

# East Bay Regional Park District

## East Bay Regional Park District

Findings based on a survey of 880 Adults in  
Alameda and Contra Costa Counties

December 4-10, 2024

# Methodology – Survey

- Lake Research Partners designed and administered this survey
- Languages: English, Spanish, Mandarin, and Cantonese
- Dates: December 4-10, 2024
- Methodology: live telephone and text-to-online interviews.
- Sample: 880 adults in Alameda and Contra Costa counties (phone numbers were drawn from a database of Alameda and Contra Costa county residents)
- Stratified and weighted by: gender, age, race/ethnicity, and region
- Margin of error: +/-3.3%

# Demographics of East Bay Survey Respondents

## GENDER

Man	—	47%
Woman	—	52%
Non-binary/ Other/Ref.	—	1%

## AGE

Under 30	—	17%
30-39	—	18%
40-49	—	18%
50-64	—	24%
65+	—	23%

## EDUCATION

High School or Less	—	10%
Post-H.S. / Some College	—	35%
College Graduate	—	31%
Post-Graduate	—	21%



**52%**  
College Grad  
or Post Grad

## REGION

W. Contra Costa	9%
E. Contra Costa	12%
Cen. Contra Costa	21%
N.W. Alameda	24%
E. Alameda	9%
S.W. Alameda	25%

## RACE

White/Caucasian	34%
Black/African American	10%
Latino/a or Hispanic	23%
AAPI	26%
Native or Indigenous	2%
Middle Eastern or N. African	2%
Other/Refused	6%

## HOME OWNERSHIP

Own	59%
Rent	32%
Other/DK/Ref.	9%

## DISABILITY OR MOBILITY LIMITATION

Yes	22%
No	76%

## COUNTY

Alameda	58%
Contra Costa	42%

## FOREIGN LANGUAGE IN HOUSEHOLD

Yes, self	28%
Yes, other	24%
Yes, combined	38%
(Spanish, combined)	16%
(Mandarin, combined)	6%
No	60%

## HOUSEHOLD SIZE

One	11%
Two	29%
Three	16%
Four	18%
Five	10%
Six or More	8%

## CHILDREN IN HOUSEHOLD

None	55%
One or More	37%
(One)	16%
(Two)	14%
(Three or More)	7%

## INCOME

Below 75k	25%
Above 75k	62%
DK/Refused	13%

# Overview of Findings

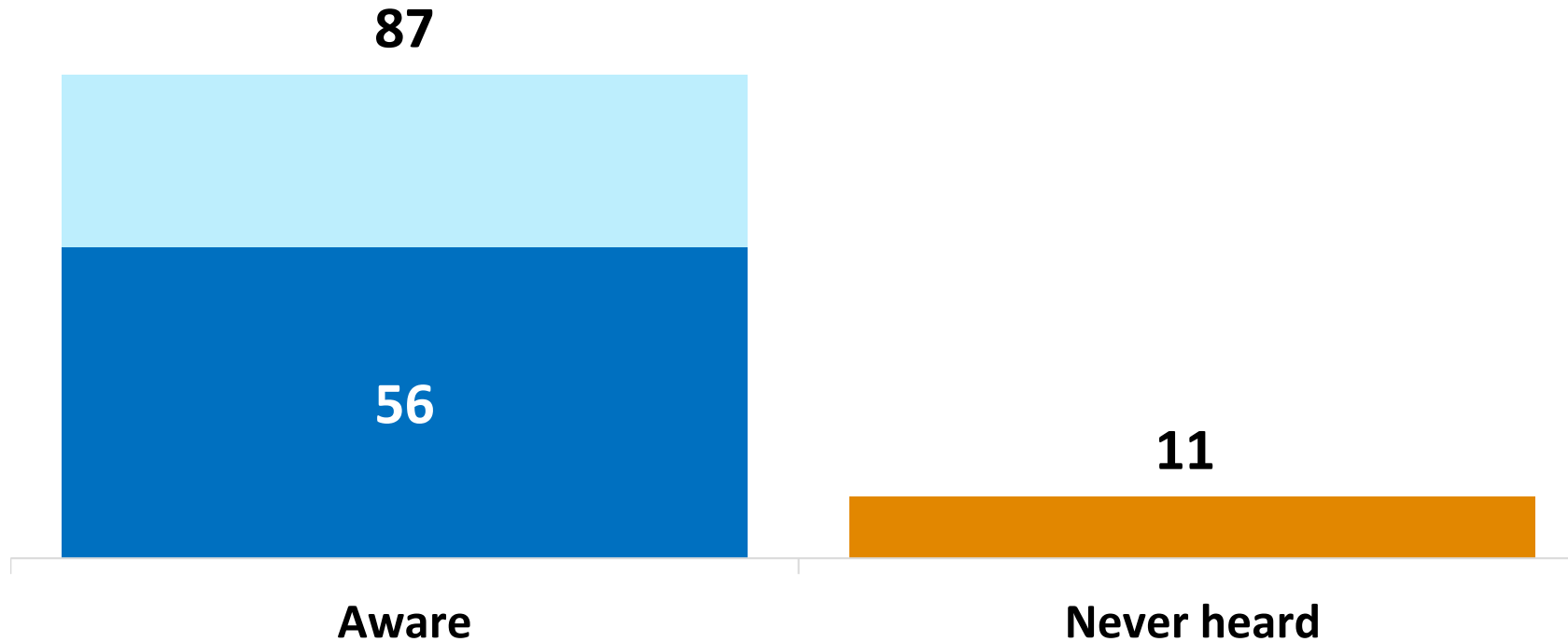
- This report of a survey of residents of Alameda and Contra Costa Counties contains research findings on a range of topics related to East Bay Regional Park District (EBRPD) and how residents think about and use the parks, including:
  - Awareness and value of EBRPD
  - Visiting habits, including transportation and activities
  - Interest, awareness, and participation in activities
  - Views toward safety and accessibility of parks
  - EBRPD communication

# East Bay Regional Park District

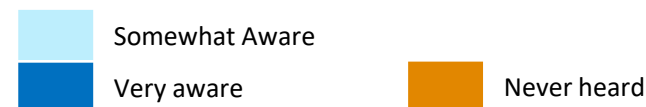
## Awareness and Perceptions of the East Bay Regional Park District

# East Bay residents are widely aware of the East Bay Regional Park District.

## Awareness of the East Bay Regional Park District (All Residents)



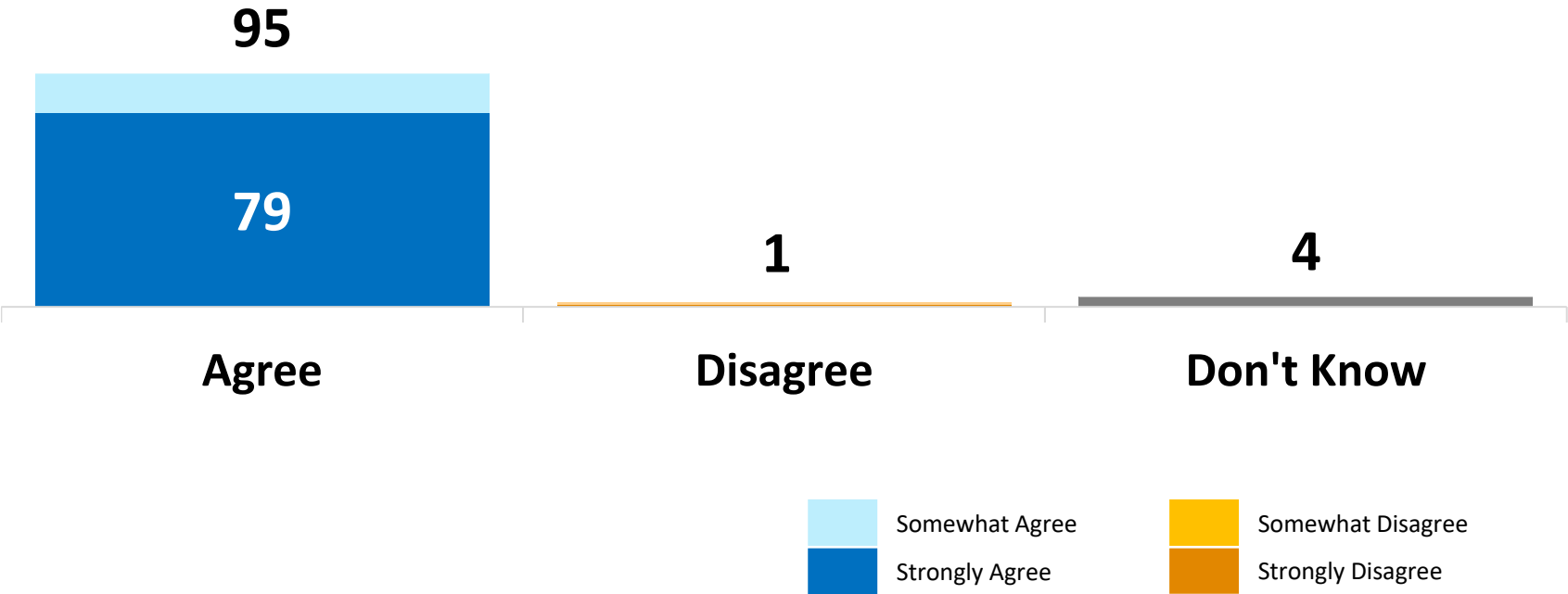
Q5. [T] The East Bay Regional Park District is a district in Alameda and Contra Costa Counties operating a system of regional parks. Have you heard of the East Bay Regional Park District?



# East Bay residents overwhelmingly agree that the East Bay Regional Park District is a valuable public resource.

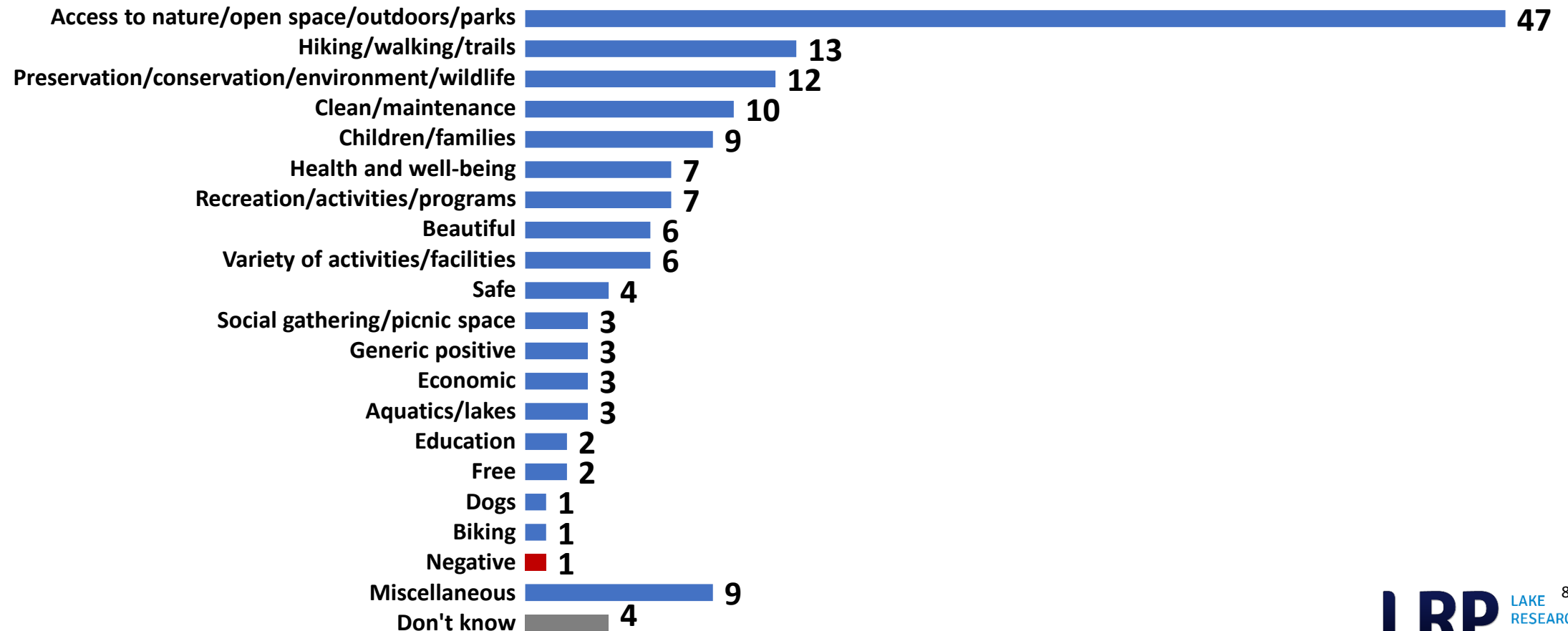
## Agreement that East Bay Parks is a Valuable Public Resource (All Residents)

Now let me give you a little more information: The East Bay Regional Park District is a two county park district that operates and maintains a system of 73 regional parks across 126,000 acres of open space, including Tilden, Del Valle, Ardenwood, and Contra Loma Regional Parks with 1,300 miles of recreational and active-transportation trails, such as the paved Iron Horse Trail, San Francisco Bay Trail, the Alameda Creek Trail and the Delta de Anza Trail. Overall, do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with this statement: ***The East Bay Regional Park District is a valuable public resource.***



# Access to nature and open space is the top reason residents find EBRPD valuable.

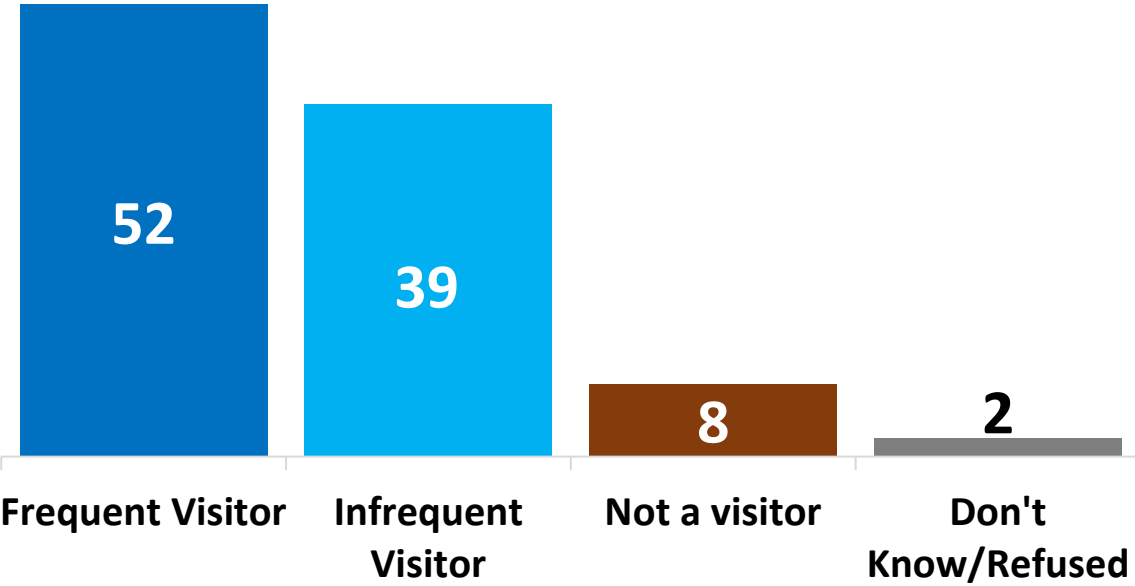
Among Those Who Think EBRPD is Valuable (N=834): What makes EBRPD a valuable public resource?





Half of adults are frequent visitors to parks, with some variation by demographics.

Frequency of Park Visitation (All Residents)



	Frequent	Infrequent	Non-Visitor
Men <50	55	37	5
Women <50	57	35	7
Men 50+	45	44	10
Women 50+	49	40	10
W. Contra Costa	57	36	7
E. Contra Costa	49	47	4
Cen. Contra Costa	52	39	7
N.W. Alameda	55	37	8
E. Alameda	52	40	4
S.W. Alameda	49	37	12
POC	49	41	8
White	58	35	5
Black	41	50	9
Latino/a	54	41	5
AAPI	49	37	11
Non-College	47	43	8
College	58	34	7
Under 75k	49	42	8
Over 75k	56	36	7
Homeowner	55	35	9
Renter	50	45	4
No Kids	52	38	9
One or more kids	54	38	6
Language other than English in HH	52	37	10
English only in HH	53	39	6
Spanish in Household	55	40	4
Mandarin in Household	29	44	24

Q9. Thinking about regional parks in the East Bay, would you say you're a frequent park visitor, an infrequent visitor, or do you not visit regional parks at all?

College-educated white residents and women, younger whites, and young Latinos/as are most likely to be frequent visitors, while Mandarin speakers are more likely to be non-visitors.

Frequency of Park Visitation (Demographics)

Most Likely to be Frequent Visitors  
(52% of Total)

- White college (67%)
- White <50 (63%)
- College women (61%)
- Postgraduates (60%)
- Latino/a <50 (60%)
- White (58%)
- West Contra Costa (57%)
- Under 50 (56%)

Most Likely to be Infrequent Visitors  
(39% of Total)

- Black (50%)
- Prefer public transit (48%)
- East Contra Costa (47%)
- Renter (45%)

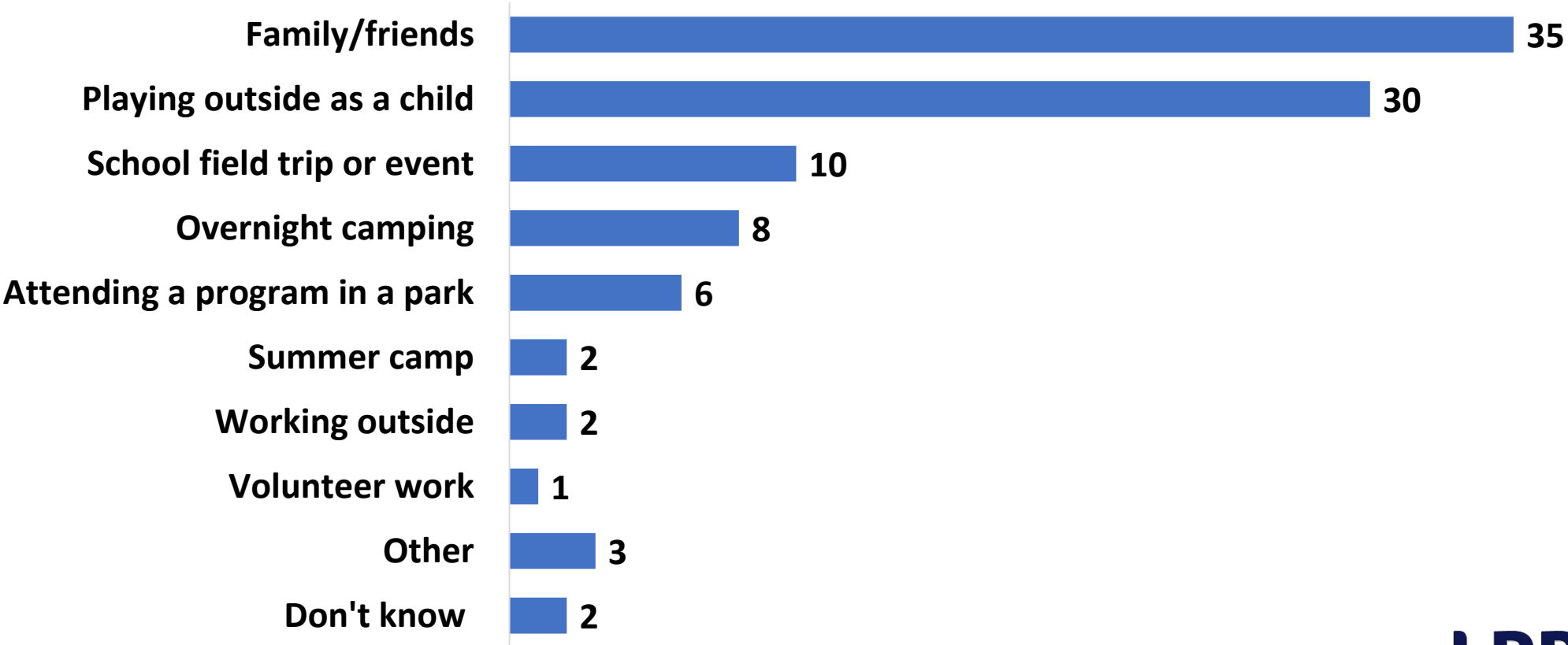
Most Likely to be Non-visitors (8%  
of Total)

- Speak Mandarin in household (24%)
- Chinese (19%)
- Over 65 (13%)
- Southwest Alameda (12%)

Q9. Thinking about regional parks in the East Bay, would you say you're a frequent park visitor, an infrequent visitor, or do you not visit regional parks at all?

# The majority of East Bay residents associate their first introduction to nature with family and friends or playing outside as a child.

How East Bay Residents Were First Introduced to Nature (All Residents)



Q4. Thinking back, how were you first introduced to nature? [OPEN END – SORT WITH CODES]



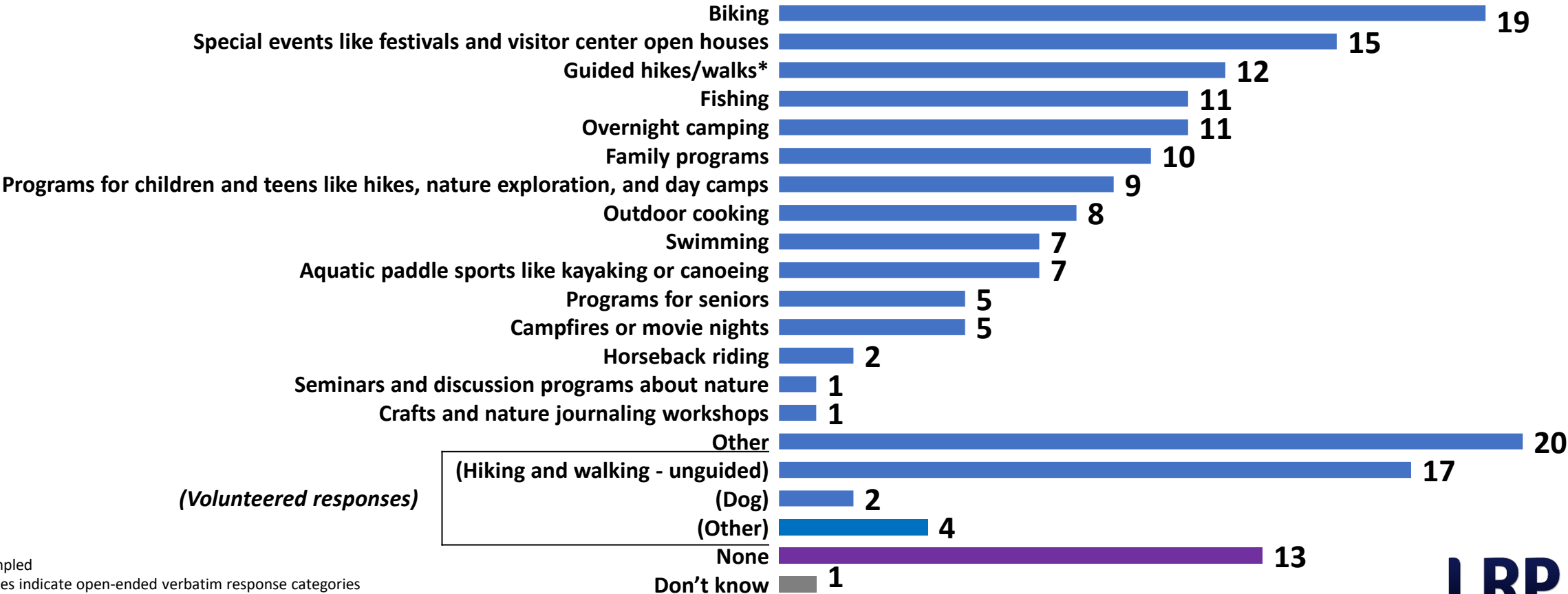
# Activities and Programs





# Park visitors participate in a wide variety of activities in East Bay parks.

Activities you most often participate in (Park Visitors, N=799)



\*Split-Sampled  
Parentheses indicate open-ended verbatim response categories  
Q10/11. SSA/B: [IF Q9 = 1-2 – FREQUENT AND INFREQUENT PARK VISITORS] Here is a list of activities and programs offered by the East Bay Regional Park District. Which one or two of these activities do you most often participate in, if any? [RANDOMIZE – ACCEPT 1-2 RESPONSES]

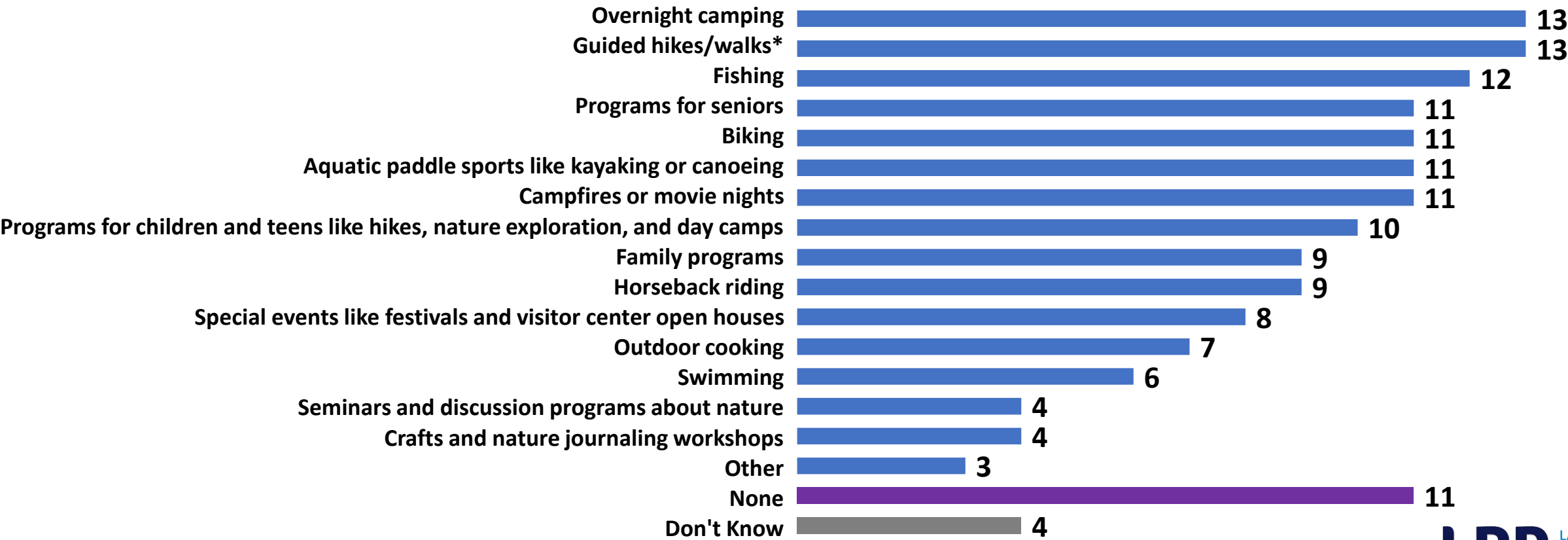
# Activity participation by demographics

Activities you most often **participate** in (Park Visitors, N=799)

- **Women under 50** and people in **West Contra Costa** are most likely to participate in **special events like festivals and open houses**
- **Fishing** is more popular among **men** and **Black and Latino/a** park visitors
- Park users **under 50** are twice as likely as those over 50 to participate in **overnight camping**, and camping is also more common among **non-college** educated park visitors
- **Women under 50, lower-income residents, and parents** report **swimming** in the parks more often than others
- **Outdoor cooking** is used more by park users of color – **Black, Latino/a, and AAPI** – than by white visitors, and is more common in **West Contra Costa**
- **Visitors of color, particularly Latino/a** visitors, also are much more likely to participate in **family programs** in parks
- **Fishing, family programs, and outdoor cooking** are all top-tier activities for **non-college** educated and **lower-income** park visitors and **renters**
- **Aquatic paddle sports** have more participation by **East and Southwest Alameda** residents
- **Guided hikes or walks** are the top activity in **East Alameda**

# Among infrequent and non-visitors, several activities are clustered in the top tier in terms of interest, including camping and guided hikes.

Activities you would be most **interested** in (Infrequent and Non-Visitors, N=408)



\*Split-sampled  
Q12/13. SSA/B: [IF Q9 = 2-3 – INFREQUENT AND NON-VISITORS] Here is a list of activities and programs offered by the East Bay Regional Park District. Which one or two of these activities, if any, would you be most interested in participating in, even if you have not done so before? [RANDOMIZE – ACCEPT 1-2 RESPONSES]

# Activity interest by demographics

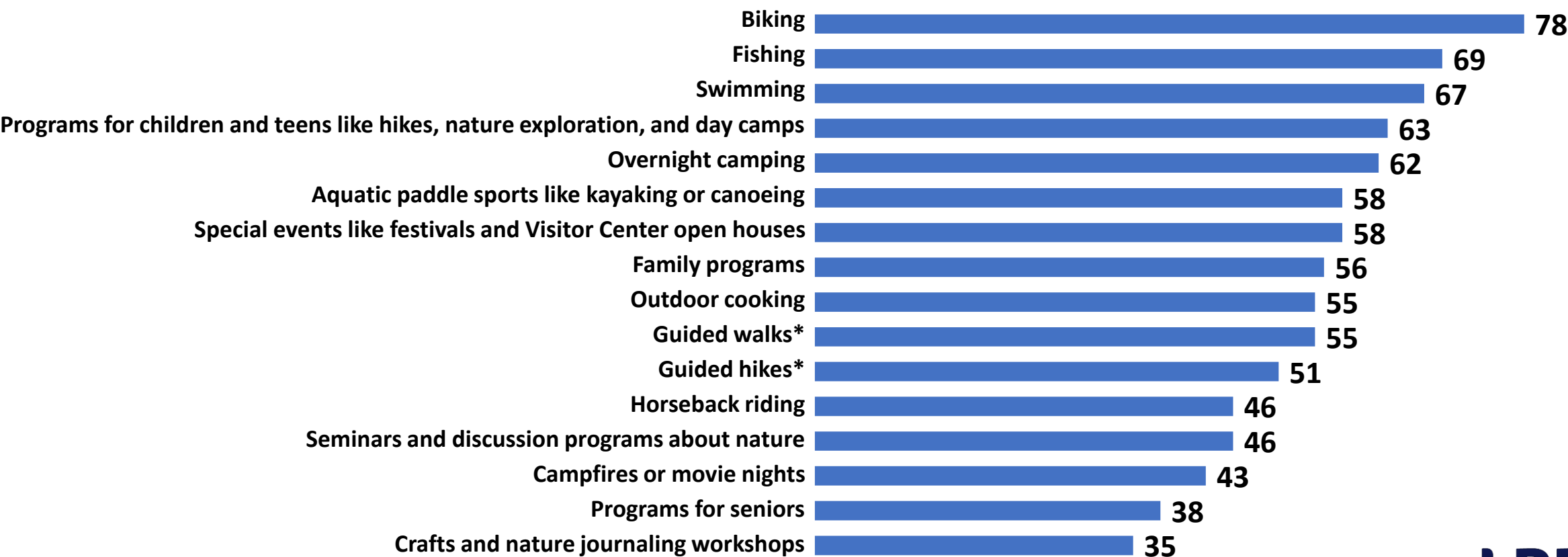
Activities you would be most **interested** in (Infrequent and Non-Visitors, N=408)

- **Overnight camping** is a top activity of interest across most demographics, particularly among **younger men, residents of color, those without college degrees, those with kids, those with lower incomes, and renters**
- **AAPI** residents and **parents** are most interested in **aquatic paddle sports** and **programs for children and teens**
- Among **Latino/as** and **younger women**, **family programs** are the top activity of interest
- **Older** infrequent/non-visitors, particularly **older women**, are most interested in **programs for seniors**
- **Guided hikes and walks** are also of interest to **older people**, those **without kids**, and **with a college degree**
- **Fishing** is a top interest for **younger men** and **Spanish speakers**
- **Campfires and movie nights** are in the top tier of interest for **younger** and **lower-income** infrequent and non-visitors
- Infrequent and non-visitor **younger women** show higher interest in **special events**
- **Latino/as** show higher interest in **outdoor cooking**



A majority of East Bay residents are aware of most of the activities and programs offered by the EBRPD, but some programs are known to less than half of respondents.

Awareness of Activities (All Residents)



\*Split-sampled  
Q14. [ASK ALL] Now here is the same list of activities and programs offered by the East Bay Regional Park District. This time, for each activity, please tell me if you were aware (before taking this survey) that the activity is offered by the East Bay Regional Park District. [RANDOMIZE]

# Activity awareness by demographics

## Awareness of Activities (All Residents)

- Awareness of activities is fairly consistent across most demographics.
- **Black** East Bay residents show lower awareness than other groups of **overnight camping** and **family programs**
- **AAPI** residents have lower awareness of **aquatic paddle sports**, despite showing higher interest in that activity
- Residents in **Northwest Alameda** show **lower awareness of most activities**
- Residents in **East Alameda** also have lower awareness of **special events** and **outdoor cooking**
- **College-educated** residents are less likely to be aware of **outdoor cooking** than non-college residents
- **Lower-income** East Bay residents and those who **speak languages other than English** have generally lower awareness of activities and programs, though the deficit is less pronounced in Spanish-speaking households
- Residents in **Spanish-speaking** households show higher awareness of some activities like swimming, outdoor cooking, and campfires than English-only households

# Some groups stand out for having lower awareness of activities on average.

**Awareness** of Activities (All Residents)

(% Aware)	Total	Gender/Age				Race					Region					
		Men <50	Wom <50	Men 50+	Wom 50+	POC	White	Black	Latino/a	AAPI	W. Contra Costa	E. Contra Costa	Cen. Contra Costa	NW. Alameda	E. Alameda	SW. Alameda
Average of all activities	55	52	54	54	59	54	57	50	59	51	58	57	55	49	58	57

(% Aware)	Total	Education		Kids		Income		Visitation Frequency			Home Ownership		Language Other Than English			
		Non-Coll	Coll.	None	1+	<75k	75k+	Frequent	In-frequent	Non-Visitor	Own	Rent	Yes, All	Yes, Spanish	Yes, Mandarin	No
Average of all activities	55	56	54	54	57	52	57	64	49	24	56	55	53	59	42	56

\*Split-sampled  
 Q14. [ASK ALL] Now here is the same list of activities and programs offered by the East Bay Regional Park District. This time, for each activity, please tell me if you were aware (before taking this survey) that the activity is offered by the East Bay Regional Park District. [RANDOMIZE]

Older Latinos/as and parents of three or more kids are most aware of activities on average, while Black non-college residents and certain subgroups of AAPI residents are least aware.

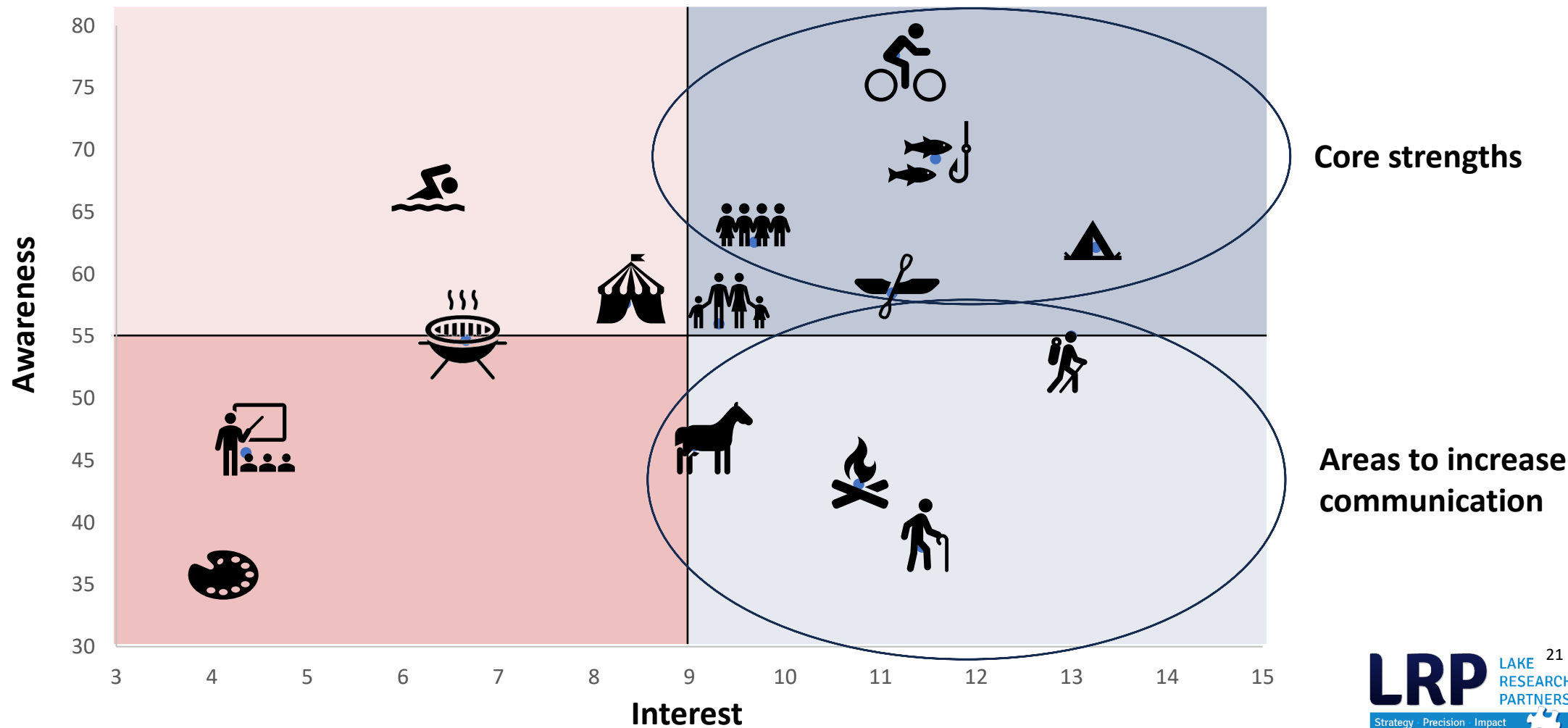
Awareness of Activities (All Residents)

Highest Average Awareness	Lowest Average Awareness
<ul style="list-style-type: none"><li>Latino/a 50+ (63%)</li><li>Three or more kids in household (63%)</li><li>White non-college (61%)</li><li>Latino/a non-college (61%)</li><li>AAPI college women (60%)</li></ul>	<ul style="list-style-type: none"><li>AAPI &lt;50 (49%)</li><li>POC college men (49%)</li><li>AAPI non-college (47%)</li><li>AAPI college men (47%)</li><li>Chinese (44%)</li><li>Black non-college (44%)</li><li>Mandarin in household (42%)</li><li>Prefer public transit (41%)</li></ul>

\*Split-sampled  
Q14. [ASK ALL] Now here is the same list of activities and programs offered by the East Bay Regional Park District. This time, for each activity, please tell me if you were aware (before taking this survey) that the activity is offered by the East Bay Regional Park District. [RANDOMIZE]

There is room for growth by increasing communication about guided hikes, campfires, programs for seniors, and horseback riding, which people are interested in but less aware of. Residents are both interested in and aware of biking, fishing, and camping.

Interest vs. Awareness of Activities (All Residents)



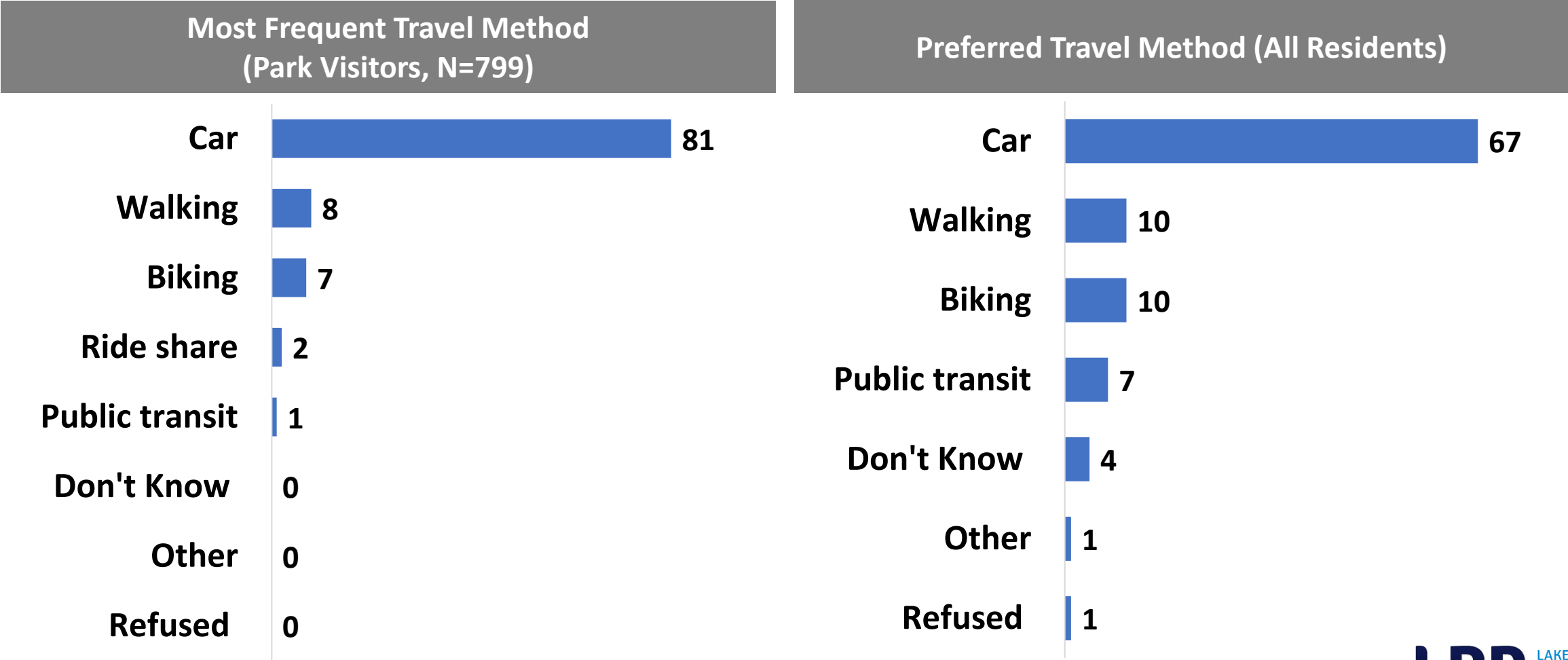




# Accessibility, Safety, and Communication



# Most park visitors visit by car, though some who do would prefer other travel methods.



Q16. [IF Q9 = 1-2 – FREQUENT AND INFREQUENT PARK VISITORS] Do you most often travel to East Bay parks by car, public transit, walking, biking, or ride share?

Q17. [ASK ALL] Would you prefer to travel to East Bay parks by car, public transit, walking, or biking?

# Travel methods/preference by demographics

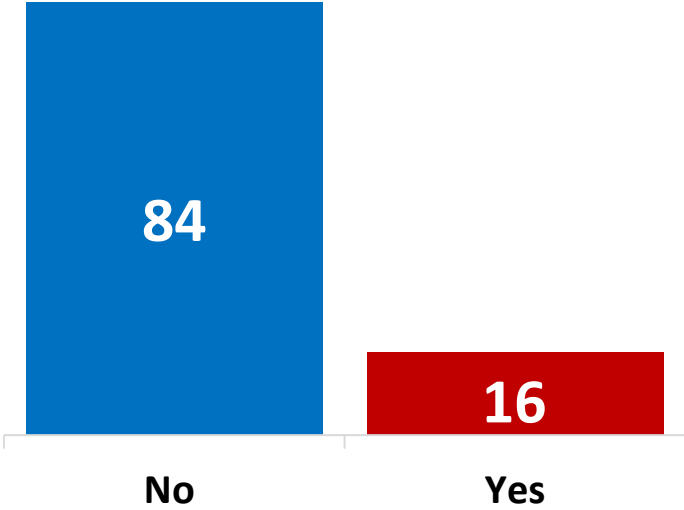
Most Frequent (All Residents) and Preferred Travel Methods (Park Visitors, N=799)

- The most common and most preferred travel methods for residents are fairly consistent across demographics
- Residents of **East Contra Costa** are most likely to **drive** and also to **prefer driving**, while residents of **East and Southwest Alameda** are most likely to **walk**
- There is a notable gap between the percentage of residents who would prefer to use **public transit** and those who currently do so, particularly among residents of **West Contra Costa** and **Northwest Alameda**
- Interest in **public transit** is highest among **college-educated residents, renters,** and people in **Mandarin-speaking** households
- People in **Mandarin-speaking** households show higher interest in **all forms of non-car transportation** – walking, biking, and transit.

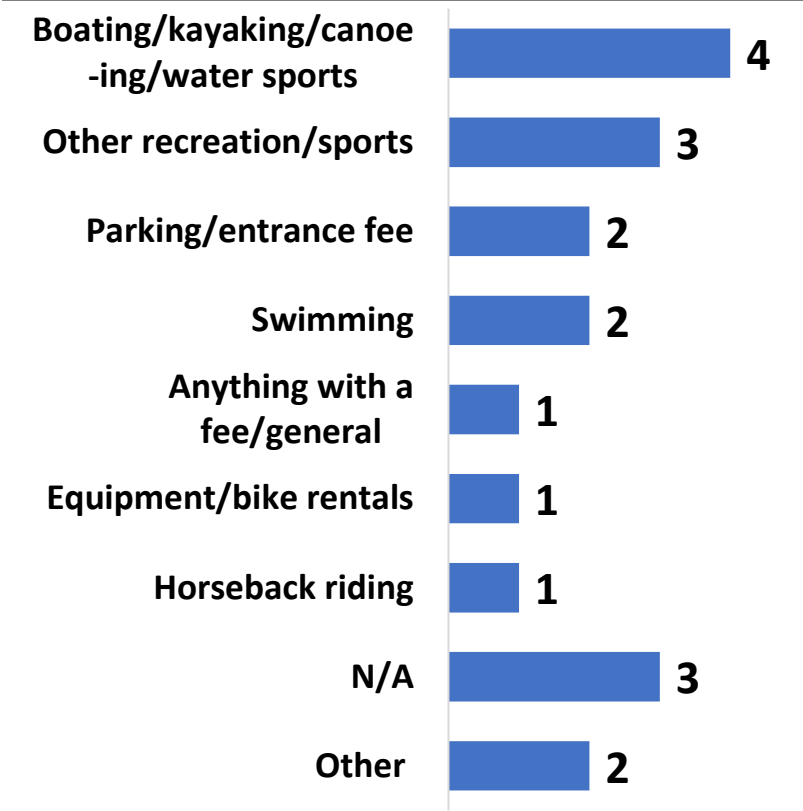


# Most do not see fees as a barrier to the parks.

Fees as a Barrier to Participation  
(All Residents)



Activities (All Residents)

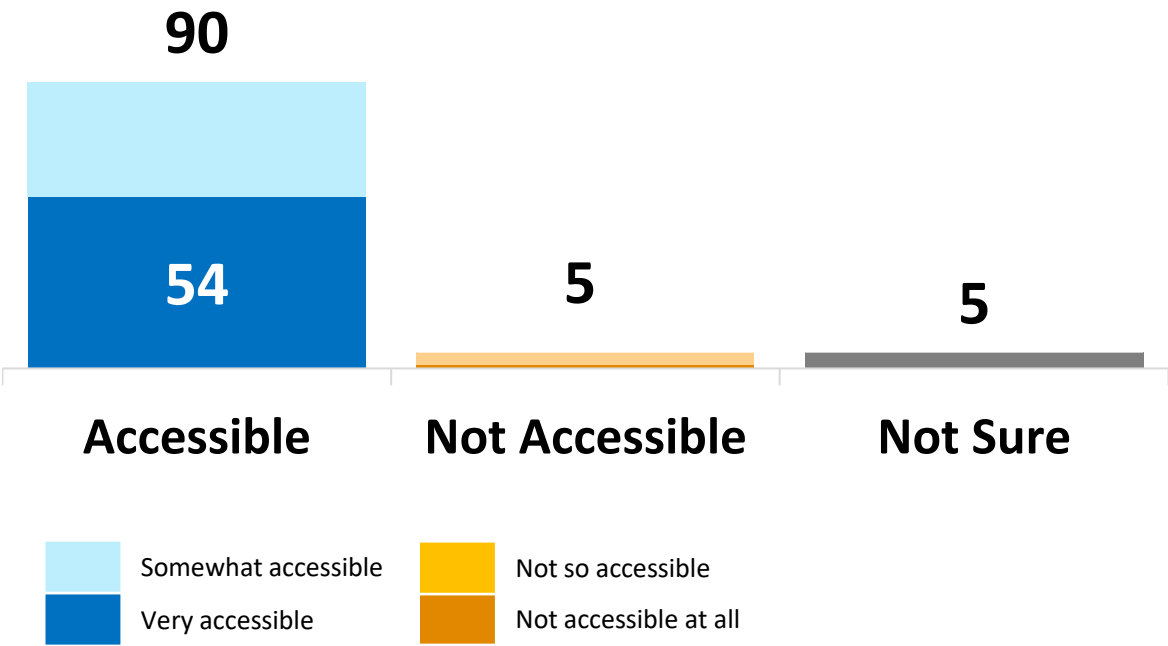


	Yes
Total	16
Men <50	12
Women <50	18
Men 50+	14
Women 50+	20
W. Contra Costa	16
E. Contra Costa	17
Cen. Contra Costa	17
N.W. Alameda	17
E. Alameda	18
S.W. Alameda	14
POC	19
White	11
Black	22
Latino/a	19
AAPI	19
Non-College	18
College	14
Under 75k	21
Over 75k	13
Frequent Visitor	14
Infrequent Visitor	20
Non-Visitor	15
Language other than English in HH	18
English only in HH	14
Spanish in Household	17
Mandarin in Household	21

Q18. Are there activities in East Bay parks, like programs or equipment rentals, that you do not participate in because of a fee?  
[IF YES, ASK:] Which activities? [OPEN END – RECORD VERBATIM IF YES]

# The vast majority of East Bay residents feel that parks are accessible.

Accessibility of Parks in the East Bay to Your Community  
(All Residents)

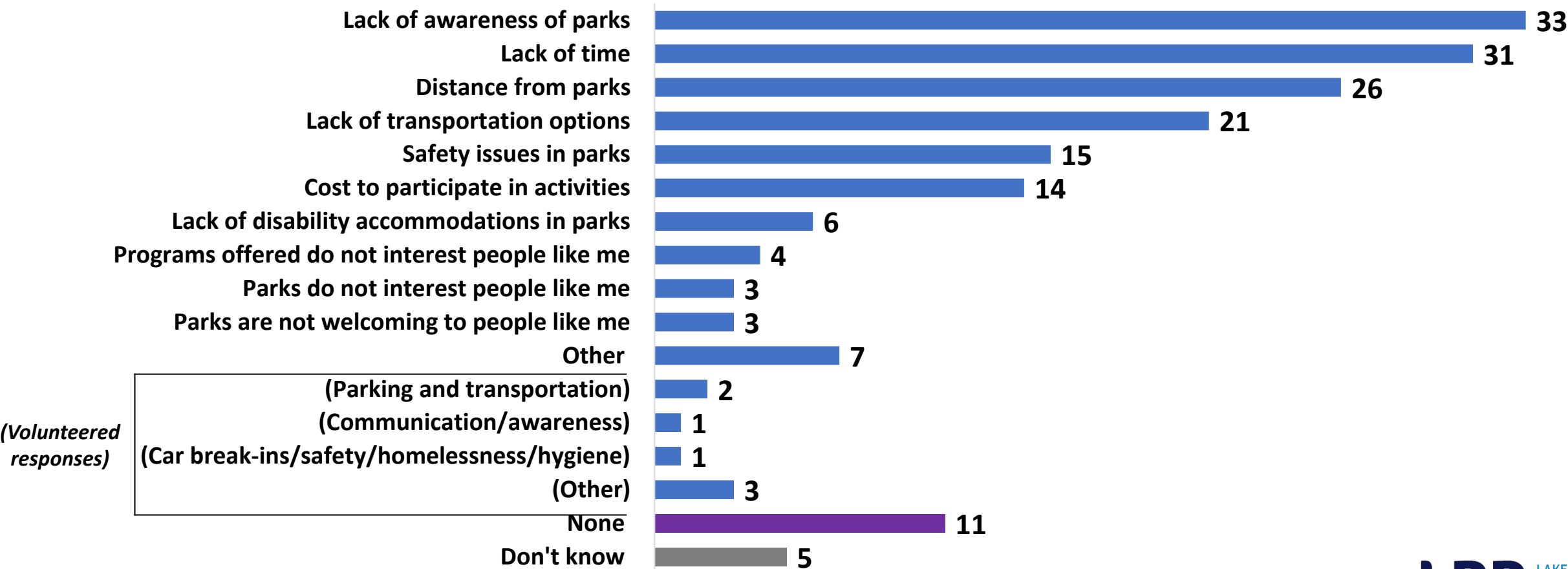


Q19. Overall, how accessible do you feel parks in the East Bay are to your community – very accessible, somewhat accessible, not so accessible, or not accessible at all?

	Very Accessible	Somewhat Accessible	Not Accessible
Men <50	53	39	6
Women <50	51	39	5
Men 50+	57	32	6
Women 50+	57	32	2
W. Contra Costa	51	36	7
E. Contra Costa	54	36	6
Cen. Contra Costa	57	34	2
N.W. Alameda	49	38	8
E. Alameda	62	29	4
S.W. Alameda	56	36	2
POC	51	38	6
White	61	32	2
Black	60	27	8
Latino/a	49	43	4
AAPI	48	37	6
Non-College	51	39	4
College	57	33	5
Under 75k	49	40	6
Over 75k	56	34	4
Homeowner	57	33	4
Renter	51	40	5
No Kids	54	36	4
One or more kids	56	34	4
Language other than English in HH	49	39	4
English only in HH	58	34	5
Spanish in Household	49	43	4
Mandarin in Household	36	42	5

# The biggest barriers to accessing parks are lack of awareness of parks and lack of time.

Biggest Barriers to Accessing Parks for East Bay Residents (All Residents)



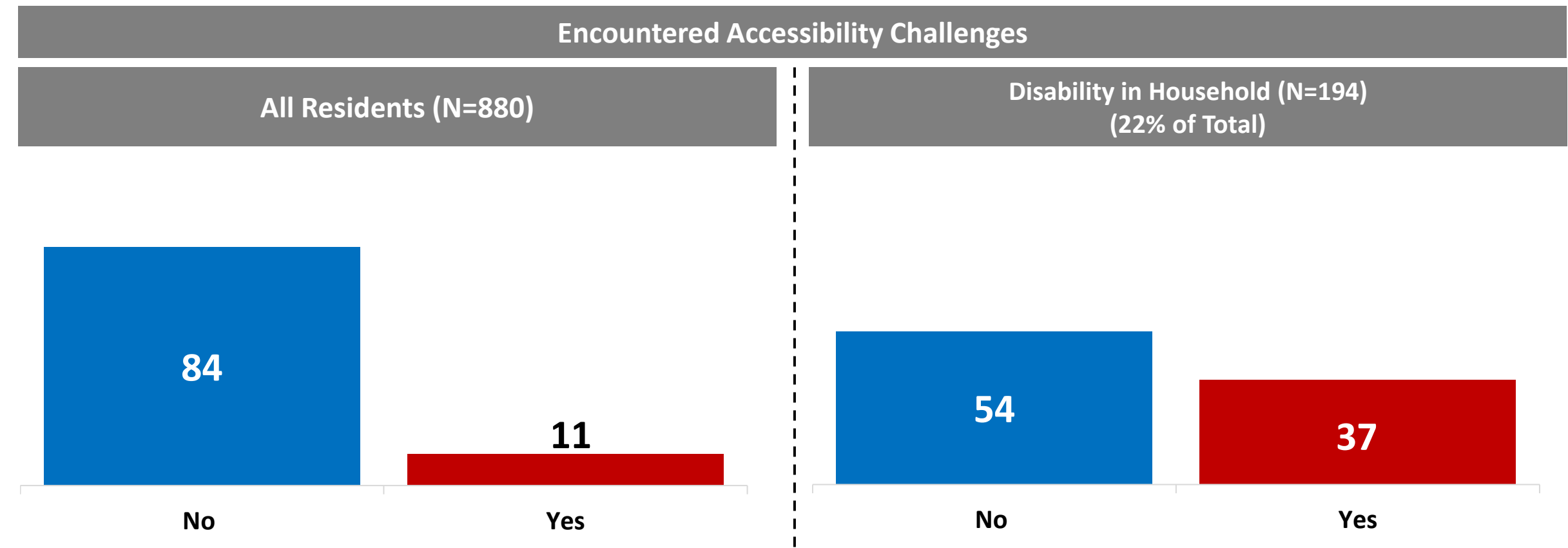
Parentheses indicate open-ended verbatim response categories  
Q20. What do you believe are the biggest barriers to accessing parks for East Bay residents? Select all that apply. [RANDOMIZE - ACCEPT MULTIPLE RESPONSES]

# Barriers by demographics

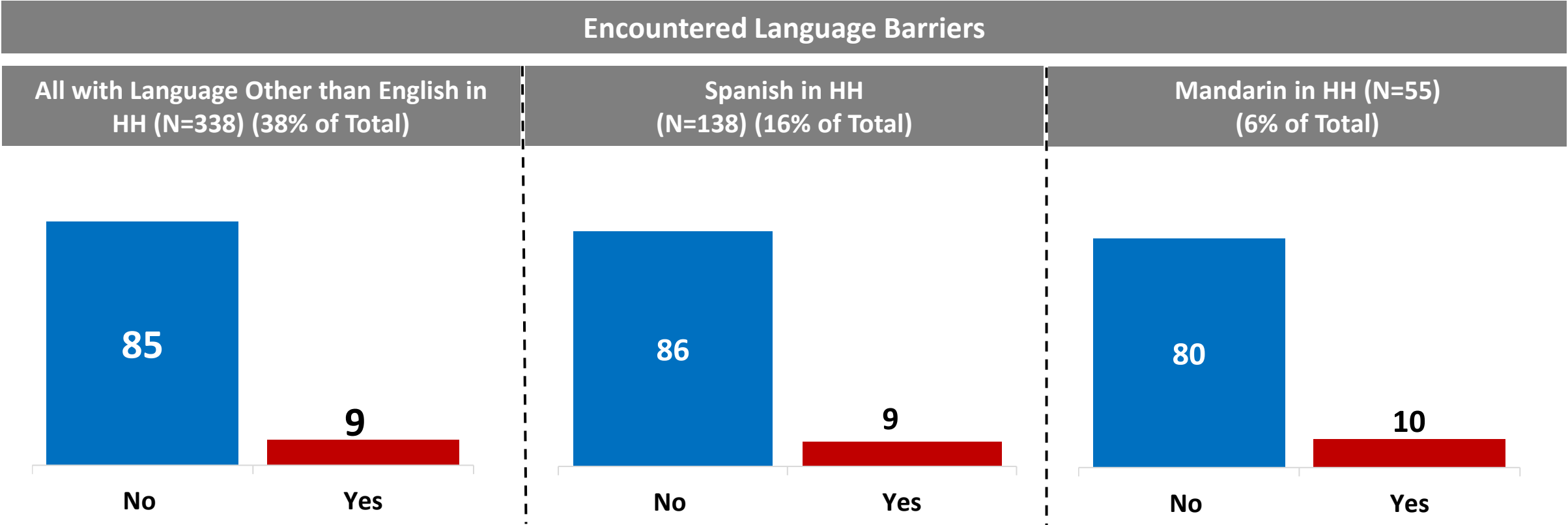
## Biggest Barriers to Accessing Parks for East Bay Residents (All Residents)

- **Lack of awareness** of parks is a top barrier across most demographics
- **Lack of time** was mentioned more often by **younger** and **white** residents and people in **West Contra Costa** and **Southwest Alameda** but is common across all groups
- Distance from parks is a top barrier among **younger women**, **AAPI** residents, residents of **Northwest Alameda**, and **Mandarin-speaking** households
- **Lack of transportation** options was mentioned more frequently by **Northwest Alameda** and **Black** residents
- **Safety issues** are a greater concern in **East Contra Costa** and **Southwest Alameda** than in other areas and among **Spanish-speaking** households
- **Cost to participate** in activities is a far more common barrier among **residents of color** than white residents, as well as **lower-income** residents and **residents with kids**
- **Older women** are more likely than others to cite **lack of disability accommodations** as one of the biggest barriers

About one in ten East Bay residents report that they or someone in their household has encountered challenges relating to accessibility in public spaces or facilities. Among the 22% of residents who have someone with a disability in their household, more than a third report encountering such challenges.



# Among the residents we reached in languages other than English, most say language barriers are not an issue.

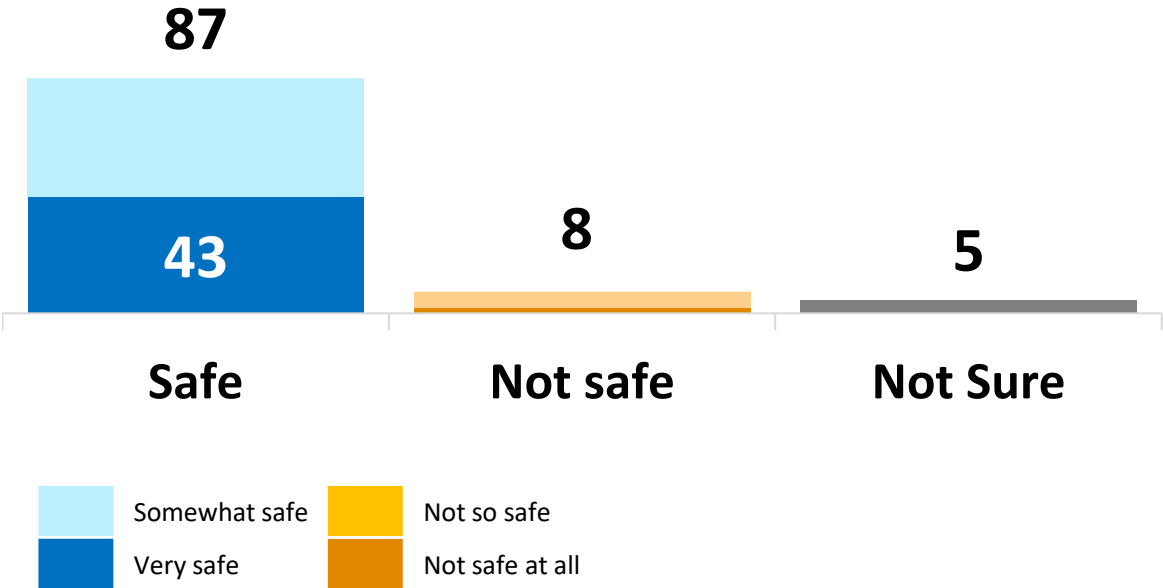


Q25. Have you or anyone in your household encountered any challenges related to accessibility in public spaces or facilities?

Q27. [IF Q26 = 1-2] Have you or anyone in your household encountered language barriers when accessing services or participating in community activities at East Bay parks?

# Almost nine in ten East Bay residents feel that parks in the East Bay are safe.

Safety of Parks in the East Bay (All Residents)

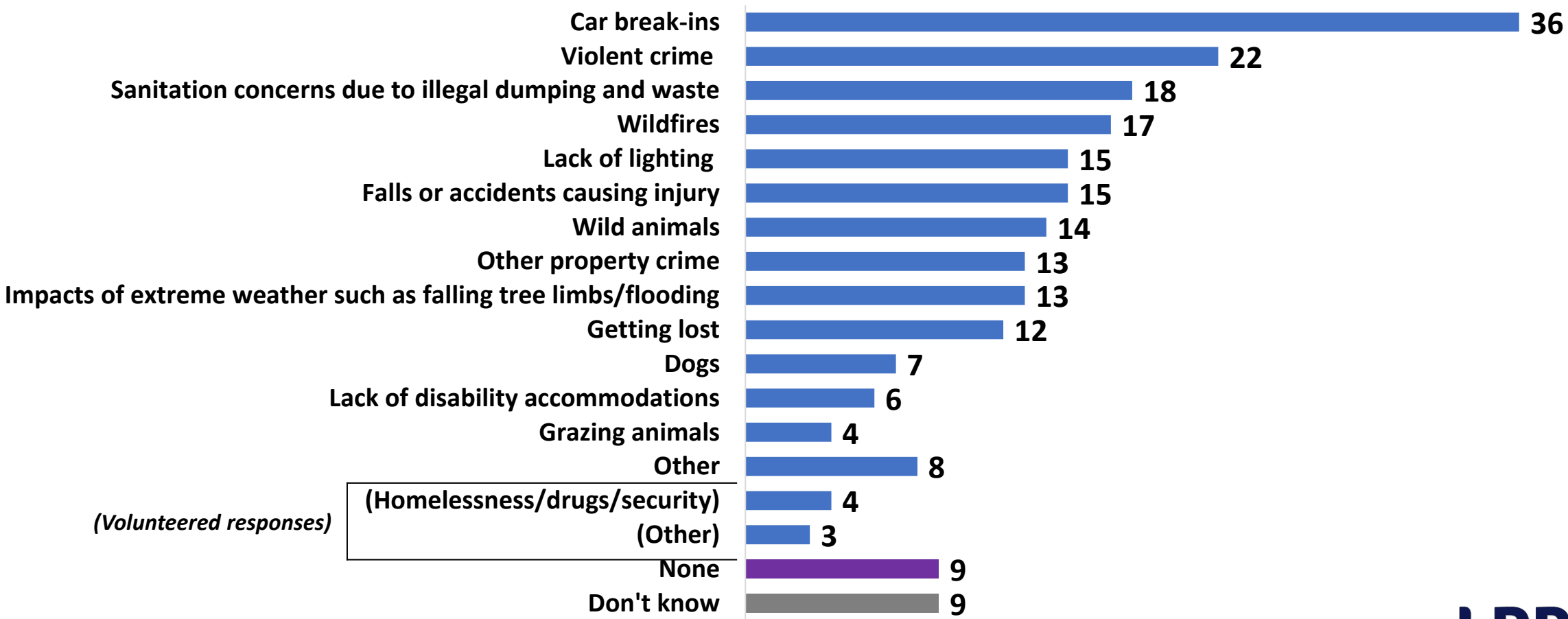


Q21. Overall, how safe do you feel parks in the East Bay are – very safe, somewhat safe, not so safe, or not safe at all?

	Very Safe	Somewhat Safe	Not Safe
Men <50	52	39	7
Women <50	45	44	5
Men 50+	36	48	9
Women 50+	37	46	10
W. Contra Costa	49	37	10
E. Contra Costa	36	50	11
Cen. Contra Costa	46	43	6
N.W. Alameda	40	44	9
E. Alameda	52	40	5
S.W. Alameda	40	46	7
POC	40	47	7
White	48	41	8
Black	39	45	8
Latino/a	41	51	6
AAPI	41	42	9
Non-College	37	49	8
College	48	41	7
Under 75k	37	50	9
Over 75k	46	42	6
Homeowner	44	42	9
Renter	44	46	6
No kids	43	44	7
One or more kids	44	43	7
Language other than English in HH	40	41	10
English only in HH	45	47	6
Spanish in Household	42	44	8
Mandarin in Household	41	29	14

# Though safety is not a major concern overall, the biggest safety concern is car break-ins.

Biggest Safety Concerns in East Bay Parks (All Residents)



Parentheses indicate open-ended verbatim response categories  
Q22. What do you believe are the biggest safety concerns in East Bay parks? Select all that apply. [RANDOMIZE - ACCEPT MULTIPLE RESPONSES – KEEP 1-3 TOGETHER AND 9-10 TOGETHER]



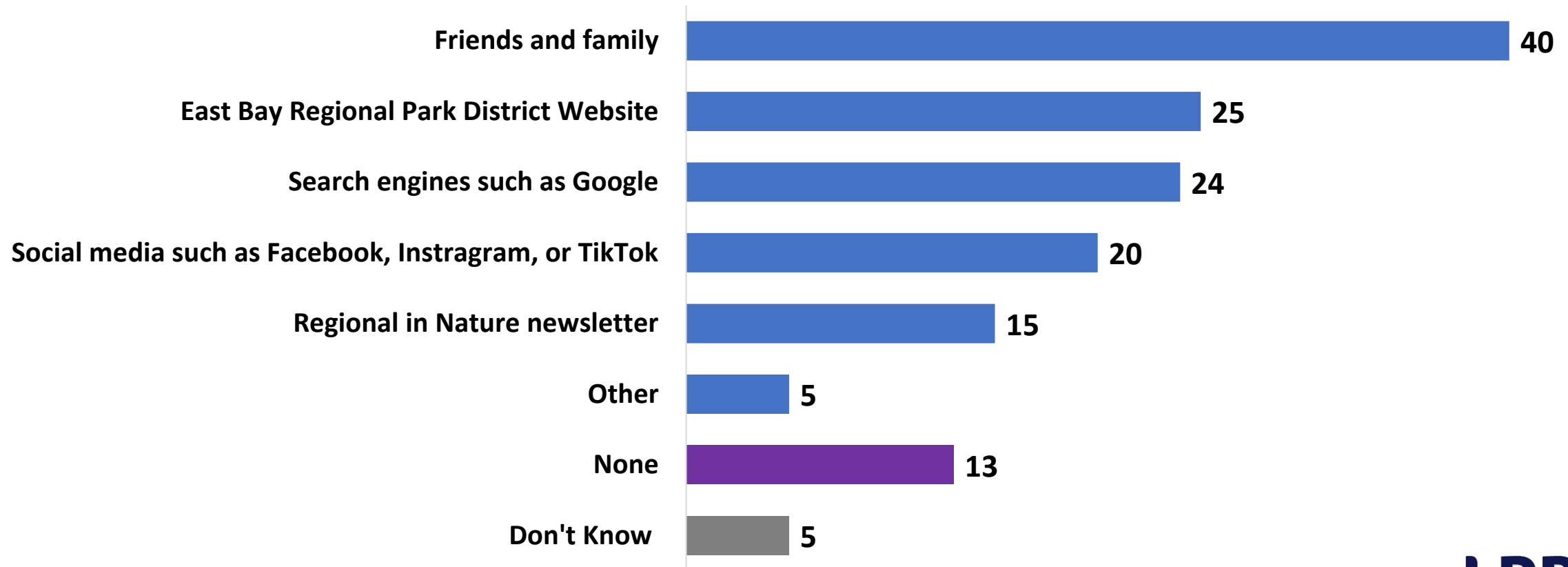
# Safety Concerns by demographics

## Biggest Safety Concerns in East Bay Parks (All Residents)

- **Car break-ins** are the top concern for **residents across demographics**, with the exception of people who don't visit parks who are slightly more likely to be concerned by violent crime
- **Violent crime** is also more concerning to **older residents** and people in **East Contra Costa, Northwest Alameda, and Southwest Alameda**
- **Sanitation concerns** are mentioned more frequently by **Black** residents and people in **Northwest Alameda**.
- **Wildfires, lack of lighting, and extreme weather** are all of greater concern to **younger women** than to other residents, and **wildfires** are also more concerning to **parents**
- **Wild animals** are of greater concern to **residents of color** than white residents.
- **Extreme weather** is more concerning to **Latino/a** and **AAPI** residents and people in **West Contra Costa** than others
- **Getting lost** registers more among **Black** and **lower-income** residents
- **Falls or accidents** are the second biggest concern among people in **Central Contra Costa**

# East Bay residents are most likely to receive information about parks, including programming and events, from friends and family.

How Residents Receive Information About East Bay Parks (All Residents)



# Receive information by demographics

## How Residents Receive Information About East Bay Parks (All Residents)

- **Friends and family** are the most common method of receiving information about parks across **all demographics**
- **East Alameda** residents are equally likely to receive information from the **EBRPD website**, which is also more common among **white, college-educated, and higher-income** residents
- **Younger** residents are significantly more likely than older residents to use **social media**, while **older** residents are more likely to receive the **newsletter**
- **Black** and **AAPI** residents are more likely than others to say they **don't receive information** about parks from any of these sources



Washington, DC | Berkeley, CA | New York, NY

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