



**MARIN COUNTY
PARKS**
PRESERVATION • RECREATION



OPEN SPACE DISTRICT
REGIONAL PARKS & PATHWAYS
COMMUNITY PARKS
LANDSCAPE SERVICES

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Marin County Board of Supervisors
3501 Civic Center Drive
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SUBJECT: PRESENTATION ON PHASE 1 OUTCOMES OF THE MARIN COUNTY PARKS VISITOR STUDY

Dear Board Members,

RECOMMENDATION:

Receive a presentation on the first phase of the Marin County Parks Visitor Study.

SUMMARY:

Marin County Parks contracted with San Francisco State University (SFSU) to broadly study current visitor demographics, experiences and perspectives. The study consisted of three parts: an intercept survey and visitor count, a follow-up survey, and two focus groups. SFSU staff designed the study, provided quality control and collected and analyzed results. Marin County Parks' staff received training from SFSU and surveyed visitors.

During the first phase of this study 1,168 visitors were surveyed at 17 park and open space locations. The 17 sites represent a range of public spaces managed by the department. Geography, visitor volume, and facility type were taken into consideration during site selection. This information will support future department strategic planning, interpretive planning, visitor service and outreach strategies, and will inform the daily work of staff.

The complete report accompanying today's presentation by Dr. Patrick Tierney (Attachment A) is available at marincountyparks.org. A supplemental report on focus groups led by Dr. Nina Roberts (Attachment B) is also available on the website. Hard copies are available at Marin County Parks' Civic Center and Lucas Valley offices. Staff has prepared an informational handout summarizing the results of the study (Attachment C). Finally, SFSU staff prepared a table comparing results for parks, preserves, and pathways (Attachment D).

Phase II of this visitor study will commence in winter 2017 and result in one complete year of data collection.

FISCAL IMPACT:

This item is budgeted for in the current Measure A budget.

REVIEWED BY:

- | | |
|--|---|
| <input type="checkbox"/> Department of Finance | <input checked="" type="checkbox"/> N/A |
| <input type="checkbox"/> County Counsel | <input checked="" type="checkbox"/> N/A |
| <input type="checkbox"/> Human Resources | <input checked="" type="checkbox"/> N/A |

Government and External Affairs Coordinator Kevin Wright is the principal author of this report.

Respectfully submitted,



Max Korten
Acting Director