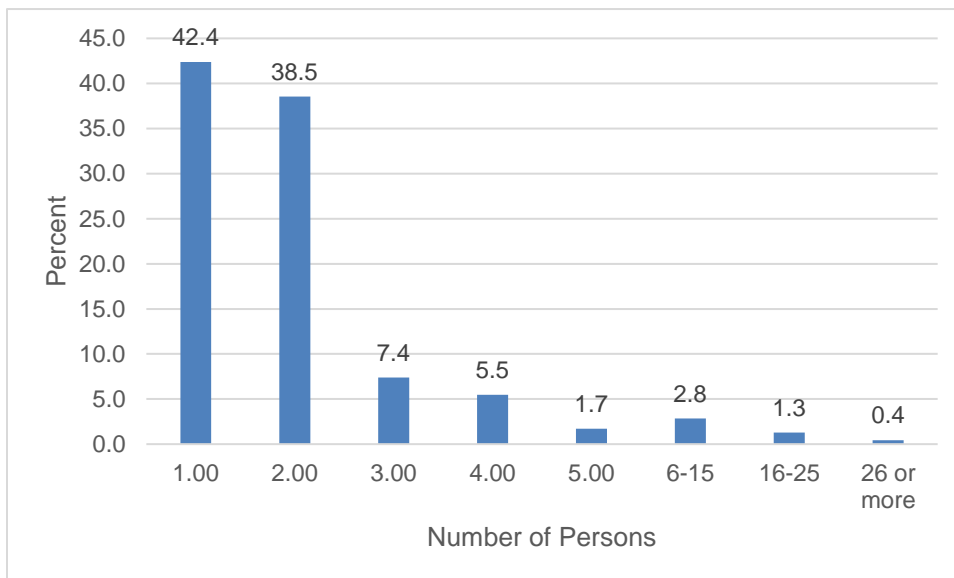
Table 6: Number of persons in group today

Number of Persons	Percent	Frequency
1	42.4%	597
2	38.5%	543
3	7.4%	104
4	5.5%	77
5	1.7%	24
6-15	2.8%	40
16-25	1.3%	18
26 or more	0.4%	6
Total	100.0%	1409
Average		2.1 persons

Table 7: With commercial or other organized group

Group Type	Percent	Count
School/educational group	1.4%	11
Family reunion of more than 25 people	0.6%	5
Commercial fitness group	0.1%	1
Commercial guided tour group	0.1%	1
Other commercial group	0.8%	6
Not with commercial or large organized group	97.0%	767

Table 8: Sources of information about preserve

Information Source	Percent	Count
Past experience in preserve	59.7%	868
Friend or family member	29.1%	423
Midpen website	12.0%	174
Preserve brochure/map	11.4%	166
Signs along trail or highway	8.8%	128
Other Website or Social Media - Write In	5.6%	81
Google (25), Yelp (6), Alltrails.com (5)		
Use of cell phone/iPad/tablet/laptop in preserve	3.4%	49
Guidebook	1.9%	28
Talked with a Midpen staff person	0.8%	12
Visited Midpen office	0.3%	5
Write-in	8.1%	118
Live close by (20), drove by (13), Google (11)		

Figure 6: Type of transportation used to arrive at preserve
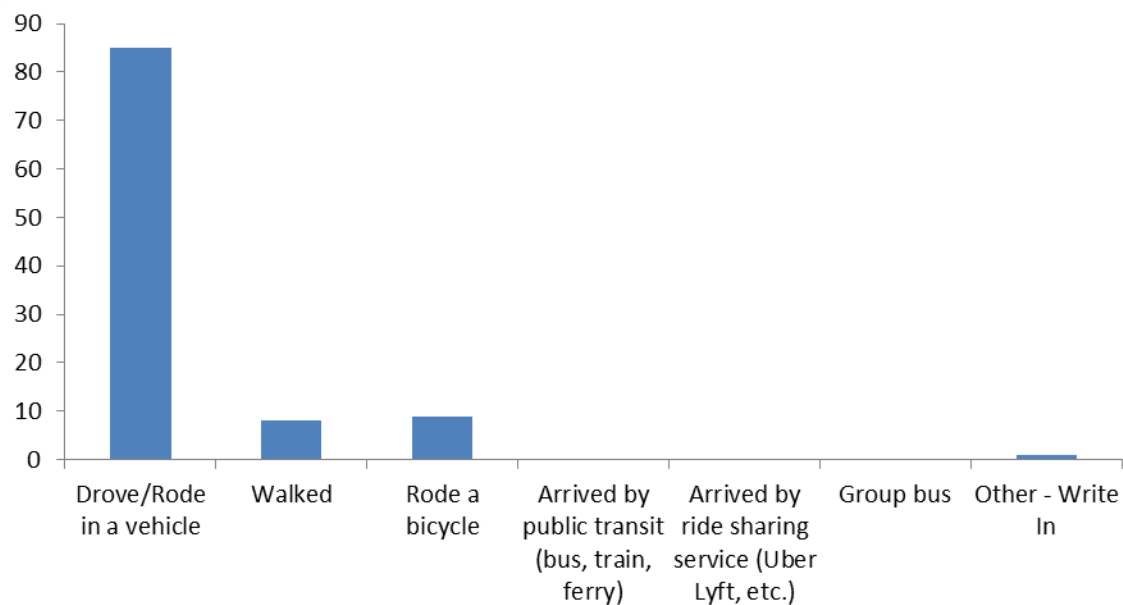
Transportation Type	Percent	Count
Drove/rode in a vehicle	85.1%	1,237
Rode a bicycle	8.6%	125
Walked	8.5%	123
Arrived by ride sharing service (Ube, Lyft, etc)	0.3%	4
Arrived by public transit (bus, train, ferry)	0.2%	3
Group bus	0.1%	2
Other - Write In	1.2%	18
Jogged (8), drove (3), horseback (1)		

Figure 7: Did you have substantial problems with transportation to or parking at preserve
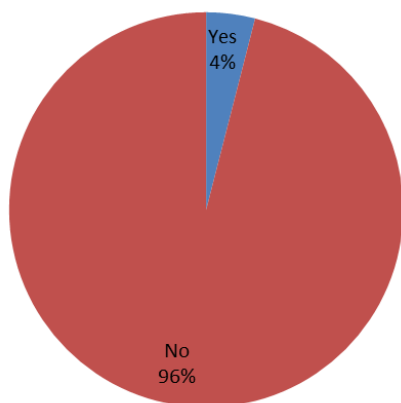
Figure 8: Most important transportation or parking problems at preserve
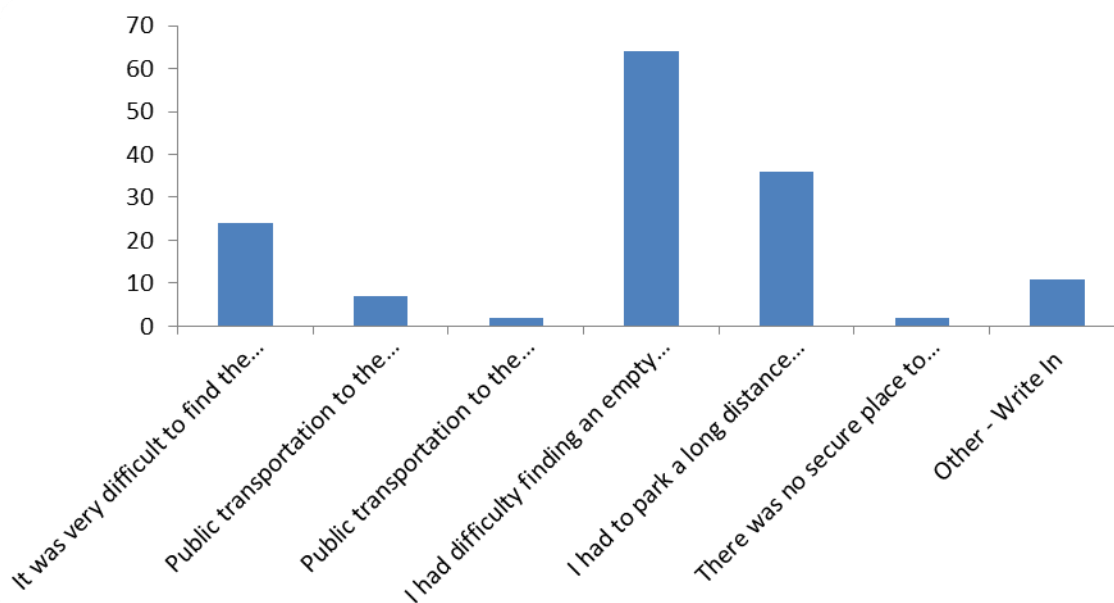
Response	Percent	Count
I had difficulty finding an empty parking space in the parking lot	64.4%	29
I had to park a long distance away and walk	35.6%	16
It was very difficult to find the preserve parking lot/entrance	24.4%	11
Public transportation to the preserve was not available or very limited	6.7%	3

Public transportation to the preserve took too long	2.2%	1
There was no secure place to park my bicycle	2.2%	1
Other	11.1%	5
School traffic (2)		

Table 9: Support for alternatives to help reduce transportation issues at Rancho San Antonio preserve

	Very supportive	Support	Neither support or oppose	Oppose	Greatly oppose	Don't know	Responses
Provide a free shuttle from nearby parking areas to park entrance	**30.0 %** 6	**25.0%** 5	**15.0 %** 3	**15.0 %** 3	**0.0 %** 0	**15.0 %** 3	20
Build a bike/walking spur trail from the Stevens Creek regional trail to the park entrance	**40.0 %** 8	**40.0 %** 8	**10.0 %** 2	**5.0 %** 1	**0.0 %** 0	**5.0 %** 1	20

Table 10: Participation in land-based activities, all preserves

Land Based Activity	Percent	Count
Walk/Hike	77.2%	1,113
Running/jogging	16.7%	241
Bike on unpaved trails	12.5%	180
Use restroom	12.5%	180
Walk dog or pet	11.6%	167
Bike fire road	9.2%	133
Picnicking	2.5%	36

Group exercise	1.7%	25
Take a scenic drive	1.5%	22
Volunteering	0.6%	8
Geo-cache	0.4%	6
Special event	0.4%	6
Ride horses	0.2%	3
Docent-led tour	0.0%	0
Other - Write In	17%	17
Photography (3), wildlife (3)		

Table 11: Participation in nature-based activities at preserve

Nature Based Activity	Percent	Count
Relax outdoors	58.2%	839
Enjoy views	54.6%	787
Explore outdoors	48.7%	702
Nature walk	44.4%	640
Enjoy being with family/friends	40.6%	586
Wildlife viewing	25.5%	367
Meditation/solitude	15.9	229
Wildflower viewing	13.0%	187
Bird watching	13,0%	187
Photography/Art	11.7%	168
Volunteering	0%.6	9
Docent-led tour	0.4%	6
Other - Write In	2.8%	41
Exercise (16), dog walk (7), wildlife (2), bike (2)		
I did not participate in any nature-based activities	3.9%	56
Total		1,442

Figure 9: Top ten primary reasons for visiting preserve
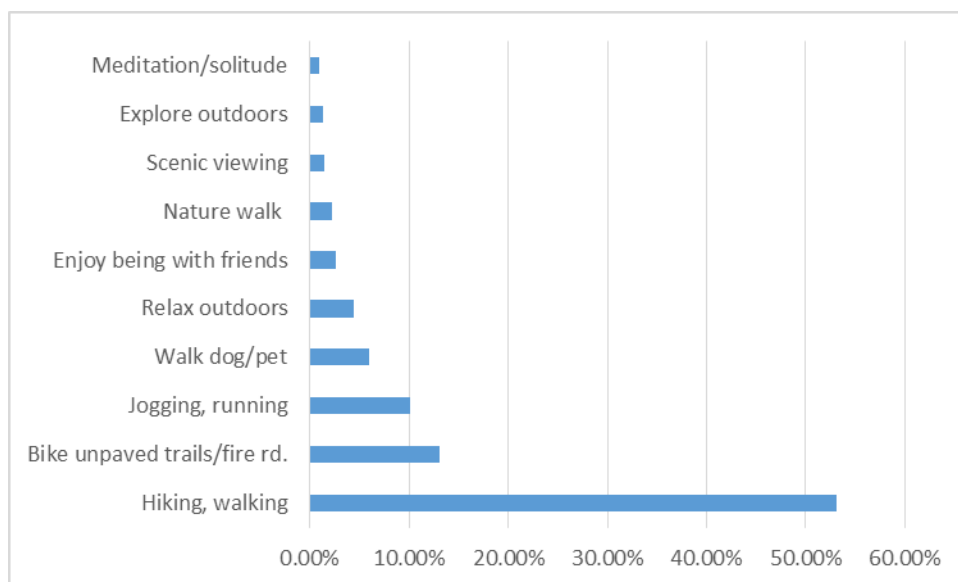
Table 12: Primary reason for visiting preserve today

Reason	Percent	Count
Hiking, walking	53.1%	766
Bike unpaved trails/fire rd.	13.1%	189
Jogging, running	10.1%	146
Walk dog/pet	6.0%	86
Relax outdoors	4.4%	64
Enjoy being with friends	2.6%	37
Nature walk	2.3%	33
Scenic viewing	1.5%	21
Explore outdoors	1.3%	19
Meditation/solitude	1.0%	15
Photography/Art	0.9%	13
Wildlife & Bird Watching	0.7%	10
Picnicking	0.4%	6
Group exercise	0.4%	5
Use restroom	0.4%	5
Ride horse	0.2%	3

Other	1.6%	24
Exercise (3), volunteer (3), run (2), explore (2)		

Figure 10. Level of satisfaction with interactions with other visitors
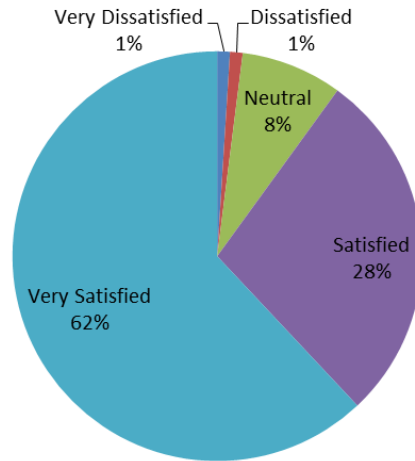
Response	Percent	Count
Very Dissatisfied	1.4%	20
Dissatisfied	0.6%	9
Neutral	8.1%	116
Satisfied	28.3%	407
Very Satisfied	61.6%	884
Total		1,436

Table 13: What caused you to feel dissatisfied with other preserve users?

Reason	Count
Unpleasant or loud visitors	5
Not enough parking	5
Too crowded	3
Conflict with dog	3
Conflict with bicyclist	3
Conflict with hikers/runners	1
Write-in: Rude visitor (3), hikers won't share path (2)	

Figure 11: How personally safe respondent felt at preserve
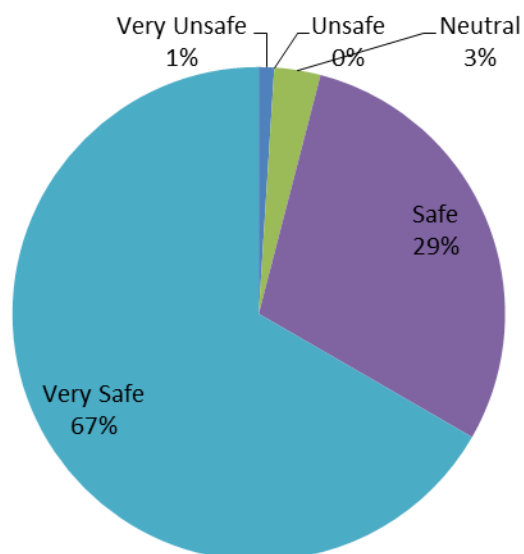
Level of Personal Safety	Percent	Count
Very Unsafe	1.4%	20
Unsafe	0.5%	7
Neutral	3.3%	48
Safe	29.0%	417
Very Safe	65.7%	944
Total		1,436

Note: Only 1.4% of respondents felt unsafe or very unsafe

Table 14: Most important reasons respondent felt unsafe or very unsafe

Reason	Percent	Count
Concerns about mountain lions	28.6%	4
Dogs encounters	14.3%	2
Scary people I encountered	14.3%	2
Bikes on trail	14.3%	2
Other	28.6%	4
Mountain lions (1)		
Total		14

Note: Only 1.9% of respondents felt unsafe or very unsafe

Figure 12: Quality of experience at preserve
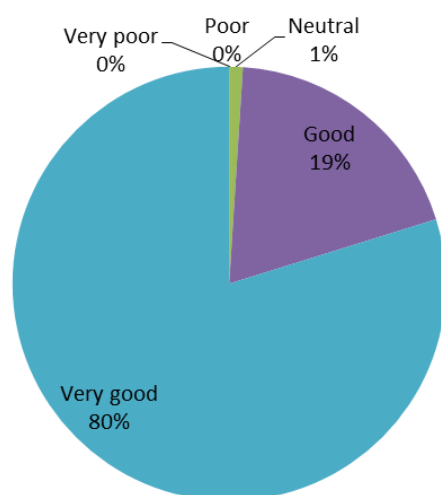
Satisfaction	Percent (%)	Count
Very Poor	0.1	2
Poor	0.1	2
Neutral	1.3	18
Good	19.0	273
Very Good	79.5	1,141
Total	100.0	1,436

Table 15. Reasons you had a poor or very poor experience

Satisfaction	Count
Lack of enforcement of preserve rules	1
Lack of restrooms	1
Conflicts with bicyclists	1
Dogs I encountered	1
Animal droppings or bags along trail	1
Bugs/bees	1

Table 16. Suggestions on how your experience at preserve today could be improved, write-in responses

Suggestion	Percent	Responses
None	22.7%	133
More trash cans	12.3%	72
More trails, better trail maintenance	11.8%	69
Improve parking	11.8%	69
Signs, maps	8.9%	52
Dog poop bags along trail, dogs off leash	8.2%	48
More, cleaner restrooms	6.7%	39
Drinking fountain	5.8%	34
Midpen is doing a great job, thanks	5.0%	29
Problems with bikes	5.0%	29
More enforcement	4.6%	27
Improve bike access	4.3%	25
More dog access, dog-friendly trails	2.9%	17
Protect resources	2.6%	15
More benches and picnic tables	2.4%	14
Remove horse droppings	0.7%	4
More shade	0.5%	3
More rangers	0.5%	3

Table 17: Importance of three main Midpen activities

	10 - Extremely Important	9	8	7	6	5 -Neither Important or Unimportant	4	3	2	1 - Not At All Important
Acquire and preserve a regional greenbelt of open space land in perpetuity	72.5 % 1,041	11.1 % 159	9.5 % 137	3.3 % 47	1.1 % 16	1.9 % 28	0.1 % 1	0.2 % 3	0.0 % 0	0.3 % 4
Protect and restore the natural environment	74.9 % 1,076	10.3 % 148	8.3 % 119	3.5 % 50	1.2 % 17	1.5 % 22	0.1 % 1	0.0 % 0	0.1 % 1	0.1 % 2
Provide opportunities for ecologically sensitive public enjoyment and education	63.4 % 910	10.7 % 153	13.4 % 193	5.2 % 75	3.2 % 46	3.0 % 43	0.4 % 6	0.1 % 2	0.1 % 2	0.4 % 6

Table 18: Resident of the United States

Response	Percent	Count
Yes	96.8%	1,376
No	3.2%	45

Figure 13: Live within one mile of preserve
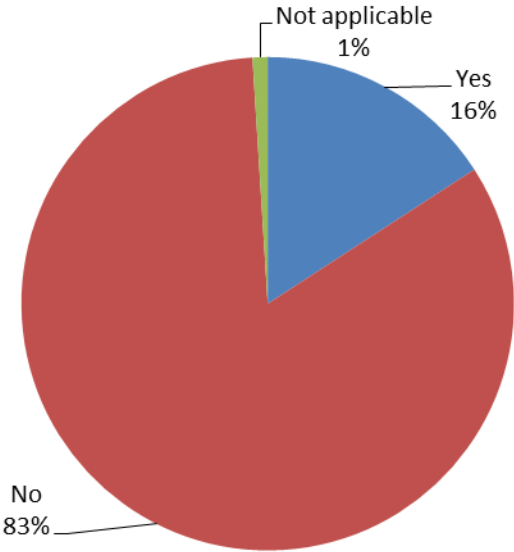
Figure 14: Top ten respondent cities of residence
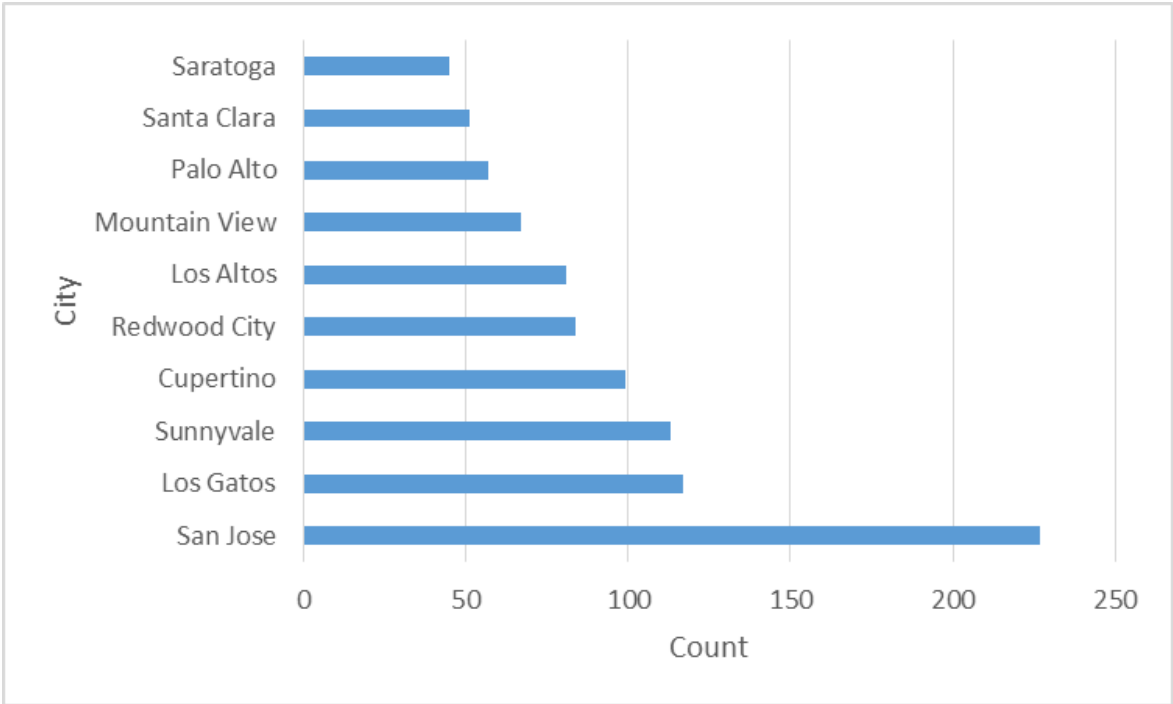
Table 19. Ten most frequent respondent zip codes

ZIPCODE	Count
95014	89
94087	63
94024	62
94062	60
95032	58
95030	53
95070	51
94070	40
95008	34
94129	33

Table 20: Is intercept survey respondent Spanish, Hispanic, or Latino?

Value	Percent	Count
Yes	6.7%	94
No	93.4%	1,322
Totals		1,416

Figure 15. Percent Hispanic or Latino visitors by preserve

PERCENTAGE OF RESPONDENTS WHO
ARE HISPANIC OR LATINO, BY PRESERVE

LIST OF MIDPEN PRESERVES INCLUDED IN STUDY

1. Coal Creek	11. Rancho San Antonio
2. El Corte de Madera	12. Ravenswood
3. El Sereno	13. Russian Ridge
4. Fremont Older	14. Saratoga Gap
5. Long Ridge	15. Sierra Azul
6. Los Trancos	16. Skyline Ridge
7. Monte Bello	17. St. Joseph's Hill
8. Picchetti Ranch	18. Thornewood
9. Pulgas Ridge	19. Windy Hill
10. Purisima Creek Redwoods	

Figure 16: Respondent's primary races, check all that apply, percent
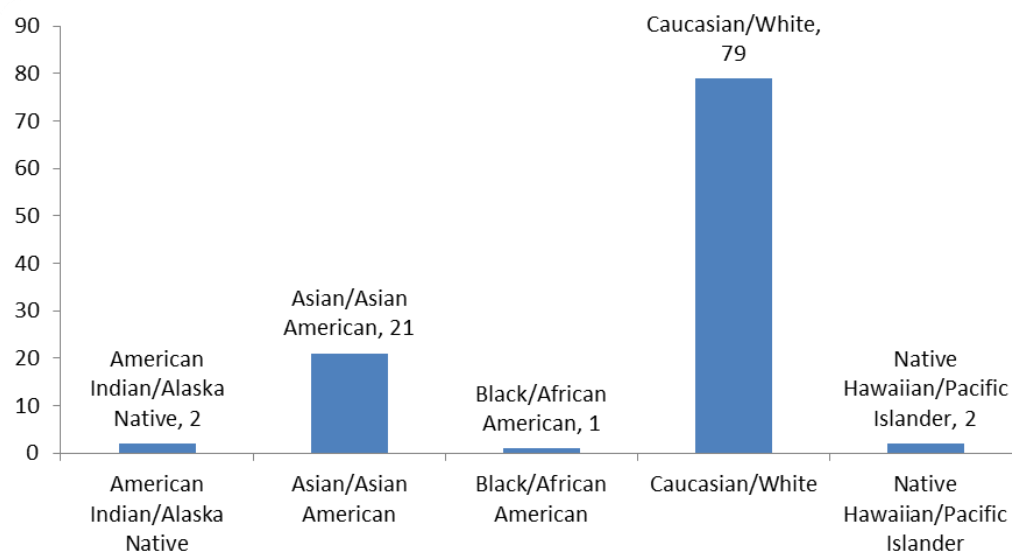
Value	Percent	Count
American Indian/Alaska Native	1.9%	26
Asian/Asian American	20.8%	280
Black/African American	1.4%	19
Caucasian/White	79.1%	1,066
Native Hawaiian/Pacific Islander	1.6%	21
Totals		1,347

Table 21: Language most frequently spoken in respondent home

Language	Percent	Count
English only	84.5%	1,197
Language other than English	20.8%	280
Total		1,416

Figure 17. Language most frequently spoken other than English, by preserve
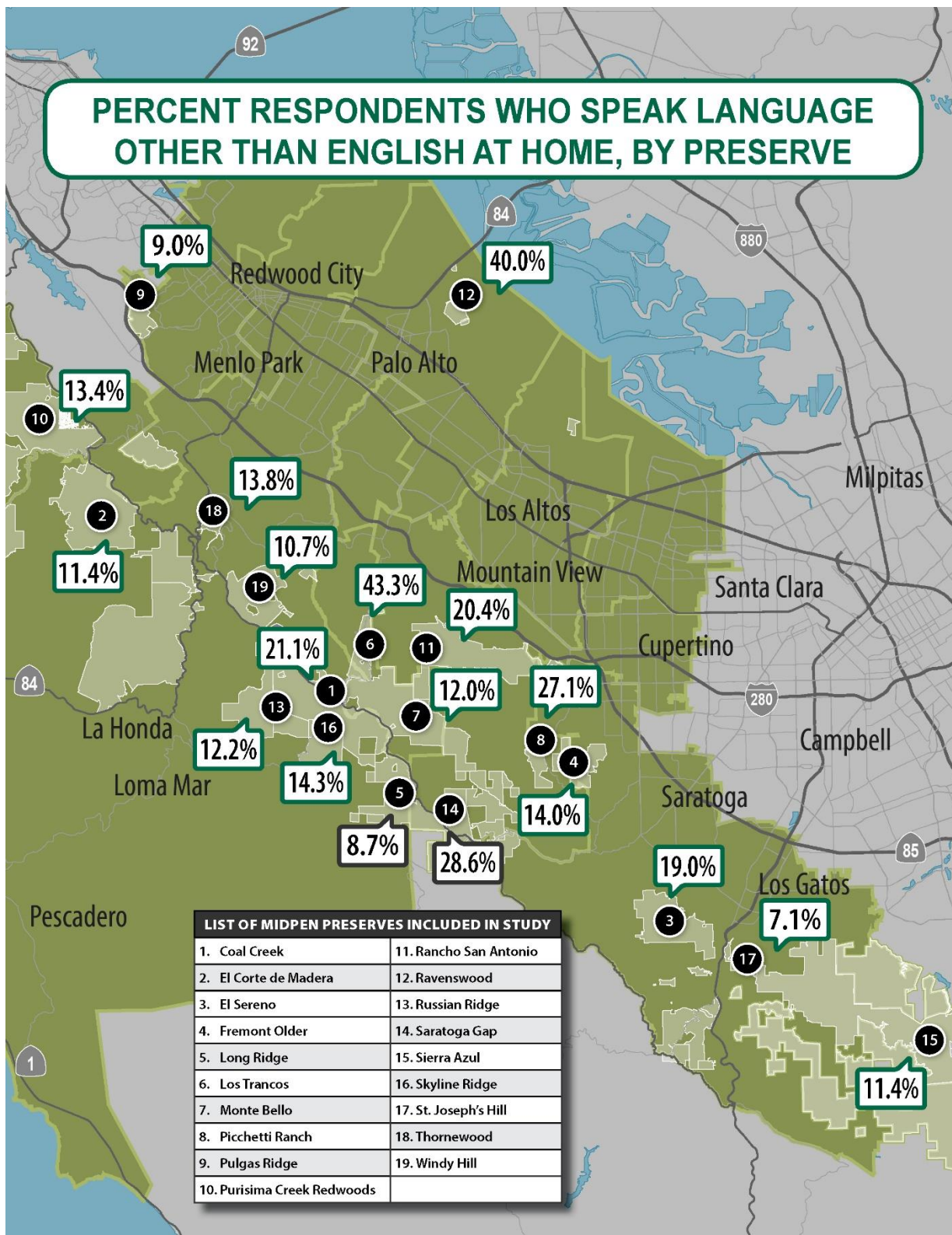
Figure 18: Name of language other than English most frequently spoken in home
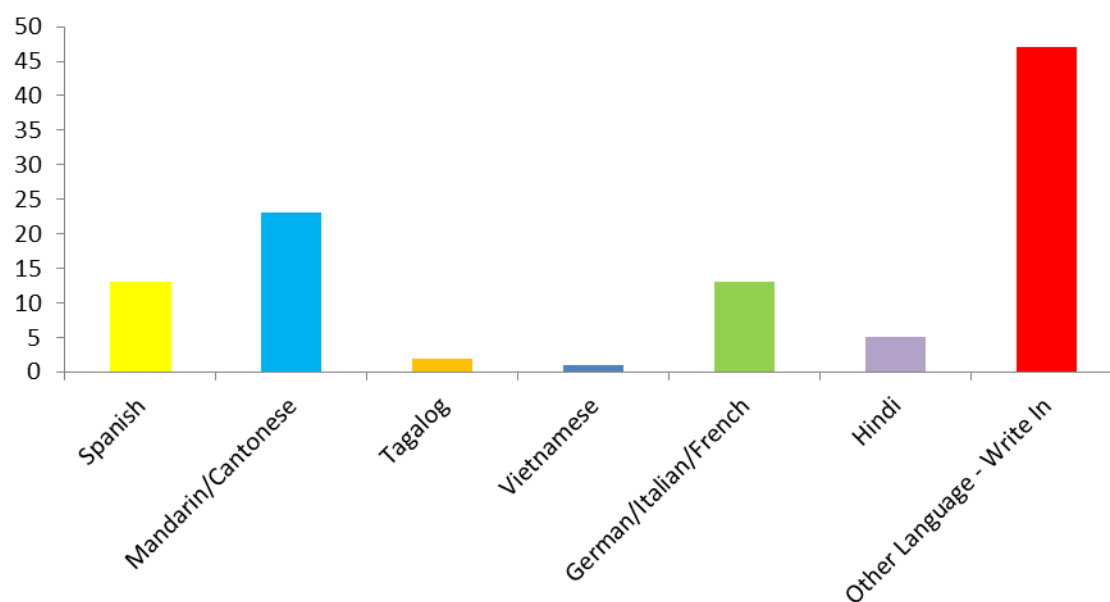
Language other than English	Percent	Responses
Mandarin/Cantonese	23.2%	53
Spanish	13.6%	31
German/Italian/French	12.3%	28
Hindi	5.3%	12
Tagalog	2.2%	5
Vietnamese	1.3%	3
Other languages (write-in)	46.5%	106

Table 22: Other write-in language most frequently spoken in respondent home

Language	Count
Russian	13
French	7
Hebrew	6
Japanese	6
Tamil	6
Korean	5
Dutch	4
Farsi	4
Persian	4
Swedish	4

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

Value	Percent	Count
Yes	0.9%	13
No	99.1%	1,403
Totals		1,416

Figure 19: Because of the physical condition, what specific problems did you or the person(s) have?
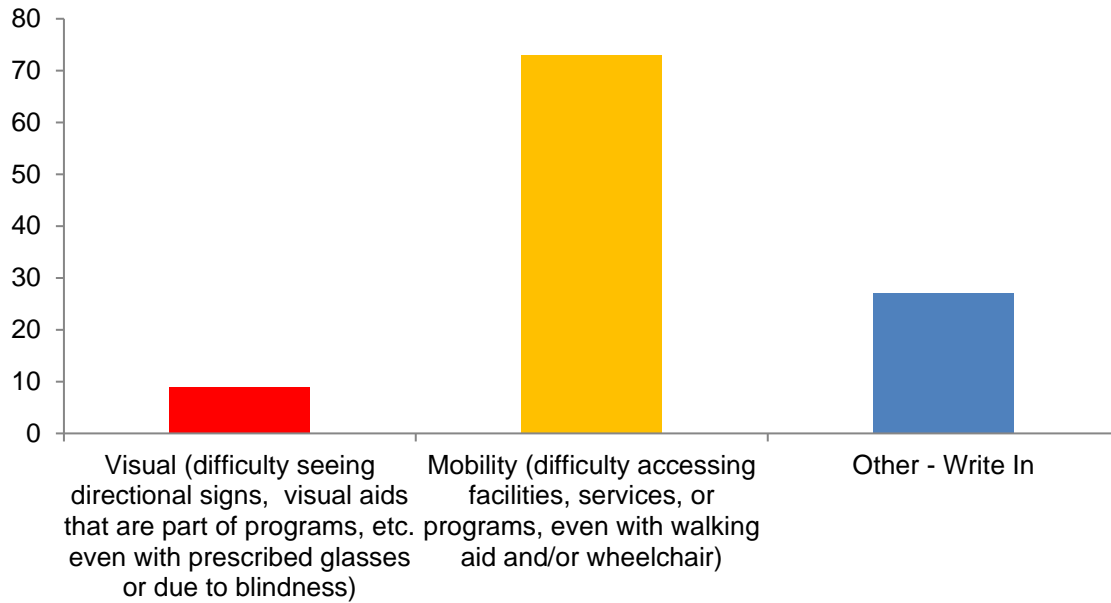
Figure 20: Intercept survey respondent age

January 8, 2018   San Francisco State University
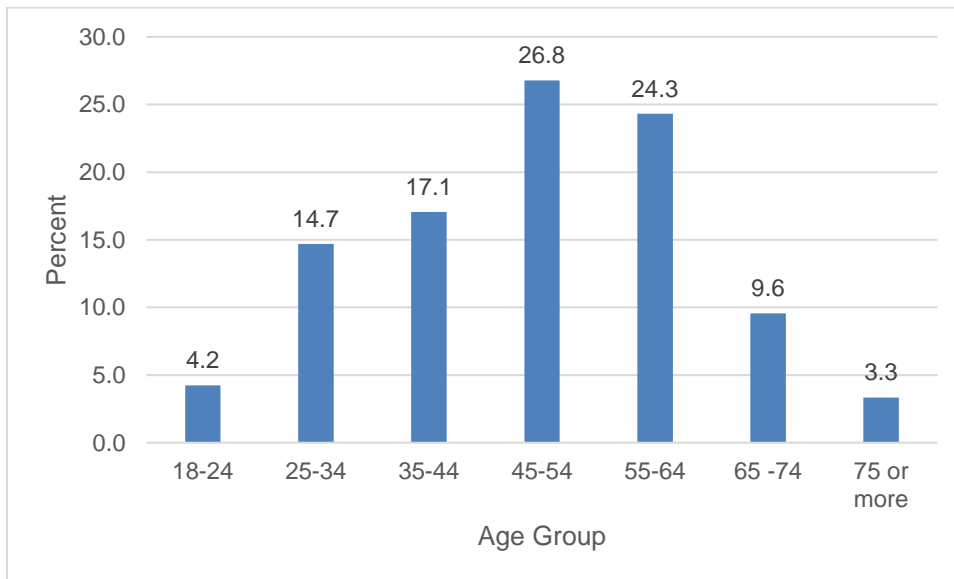
Table 24: Intercept survey respondent age

Age Group	Percent	Count
18-24	4.2%	52
25-34	14.7%	180
35-44	17.1%	209
45-54	26.8%	328
55-64	24.3%	288
65-74	9.6%	117
75 or more	3.3%	41
Mean Age All Sites		49.1 years

Table 25. Respondent sex assigned at birth

Value	Percent	Count
Female	45.0%	637
Male	55.0%	779

Table 26: What gender do you identify with now

Value	Percent	Count
Female	44.9%	606
Male	54.7%	738
Other	0.0%	0
Other - Write In Confidential (3)	0.4%	6
Totals		1,350

Figure 21: Respondent highest level of formal education
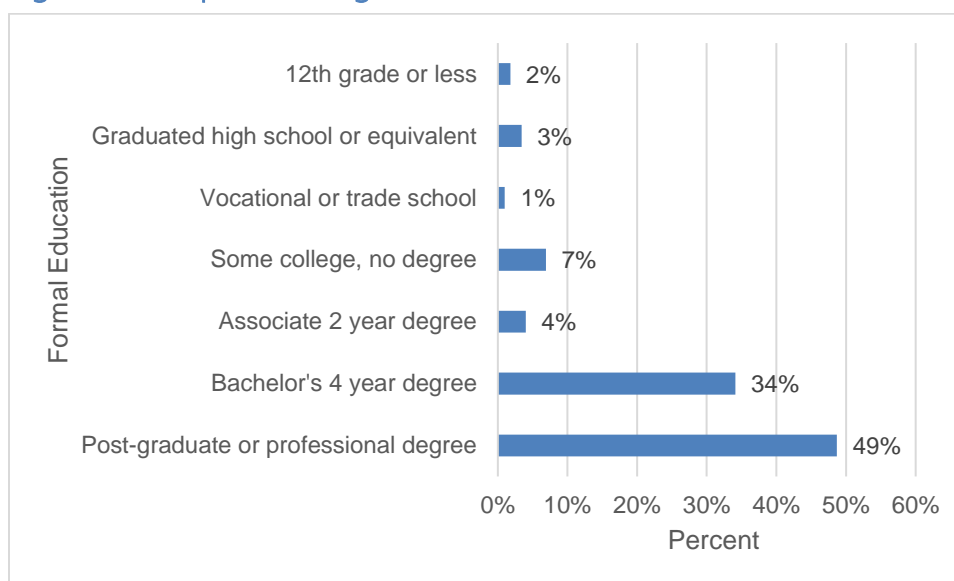
Value	Percent	Count
12th grade or less	1.8%	26
Graduated high school or equivalent	3.4%	48
Vocational or trade school	1.0%	14
Some college, no degree	6.9%	98
Associate 2 year degree	4.0%	57
Bachelor's 4 year degree	34.1%	483
Post-graduate or professional degree	48.7%	690
Totals		1,416

Figure 22: Respondent annual household income
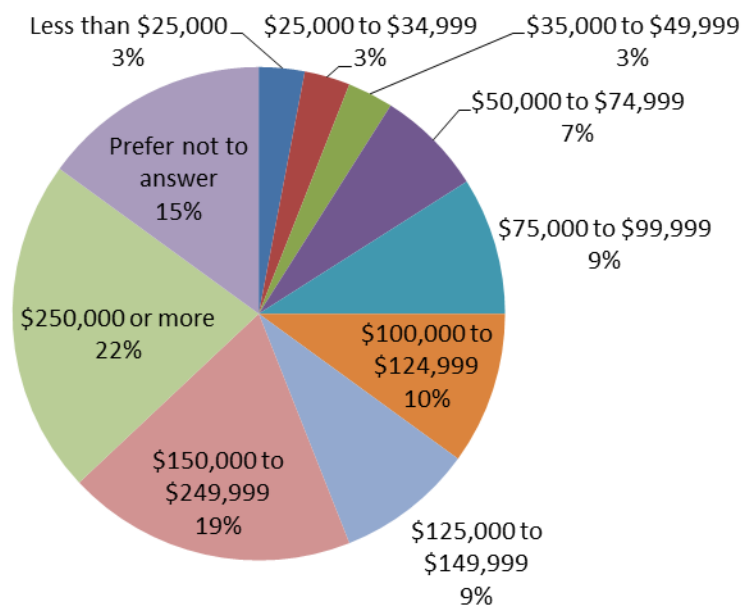
Value	Percent	Count
Less than $25,000	2.8%	32
$25,000 to $34,999	2.6%	30
$35,000 to $49,999	2.8%	32
$50,000 to $74,999	6.7%	76
$75,000 to $99,999	9.3%	106
$100,000 to $124,999	10.3%	117
$125,000 to $149,999	9.3%	106
$150,000 to $249,999	19.3%	220
$250,000 or more	21.7%	247
Prefer not to answer	15.3%	175
Totals		1,141

Table 27: Willing to provide email address to send follow-up survey

Response	Percent	Count
Yes	42.5%	602
No	57.5%	814
Totals		1,416

C. FOLLOW-UP SURVEY RESULTS

The following section presents the results of the follow-up survey of visitors to the 19 Midpen preserves. An invitation with a link to the follow-up survey was emailed within five days after an intercept survey response (602 total). Data collection ended December 3, 2017. There were a total of 149 complete and 6 partial but usable follow-up surveys, resulting in a total of 154 usable follow-up surveys, for a 25.6% response rate. The 154 responses allows for a 90% 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 preserves.

Figure 23: Response to follow-up survey, by site
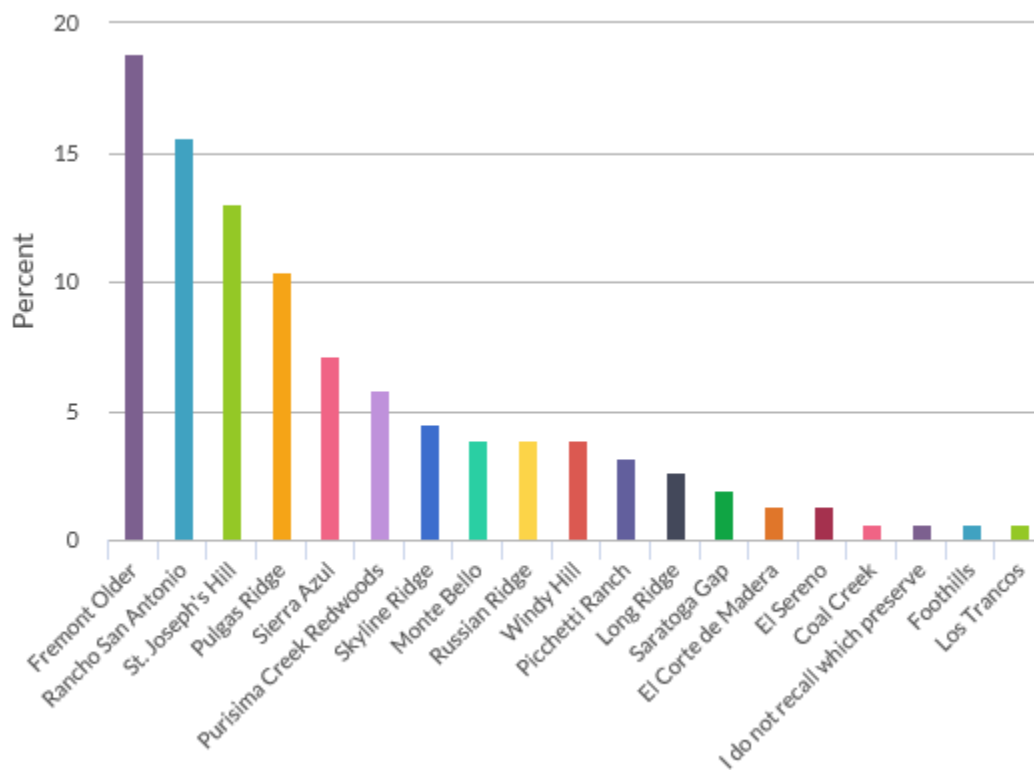
Preserve	Percent	Responses
Fremont Older	18.8%	29
Rancho San Antonio	15.6%	24
St. Joseph's Hill	13.0%	20
Pulgas Ridge	10.4%	16
Sierra Azul	7.1%	11
Purisima Creek Redwoods	5.8%	9
Skyline Ridge	4.5%	7
Monte Bello	3.9%	6
Russian Ridge	3.9%	6
Windy Hill	3.9%	6
Picchetti Ranch	3.2%	5

Long Ridge	2.6%	4
Saratoga Gap	1.9%	3
El Corte de Madera	1.3%	2
El Sereno	1.3%	2
Coal Creek	0.6%	1
Los Trancos	0.6%	1
Foothills (excluded from analysis)	0.6%	1
I do not recall which preserve	0.6%	1
Total:		154

Table 28: Been back to preserve since you completed the on-site survey?

Response	Percent	Responses
Yes	56.5%	87
No	42.9%	66
Don't remember	0.6%	1
Total		154

Figure 24: Important reason for visiting Midpen preserve
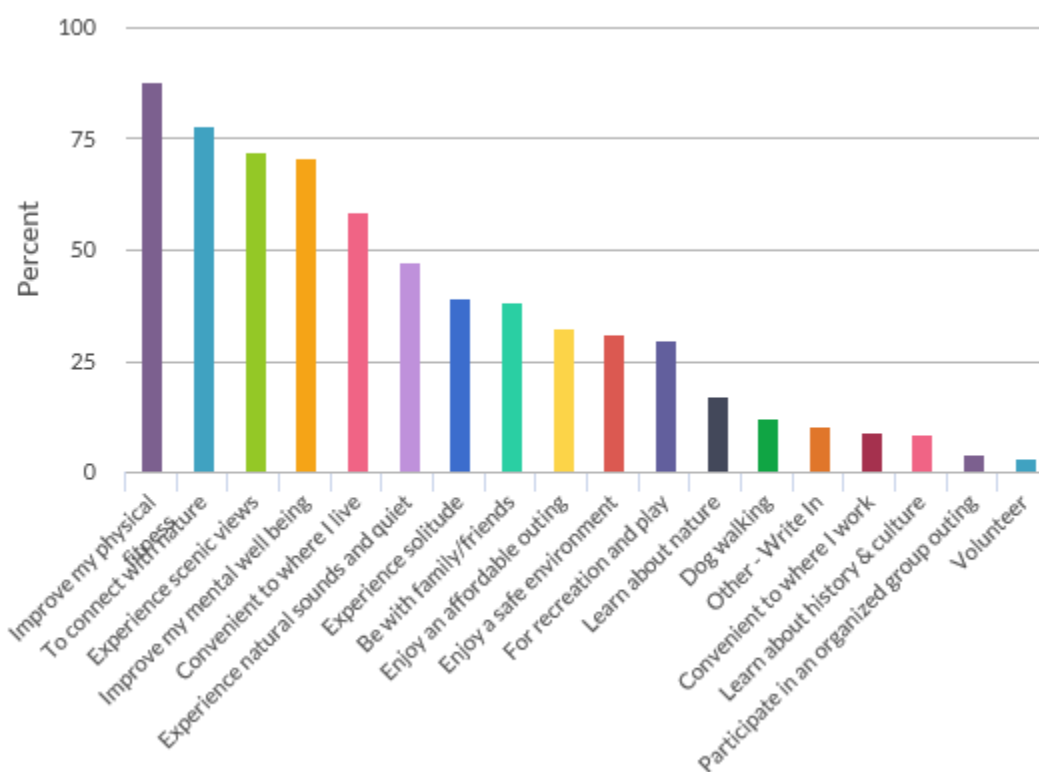
Reason	Percent	Responses
Improve my physical fitness	87.7%	135
To connect with nature	77.9%	120
Experience scenic views	72.1%	111
Improve my mental well being	70.8%	109
Convenient to where I live	58.4%	90
Experience natural sounds and quiet	47.4%	73
Experience solitude	39.0%	60
Be with family/friends	38.3%	59
Enjoy an affordable outing	32.5%	50
Enjoy a safe environment	31.2%	48
For recreation and play	29.9%	46
Learn about nature	16.9%	26

Dog walking	12.3%	19
Convenient to where I work	9.1%	14
Learn about history & culture	8.4%	13
Participate in an organized group outing	3.9%	6
Volunteer	3.2%	5
Other write-in	10.1%	15
Bicycle (5), watch butterflies (2), horseback (1)		

Figure 25: Primary reason for visit to preserve on the day completed initial survey, follow-up survey respondents
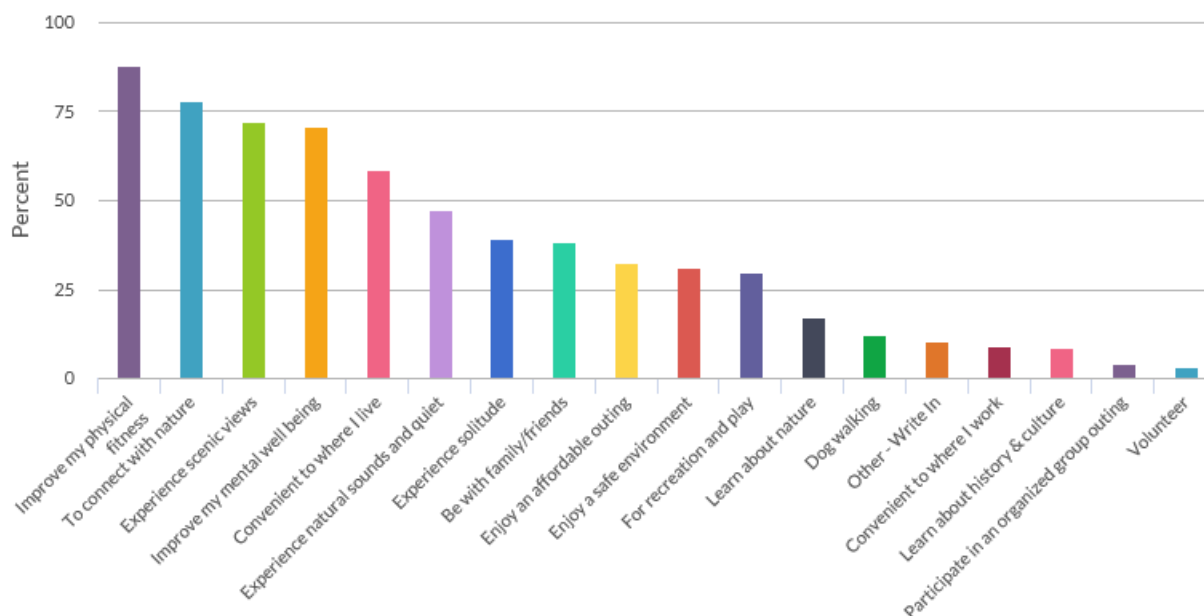
Primary Reason	Percent	Count
Improve my physical fitness	87.9%	131
To connect with nature	77.9%	116
Experience scenic views	71.8%	107
Improve my mental well being	70.5%	105
Convenient to where I live	59.1%	88
Experience natural sounds and quiet	48.3%	72
Experience solitude	38.9%	58
Be with family/friends	38.3%	57
Enjoy an affordable outing	32.9%	49
Enjoy a safe environment	30.9%	46
For recreation and play	29.5%	44
Learn about nature	16.1%	24
Dog walking	12.8%	19
Other - Write In	10.1%	15
Learn about history & culture	8.7%	13

Convenient to where I work	8.1%	12
Participate in an organized group outing	4.0%	6
Volunteer	3.4%	5

Table 29: Satisfaction with facilities during visit to preserve

	Very Satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied	Not Applicable/Did Not Use
Condition of trails	90 60.4%	53 35.6%	2 1.3%	2 1.3%	1 0.7%	1 0.7%
Availability of bicycling trails	27 18.1%	23 15.4%	15 10.1%	2 1.3%	1 0.7%	81 54.4%
Benches, water fountains, and trash cans	28 18.8%	34 22.8%	21 14.1%	16 10.7%	4 2.7%	46 30.9%
Availability of parking	46 30.9%	52 34.9%	18 12.1%	17 11.4%	2 1.3%	14 9.4%
Availability of restrooms	33 22.1%	45 30.2%	27 1 8.1%	7 4.7%	0 0.0%	37 24.8%
Cleanliness of restrooms	18 12.1%	36 24.2%	23 15.4%	11 7.4%	2 1.3%	59 39.6%
Condition of natural resources at the site	74 49.7%	59 39.6%	9 6.0%	2 1.3%	1 0.7%	4 2.7%
Condition of historic resources at the site	26 17.4%	28 18.8%	14 9.4%	0 0.0%	0 0.0%	81 54.4%
Visitor or nature centers	15 10.1%	20 13.4%	13 8.7%	0 0.0%	0 0.0%	101 67.8%

Table 30: Satisfaction with staffing and information availability, follow-up survey

	Very Satisfied		Satisfied		Neutral		Unsatisfied		Very Unsatisfied		Not Applicable/Did Not Use	
Availability of Midpen staff	37	24.8%	24	16.1%	18	12.1%	1	0.7%	0	0.0%	69	46.3%
Interactions with preserve staff	40	26.8%	28	18.8%	7	4.7%	1	0.7%	0	0.0%	73	49.0%
Availability of outdoor displays or exhibits about the natural and cultural history of site	26	18.5%	45	30.2%	16	10.7%	3	2.0%	0	0.0%	59	39.6%
Availability of information about activities and/or events in the preserve	24	16.1%	44	29.5%	21	14.1%	6	4.0%	0	0.0%	54	36.2%
Directional signage to get to the preserve	33	22.1%	55	36.9%	23	15.4%	3	2.0%	0	0.0%	35	23.5%
Maps of preserve	58	38.9%	55	36.9%	8	5.4%	4	2.7%	1	0.7%	23	15.4%
Way-finding signs, trail names and mileage signs	58	38.9%	64	43.0%	13	8.7%	5	3.4%	0	0.0%	9	6.0%

Figure 26: Preferred method to receive information about Midpen preserves

4.6% I am not interested in receiving information about preserves, programs or activities

7.9% Midpen website

1.3% Text message

2.6% U.S. Post Office mail

83.4% Email
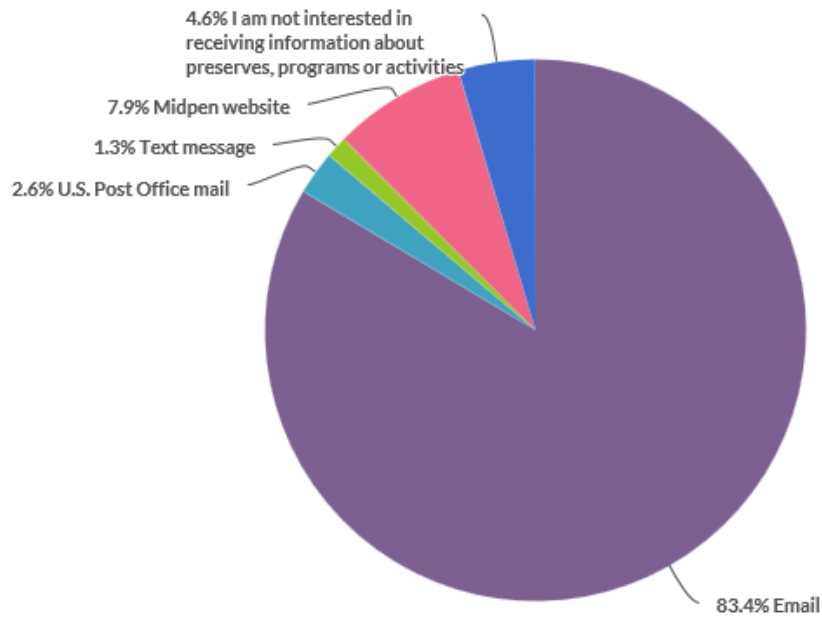
Method	Percent	Count
Email	83.2%	124
U.S. Post Office mail	2.7%	4
Text message	1.3%	2
Phone call	0.0%	0
Midpen website	8.1%	12
Other	0.0%	0
I am not interested in receiving information about preserves, programs or activities	4.7%	7
Totals		149

Figure 27: Issues that were a moderate or serious problem at preserve by follow-up survey respondents
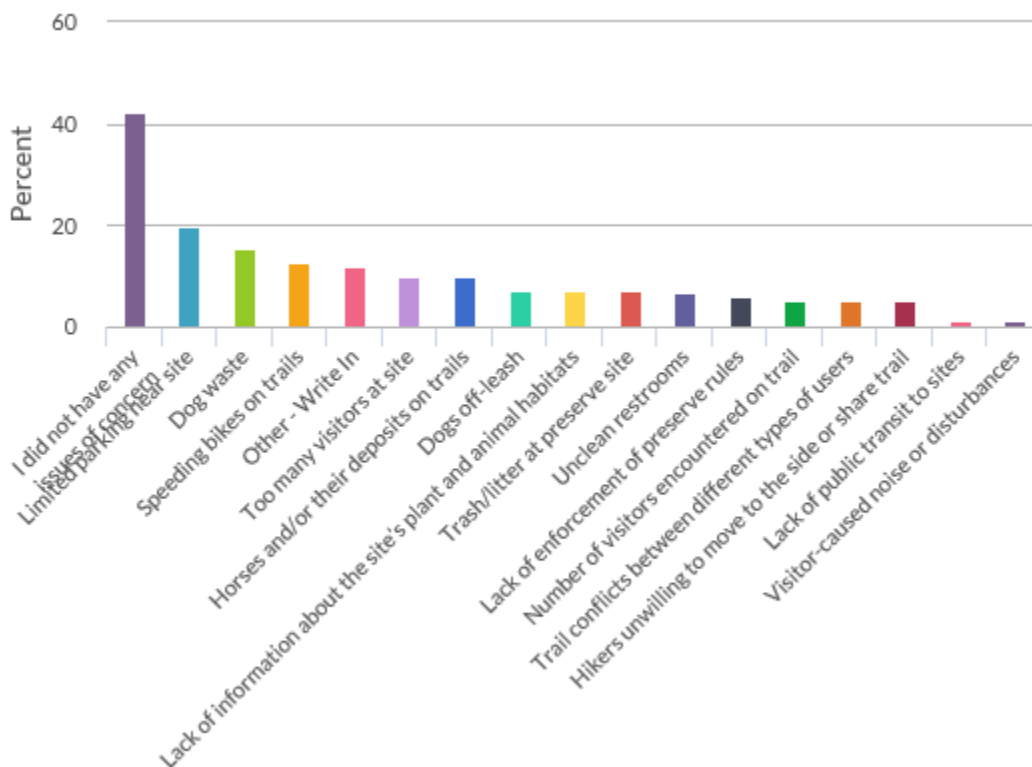
Value	Percent	Responses
I did not have any issues of concern	42.4%	64
Limited parking near site	19.9%	30
Dog waste	15.2%	23
Speeding bikes on trails	12.6%	19
Too many visitors at site	9.9%	15
Horses and/or their deposits on trails	9.9%	15
Dogs off-leash	7.3%	11
Lack of information about the site's plant and animal habitats	7.3%	11
Trash/litter at preserve site	7.3%	11
Unclean restrooms	6.6%	10
Lack of enforcement of preserve rules	6.0%	9
Number of visitors encountered on trail	5.3%	8
Trail conflicts between different types of users	5.3%	8
Hikers unwilling to move to the side or share trail	5.3%	8
Lack of public transit to sites	1.3%	2
Visitor-caused noise or disturbances	1.3%	2
Other- Write-In Trail Conditions (5)	11.9%	18

Table 31: Does preserve have special qualities that make it important?

Value	Percent	Responses
Yes	68.0%	102
No	24.7%	37
Don't know	7.3%	11
	Totals: 150	

Figure 28: Information, stories, history or features of preserve respondent would like to learn more about, follow-up survey respondents
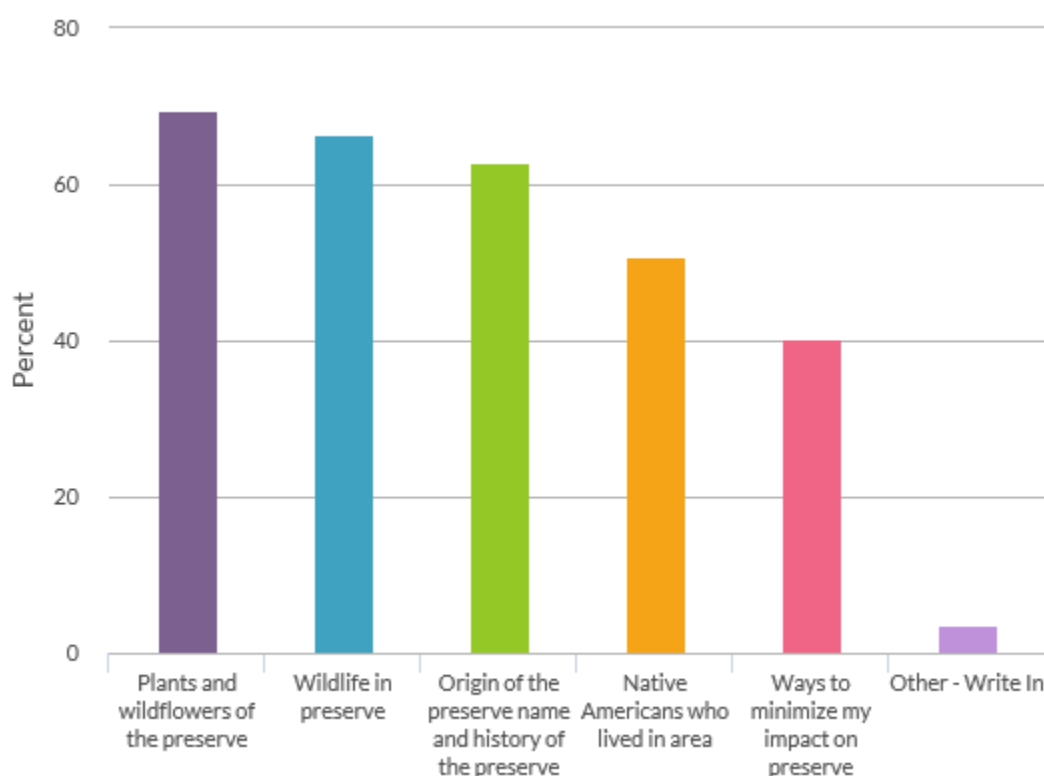
Value	Percent	Responses
Plants and wildflowers of the preserve	69.4%	93
Wildlife in preserve	66.4%	89
Origin of the preserve name and history of the preserve	62.7%	84
Native Americans who lived in area	50.7%	68
Ways to minimize my impact on preserve	40.3%	54
Other	3.7%	5
Funding (2), signs (1), wildlife (1), changes over time (1)		

Figure 29: Special qualities or aspects of preserve
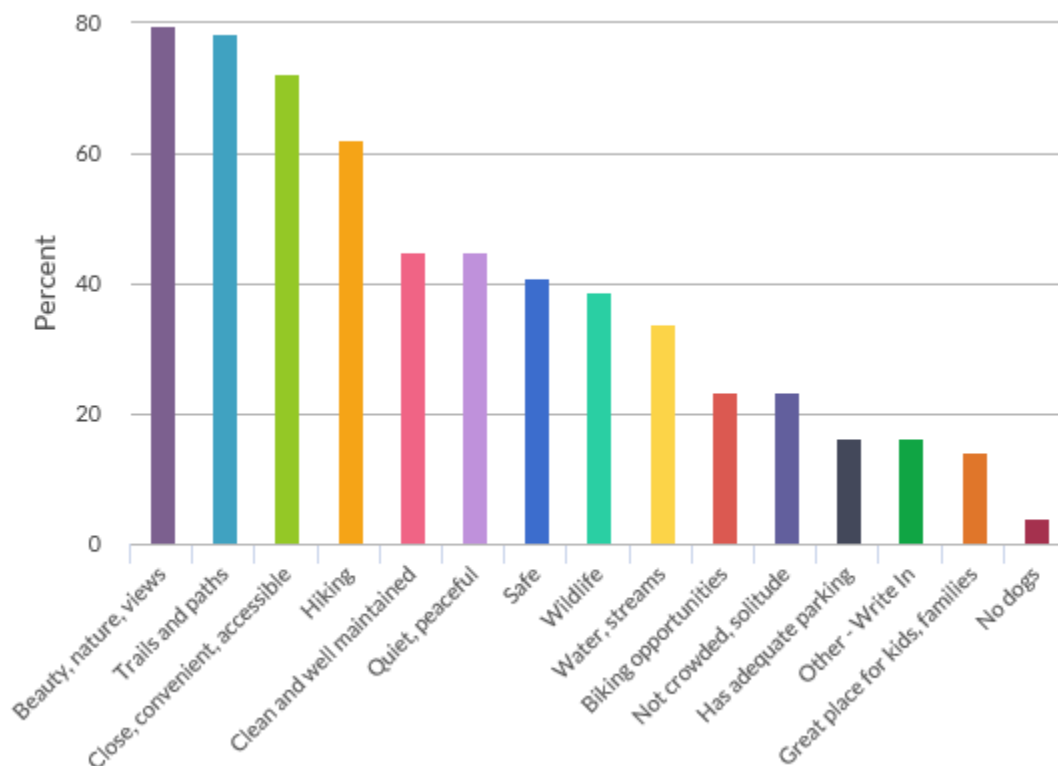
Value	Percent	Responses
Beauty, nature, views	79.6%	78
Trails and paths	78.6%	77
Close, convenient, accessible	72.4%	71
Hiking	62.2%	61
Clean and well maintained	44.9%	44
Quiet, peaceful	44.9%	44
Safe	40.8%	40
Wildlife	38.8%	38
Water, streams	33.7%	33
Biking opportunities	23.5%	23
Not crowded, solitude	23.5%	23
Has adequate parking	16.3%	16
Great place for kids, families	14.3%	14
No dogs	4.1%	4
Other - Write In	16.3%	16

Table 32: Would like amenity or facility improvements to preserve in the future

Value		Percent	Responses
No, I like it just the way it is		61.7%	92
Yes, I'd like to see some improvements		38.3%	57
		Totals: 149	

Table 33: Suggested facility improvements

Improvement	Percent	Count
More trash recycle bins	29.8	17
Increase parking	24.6	14
Increase availability of mtn. bike trails	21.1	12
More restrooms	17.5	10
Improve condition of trails	12.3	7
Improve cleanliness of restrooms	12.3	7
More benches	10.5	6
More trails for bikes	3.5	2
Improve conditions of natural resources	3.5	2
Improve conditions of historic resources	3.5	2
Other, write-in	42.1	24
Signs (7), water fountains (5), trails (2)		

Table 34: Programs and services of interest in the future, follow-up survey respondents

Value	Percent	Responses
Learning more about the flora and wildlife of the preserve	35.3%	18
Outdoor evening programs (e.g., campfire, night sky programs)	25.5%	13
Self-guided nature walks	19.6%	10
Races and competitions	17.6%	9
Docent-led hikes	15.7%	8
Special events/festivals/outdoor concerts	15.7%	8

Family activities (e.g., nature quests, all-age volunteer program)	13.7%	7
Children's or youth programs	13.7%	7
Art/photography classes	11.8%	6
More outdoor kiosks and displays	9.8%	5
Digital information, such as on-site electronic kiosks, downloadable pdf files or park apps	5.9%	3
Presentations about preserve in my community	3.9%	2
I do not want any of these programs or services	21.6%	11
Other program or service improvements or changes-	7.8%	4
Keep WiFi-free (1), QR codes for info at trailheads (1), limit number of people on trails (1)		

Table 35: Summary of comments about recent visit to preserve or comments about other Midpen preserves

Comment	Percent	Count
Good job, appreciation	37.2%	16
Trash, litter, dog waste, horse waste	25.6%	11
Signs	16.3%	7
More bike access	14.0%	6
More parking	11.6%	5
More trails	11.6%	5
Too crowded on weekends	7.0%	3
Problems with dogs	7.0%	3
Ability to communicate with rangers	4.7%	2

Table 36: Would be interested in volunteering to assist Midpen in the future

Value	Percent	Responses
Yes	20.1%	30
Maybe	32.9%	49
No	47.0%	70
	Totals: 149	

Table 37: Ways you would assist Midpen in the future

Ways to assist	Very Interested Count/%	Somewhat Interested Count/%	Not very Interested Count/%
Help maintain trails	(22) 33.8%	(33) 50.8%	(4) 6.2%
Help restore creek sides, buildings or native plants, and remove invasive non-native plants	(20) 31.7%	(34) 54.0%	(3) 4.8%
Get more information about the preserves	(18) 29.5%	(32) 52.5%	(7) 11.5%
Teach kids about resources of preserves	(14) 23.0%	(18%) 29.5	(19) 31.1%
Attend public meetings or workshops about preserves near you	(11) 18.6%	(27) 45.8%	(13) 22.0%
Attend public meetings or workshops about preserves near you	(11)18.6%	(27) 45.8%	(13) 22.0%
Answer questions and pass-out preserve information while hiking/riding on trails	(10) 16.9%	(19) 32.2%	(17) 28.8%
Answer questions and pass-out preserve information at a trailhead	(8) 13.3%	(10) 16.7%	(28) 33.3%
Lead educational tours at a preserve, after receiving training	(8) 12.9%	(18) 29.0%	(20) 32.3%
Other			
Leverage my project management skills to help manage a project	(1) 100%	0	0

D. Who isn't visiting Midpen preserves

Demographic data from intercept survey respondents were compared with current population statistics for San Mateo and Santa Clara Counties provided in the 2010 U.S. Census to estimate the characteristics of residents who are less likely to visit Midpen preserves. This provides an approximate comparison of preserve visitors versus county residents.

The tables that follow provide summary demographic data for both Santa Clara County and San Mateo Counties intercept survey respondents on their sex, race, age, household income and education. The comparisons suggest that survey respondents and preserve visitors are much more likely to be white, non-Hispanic, speaking English only at home, older, with higher education levels and household income, compared to the overall population of both counties.

Table 38: Comparison of demographics of survey respondents versus 2010 San Mateo and Santa Clara County populations

Statistic	Intercept Survey Respondents Total	San Mateo County Total*	Santa Clara County Total**
Percent male	55.0 %	49.2%	50.2%
Percent female	45.0%	50.8%	49.8%
Percent Hispanic or Latino	6.7%	25.4%	26.9%
Percent White	79.0%	62.5%	47.0%
Percent Asian	20.8%	24.8%	22.0%
Percent Black, African American	1.4%	2.8%	2.6%
Percent other race(s)	3.5%	9.9%	12.4%
Percent speak language other than English at home	20.8%	46.0%	52.1%
Mean age	49.1 years	39.3 years	36.8 years
Median HH income (reporting)	$100-124,000	$75-99,000	$100 -124,000
Percent bachelor's degree or higher education	82.7%	45.0%	45.8%

  * Source: U.S. Census Bureau, San Mateo County, 2010.
  ** Source: American Community Survey, Santa Clara County 2010 Census

Table 39: Age of survey respondents and 2010 San Mateo County population

| Years	All Preserves	SM County Total*
18-24	4.2%	7.3%
25-34	14.7%	18.3%
45-54	26.8%	19.4%
55-64	24.3%	19.7%
65-74	9.6%	9.9%
75 or more	3.3%	8.5%
Median Age	49.1 years	39.3 years

* Source: American Community Survey, San Mateo County 2010 Census

Figure 30: Age of respondents and 2010 San Mateo County population

Age of MidPen Visitors and 2010 San Mateo County Population

January 8, 2018   San Francisco State University
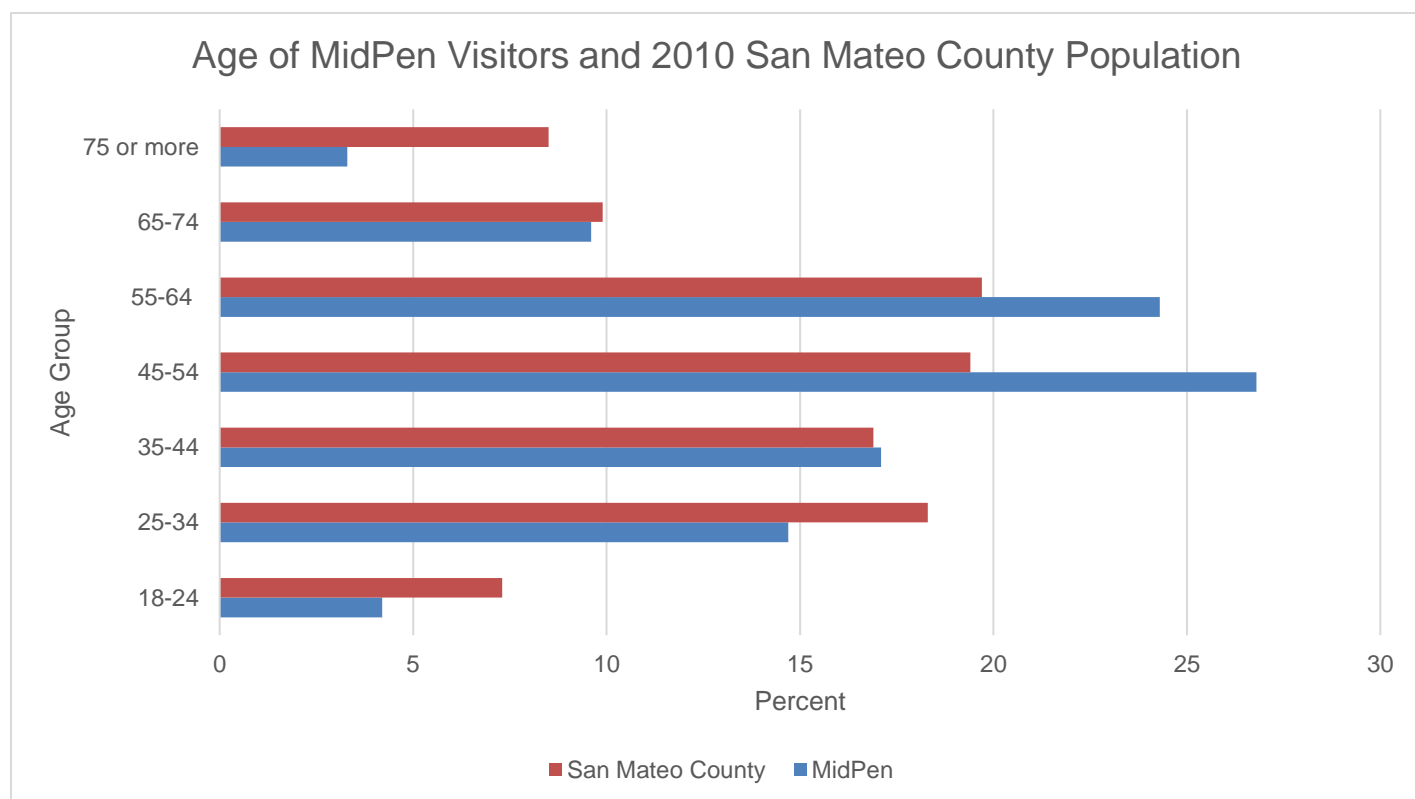
E. Statistical summary and comparison of each preserve surveyed

The following tables compare select visitor count and visitor survey data for each preserve and compare the statistics to those for all preserves. This statistical dashboard allows for a quick comparison showing any unique characteristics of each preserve. Note the Germanic language category includes German, French, and Italian.

Table 40: Statistics dashboard for: Coal Creek preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	4.3 visits	22.6 visits
Percent live within one mile of park	5.0%	15.5%
Percent Hispanic or Latino	0.0%	6.7%
Percent white race	94.7%	79.0%
Percent speak language other than English	21.1%	15.7%
Most common language other than English	Russian, Dutch, Korean	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	84.3%	82.7%
Top three primary reasons for visit	Hike, bike, relax	Hike, bike, jog
Had transportation or parking problems	0.0%	4.6%
Percent dissatisfied with other visitors	0.0%	2.0%
Percent felt unsafe at preserve	0.0%	1.9%
Percent rated experience as very good	71.4%	79.5%
Most frequent suggestions	Trails, signs, trash cans	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 41: Statistics dashboard for: El Corte de Madera preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	15.3 visits	22.6 visits
Percent Hispanic or Latino	2.8%	6.7%
Percent white race	69.4%	79.0%
Percent speak language other than English	11.1%	15.7%
Most common language other than English	Germanic	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	75.1%	82.7%
Top three primary reasons for visit	Hike, bike, views	Hike, bike, jog
Had transportation or parking problems	0.0%	4.6%
Percent dissatisfied with other visitors	0.0%	2.0%
Percent felt unsafe at preserve	0.0%	1.9%
Percent rated experience as very good	83.3%	79.5%
Most frequent suggestions	Signs, trails, bike access	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 42: Statistics dashboard for: El Sereno preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	4.6 visits	22.6 visits
Percent Hispanic or Latino	4.8%	6.7%
Percent white race	85.7%	79.0%
Percent speak language other than English	19.0%	15.7%
Most common language other than English	Russian, Japanese	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	100.0%	82.7%
Top three primary reasons for visit	Bike, hike, jog	Hike, bike, jog
Had transportation or parking problems	0.0%	4.6%
Percent dissatisfied with other visitors	4.8%	2.0%
Percent felt unsafe at preserve	0.0%	1.9%
Percent rated experience as very good	81.0%	79.5%
Most frequent suggestions	More dog friendly, bike access, trails	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 43: Statistics dashboard for: Fremont Older preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	63.7 visits	22.6 visits
Percent Hispanic or Latino	3.9%	6.7%
Percent white race	68.1%	79.0%
Percent speak language other than English	13.8%	15.7%
Most common language other than English	Spanish, Chinese, Germanic, Hindi, Tamil	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	82.3%	82.7%
Top three primary reasons for visit	Hike, bike, walk dog	Hike, bike, jog
Had transportation or parking problems	12.1%	4.6%
Percent dissatisfied with other visitors	2.0%	2.0%
Percent felt unsafe at preserve	0.7%	1.9%
Percent rated experience as very good	75.3%	79.5%
Most frequent suggestions	Parking, trash cans, dog waste bags	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 44: Statistics dashboard for: Long Ridge preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	4.4 visits	22.6 visits
Percent Hispanic or Latino	4.3%	6.7%
Percent white race	95.7%	79.0%
Percent speak language other than English	8.7%	15.7%
Most common language other than English	Germanic	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	82.6%	82.7%
Top three primary reasons for visit	Hike, bike, jog	Hike, bike, jog
Had transportation or parking problems	3.7%	4.6%
Percent dissatisfied with other visitors	0.0%	2.0%
Percent felt unsafe at preserve	0.0%	1.9%
Percent rated experience as very good	81.5%	79.5%
Most frequent suggestions	Bike access, more trails, restrooms	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 45: Statistics dashboard for: Los Trancos preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	8.1 visits	22.6 visits
Percent Hispanic or Latino	3.3%	6.7%
Percent white race	75.9%	79.0%
Percent speak language other than English	43.3%	15.7%
Most common language other than English	Germanic, Chinese, Japanese	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	96.6%	82.7%
Top three primary reasons for visit	Walk, relax, explore	Hike, bike, jog
Had transportation or parking problems	3.2%	4.6%
Percent dissatisfied with other visitors	0.0%	2.0%
Percent felt unsafe at preserve	0.0%	1.9%
Percent rated experience as very good	73.3%	79.5%
Most frequent suggestions	Signs, drinking fountain, parking	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 46: Statistics dashboard for: Monte Bello preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	14.0 visits	22.6 visits
Percent Hispanic or Latino	2.0%	6.7%
Percent white race	80.4%	79.0%
Percent speak language other than English	11.8%	15.7%
Most common language other than English	Germanic, Japanese, Chinese	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	86.3%	82.7%
Top three primary reasons for visit	Hike, bike, jog	Hike, bike, jog
Had transportation or parking problems	0.0%	4.6%
Percent dissatisfied with other visitors	0.0%	2.0%
Percent felt unsafe at preserve	0.0%	1.9%
Percent rated experience as very good	96.2%	79.5%
Most frequent suggestions	Drinking fountain, protect resources, signs	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 47: Statistics dashboard for: Picchetti Ranch preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	34.0 visits	22.6 visits
Percent Hispanic or Latino	7.1%	6.7%
Percent white race	70.1%	79.0%
Percent speak language other than English	27.1%	15.7%
Most common language other than English	Germanic, Chinese, Russian, Tamil	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	87.1%	82.7%
Top three primary reasons for visit	Walk, picnic, be with friends	Hike, bike, jog
Had transportation or parking problems	0.0%	4.6%
Percent dissatisfied with other visitors	1.4%	2.0%
Percent felt unsafe at preserve	1.4%	1.9%
Percent rated experience as very good	81.7%	79.5%
Most frequent suggestions	Signs, more trails, protect resources	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 48: Statistics dashboard for: Pulgas Ridge preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	33.9 visits	22.6 visits
Percent Hispanic or Latino	8.1%	6.7%
Percent white race	88.2%	79.0%
Percent speak language other than English	9.7%	15.7%
Most common language other than English	Spanish, Chinese, Hebrew	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	75.8%	82.7%
Top three primary reasons for visit	Hike, walk dog, jog	Hike, bike, jog
Had transportation or parking problems	0.8%	4.6%
Percent dissatisfied with other visitors	1.6%	2.0%
Percent felt unsafe at preserve	3.2%	1.9%
Percent rated experience as very good	75.2%	79.5%
Most frequent suggestions	Trash cans, dog waste bags, trails	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 49: Statistics dashboard for: Purisima Creek Redwoods preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	36.7 visits	22.6 visits
Percent Hispanic or Latino	6.2%	6.7%
Percent white race	80.2%	79.0%
Percent speak language other than English	14.2%	15.7%
Most common language other than English	Spanish, Chinese, Tagalog	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	79.7%	82.7%
Top three primary reasons for visit	Hike, bike, relax	Hike, bike, jog
Had transportation or parking problems	2.5%	4.6%
Percent dissatisfied with other visitors	0.8%	2.0%
Percent felt unsafe at preserve	0.8%	1.9%
Percent rated experience as very good	90.7%	79.5%
Most frequent suggestions	Restroom, parking, signs	Trash cans, trails, parking

* Germanic language refers to German, French and Italian.

Table 50: Statistics dashboard for: Rancho San Antonio preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	346.2 visits	22.6 visits
Percent Hispanic or Latino	6.5%	6.7%
Percent white race	64.6%	79.0%
Percent speak language other than English	20.8%	15.7%
Most common language other than English	Chinese, Hindi, Spanish, Tagalog, Korean	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	86.9%	82.7%
Top three primary reasons for visit	Hike, jog, be with friends	Hike, bike, jog
Had transportation or parking problems	10.3%	4.6%
Percent dissatisfied with other visitors	2.3%	2.0%
Percent felt unsafe at preserve	2.6%	1.9%
Percent rated experience as very good	75.9%	79.5%
Most frequent suggestions	Parking, restrooms, trails	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 51: Statistics dashboard for: Ravenswood preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	11.5 visits	22.6 visits
Percent Hispanic or Latino	31.4%	6.7%
Percent white race	71.4%	79.0%
Percent speak language other than English	40.0%	15.7%
Most common language other than English	Spanish, Chinese, Farsi, Germanic	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	47.5%	82.7%
Top three primary reasons for visit	Hike, relax, job	Hike, bike, jog
Had transportation or parking problems	0.0%	4.6%
Percent dissatisfied with other visitors	2.9%	2.0%
Percent felt unsafe at preserve	5.9%	1.9%
Percent rated experience as very good	52.9%	79.5%
Most frequent suggestions	Trails, restrooms, trash cans	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 52: Statistics dashboard for: Russian Ridge preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	14.5 visits	22.6 visits
Percent Hispanic or Latino	4.1%	6.7%
Percent white race	95.9%	79.0%
Percent speak language other than English	12.2%	15.7%
Most common language other than English	Germanic, Dutch	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	89.8%	82.7%
Top three primary reasons for visit	Hike, bike, jog	Hike, bike, jog
Had transportation or parking problems	0.0%	4.6%
Percent dissatisfied with other visitors	0.0%	2.0%
Percent felt unsafe at preserve	0.0%	1.9%
Percent rated experience as very good	92.0%	79.5%
Most frequent suggestions	Signs, drinking fountain, picnic tables/benches	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 53: Statistics dashboard for: Saratoga Gap preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	6.9 visits	22.6 visits
Percent Hispanic or Latino	0.0%	6.7%
Percent white race	69.0%	79.0%
Percent speak language other than English	31.0%	15.7%
Most common language other than English	Chinese, Germanic	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	82.8%	82.7%
Top three primary reasons for visit	Bike, hike, be with friends	Hike, bike, jog
Had transportation or parking problems	3.3%	4.6%
Percent dissatisfied with other visitors	3.3%	2.0%
Percent felt unsafe at preserve	3.3%	1.9%
Percent rated experience as very good	73.3%	79.5%
Most frequent suggestions	Signs, trails, bike access	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 54: Statistics dashboard for: Sierra Azul preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	12.4 visits	22.6 visits
Percent Hispanic or Latino	13.6%	6.7%
Percent white race	78.6%	79.0%
Percent speak language other than English	11.4%	15.7%
Most common language other than English	Spanish, Chinese, Russian	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	74.9%	82.7%
Top three primary reasons for visit	Hike, bike, jog	Hike, bike, jog
Had transportation or parking problems	11.4%	4.6%
Percent dissatisfied with other visitors	2.3%	2.0%
Percent felt unsafe at preserve	2.3%	1.9%
Percent rated experience as very good	65.9%	79.5%
Most frequent suggestions	Parking, drinking fountain, trails	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 55: Statistics dashboard for: Skyline Ridge preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	8.8 visits	22.6 visits
Percent Hispanic or Latino	8.6%	6.7%
Percent white race	84.4%	79.0%
Percent speak language other than English	14.3%	15.7%
Most common language other than English	Spanish, Farsi, Serbian	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	82.9%	82.7%
Top three primary reasons for visit	Hike, relax, bike	Hike, bike, jog
Had transportation or parking problems	0.0%	4.6%
Percent dissatisfied with other visitors	0.0%	2.0%
Percent felt unsafe at preserve	0.0%	1.9%
Percent rated experience as very good	86.5%	79.5%
Most frequent suggestions	Enforcement, horse droppings, dog waste bag	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 56: Statistics dashboard for: St. Joseph's Hill preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	100.5 visits	22.6 visits
Percent Hispanic or Latino	8.1%	6.7%
Percent white race	89.4%	79.0%
Percent speak language other than English	7.1%	15.7%
Most common language other than English	Germanic, Spanish, Japanese, Chinese	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	78.7%	82.7%
Top three primary reasons for visit	Hike, jog, bike	Hike, bike, jog
Had transportation or parking problems	3.4%	4.6%
Percent dissatisfied with other visitors	4.0%	2.0%
Percent felt unsafe at preserve	4.0%	1.9%
Percent rated experience as very good	79.2%	79.5%
Most frequent suggestions	Problem with bikes, enforcement, trails	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 57: Statistics dashboard for: Thornewood preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	6.8 visits	22.6 visits
Percent Hispanic or Latino	3.4%	6.7%
Percent white race	82.1%	79.0%
Percent speak language other than English	13.8%	15.7%
Most common language other than English	Chinese, Germanic	Chinese, Spanish, Germanic, Russian, Hindi
Percent bachelor's degree or higher education	89.6%	82.7%
Top three primary reasons for visit	Hike, walk dog, nature walk	Hike, bike, jog
Had transportation or parking problems	3.3%	4.6%
Percent dissatisfied with other visitors	0.0%	2.0%
Percent felt unsafe at preserve	6.7%	1.9%
Percent rated experience as very good	80.0%	79.5%
Most frequent suggestions	Trails, parking, more dog friendly	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

Table 58: Statistics dashboard for: Windy Hill preserve*

Statistic	Preserve	All Preserves
Average visit count per 3 hour period	44.8 visits	22.6 visits
Percent Hispanic or Latino	6.3%	6.7%
Percent white race	92.7%	79.0%
Percent speak language other than English	10.7%	15.7%
Most common language other than English	Spanish, Germanic, Hindi, Chinese	Chinese, Spanish, Germanic, Russian, Hindi
Percent under $75,000 HH income (reporting)	7.7%	14.8%
Percent bachelor's degree or higher education	90.2%	82.7%
Top three primary reasons for visit	Hike, jog, walk dog	Hike, bike, jog
Had transportation or parking problems	0.8%	4.6%
Percent dissatisfied with other visitors	0.8%	2.0%
Percent felt unsafe at preserve	0.0%	1.9%
Percent rated experience as very good	85.0%	79.5%
Most frequent suggestions	Trash cans, dog waste, trails	Trash cans, trails, parking

* Germanic language refers to German, French, and Italian.

VI. Summary

The Midpeninsula Regional Open Space District visitor surveys sought to identify use levels, visitor characteristics and their evaluations at 19 Midpen open space preserves. This study employed an <u>intercept survey</u> and <u>visitor counts</u> from September 4 to November 5, 2017. Those visitors who provided their email address at the end of the intercept survey where later emailed a <u>follow-up survey</u> to gather additional information. This report presents results of the visitor counts, intercept and follow-up surveys conducted in late summer and early fall 2017.

A total of 10,152 visits were counted at the 19 sites over the survey period, 59.6% of counts occurred during weekends and 40.4% on weekdays. The average number of visits per three hour survey period in all preserves was 46. Total visitation the entire survey period varied widely between specific surveyed sites, ranging from 4,502 visits at Rancho San Antonio preserve to 47 at Coal Creek preserve. The three surveying periods each had nearly equal numbers of visits. The morning surveying session from 7:30-10:30am had 32.8% of visits, the afternoon 11:30-2:30pm also recorded 32.8% and the evening 3:30-6:30pm session had 34.4% of the visitor counts. There were an estimated total of 129,462 visits to all 19 surveyed sites in the study during the full day between September 4 and November 5, 2017.

A grand total of 1,453 intercept surveys were completed. The number of completed surveys ranged from 21 at Coal Creek preserve to 260 at Rancho San Antonio. Results showed that respondents made an average of 42 visits per year to the Midpen preserve where they were contacted. 59% were with a group of family and friends, while 41% were alone. Only 3% were with an organized group. Average group size was 2.1 persons.

Just over 16% lived within one mile of the preserve in which they were surveyed. The most frequent cities of respondent residence were San Jose, Los Gatos, Sunnyvale, Cupertino, and Redwood City. The average respondent was 49 years old, with 27% being between the ages of 45-54 years old. Just 4% of respondents were between the ages of 18-24 years. There were slightly more males than females. Over 83% had a bachelor degree or higher level of formal education. Household income in 2016 varied greatly among respondents, with 8% indicating less than $50,000 and nearly 41% reporting annual income over $150,000.

The racial characteristics of respondents were 79% white, followed by Asian heritage at 21% and 1.4% African Americans (respondents could list multiple races). Overall 6.6% were Hispanic or Latino. Almost 21% spoke a language other than English at home, with Mandarin/Cantonese (23.2%) being most frequent, with Spanish (13.6%), European languages of German, Italian, or French (12.3%), Russian (6%) and Hindi (5%) being the next most common languages. However, non-English speaking characteristics varied a great deal between preserves. For example, 43% of Los Trancos visitor respondents but only 9% of Long Ridge respondents spoke a language other than English at home. About 0.9% of respondents had a person in their visitor group with a disability. The most common disability was "mobility."

The most frequently identified sources of information about the preserve visited were: past experience (59%); friend or family (29%); the Midpen website (12%), the preserve map/brochure (11.4%) and social media (6%). About 85% drove/rode in a car to the preserve, 9% rode a bicycle or walked to it. Only 0.2% surveyed used public transit. Overall, 4% of respondents indicated they had a substantial problem with transportation to or parking at the preserve they visited. The most commonly cited problems were: Difficulty in finding and empty parking space (64% of those with a problem); had to park a long distance away (36%); difficulty finding the preserve (24%); and public transportation was not available or limited (7%). Those

with a transportation problem were asked to rate their support for two alternative to help reduce the transportation issues at Rancho San Antonio and 80% supported building a walking and biking spur trail from the Stevens Creek trail to Rancho San Antonio; while 55% supported a free shuttle from nearby parking areas to the Rancho preserve entrance.

The most popular land based activities that were undertaken that day in the preserve were: Walk/hike (77%); run/jog (17%); bike on unpaved trails (13%); use restroom (13%); and walk dog (12%). The most popular nature-based activities were: Relax outdoors (58%); enjoy views (55%); exploring outdoors (49%); nature walk (44%); and enjoy being with family/friends (41%). The primary reasons for visiting the preserve that day, in order of popularity, were: Hiking/walking (53.1%); bicycling on unpaved trails/fire roads (13%); jogging/running (10%); and walking a dog (6%).

In total, about nine out of ten respondents were satisfied or very satisfied with their interactions with other visitors at the surveyed preserve. Conflicts with bikes on trails and dogs off leash were reasons for being dissatisfied or very dissatisfied. Over 96% of respondents indicated they felt safe or very safe at the site. Concerns about mountain lions, dogs, scary people and bikes on trails were most frequent reasons for feeling unsafe or very unsafe. Almost all respondents (80%) agreed the quality of their overall preserve experience on the survey date was very good. When asked what could be done to improve the quality of their preserve experience items mentioned were: Lack of enforcement; more/cleaner restrooms; and conflicts with bikes or dogs. Respondents provided many suggestions for how their experience at preserve could be improved, with the top five being: More trash cans; more/better maintained trails; improve parking; more/better signs and maps; reducing dog wastes bags along trails; and dogs off leash.

Respondents were asked to rate how important the three main Midpen activities are to them. "Protect and restore the natural environment" was rated extremely important by 75% of respondents; "acquire and preserve a regional greenbelt of open space land" – 73%; and "provide opportunities for ecologically sensitive public enjoyment and education" – 63%.

At the end of the intercept survey 602 respondents provided an address so SFSU could email them a link to a follow-up online survey. A total of 154 (25.6% of the 602 who provided an address) completed the follow-up survey. Although there is a smaller number of completed follow-up surveys, results still have a 90% confidence level with a +/- 10% margin of error. The number of completed follow-up surveys ranged from 29 and Fremont Older preserve to one at Coal Creek. Just over half of follow-up survey respondents visited the original preserve site where they were intercepted since the original contact. The primary reasons selected for the original visit were: Improve my physical fitness (88%); connect with nature (78%); experience scenic views (72%); improve my mental wellbeing (71%); and convenient to where I live/work (59%).

Overall, the majority of respondents to the follow-up survey were satisfied with preserve facilities. The facilities with the largest percentage of unsatisfied or very unsatisfied responses were: Parking (13%); availability of benches and water fountains (13%); and cleanliness of restrooms (10%). Another question asked about the availability of preserve information and staff. Areas with the largest percentage of unsatisfied or very unsatisfied responses were: Information about activities or events in preserves (4%); and availability of outdoor displays/exhibits (3%). The most common preferred methods to receive information about preserves were: Email (83%); and the Midpen website (8%). Overall, 58% of respondents did not have any serious concerns at the preserve, but the most frequently mentioned problems

were: Limited parking, dog waste; speeding bikes; too many visitors at site; and horse waste deposits on trails.

A question asked to describe any special qualities or aspects of the preserve. The most frequently mentioned items were: Beauty/nature/views; trails and paths, convenient, hiking opportunities; and clean and well maintained. Over 61% of respondents would not like to see any amenity or facility improvements in the future at that preserve, they liked it the way it is. For those who wanted a facility improvement the most commonly cited were: More trash cans; increase parking, increase legal mountain bike trails; more restrooms; and improve cleanliness of restrooms. The most frequently indicated service or staffing improvements were: They want to learn more about the flora and wildlife of preserve; outdoor evening programs; self-guided nature walks; races/competitions; and docent led hikes.

Another question asked for respondent comments about their visit to the preserve or other Midpen preserves. There were a wide variety of comments. The most common responses were: No improvements needed or thanks to Midpen; concerns about dog and horse wastes on trails; more signs, more bike access; and more parking.

Follow-up survey respondents were asked if they would be interested in assisting Midpen in the future and how they would assist. Over 63% of follow-up survey respondents stated Yes or Maybe about their interest in helping Midpen. The most common ways they would help were: Maintain trails; restore creek sides/buildings/native plants; get more information about preserves; teach kids about preserves; attend public meetings; and answer questions and pass out information while hiking trails

A section of this report describes who is not visiting Midpen preserves, based on a comparison of demographic characteristics of intercept survey respondents and the 2010 population characteristics from the U.S. Census for San Mateo and Santa Clara Counties. It assumes differences are due primarily to actual visitation patterns, not the survey method. Results showed preserve visitors were slightly less likely to be female; a third as likely to be Hispanic/Latino (6.7% versus 25.4% and 26.9%); 12 to 23% less likely to be of any race besides White; and two times less likely to speak a language other than English at home than the general population of San Mateo and Santa Clara Counties in 2010, respectively.

Preserve respondents were older on average (49 versus 39 and 37 years, respectively) than the 2010 San Mateo and Santa Clara County populations. Younger adults, ages 18-24, were half as likely to be a visitor to Midpen preserves, compared to the county population. The age groups of 45-54 and 55-64 were much more likely to be visitors compared to the San Mateo county population. Preserve visitors were 40% more likely to be adults with a bachelor's degree or higher formal education, compared to the county populations. In summary, visitors to Midpen preserves were less likely to be young or late senior adults, Asian, Black, Hispanic or Latino; speak a language other than English at home; and had higher levels of formal education.

Study findings showed Midpen preserve visitor survey respondents had some key differences from visitor studies by the author at parks and preserves in San Mateo, Marin County and Los Angeles. But they also had many commonalities. Nearly all (98%) of Midpen survey respondents rated the quality of their experience as good or very good. This is truly remarkable, and it is even slightly higher than what was recorded in recent Marin and San Mateo County park visitor studies. But high levels of satisfaction should not mean Midpen can stop efforts to improve because many survey respondents had comments and suggested improvements that are needed. Midpen respondents were generally more likely to cite connecting with nature,

experiencing scenic views and improving their mental wellbeing as reasons for visiting, compared to other recent studies. A greater percentage were interesting in volunteering to assist the agency. Almost two-thirds of Midpen respondents did not want any changes in preserve facilities, but a higher percentage of Midpen respondents, compared to other studies, cited a need for more parking. Midpen non-visitor group characteristics were similar to those from other Bay Area county park agency visitor studies. The amount and types of non-visitors suggests additional outreach efforts, programming, and transportation are needed to encourage visitation to preserves by a broader spectrum of district residents. Upcoming focus groups with residents of under-served communities in the district are being conducted as part of Phase II of this research and should identify important barriers to visitation and how to overcome these. Focus groups have not all been completed, so they are not included in this report, but will be in the final project report.

This analysis of Midpen survey respondents provides a scientifically valid assessment of how many visits each preserve had during the period of September 4 through November 5, 2017. It also identifies who is visiting; why they are not visiting; their evaluation of preserve resources, facilities, services and information; suggested changes; and their level of support for the three overall goals of the district. It would be beneficial to complete additional seasons of data collection to see if seasonal visitors and visitation patterns change significantly. Ideally this study will be performed every five years to evaluate differences over time and to indicate the efficacy of any new initiatives by the Midpeninsula Regional Open Space District.

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 provided to the visitor using the computer tablet.

Help Midpeninsula Regional Open Space District and Receive a Gift

The Midpeninsula Region Open Space District (Midpen) would like to know about your experiences in this open space preserve today to help them serve you and other visitors better in the future. Upon completing this brief survey you will receive a complimentary gift. 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. If you have questions about the survey ask the survey attendant, or feel free to contact *Joshua Hugg*, Government Affairs Specialist, Midpeninsula Regional Open Space, 650.691.1200 or *Patrick Tierney*, Professor, Dept. of Recreation, Parks and Tourism, San Francisco State University, at 415.338.2030.

GO TO QUESTIONS BELOW

1) Today's Date:_____   Time: _____

2) What is the name of this Midpeninsula Regional Open Space District (*Midpen*) Preserve you are in now? Select one name from the drop down list.*

( ) Coal Creek

( ) El Corte de Madera

( ) El Sereno

( ) Foothills

( ) Fremont Older

( ) Long Ridge

( ) Los Trancos

( ) Monte Bello

( ) Picchetti Ranch

( ) Pulgas Ridge

( ) Purisima Creek Redwoods

( ) Rancho San Antonio

( ) Ravenswood

( ) Russian Ridge

( ) Saratoga Gap

( ) Sierra Azul

( ) Skyline Ridge

( ) St. Joseph's Hill

( ) Stevens Creek

( ) Thronewood

( ) Windy Hill

3) Including today, how many times have you visited __*this Midpen 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   ( ) Friends   ( ) Family and friends

( ) Family   ( ) Other Describe: _____

5) Including yourself, how many people are in your personal group today at __ *this preserve*__?*   ___

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

( ) Commercial guided tour group   ( ) Family reunion of more than 25 people

( ) School/educational group   ( ) Commercial fitness group

( ) Other commercial group

( ) I am not with any commercial or large organized group

7) How did you and/or your group get information about _*this preserve*_? (Check all that apply)*

[ ] Past experience in preserve   [ ] Called Midpen

[ ] Friend or family member   [ ] Midpen website

 [ ] Other Website or Social Media - Write In: _____   [ ] Visited Midpen office

[ ] Talked with a Midpen staff person   [ ] Preserve map

[ ] Use of cell phone/iPad/tablet/laptop in this preserve   [ ] Signs along trail

[ ] Other Source - Write In: _____   [ ] Guidebook

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

[ ] Drove/Rode in a vehicle   [ ] Walked

[ ] Rode a bicycle   [ ] Arrived by public transit (bus, train)

[ ] Group bus   [ ] Arrived by a ride sharing service (Uber, Lyft, etc.)

[ ] Other - Write In: _____

9) Did you have substantial problems with transportation to or parking at _this preserve_ today?*

( ) Yes   ( ) No (If No, Skip to Question 11)

10) Answer if you had substantial problems with transportation. Since you had substantial transportation or parking problems getting to or at the preserve today, check all the most important issues you experienced. (Check all that apply)

[ ] It was very difficult to find the preserve parking lot/entrance

[ ] I did not have a car to get to the preserve

[ ] Public transportation to the preserve was not available or very limited

[ ] Public transportation to the preserve took too long

[ ] I had difficulty finding an empty parking space in the parking lot

[ ] I had to park a long distance away and walk

[ ] Bicycle access was limited or dangerous

[ ] There was no secure place to park my bicycle

[ ] Other - Write In: _____

11) If you visited Rancho San Antonio Preserve, answer this question. Several alternatives have been proposed to help reduce transportation issues at Rancho San Antonio Preserve. For each alternative below describe how supportive you are for each alternative.

	Very supportive	Support	Neither support or oppose	Oppose	Greatly oppose	Don't know

Provide a free shuttle from nearby parking areas to park entrance	( )	( )	( )	( )	( )	( )
Build a bike/walking spur trail from the Stevens Creek regional trail to the park entrance	( )	( )	( )	( )	( )	( )

12) What LAND-BASED activities did you participate in today at _*this preserve*_? (check all that

apply)*

[ ] Walk/Hike

[ ] Run/jog

[ ] Walk dog

[ ] Group exercise

[ ] Bike unpaved trails

[ ] Bike on fire road

[ ] Ride horses

[ ] Picnic

[ ] Use restroom

[ ] Take a scenic drive

[ ] Volunteering

[ ] Other - Write In: _____

[ ] I did not participate in any land activities

[ ] Geo cache

[ ] Special event

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

[ ] Relax outdoors   [ ] Photography/Art

[ ] Enjoy being with family/friends   [ ] Bird watching

[ ] Explore outdoors   [ ] Wildlife viewing

[ ] Nature walk   [ ] Look at wildflowers

[ ] Enjoy views   [ ] Docent-led tours

[ ] Meditation/solitude   [ ] Volunteering

[ ] Other - Write In: _____

[ ] I did not participate in any Nature-Based activities

14) Which ONE from the activities above (Land or Nature) was your primary reason for visiting _this preserve_ today? (check only one   (1) from the list below).*

( ) Walk/hike

( ) Relax outdoors

( ) Run/jog

( ) Enjoy being with family/friends

( ) Bike unpaved trail

( ) Bike fire road

( ) Explore outdoors

( ) Bird watching

( ) Wildlife viewing

( ) Nature walk

( ) Look at wildflowers

( ) Other - Write In: _____

( ) Walk dog

( ) Photography/Art

( ) Enjoy views

( ) Docent-led tours

( ) Meditation/solitude

( ) Group exercise

( ) Ride horse

( ) Picnic

( ) Use restroom

( ) Take scenic drive

( ) Geo cache

( ) Special event

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

( ) Very Dissatisfied   ( ) Dissatisfied ( ) Neutral   ( ) Satisfied   ( ) Very Satisfied

16) Answer if you felt very dissatisfied or dissatisfied with your interactions with other visitors at _this preserve_ today, briefly describe what caused you to feel that way. (check all that apply)

[ ] Too crowded   [ ] Conflicts with bicyclists

[ ] Not enough parking   [ ] Conflicts with hikers and runners

[ ] Unpleasant or loud visitors   [ ] Conflicts with horses

[ ] Conflicts with dogs

[ ] Other - Write In: _____

17) Please indicate how personally <u>safe</u> you felt at _*this preserve*_ today on a scale of Very

Unsafe to Very Safe ? (<u>Please mark only one response.</u>)*

( ) Very Unsafe   ( ) Unsafe   ( ) Neutral   ( ) Safe   ( ) Very Safe

18) Check below the most important reasons which caused you to feel at all unsafe during your

visit today.   (check all that were important reasons)

[ ] Scary people I encountered   [ ] Too few people

[ ] Concerns about mountain lions and other wildlife   [ ] I did not feel welcome

[ ] Dogs I encountered   [ ] Bugs and insects

[ ] Horses on trails   [ ] Unsafe trail conditions

[ ] Too many people   [ ] Bikes on trails

[ ] Weather (too hot, too cold or rain)   [ ] Too isolated

[ ] Presence of rangers/staff   [ ] I felt vulnerable to attack

 [ ] Other - Write In: _____

19) Overall, how would you rate the quality of your experience at _*this preserve*_ during this

visit? (<u>Select just one</u>)*

( ) Very poor   ( ) Poor   ( ) Neutral   ( ) Good   ( ) Very good

20) If you rated your experience today Very Poor or Poor, please briefly describe the <u>most</u>

<u>important reasons</u> you feel that way? (check all that apply)

[ ] Too crowded   [ ] Dogs I encountered

[ ] Trail conditions   [ ] Lack of enforcement of preserve rules

[ ] Lack of restrooms   [ ] Conflicts with bicyclists

[ ] Unclean restrooms   [ ] Bugs, bees

[ ] Fear of mountain lion attack   [ ] Lack of parking

[ ] Weather, too hot /cold   [ ] Lack of shade

[ ] Poor signage, lack of way-finding signs, lack of map displays

[ ] Animal (dog or horse) poop (or bags) along trail

 [ ] Other - Write In: _____

21) Do you have any suggestions on how your experience today at _*this preserve*_ could be improved? Describe.

_____

Continue

22) *Midpen* focuses on three main activities; 1) *To* acquire and preserve a regional greenbelt of open space land in perpetuity; 2) protect and restore the natural environment; and 3) provide opportunities for ecologically sensitive public enjoyment and education. In your opinion, how important is it for *Midpen* to pursue each of these main activities? Rate the importance of each below on a scale of 10 Extremely Important to 1 Not At All Important.*

	10 - Extreme ly Importa nt	9	8	7	6	5 -Neither Important or Unimportn at	4	3	2	1 - Not At All Importa nt
Acquire and preserve a regional greenbelt of open space land in perpetuity	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )
Protect and restore the natural	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )

environment										
Provide opportunities for ecologically sensitive public enjoyment and education	( )	( )	( )	( )	( )	( )	( )	( )	( )	( )

23) Are you a resident of the USA?*

( ) Yes   ( ) No (**If NO Skip to Question 27**)

24) What is the Zip Code of your residential address*

25) What city is your primary residence?* _____

26) Do you live within one mile of this survey site at _*this preserve*_? *

( ) Yes   ( ) No   ( ) Not applicable

27) Are you Spanish, Hispanic or Latino?*

( ) Yes   ( ) No

28) What is your primary race(s)? (check all that apply)

[ ] American Indian/Alaska Native

[ ] Asian/Asian American

[ ] Black/African American

[ ] Caucasian/White

[ ] Native Hawaiian/Pacific Islander

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

( ) English only (**Skip to Question 31**)

( ) Language other than English

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

[ ] Spanish   [ ] Vietnamese

[ ] Mandarin/Cantonese   [ ] Tagalog

[ ] German/Italian/French   [ ] Hindi

[ ] Other Language - Write In: _____

31) Do you or anyone in your personal group have a physical condition that made it difficult to

access or participate in preserve activities or services?

( ) Yes   ( ) No (**If No Skip to Question 34**)

32) What activities or services did you or the person(s) have difficulty accessing or participating in

today? Please be specific.

_____

33) Because of the physical condition, what specific problems did you or the person(s) have?

Please mark all that apply.

[ ] Hearing (difficulty hearing docent 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: _____

34) In what <u>year</u> were you born?

_____

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

( ) 12th grade or less   ( ) Some college, no degree

( ) Graduated high school or equivalent   ( ) Vocational or trade school

( ) Associate 2 year degree   ( ) Bachelor's 4 year degree

 ( ) Post-graduate or professional degree

36) What was your sex assigned at birth*

( ) Female   ( ) Male

37) What gender do you identify with now?

( ) Female   ( ) Male

 ( ) Other - Write In: _____

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

( ) Less than $25,000   ( ) $100,000 to $124,999

( ) $25,000 to $34,999   ( ) $125,000 to $149,999

( ) $35,000 to $49,999   ( ) $150,000 to $249,999

( ) $50,000 to $74,999   ( ) $250,000 or more

( ) $75,000 to $99,999   ( ) Prefer not to answer

<div align="center">** Win a $100 Gift Card from REI or Trader Joes **</div>

The Midpeninsula Regional Open Space District would like to know just a little more about your experiences at its preserves through completion of a brief *follow-up survey.* <u>Complete the next questions and the follow-up survey to be entered in a drawing to win a $100 gift card at Recreational Equipment Company (REI) or Trader Joes Markets</u> and further help the MROSD preserves. The follow-up survey will be sent to you in the next several days. You must complete the follow-up survey to be eligible to win the prize. You can only enter once. Please go to the next question.

39) Are you willing to provide your email address, or a phone number, so we can have you complete a follow-up survey and be entered into a drawing for that $100 prize and help improve *Midpen* preserves? * SFSU and *Midpen* will not share your email address or phone number with anyone.*

( ) Yes (**If Yes Continue**)   ( ) No (**If NO Skip to END**)

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

41) How do you prefer to have the follow-up survey "given" to you?

( ) Email a link to the online survey

( ) Call me so I can take the survey over the phone (USA residents only)

42) Provide your email address so you can be entered in a drawing to win a prize after completing the follow-up survey. Go to the next question if you prefer to have us call you to take the follow-up survey. PRINT CAREFULLY

——————————————————————————————

43) If you prefer to have the follow-up survey given over the phone, instead of online, provide your phone number, with area code first.

_____

44) What are the best days of the week and times to call you?

_____

THANK YOU!   PLEASE RETURN THE SURVEY TO THE PERSON WHO GAVE IT TO YOU BEFORE YOU LEAVE THE AREA AND RECEIVE YOUR FREE GIFT. PLEASE ANSWER A BRIEF FOLLOW-UP SURVEY WHICH WILL BE SENT IN THE NEAR FUTURE. An email with a link to the follow-up survey will be delivered to those who agreed to take it (or you'll be called if you choose that option). RESPONDENTS COULD WIN A $100 GIFT CERTIFICATE. The follow-up survey will help the Midpeninsula Regional Open Space District better understand its visitors and improve its services to you. All responses and your contact information will be kept confidential and not shared with any organization.

Thanks in advance for completing the follow-up survey.

Joshua Hugg, Government Affairs Specialist, Midpeninsula Regional Open Space District
Patrick Tierney, Professor, Dept. of Recreation, Parks and Tourism, San Francisco State University

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 Midpeninsula Regional Open Space District Survey

1. In which Midpen 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.*

( ) Coal Creek

( ) El Corte de Madera

( ) El Sereno

( ) Foothills

( ) Fremont Older

( ) Long Ridge

( ) Los Trancos

( ) Monte Bello

( ) Picchetti Ranch

( ) Pulgas Ridge

( ) Purisima Creek Redwoods

( ) Rancho San Antonio

( ) Ravenswood

( ) Russian Ridge

( ) Saratoga Gap

( ) Sierra Azul

( ) Skyline Ridge

( ) St. Joseph's Hill

( ) Stevens Creek

( ) Thornewood

( ) Windy Hill

( ) I do not recall which preserve

2) Have you been back to _preserve name_ since you completed the on-site survey?*
( ) Yes   ( ) No   ( ) Don't remember

3) People can have many reasons for visiting Midpen preserves. Below is a list of potential

reasons for visiting. Please check all responses below that were an Important or Very Important

reason for you visiting _preserve name_ on the day you completed the initial survey. *

[ ] To connect with nature

[ ] Convenient to where I live

[ ] Convenient to where I work

[ ] Dog walking

[ ] Experience solitude

[ ] Enjoy a safe environment

[ ] Be with family/friends

[ ] Experience scenic views

[ ] Improve my physical fitness

 [ ] Other - Write In: _____

[ ] Improve my mental well being

[ ] Learn about history & culture

[ ] Learn about nature

[ ] Volunteer

[ ] Experience natural sounds and quiet

[ ] For recreation and play

[ ] Enjoy an affordable outing

[ ] Participate in an organized group outing

[ ] Attend an event

4) Which of the above reasons was

the primary reason you visited this _preserve

name_ on the day you completed the initial

survey? Select just one reason from the list

below.

( ) To connect with nature

( ) Convenient to where I live

( ) Convenient to where I work

( ) Walk/hike

( ) Experience solitude

( ) Dog walking

( ) Enjoy a safe environment

( ) Be with family/friends

( ) Experience scenic views

( ) Improve my physical fitness

( ) Other - Write In: _____

 ( ) Improve my mental well being

( ) Learn about history & culture

( ) Learn about nature

( ) Volunteer

( ) Experience natural sounds and quiet

( ) For recreation and play

( ) Enjoy an affordable outing

( ) Attend an event

( ) Participate in an organized group
outing

Continue

5) Think about all the facilities (e.g., trails, tables, restrooms, parking lots, or trailheads) that you used/saw during your visit to _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 parking	( )	( )	( )	( )	( )	( )
Availability of restrooms	( )	( )	( )	( )	( )	( )
Cleanliness of restrooms	( )	( )	( )	( )	( )	( )
Condition of natural resources at the site	( )	( )	( )	( )	( )	( )
Condition of historic resources at the site	( )	( )	( )	( )	( )	( )

Visitor or nature centers	( )	( )	( )	( )	( )	( )

6) Next we'd like to know how satisfied you were with the <u>staffing and information</u> (e.g. docents present, information on the preserve, etc.) at _*preserve name*_ on the day you completed the initial survey. Please indicate if you were Very Satisfied-Very Unsatisfied with items on list.

	Very Satisfied	**Satisfied**	**Neutral**	**Unsatisfied**	**Very Unsatisfied**	**Not Applicable/ Did Not Use**
Availability of Midpen staff	( )	( )	( )	( )	( )	( )
Interactions with preserve 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 to get to the preserve	( )	( )	( )	( )	( )	( )

Maps of preserve	( )	( )	( )	( )	( )	( )
Way-finding signs, trail names and mileage signs	( )	( )	( )	( )	( )	( )

Continue

7) What is your preferred method to receive information from Midpen about preserves, programs and activities? Select just one.*

( ) Email   ( ) Phone call

( ) U.S. Post Office mail   ( ) Text message

( ) Midpen website

( ) Other _____

( ) I am not interested in receiving information about preserves, programs or activities

8) Next is a list of issues that sometimes concern open space preserve visitors. Please check all that were a Moderate Problem, or a Serious Problem at _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 info about site's plant and animal habitats

[ ] Trail conflicts between different types of users

[ ] Lack of public transit to sites

[ ] Hikers unwilling to move to the side or share trail

[ ] Limited parking near site

[ ] Lack of enforcement of preserve rules

[ ] Visitor-caused noise or disturbances

[ ] Unclean restrooms

[ ] Trash/litter at preserve site

[ ] I did not have any issues of concern

[ ] Other - Write In: _____

9) What information, stories, history or features of _*preserve name*_ would you like to learn more about? Check all that apply.

[ ] Origin of the preserve name and history of the preserve

[ ] Native Americans who lived in area

[ ] Wildlife in preserve

[ ] Plants and wildflowers of the preserve

[ ] Ways to minimize my impact on preserve

[ ] Other - Write In: _____

10) Are there any special qualities about _*preserve name*_ that make it important to you?
( ) Yes (Continue to Q11)   ( ) No (Skip to Q12)   ( ) Don't know (Skip to Q12)

11) What are these special qualities or aspects? Check all the most important qualities listed below.

[ ] Beauty, nature, views	[ ] Wildlife
[ ] Trails and paths	[ ] Close, convenient, accessible
[ ] Hiking	[ ] Water, streams
[ ] Clean and well maintained	[ ] Safe
[ ] Quiet, peaceful	[ ] Biking opportunities
[ ] Not crowded, solitude	[ ] No dogs
[ ] Great place for kids, families	[ ] Has adequate parking

 [ ] Other - Write In: _____

12) Would you like some facility, program or service improvements to _*preserve name*_ to enhance your visit there in the future?*
( ) No, I like it just the way it is (Skip to Q15)
( ) Yes, I'd like to see some improvements

13) What important <u>facility</u> (e.g., trails, restrooms, parking lots, or trailheads) improvements or changes would you like to see at _*preserve name*_. District funding is limited so only check the important improvements and changes listed below. *

[ ] Improve condition of trails

[ ] Increase availability of mountain bike trails

[ ] More trails without bikes

[ ] More benches

[ ] Increased parking

[ ] More restrooms

[ ] Improved cleanliness of restrooms

[ ] More trash and recycling bins

[ ] Provide a visitor or nature center

[ ] Improve condition of natural resources at the site

[ ] Improve condition of historic resources at the site

[ ] Other Facility improvements/changes- Write In: _____

[ ] I do not want any of these facility improvements or changes

14) On a future visit to _*preserve name*_ which of the following types of programs and services (docent-led hikes, special events, etc.) would you and/or your group be interested in attending or using? Check only the programs and services for which you are most interested..

[ ] Children's or youth programs

[ ] Learning more about the flora and wildlife of the preserve

[ ] Family activities (e.g., nature quests, all-age volunteer program)

[ ] Docent-led hikes

[ ] Outdoor evening programs (e.g., campfire, night sky programs)

[ ] Special events/festivals/outdoor concerts

[ ] Races and competitions

[ ] Art/photography classes

[ ] Digital information, such as on-site electronic kiosks, downloadable pdf files or park apps

[ ] More outdoor kiosks and displays

[ ] Self-guided nature walks

[ ] Presentations about preserve in my community

[ ] Provide WiFi access in most of preserve

[ ] Other program or service improvements or changes- Write In: _____

[ ] I do not want any of these programs or services

15) Is there anything else you would like to tell us about your recent visit to _ preserve name_ or comments about other Midpen preserves or trails? (continue to next question)

_____

_____

16) There are many ways you could get involved and assist the *Midpen* protect, restore or help others learn about the preserves. Would you be interested in volunteering to help the Midpen in the future?*

( ) Yes

( ) Maybe

( ) No (Skip to Q19)

17) Since you are or might be interested in volunteering to help *Midpen* in the future, tell us your interest level for each of the following.

	Very interested	**Somewhat interested**	**Not very interested**	**Not at all interested**
Get more information about the preserves	( )	( )	( )	( )
Attend public meetings or workshops about preserves near you	( )	( )	( )	( )
Share information about preserves with others	( )	( )	( )	( )

Teach kids about resources of preserves	( )	( )	( )	( )
Lead educational tours at a preserve, after receiving training	( )	( )	( )	( )
Answer questions and pass-out preserve information at a trailhead	( )	( )	( )	( )
Help restore creek sides, buildings or native plants, and remove invasive non-native plants	( )	( )	( )	( )
Answer questions and pass-out preserve information while hiking/riding on trails	( )	( )	( )	( )
Help maintain trails	( )	( )	( )	( )

Thank You! You have completed the follow-up survey and helped Midpeninsula Regional Open Space District!