

Board Study Session

Purpose: To facilitate a shared understanding of scientific community survey findings and create opportunity for the Park District to integrate these findings into future District Plan planning activities.



History of Survey Work

- **1976** – First survey by East Bay Regional Park District was conducted and identified a 94% user satisfaction rate of visitors
- **1980s** – Survey work was leveraged to advance Measure AA which passed with a 67.6% Yes vote
- **1990s – 2000s** – Survey work, focused on likely voters, was used to advance Measure W (lost by 1.6%), Measure K (lost by 4.6%) and Measure CC which passed with a 67.6% Yes vote in the survey identified support areas
- **2010s** – With a growing population, surveys were used to identify priorities of likely voters for a district-wide bond measure, Measure WW which passed with a 72% Yes vote
- **2018** – Following the passage of Measure FF, which exceeded survey predicted support and received 85.6% Yes vote, the Park District saw need to survey beyond likely voters to capture the perspectives, interests and investment priorities of the community

History of Survey Work

- **2019** – Park and Public Interest Survey was fielded, non-scientific, broad reaching – over 8,000 responses
- **2020** – Community Survey with a sample representing the East Bay population was conducted to explore findings of the Park and Public Interest Survey scientifically
- **2022** – Community Survey work continued with a focus on community health and agency investments
- **2023** – Community Survey work was leveraged to review service delivery related to programs and services
- **2020s** – The Park District annually fields two surveys, one with a sample of East Bay residents (community survey) and a second with a sample of likely voters (voter survey) to provide insights on service delivery, community priorities, and voter specific trends

Agenda

- Introduction
- Presentation of Survey Findings
- Q & A on Survey Findings
- Break - Lunch
- Engagement Activity – S.W.O.T. Analysis
- Summary & Reflection



Presentation of Survey Findings

Please join us in welcoming FM3!



Resident Views of Their East Bay Regional Park District



OPINION
RESEARCH
& STRATEGY

4 Key Findings



1. Seven in ten visit parks or trails at least once a month, and nearly half do so weekly.



2. Walking and hiking are the most popular activities residents like to do at parks close to home.



3. Residents strongly and broadly agree that East Bay parks, trails, and open space areas are accessible.



4. Residents place greater importance on maintaining existing parks and trails than developing new ones.

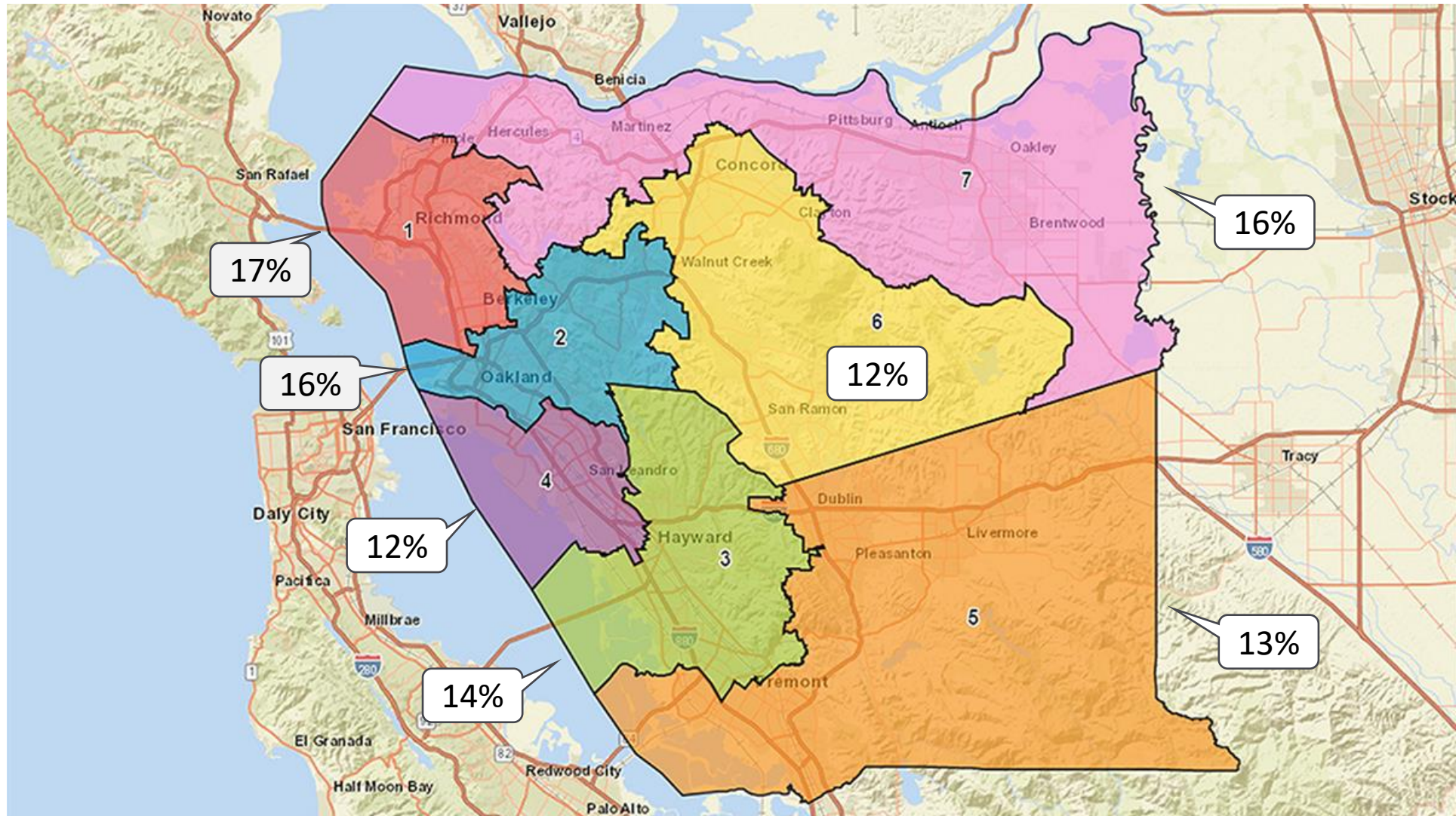
Methodology

Summary of Surveys Consulted



Dates	Sample Size & Universe	Research Firm	Margin of Error
July 2023	637 Adults	FM3 Research	+/-4.0%
May 2022	600 Adults	EMC Research	+/-4.0%
July 2020	500 Adults	Lake Research Partners	+/-4.4%

Results for this 2023 study reflect the distribution of the adult population in all seven EBRPD wards.



2023 Responses are also representative by key demographics.

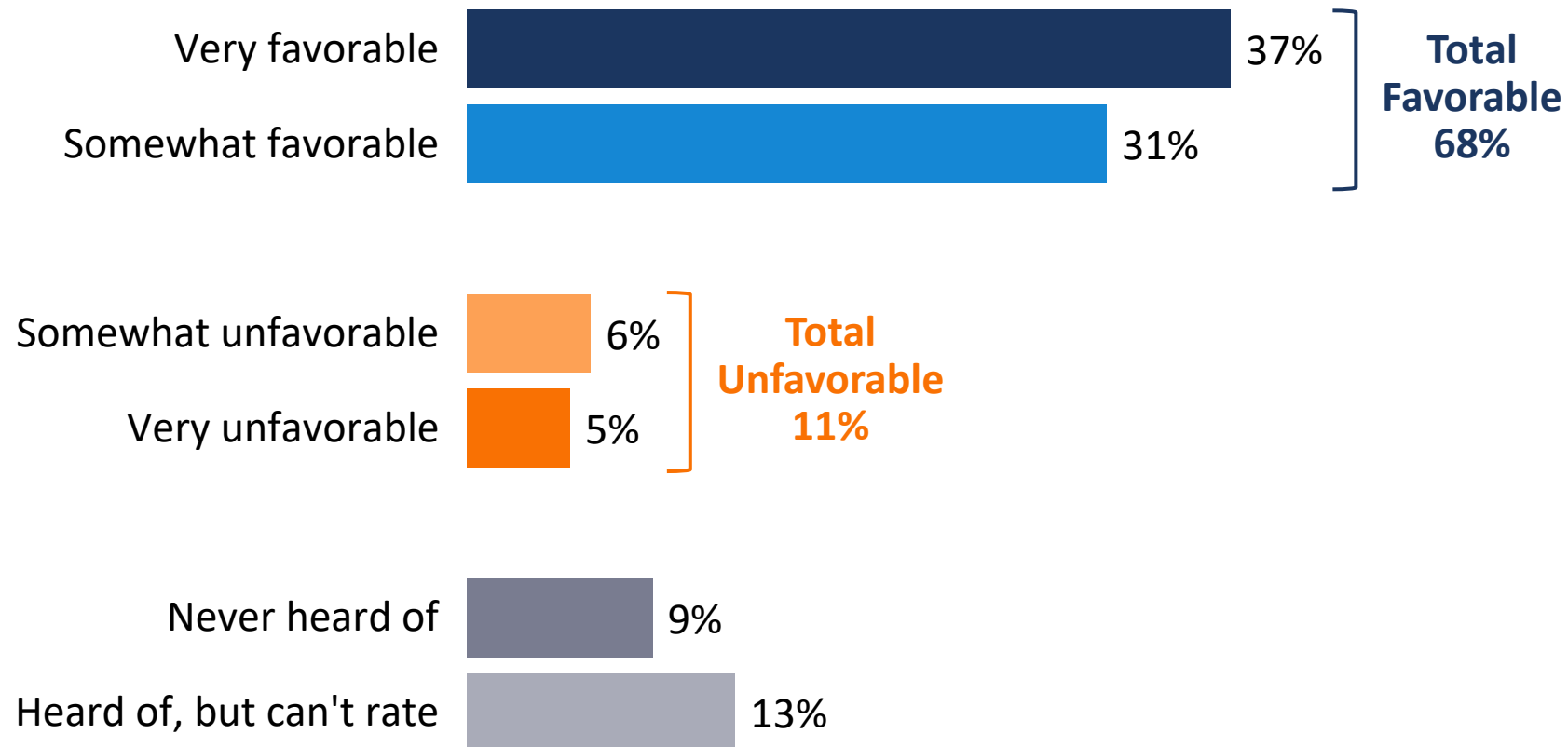
Demographic Group	%
County	
Alameda	59%
Contra Costa	41%
Age	
18-29	19%
30-39	17%
40-49	18%
50-64	24%
65+	19%
Parents	33%
Live with a disability	24%

Demographic Group	%
Race/Ethnicity (multiple responses)	
Latino/Hispanic Residents	25%
White Residents	31%
Black Residents	11%
Asian/Pacific Islanders	30%
Education	
Some College or Less	55%
Four-year College or More	44%
Gender	
Men	48%
Women	50%

Key Trends & Demographics in 2023

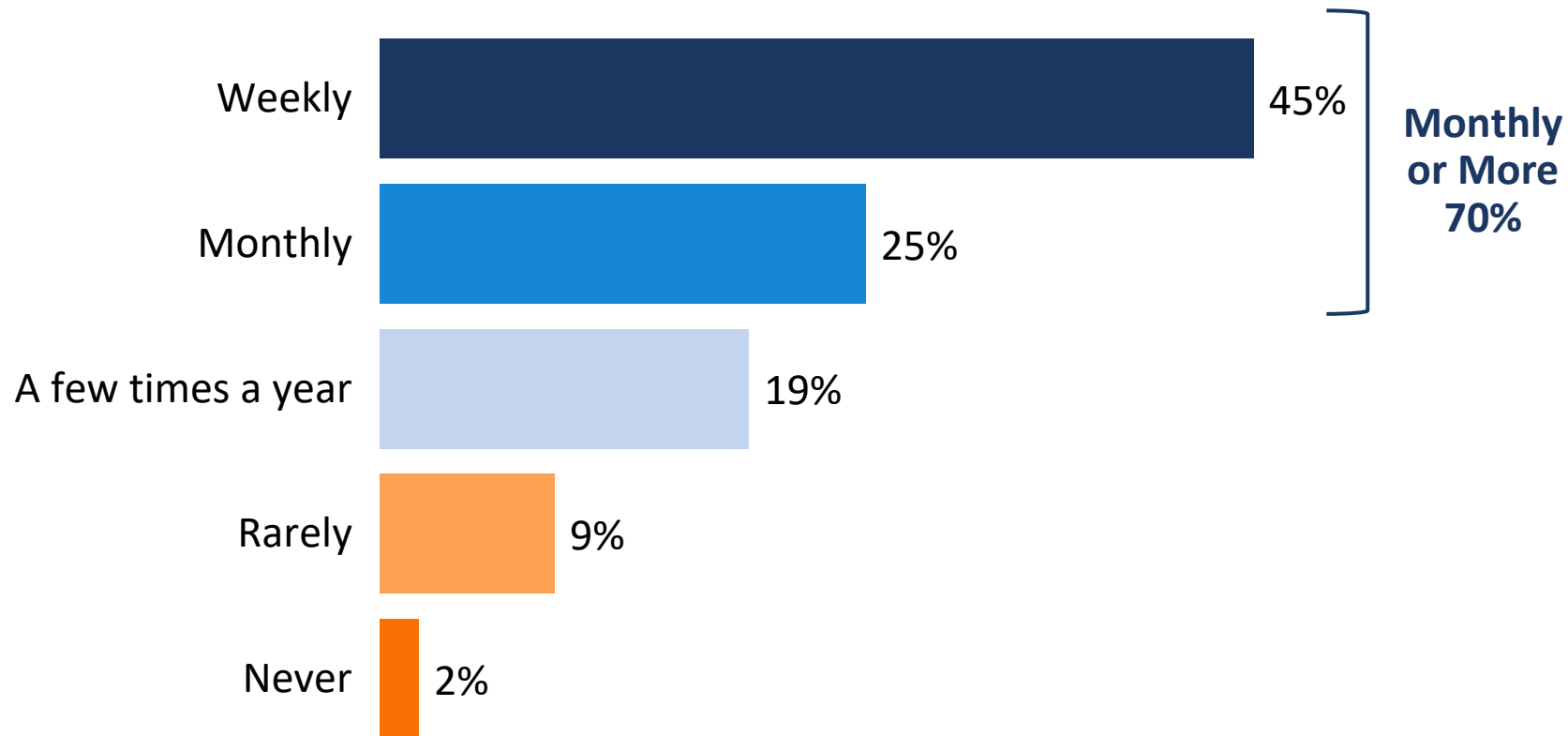
Nearly seven in ten have a favorable view of the East Bay Regional Park District.

Do you have a favorable or unfavorable opinion of the East Bay Regional Park District? If you have never heard of them or don't know them well enough to offer a rating, please just say so.



Seven in ten visit parks or trails at least monthly, and nearly half do so weekly.

How often would you say you or a member of your household visits a park or trail?

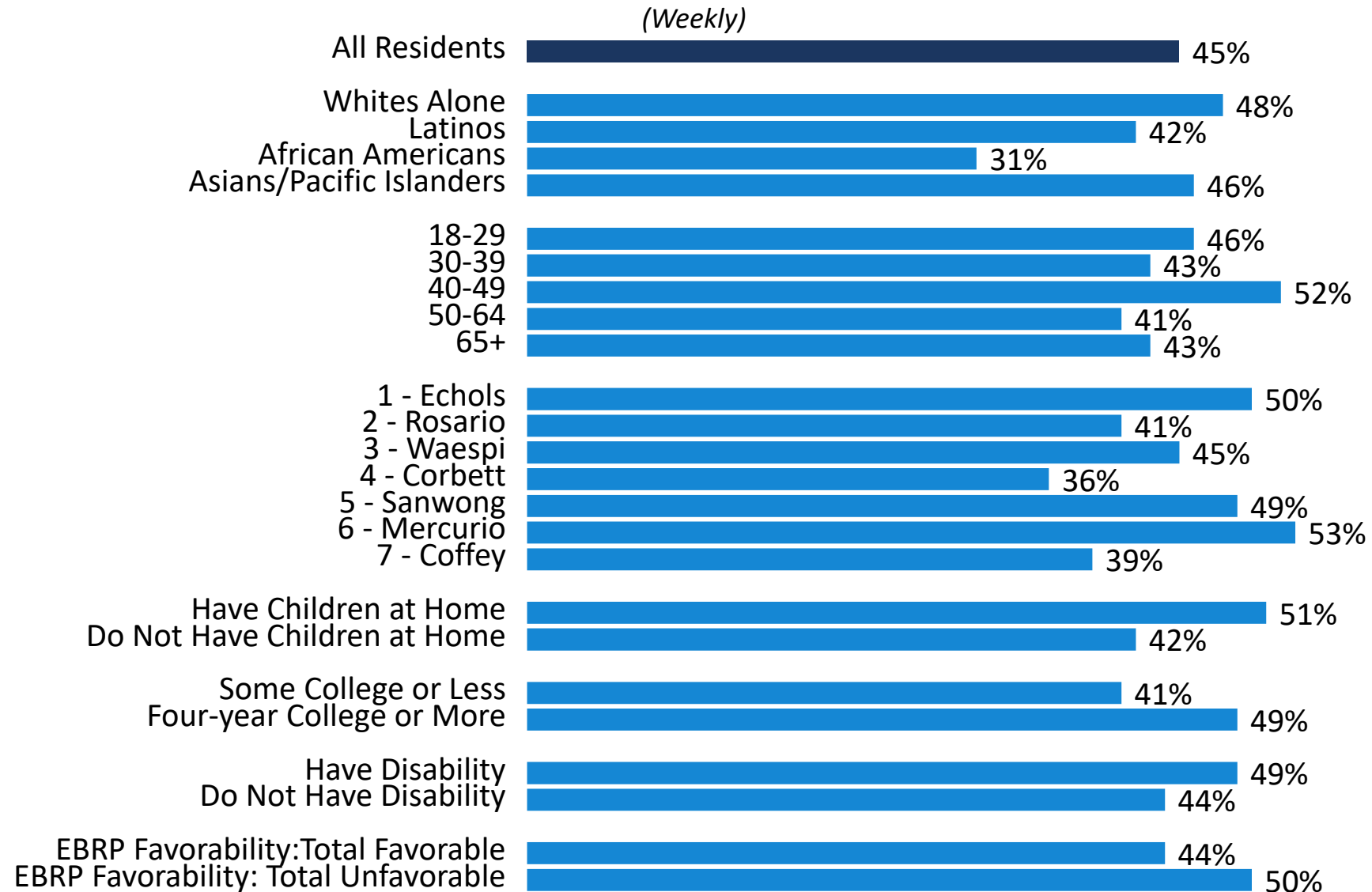


Residents visit parks and trails with similar frequencies as previous years.

How often would you say you or a member of your household visits a park or trail?

Visit	Year		
	*2020	2022	2023
Daily	7%	--	--
Twice a Week	12%	--	--
Weekly	22%	37%	45%
Monthly	27%	27%	25%
A Few Times a Year/Rarely/ *Only on Special Occasions	27%	32%	28%
Never	6%	4%	2%

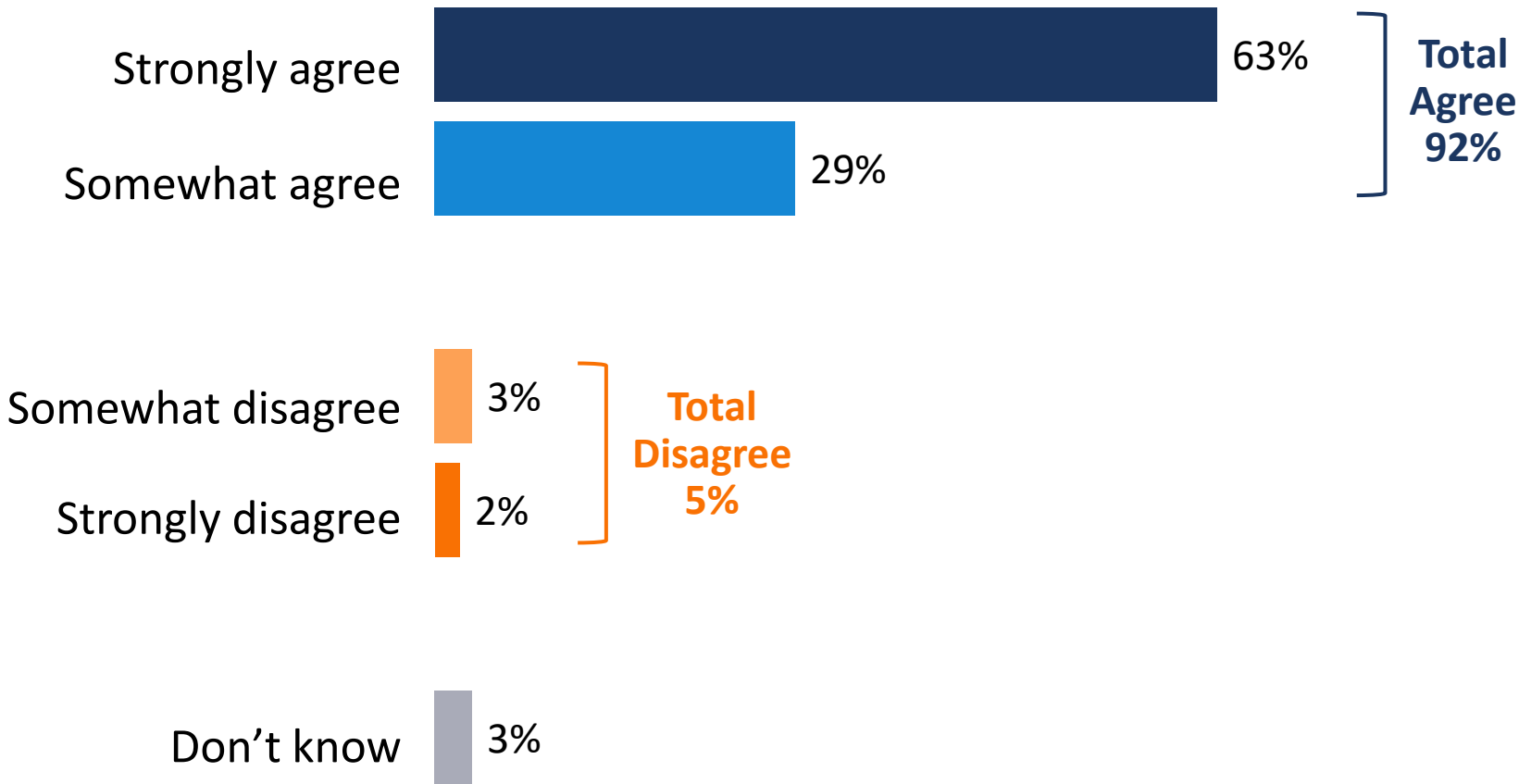
Weekly Park Visitation Rates by Key Demographics



Q1. How often would you say you or a member of your household visits a park or trail?

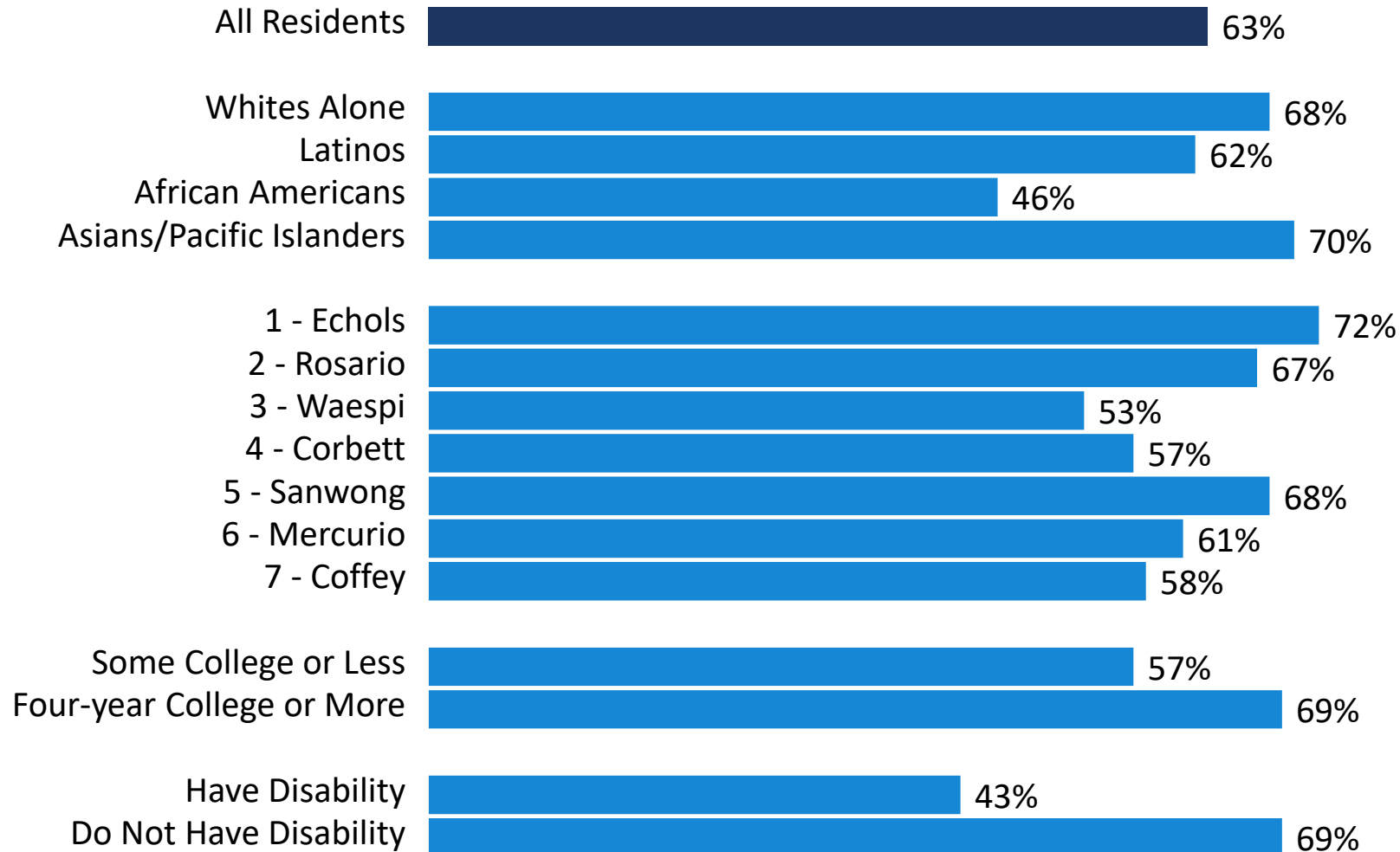
Residents strongly and broadly agree that East Bay parks, trails and open space areas are accessible.

The parks, trails, and open space areas in the East Bay are accessible to people like me.



Views on Accessibility by Key Demographics

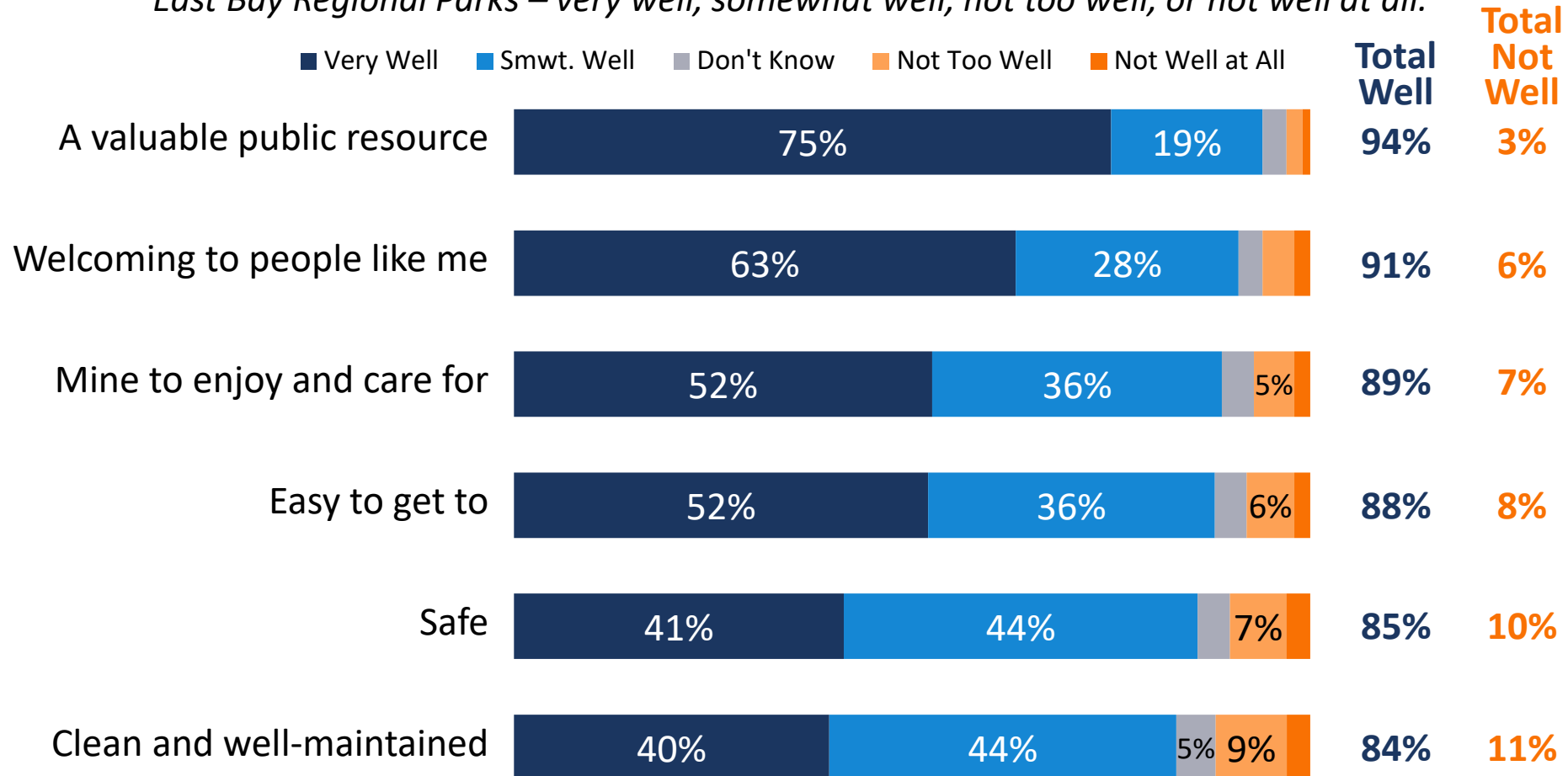
(Strongly Agree)



Q4. The parks, trails, and open space areas in the East Bay are accessible to people like me.

Residents overwhelmingly agree that EBPRD is a value public resource, and welcoming.

I am going to give you some words and phrases. Please tell me how well that phrase describes East Bay Regional Parks – very well, somewhat well, not too well, or not well at all.



With altered question wording, residents rated EBRPD more positively in 2023 than 2022 on a variety of aspects.

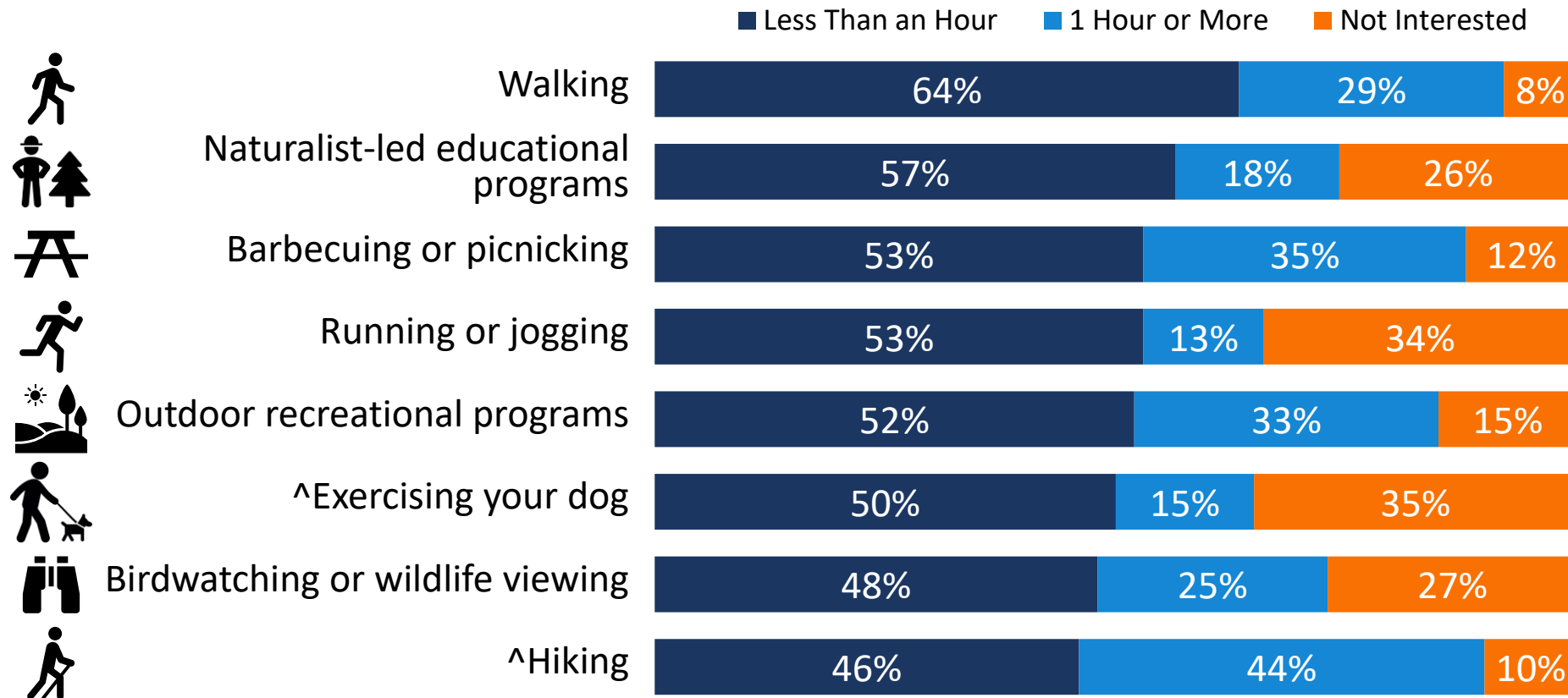
2022: For each of the following, please tell me if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree with the statement.

2023: I am going to give you some words and phrases. Please tell me how well that phrase describes East Bay Regional Parks – very well, somewhat well, not too well, or not well at all.

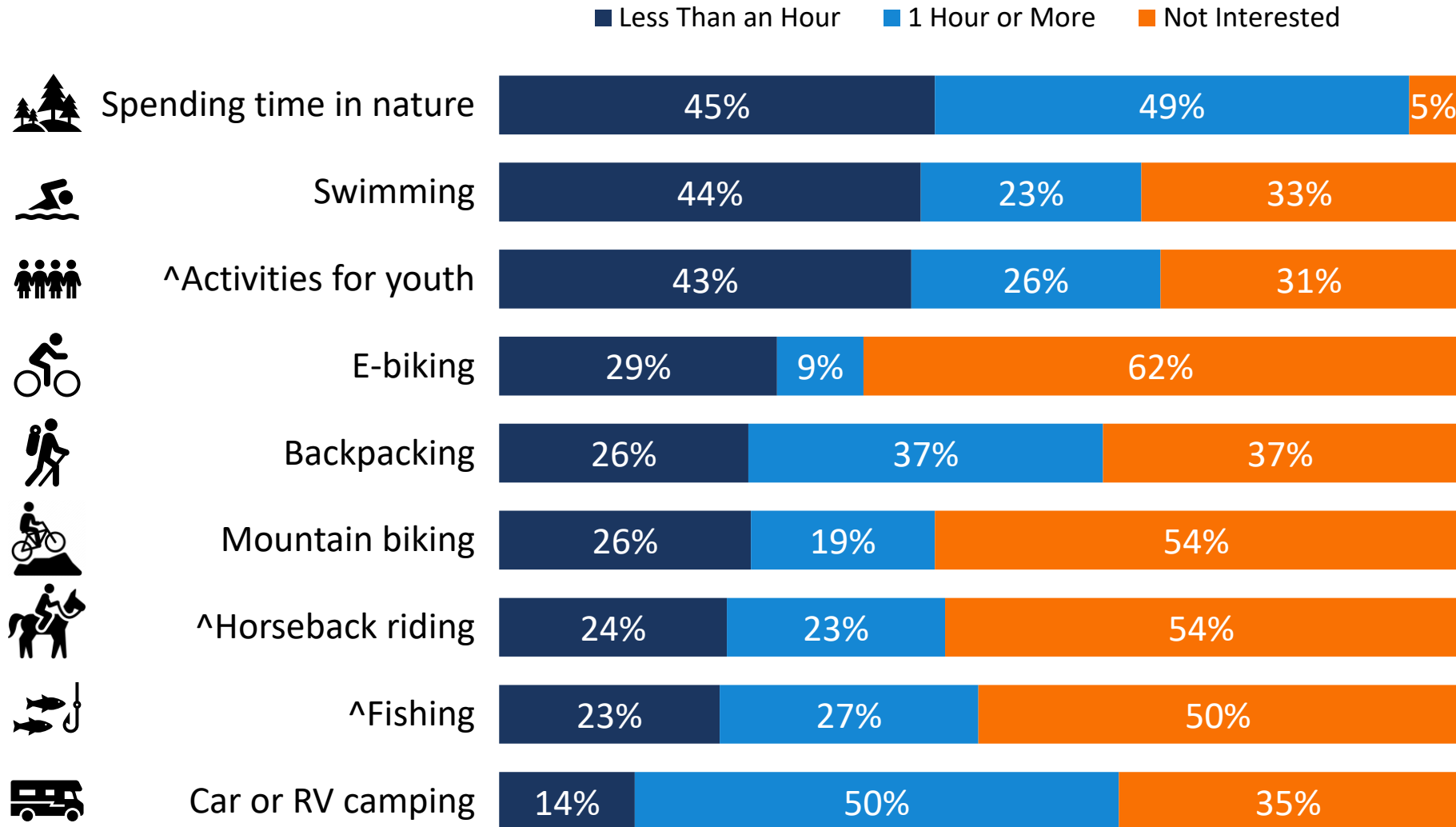
Statement	Year		Difference
	2022: Total Agree	2023: Total Well	
Safe	69%	85%	+16%
Clean and well-maintained	69%	84%	+15%
Welcoming to people like me	84%	91%	+7%
Easy to get to	81%	88%	+7%
Mine to enjoy and care for	85%	89%	+4%

Walking is the most common outdoor activity done close to home.

*I'd like you to consider things you might do at local parks and trails. Please tell me the longest amount of time you would travel in order to participate in each activity:
15 minutes, 30 minutes, 45 minutes, an hour, or more than an hour.*

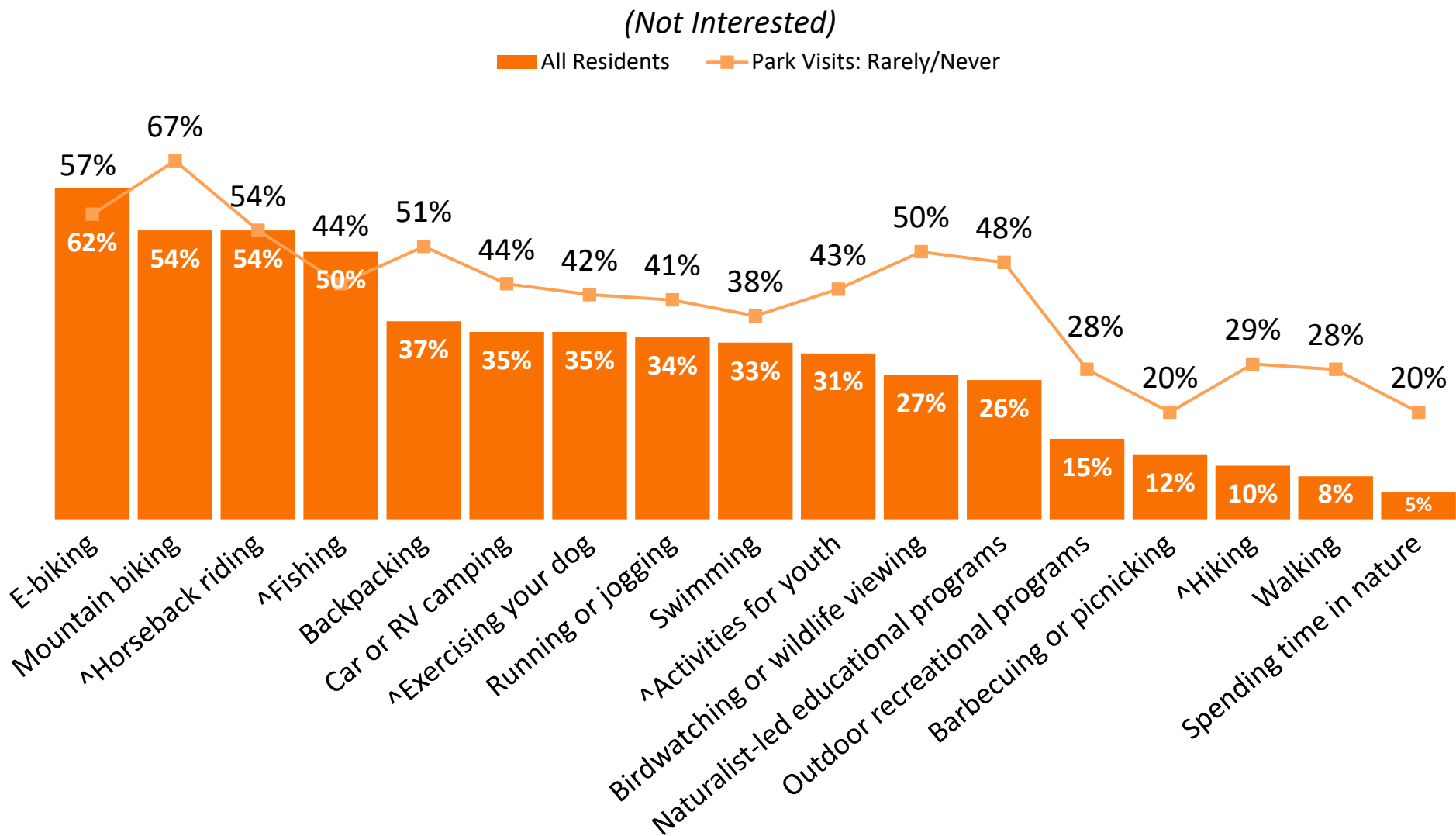


RV camping is done locally by very few residents.



Q10. I'd like you to consider things you might do at local parks and trails. Please tell me the longest amount of time you would travel in order to participate in each activity: 15 minutes, 30 minutes, 45 minutes, an hour, or more than an hour. ^Not Part of Split Sample

Those who rarely or never visit parks express greater disinterest in most activities than residents overall.



Q10. I'd like you to consider things you might do at local parks and trails. Please tell me the longest amount of time you would travel in order to participate in each activity: 15 minutes, 30 minutes, 45 minutes, an hour, or more than an hour. ^Not Part of Split Sample

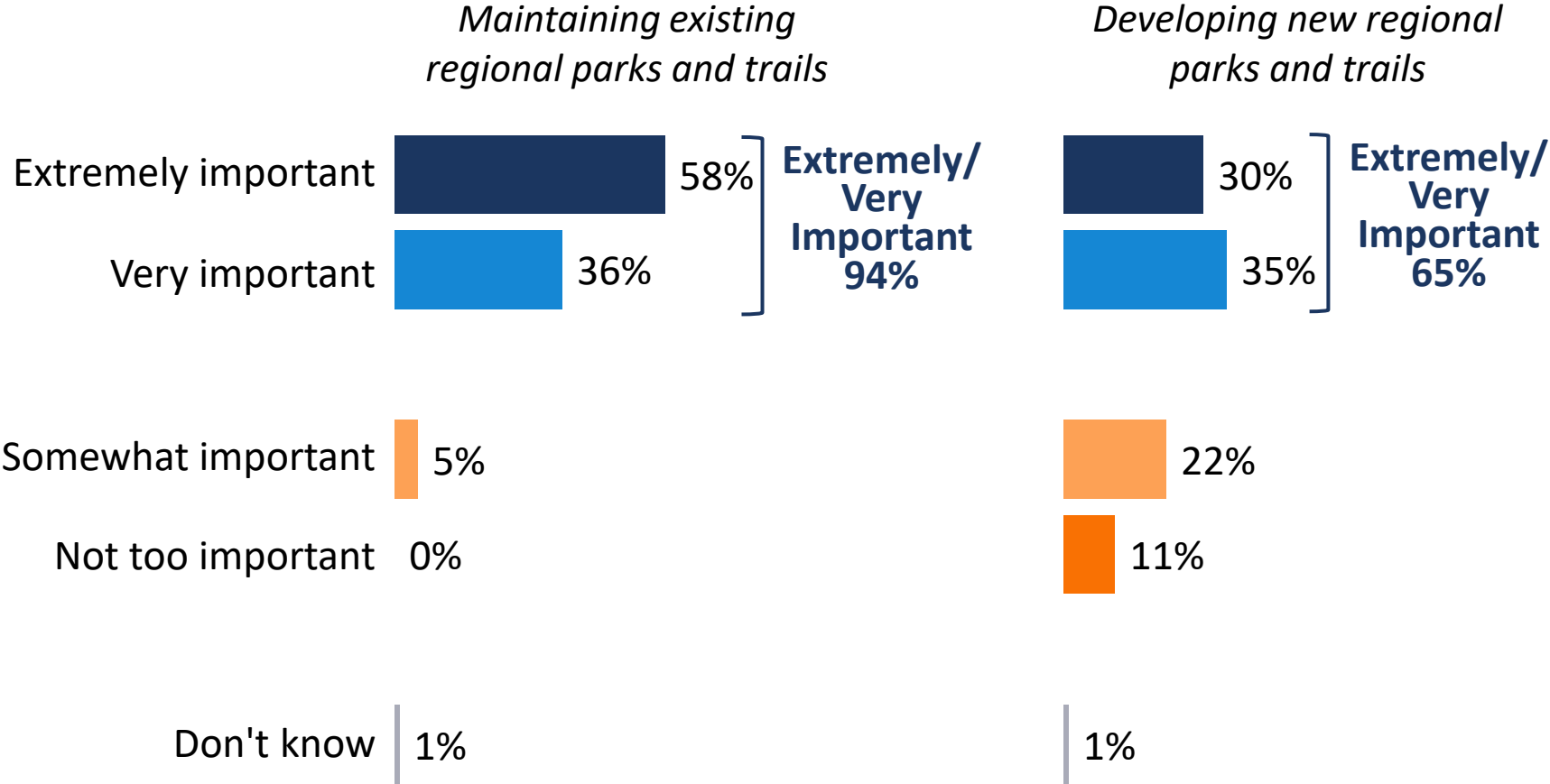
Compared to 2020, the 2023 question framing allowed us capture residents' overall interest in various activities.

2020: Now I am going to read you a list of activities in East Bay Regional parks. Please tell me which one or two of these you participate in most often.

2023: I'd like you to consider things you might do at local parks and trails. Please tell me the longest amount of time you would travel in order to participate in each activity:
15 minutes, 30 minutes, 45 minutes, an hour, or more than an hour.

Activity	2020: Participated in Most	2023: Total Willing to travel
Walking	42%	93%
^Hiking	48%	90%
Barbecuing or picnicking	10%	88%
Naturalist-led educational programs	1%	75%
Birdwatching or wildlife viewing	6%	72%
Running or jogging	11%	66%
Exercising your dog	16%	66%

While both are valued, residents are more likely to believe park and trail maintenance is “extremely important” than developing new ones.



Q6 b & p. I am going to read you a list of items that the East Bay Regional Park District considers as potential investment priorities over the next few years. Please tell me if you think it is extremely important, very important, somewhat important, or not too important. Split Sample

Views on Maintenance and Development by Key Demographics

(Maintaining/Developing new existing regional parks and trails; Extremely Important)

Demographic	“Maintaining”	“Developing new”
All Residents	58%	30%
Ethnicity		
Whites Alone	61%	33%
Latinos	52%	29%
African Americans	69%	44%
Asians/Pacific Islanders	57%	27%
Age		
18-29	41%	18%
30-39	51%	33%
40-49	54%	35%
50-64	68%	41%
65+	69%	24%

Views on Maintenance and Development by District Ward

(Maintaining/Developing new existing regional parks and trails; Extremely Important)

	“Maintaining”	“Developing new”
All Residents	58%	30%
District Ward		
1 - Echols	61%	36%
2 - Rosario	55%	20%
3 - Waespi	47%	31%
4 - Corbett	45%	26%
5 - Sanwong	66%	37%
6 - Mercurio	64%	28%
7 - Coffey	68%	33%

4 Key Findings, Revisited



1. Parks and trails are common part of residents' lives with most visiting at least once a month and nearly half visiting weekly.



2. Walking and hiking are the most popular activities residents like to do at parks close to home.



3. Residents strongly and broadly, across a variety of key demographics, believe that East Bay parks are accessible.



4. Maintaining existing parks and trails is a higher priority for residents than developing new ones.

Directions for Future Research

- How are attitudes and patterns of experience changing over time?
- Do people distinguish East Bay Regional Park District visitation and experiences from visitation and experiences at other local parks?
- What are the different types of outdoor activities that residents like to do close to home versus the ones they will travel long distances to?
- Do opinions of EBPRD differ depending on the context of the activity? (For example, do mountain bikers feel as though EBRPD is less welcoming when they are biking than when they are hiking?)
- What does “maintenance” mean to residents – what are they picturing? Is it upkeep of trailheads and parking lots and clean restrooms, or less visitor-focused things like mitigating fire risk?

For more information,
contact:



OPINION
RESEARCH
& STRATEGY

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Study Session Break

S.W.O.T. Analysis

Materials Provided:

- **Color-coded Poster Boards** – Following the titles on the boards, please add your thoughts
- **Post-it Notes** – To write responses to the provided questions
- **Dot Stickers** – To share support/agreement on someone else's post-it note

Overview of Activity

Using the materials provided and information learned during the survey presentation, please:

- 1) Share your thoughts and ideas on the poster boards provided, based on the questions on the next slide and your worksheet
- 2) If you agree with something a colleague shares, show support by putting a dot sticker on it
- 3) After we finish, staff will gather the information and provide it to the District Plan consultant and team to help support community engagement and planning

Staff will be available during this exercise to support you at any time!

S.W.O.T.

Strengths

- What is the Park District doing well?
- What unique services does the Park District provide?
- What do others see as the Park District's strengths?

Weaknesses

- Where can the Park District improve?
- Where can additional resources be invested to improve service delivery?
- How can the parks and trails become more welcoming and accessible to all East Bay communities?

Opportunities

- What opportunities are available to the Park District to improve service delivery?
- How can identified strengths be built on to become new opportunities?

Threats

- What risks exist for the Park District to provide successful service delivery?
- How might identified weaknesses become risks?

Summary & Reflection

Today's Purpose: To facilitate a shared understanding of scientific community survey findings and create opportunity for the Park District to integrate these findings into future District Plan planning activities.

Summary of Day – “Today we...”

- Reviewed the history of survey work at the Park District, including community and voter surveys
- Participated in a discussion on multi-year community survey findings with FM3
- Engaged in a S.W.O.T. Analysis exercise on survey findings

The information shared today will be compiled into a report which will be provided to the District Plan coordination team, as well as the Board of Directors, to serve as the foundation for future community engagement work

Thank you

Board Study Session

April 26, 2024

