

6/28/11

TELEPHONE (n=400, RDD) AND ON-LINE
(n=6,294) SURVEY RESULTS

EBRPD Master Plan Update Surveys

MASTER 2010
P L A N 2011



East Bay 
Regional Park District
www.ebparks.org


STRATEGY
RESEARCH
INSTITUTE
An Institute for Consensus Building
www.sri-consulting.org

MASTER PLAN UPDATE 6/28/11

Quantifying the responses from the public surveys

The most recent and significant input for the identification of issues to be addressed in this update of the East Bay Regional Park District Master Plan was received through the Telephone and On-line surveys where 400 and 6,294 participants, respectively, provided their opinions to the Park District. The results of these two public surveys are very important to assure that the Park District is focusing its Master Plan Update efforts on issues of true significance to its users and constituents. Although both surveys contained the same questions, understanding the differences in these two types of surveys is essential to using this input to its greatest value. The following describes the two surveys and their differences:

The Telephone survey is a scientifically valid (Random Digit Dial) instrument that captures the opinions of 400 people, 200 in Contra Costa County and 200 in Alameda County which is the jurisdiction of the Park District. The survey was conducted by Strategy Research Institute, from December 30, 2010 to January 5, 2011 and has a sampling error of 4 – 5%. The findings of this survey are considered highly representative of the population from which the sample was drawn. This type of survey has been used by the Park District in the past and has proved to be extremely accurate in assessing voter responses to proposed ballot measures that support the growth and operation of the District.

The On-line survey was posted on the Park District website from January 24, 2011 to April 4, 2011 and captured the opinions of 6,294 people that may or may not live within the Park District's jurisdiction, but are interested enough in the priorities and operation of the Park District to take the time to answer the questions posed in the survey (15% of the On-line respondents live outside of the two counties that the Park District serves). Another important distinction from the telephone survey is that since participation in the On-line survey is completely open it is possible for special interest groups to "influence" the survey by tasking their members with flooding the survey with responses with a specific agenda in mind. However, although this is a possibility, this does not reduce the value or significance of these responses in helping the Park District determine the significant issues to be addressed in the update process. The presence and opinions of a special interest group are very valuable information for the Park District and can help to shape decisions on issues and they will be considered in that fashion.

The following report shows the results of the two surveys side-by-side and includes all of the responses received, except for the written responses to the questions asked. The written responses, especially for the On-line survey are quite lengthy and can be made available to those that are interested, upon request. Park District staff has been reviewing them and is considering them in the identification of update issues as well as the current and future operation of the Park District.

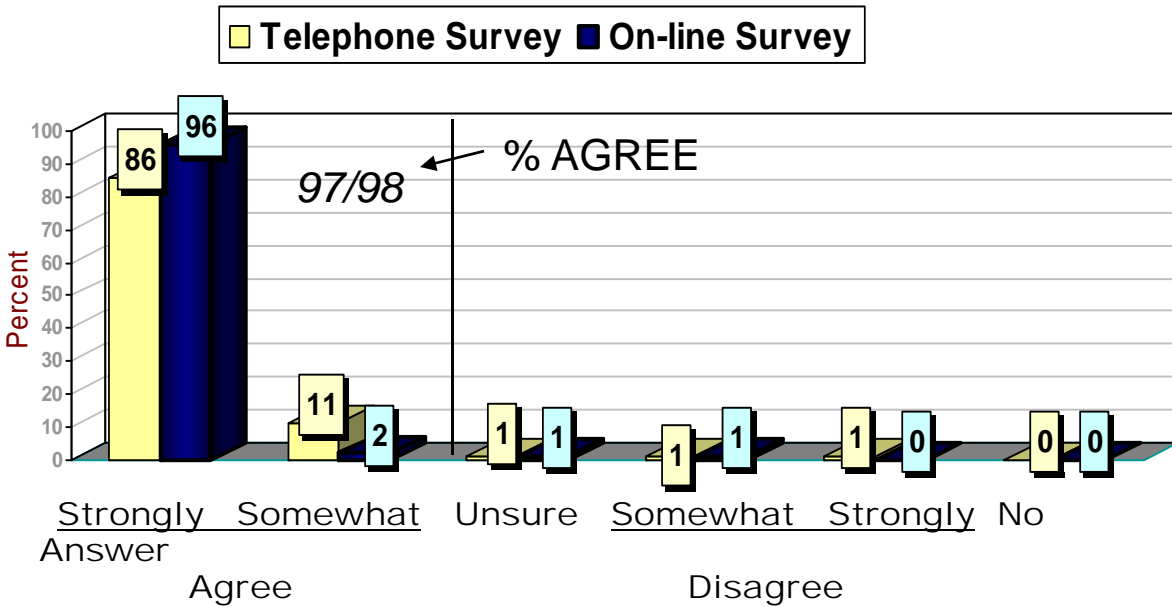
Thank you for your participation and continued interest in the Master Plan Update Process.

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Figure 1A
EBRPD Master Plan

Attitudes Relevant to EBRPD Master Plan

Question 1.1: The regional park system, consisting of recreational parks, picnic areas, wilderness areas and trails, is a *valuable public resource* and makes the East Bay a more desirable place to reside.



Question 1.2: The availability of regional parks, picnic areas, wilderness areas, open space, and trails provided by and through the EBRPD improves the *quality of life* for residents throughout Alameda and Contra Costa Counties.

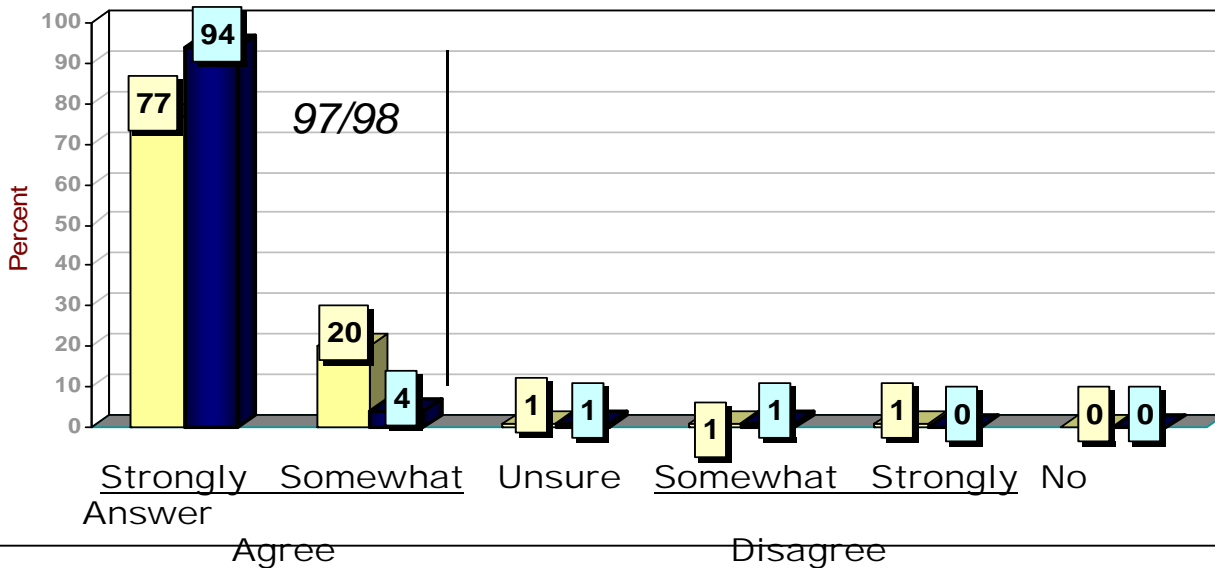
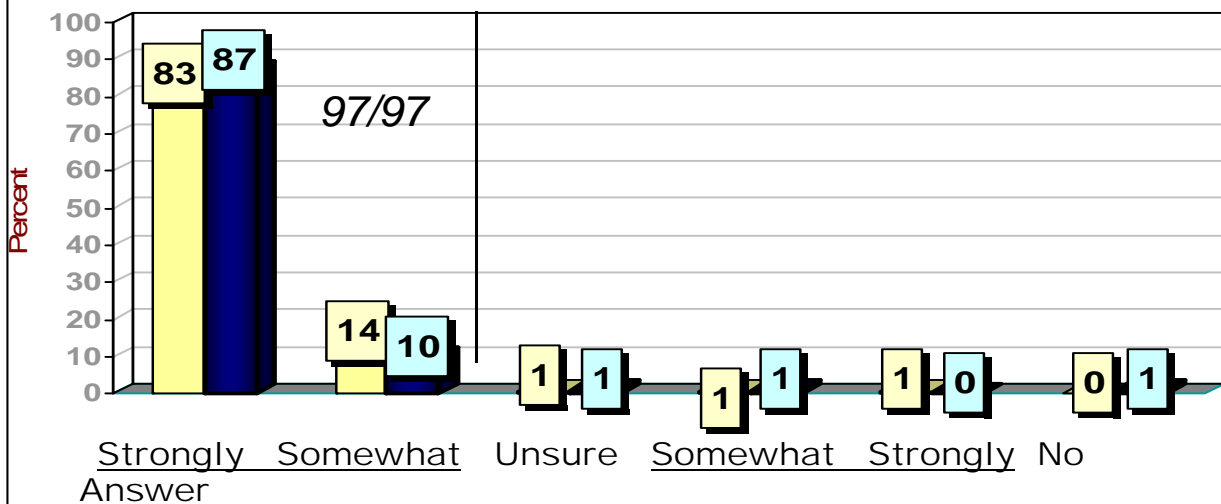


Figure 1B
EBRPD Master Plan

Attitudes Relevant to EBRPD Master Plan

Question 1.3: Regional parks and recreational facilities **MUST** be properly maintained for the present, as well as future, generations to use and enjoy.

■ Telephone Survey ■ On-line Survey



Question 1.4: District officials should place a high priority on Environmental Maintenance.

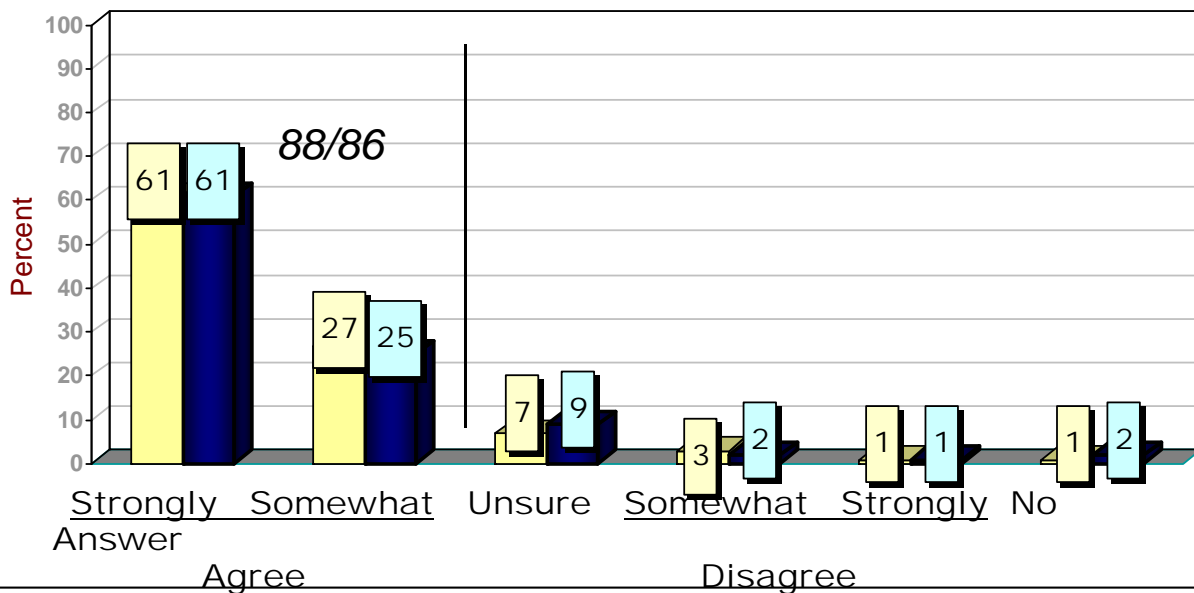
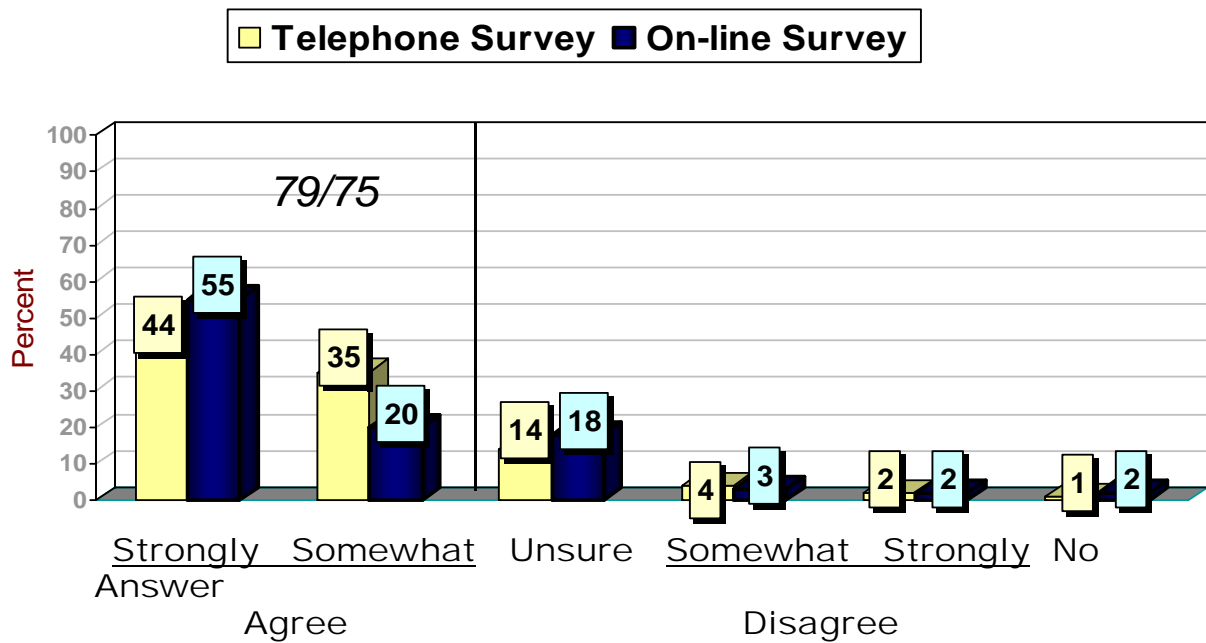


Figure 1C
EBRPD Master Plan

Attitudes Relevant to EBRPD Master Plan

Question 1.5: Social equity is a core value to the EBRPD; clearly, the District is well known for making a concerted effort to accommodate the needs and desires of people in ALL levels of income and ALL ethnic groups who reside in Alameda and Contra Costa Counties.



Question 1.6: The regional parks, recreation facilities and amenities, and regional trails provided through the EBRPD are ideal for being incorporated into one's daily or weekly routine; thereby, contributing to one's overall health and wellness.

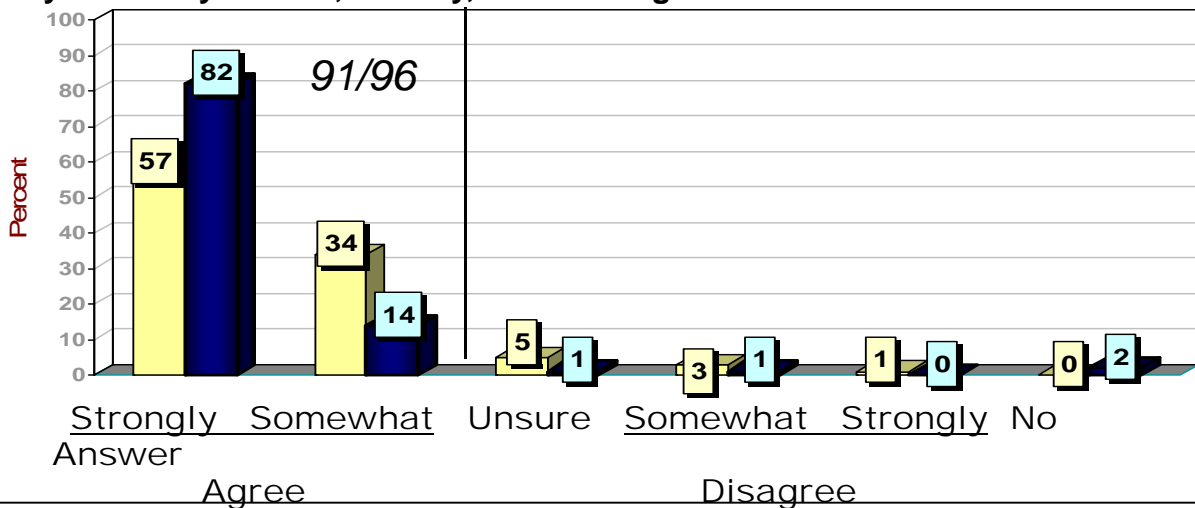
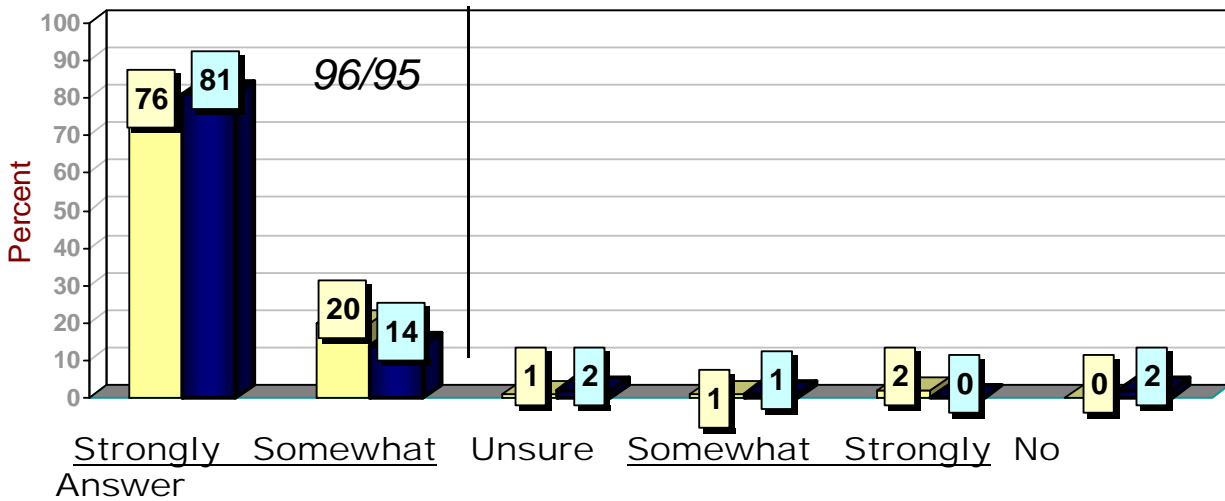


Figure 1D
EBRPD Master Plan

Attitudes Relevant to EBRPD Master Plan

Question 1.7: Proper maintenance of existing parklands, trails and recreation facilities should continue to be a top priority for the EBRPD.

■ Telephone Survey ■ On-line Survey



Question 1.8: The network of regional parks and trails made available through the EBRPD increases property values throughout the East Bay.

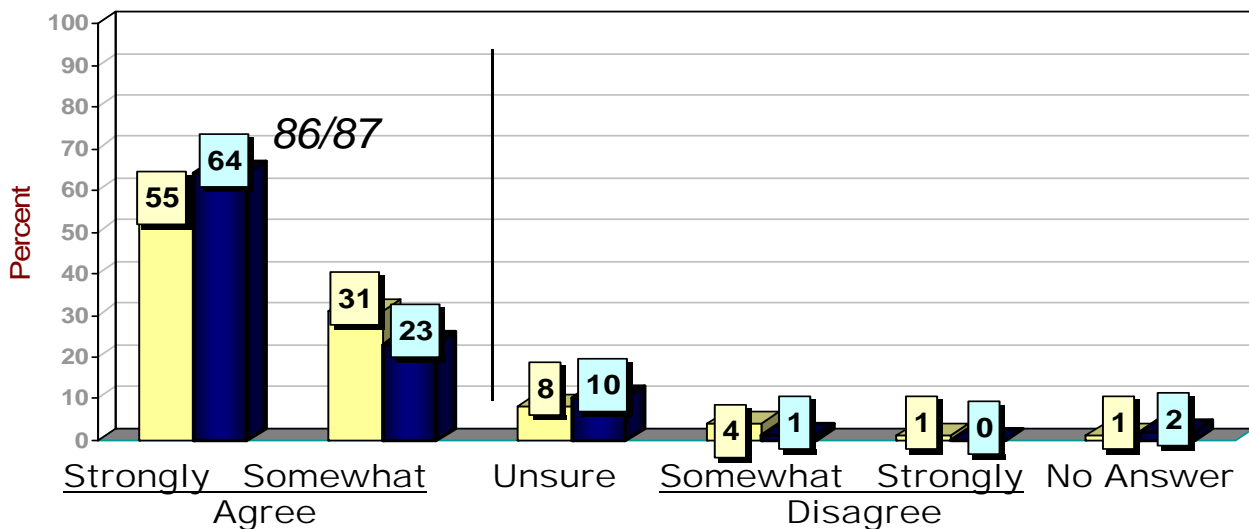
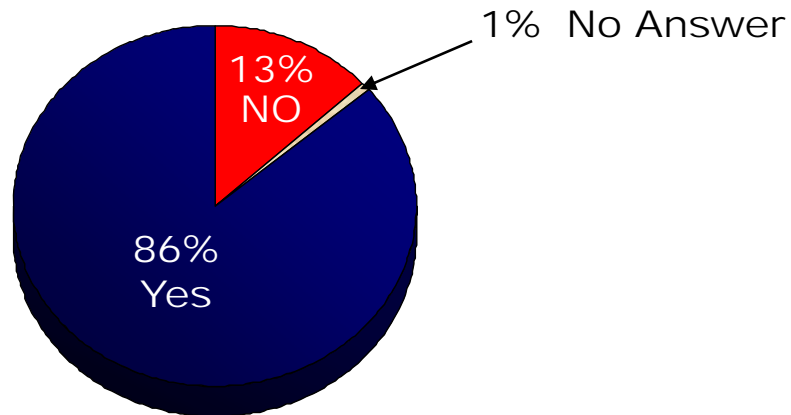


Figure 2A
EBRPD Master Plan

Exercise Part of Regular Routine?

Question 2.1: Do you make exercise part of your regular routine...either in your home, outside your home, in an exercise studio, or in the outdoors?

Telephone Survey



On-line Survey

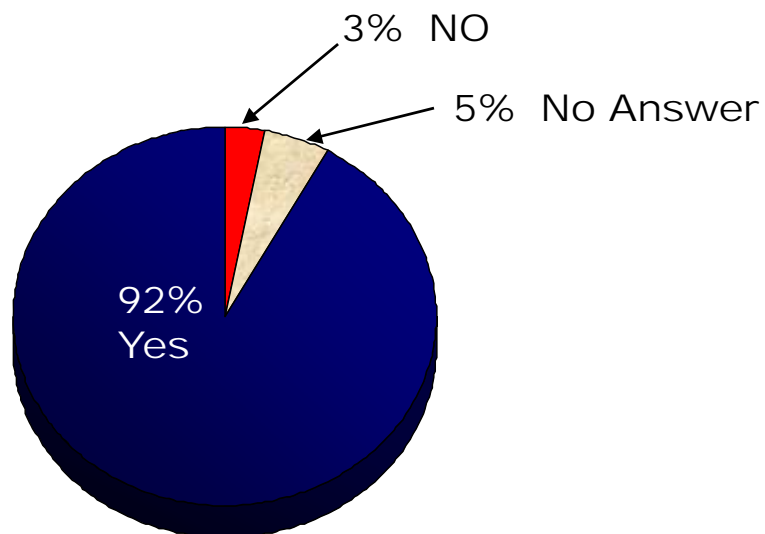


Figure 2B
EBRPD Master Plan

Exercise & Activities Part of Routine

Question 2.2 Series

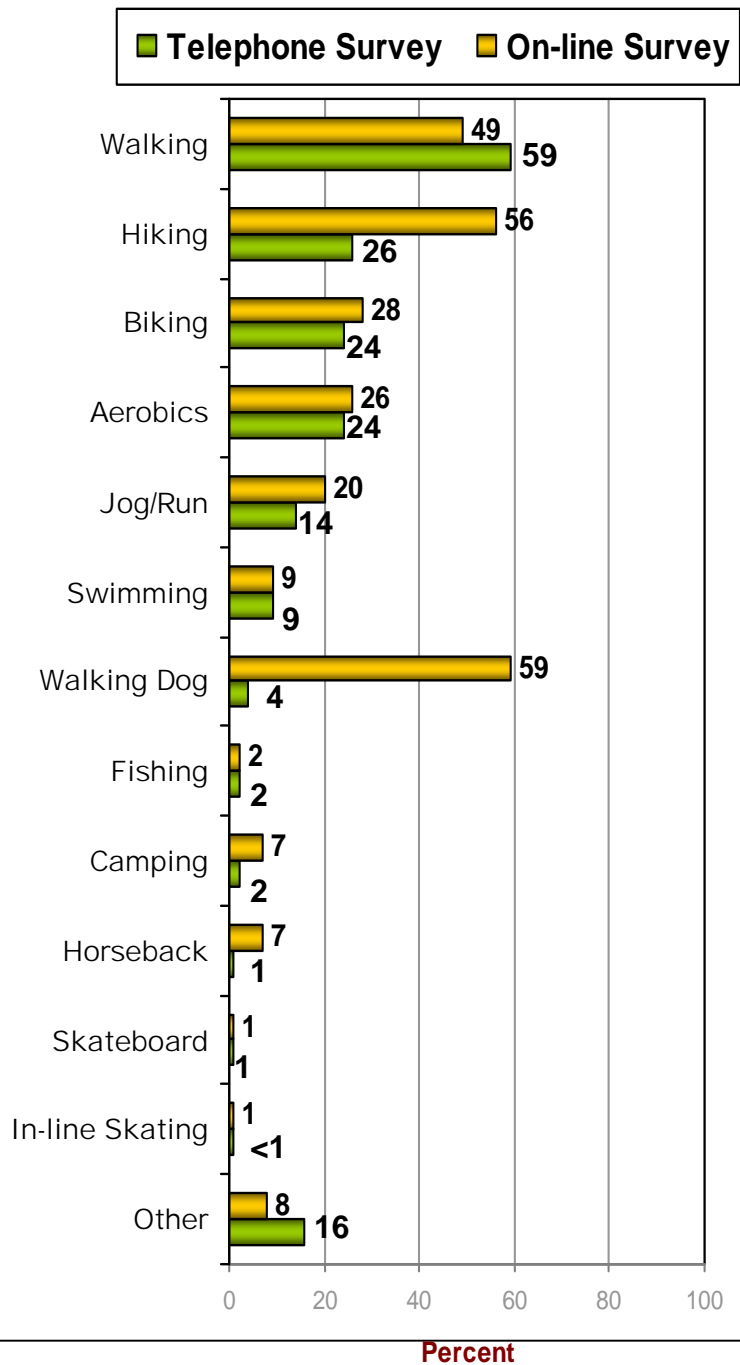


Figure 2C
EBRPD Master Plan

Number Days Per Week Exercise

Question 2.3: How many days each week is exercise a part of your regular routine?

■ Telephone Survey ■ On-line Survey

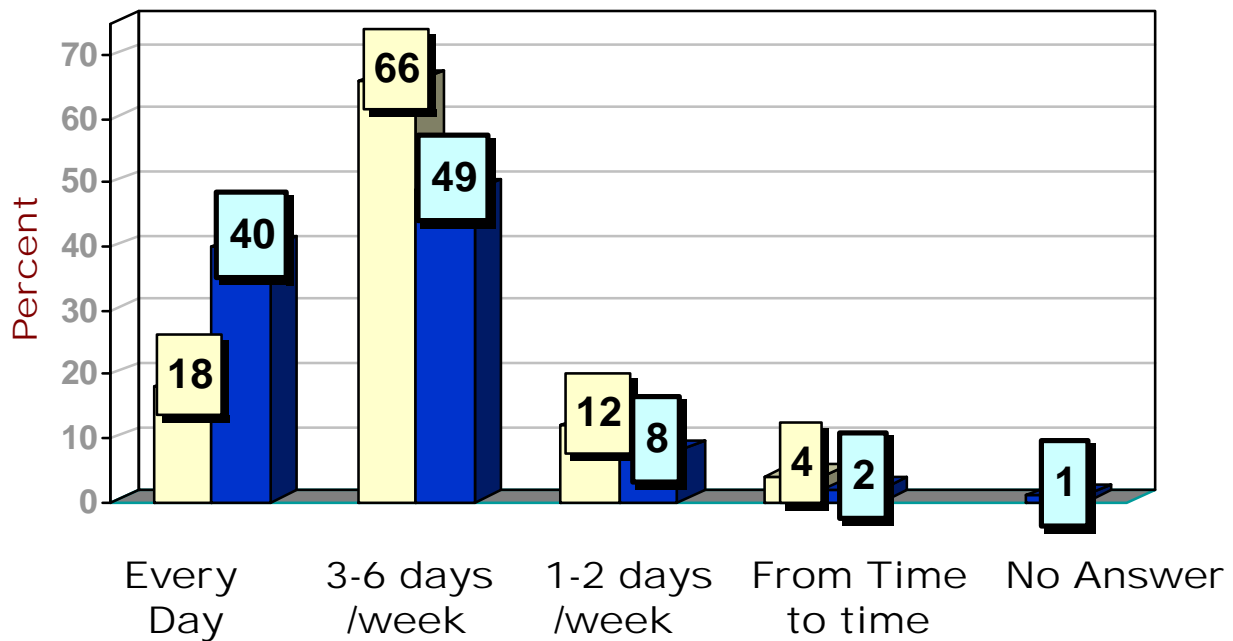


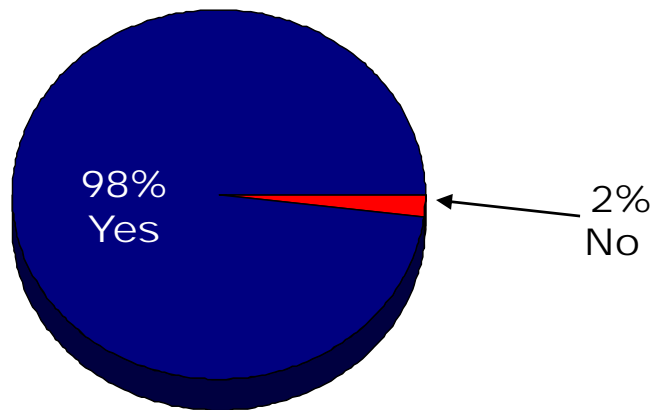
Figure 3
EBRPD Master Plan

Aware of...

East Bay Regional Park District

Question 3.0: Before the present interview, were you aware of the existence of the East Bay Regional Park District?

Telephone Survey



On-line Survey

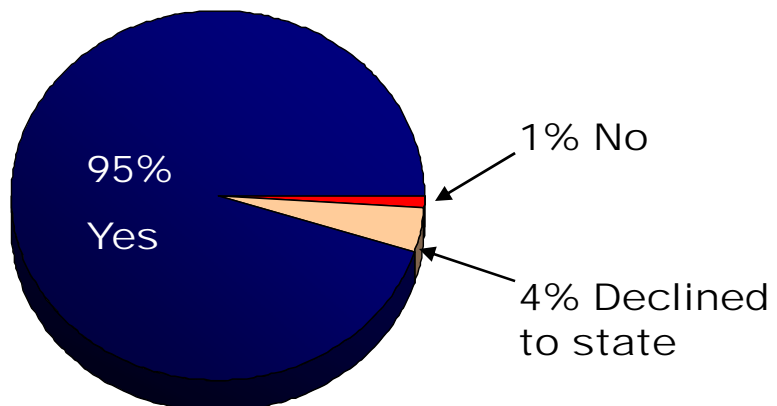
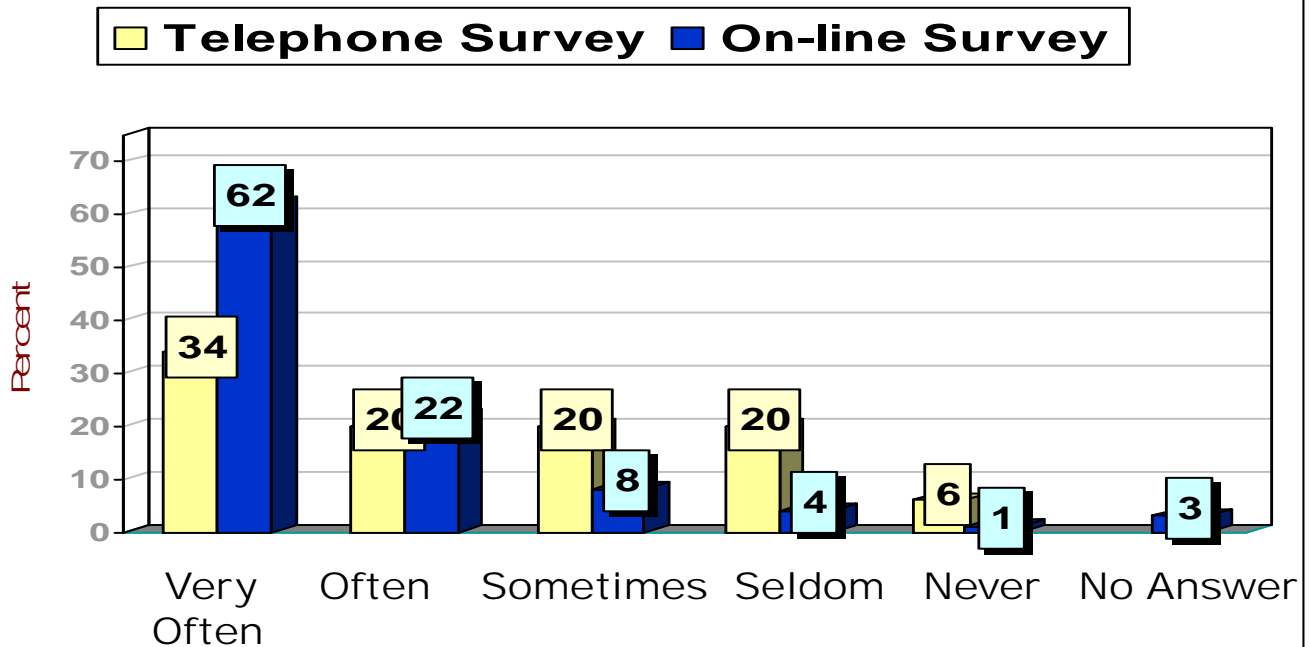


Figure 4A
EBRPD Master Plan

How Often Do You Use or Visit EBRPD Parks, Trails or Recreation Facilities?

Question 4.1: Approximately *how often* do you, or members of your household, use or visit one or more of the East Bay regional parks, trails, or recreation facilities?



Top Five Parks Visited: (Telephone)

21%	Tilden
18%	Livermore
9%	Redwood
9%	Mt. Diablo
8%	Briones

Top Five Parks Visited: (On-line)

24%	Redwood
23%	Tilden
13%	Chabot
11%	Briones
10%	Pt. Isabel

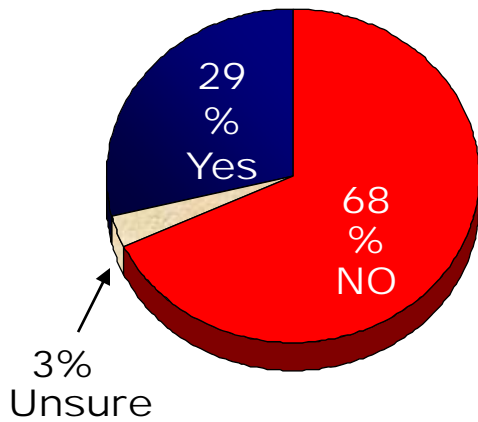


Figure 4B
EBRPD Master Plan

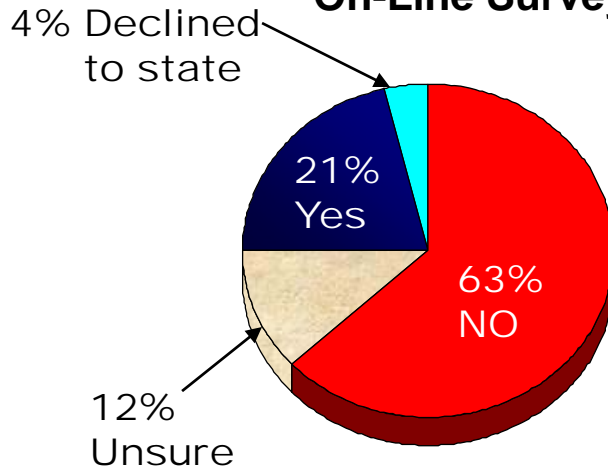
Attended Class or Program?

Question 4.2: Have you, or anyone in your family, attended a CLASS or PROGRAM sponsored by the East Bay Regional Park District? Specifically, have you attended an educational or interpretive program, naturalist program, or recreation program at any of the East Bay Regional Park District facilities?

Telephone Survey



On-Line Survey



Telephone Survey

Top Five Classes or Programs:

- 8% Nature programs
- 3% Hiking
- 2% Tilden Farm
- 2% Black Diamond
- 2% Recreation programs

On-line Survey

Top Five Classes or Programs:

- 20% Nature programs
- 13% Tilden Farm
- 11% Hiking
- 8% Bird watching
- 6% Events and Misc.



Figure 5
EBRPD Master Plan

Barriers to Usage

Question 5 Series

Major + Minor Barrier

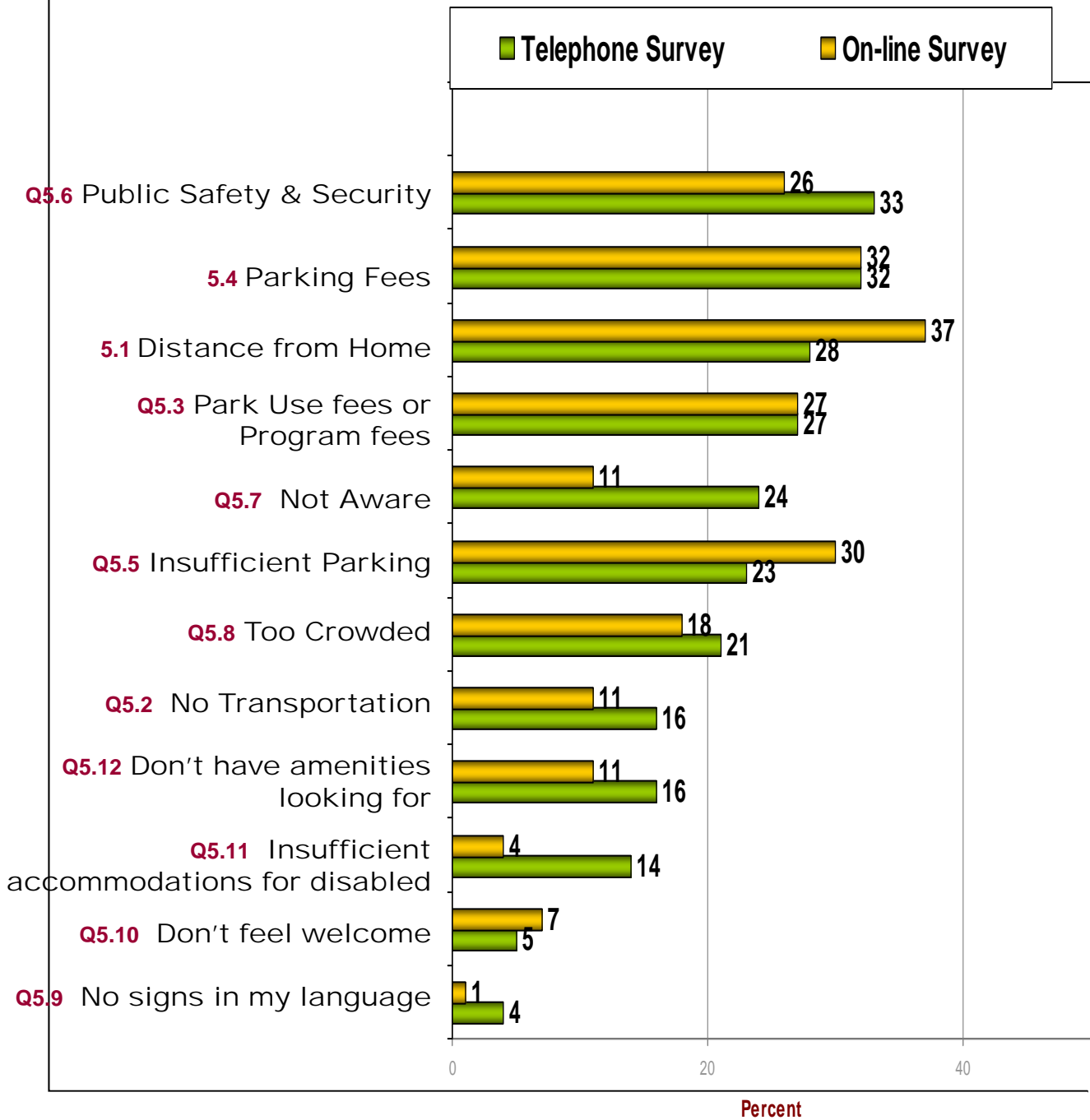


Figure 6
EBRPD Master Plan

Satisfaction with Regional Parks, Recreation Facilities & Trails

Question 6 Series

Extremely + Somewhat Satisfied

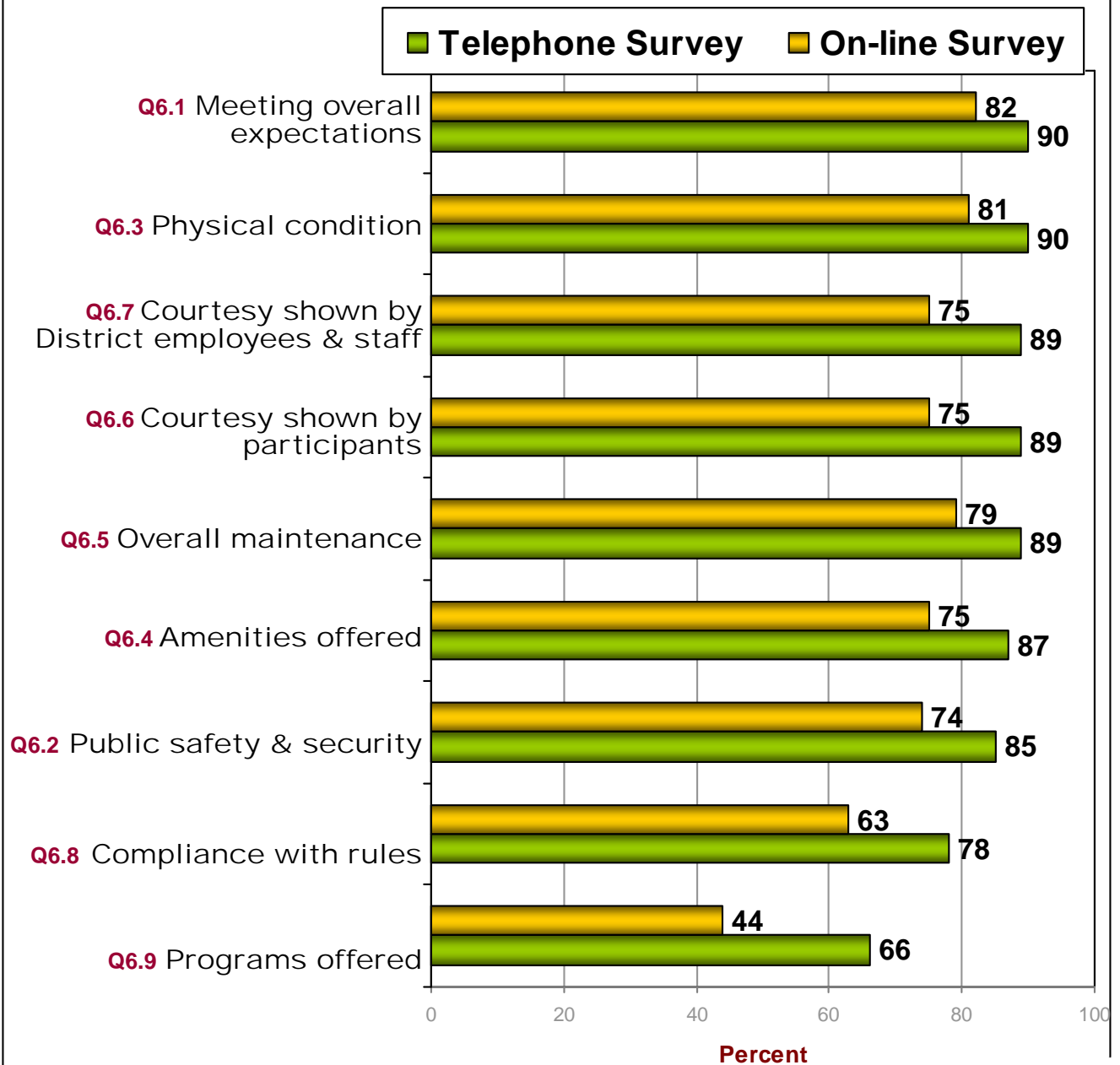
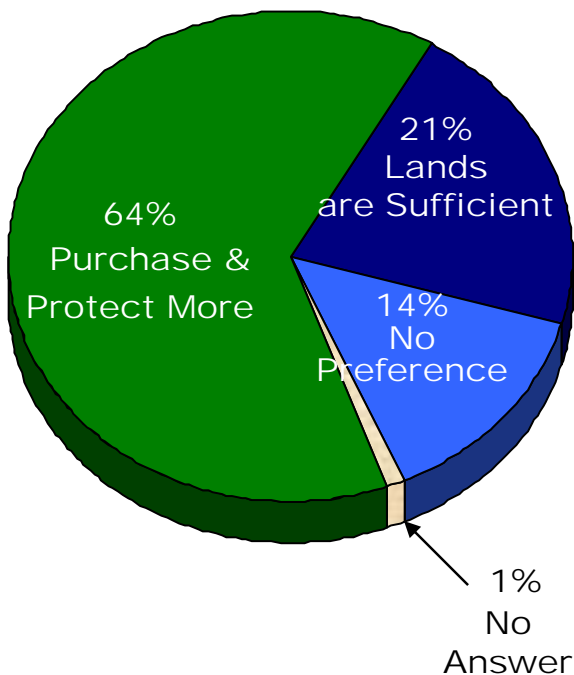


Figure 7
EBRPD Master Plan

District has Enough Property vs. Need to Purchase More Property

Question 7.0: With over 100,000 acres of land, 65 regional parks, and over 1,100 miles of trails...some people argue that the land holdings for the East Bay Regional Park District are sufficient; there is no need to purchase more land. Other people argue that there is a very real NEED to purchase and protect more undeveloped land and open spaces, especially since there is not a great deal of this land left in Alameda and Contra Costa Counties. If District officials were forced to make a choice between the two alternatives, which alternative should be given HIGHER priority.

Telephone Survey



On-line Survey

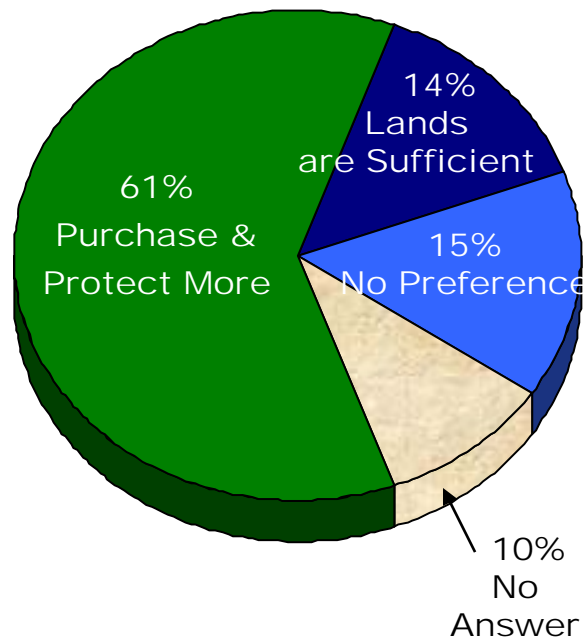
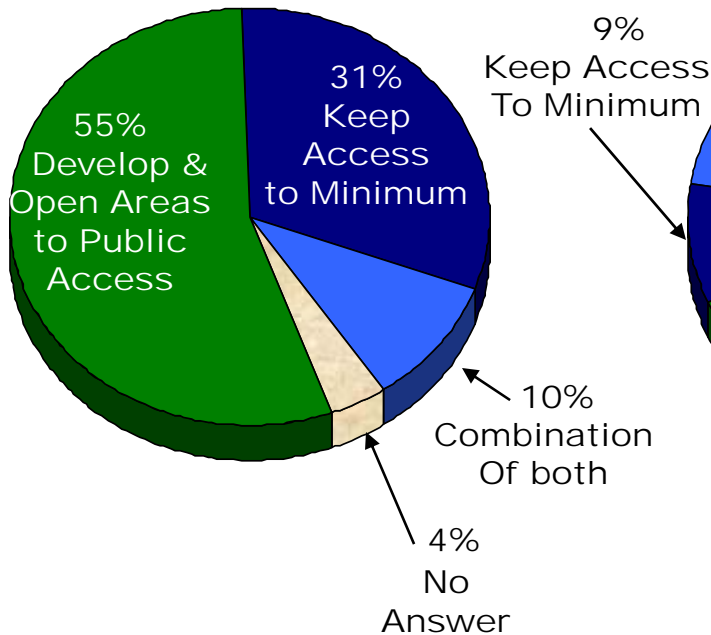


Figure 8
EBRPD Master Plan

Protect Open Space vs. Develop & Open Areas to Public Access

Question 8.0: Do you feel the Park District should place a higher priority on the purchase and protection of undeveloped open space and wildlife areas, keeping visitor access to a minimum; or do you believe the available funds would be better spent developing and opening up more of the existing parklands for public access, thereby enhancing public visitation and recreational activities?

Telephone Survey



On-line Survey

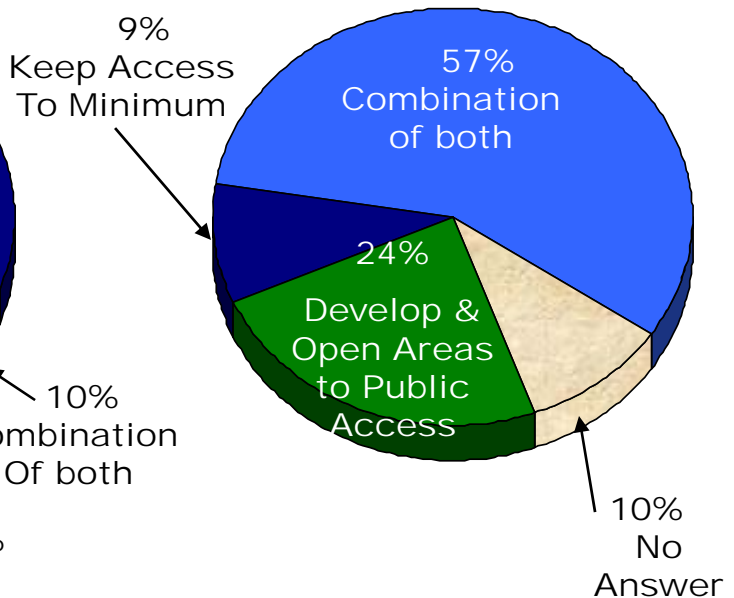
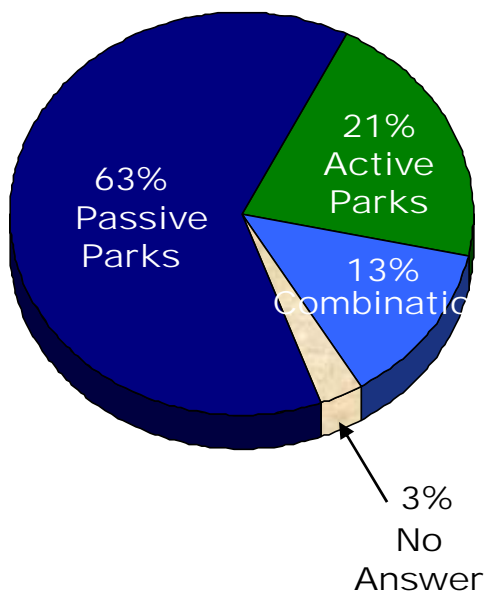


Figure 9
EBRPD Master Plan

Active vs. Passive

Question 9.0: The District is working on long-range planning. Toward that end, District officials are interested in knowing what types of regional park facilities residents within its service area prefer. For example, they would like to know whether you would prefer that they develop more “active” parks that include playgrounds and TOT lots and facilities for biking, swimming, boating and-the-like; or would you prefer the focus be on more “passive” park facilities, such as hiking & walking trails, environmental education programs, and a greater emphasis on natural resource management and the protection of the limited open spaces that remain in the East Bay?

Telephone Survey



On-line Survey

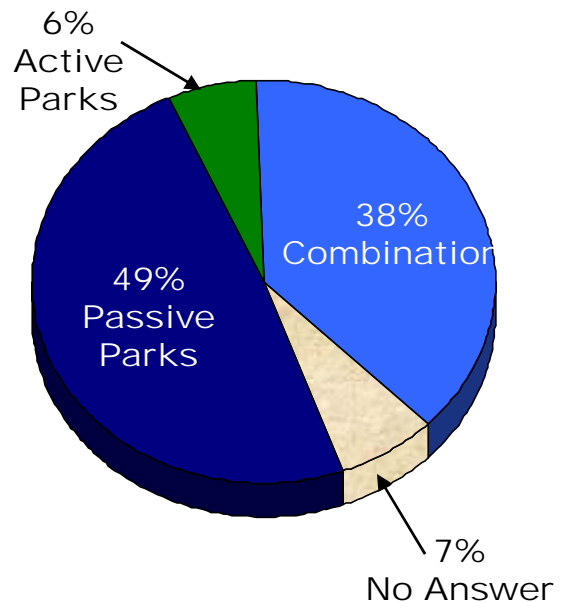


Figure 10
EBRPD Master Plan

What Priority Should be Placed on Addressing Global Warming

Question 10.0: What priority should East Bay Regional Park District officials place on taking DELIBERATE steps to address global warming and related as opposed to letting nature take its course?

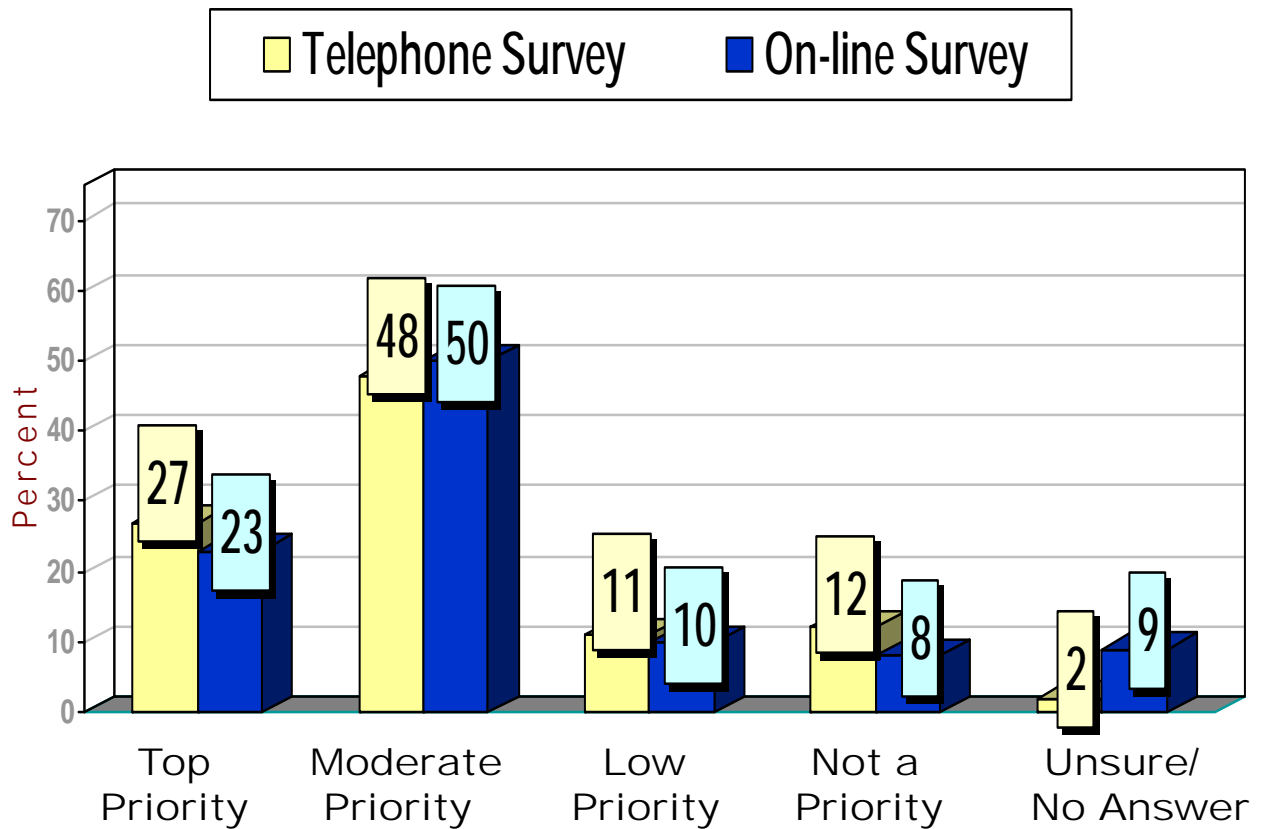
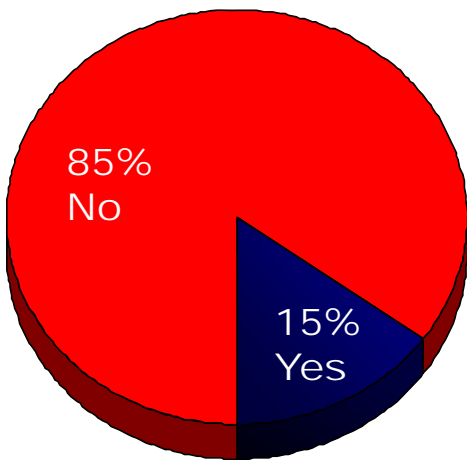


Figure 11
EBRPD Master Plan

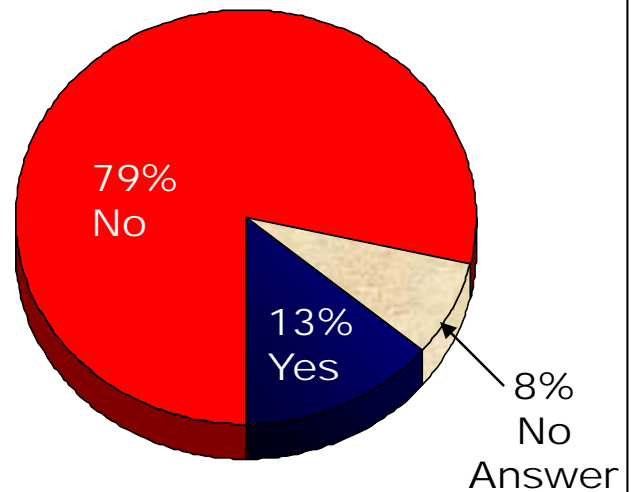
Healthy Parks, Healthy People

Question 11.1: Before today, were you aware of the Healthy Parks, Healthy People movement?

Telephone Survey

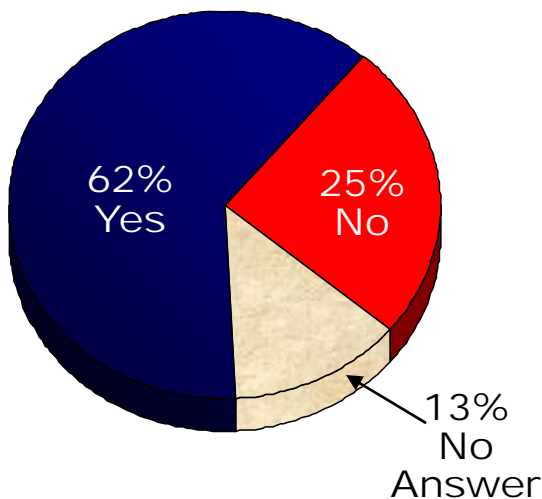


On-line Survey



Question 11.2: Based upon the description of the Healthy Parks, Healthy People movement that I shared with you, would you recommend that the EBRPD get involved with this international movement by taking a leadership role in the movement here in the United States?

Telephone Survey



On-line Survey



Figure 12A
EBRPD Master Plan

Spending Priorities

Passive Activities

Question 12.1 Series – Top 10 Passive Activities

High + Medium Priority

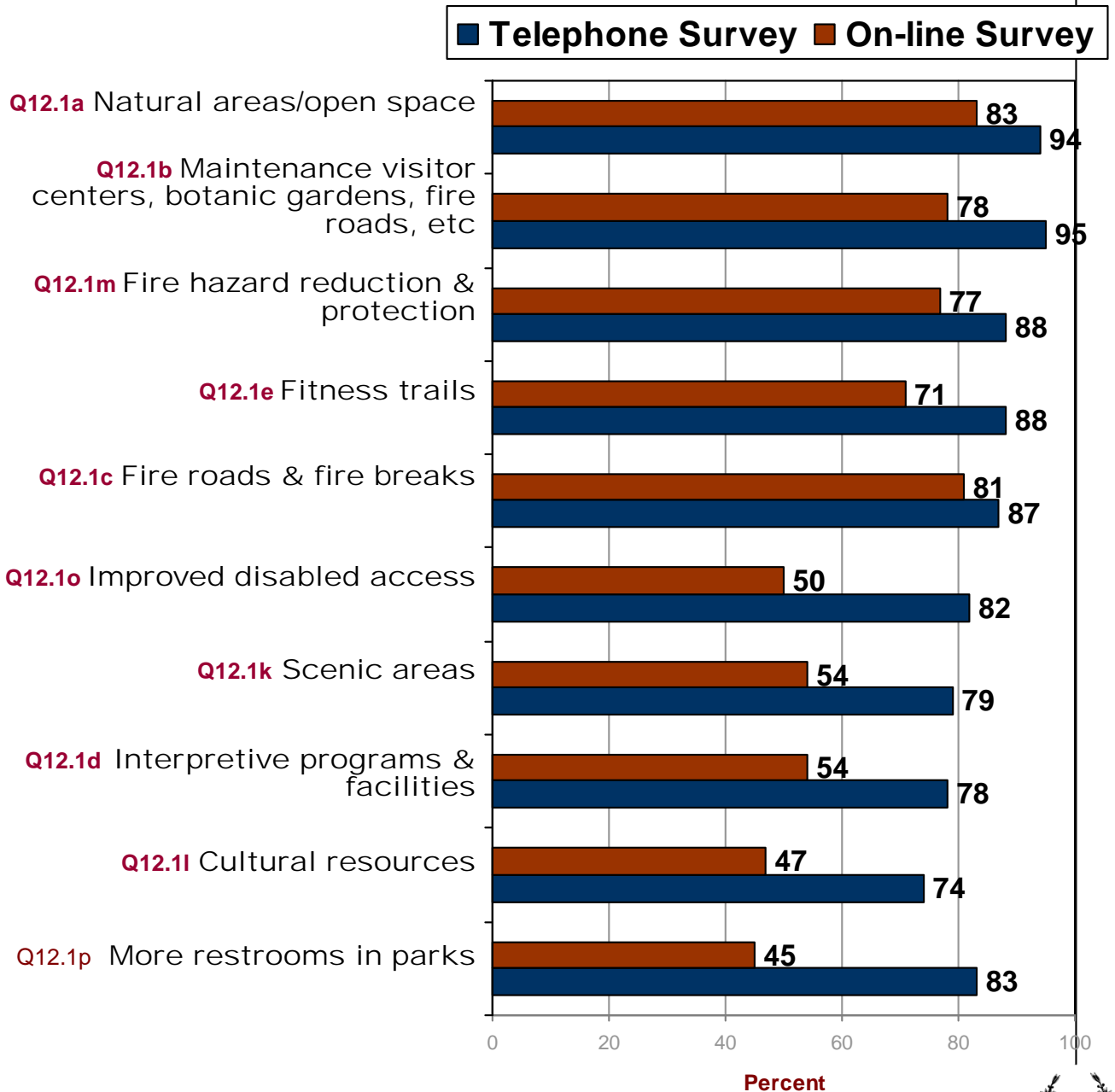


Figure 12B
EBRPD Master Plan

Spending Priorities Passive Activities

Question 12.1 Series – Bottom 6 Passive Activities

High + Medium Priority

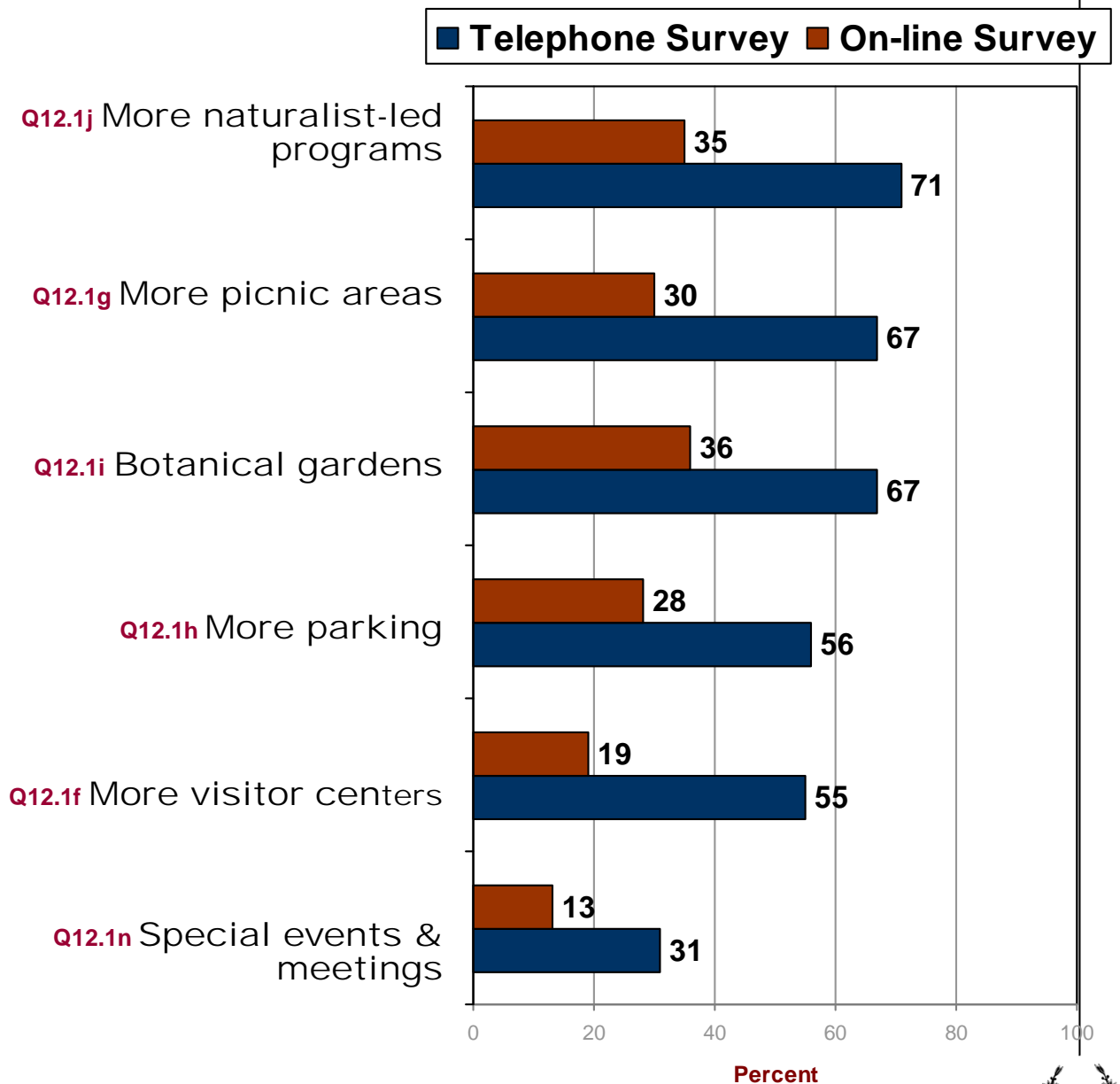


Figure 12C
EBRPD Master Plan

Spending Priorities Active Activities

Question 12.2 Series

High + Medium Priority

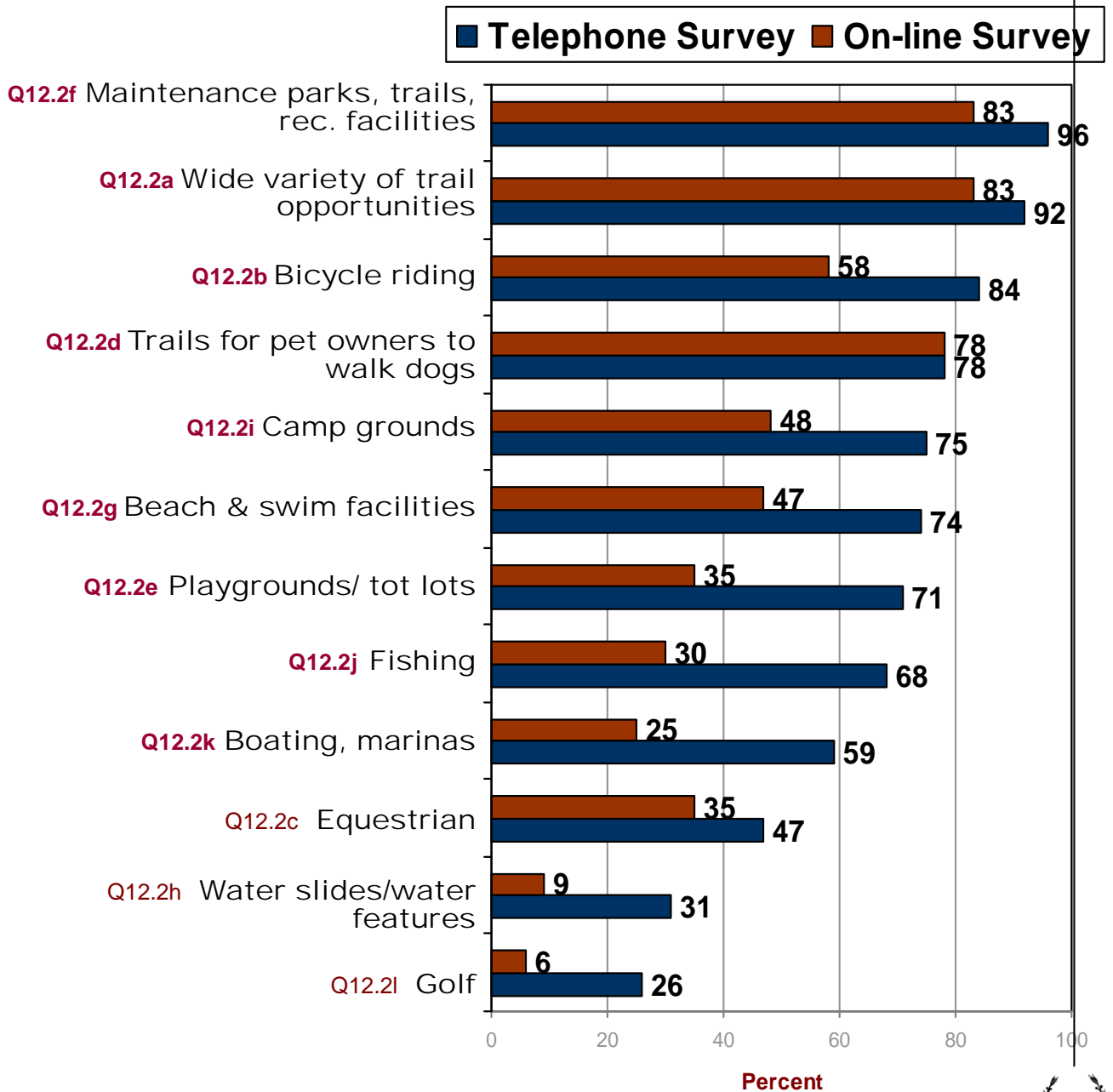
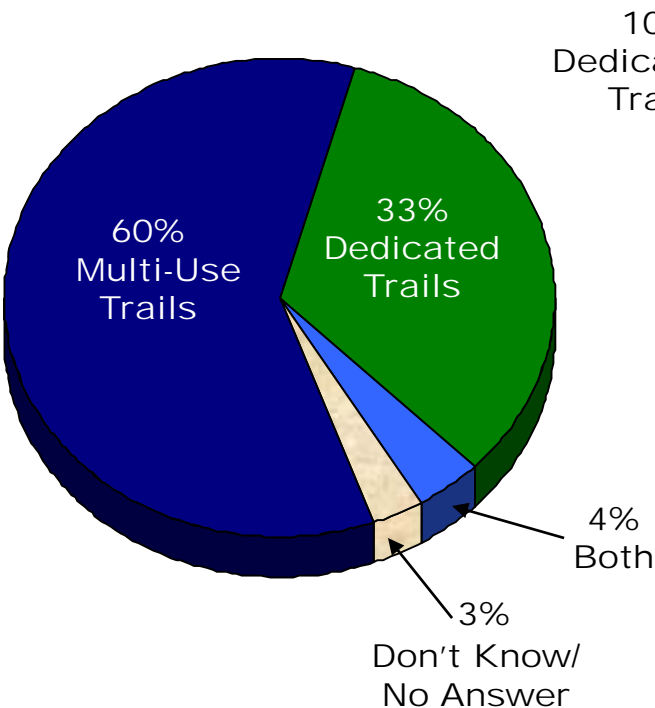


Figure 13
EBRPD Master Plan

Priority: Dedicated Trails vs. Multi-Use Trails

Question 13.0: I'd like to ask your opinion regarding dedicated trails compared to multi-use trails; specifically, trails that are dedicated to a single use, such as bicycle riding or hiking vs. a multi-use trail that is designed to be shared by people riding a bike, hiking, or walking their dogs, riding a horse, what-have-you. Which of the two types of trails do you think should be given HIGHER PRIORITY; trails that are DEDICATED to a single use, or MULTI-USE TRAILS?

Telephone Survey



On-line Survey

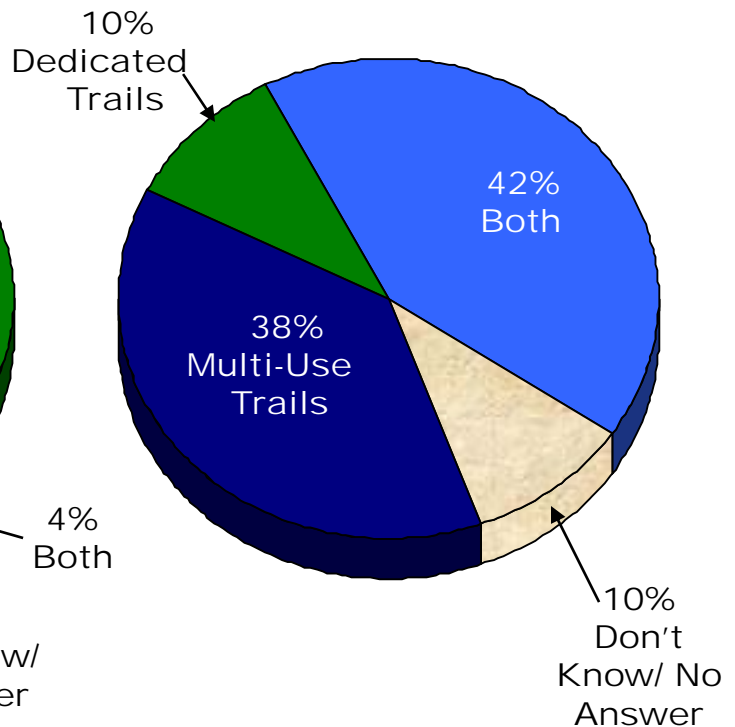


Figure 14
EBRPD Master Plan

Types of Trails Preferred

Question 14.1: Now, I'd like to focus on specific types of trails; some are dedicated and others are multi-use trails. We'll use the same scale as we did a few moments ago. After I read each type of trail, please tell me what level of priority you think District officials should assign to this type of trail...high priority, medium priority, low priority, or not at all a priority.

High + Medium Priority

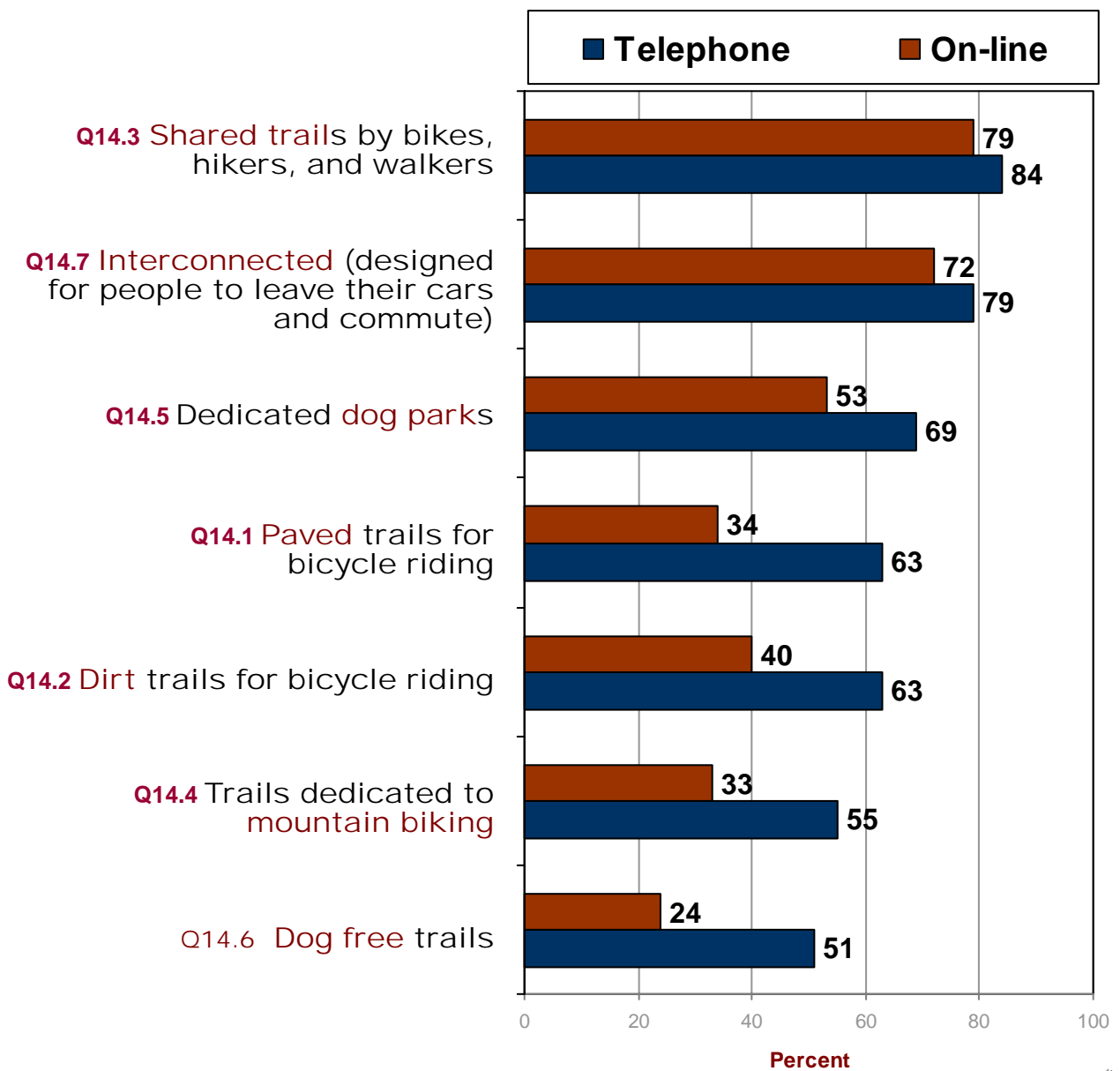
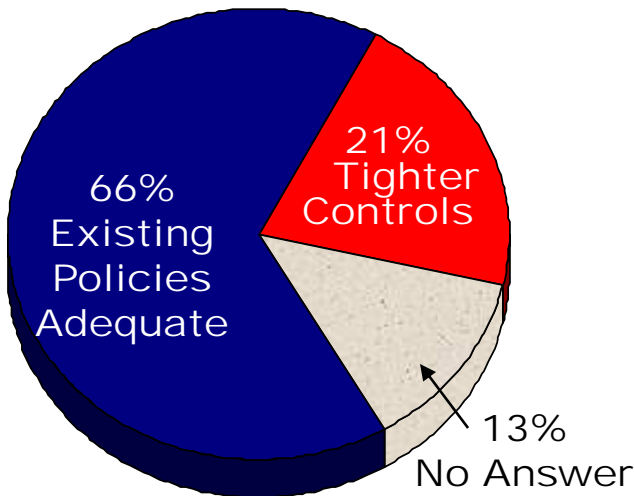


Figure 15A
EBRPD Master Plan

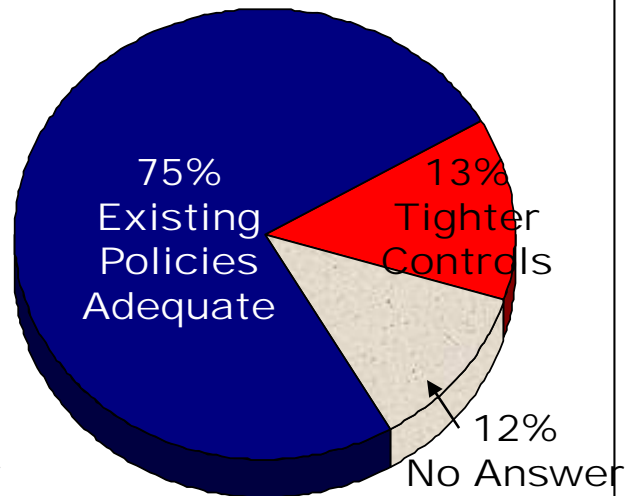
Policies Related to Dog Parks

Question 15.1: To the best of your knowledge, are the policies that allow dogs in East Bay Regional Park District parks and trails ADEQUATE, or should there be tighter controls placed on dogs?

Telephone Survey

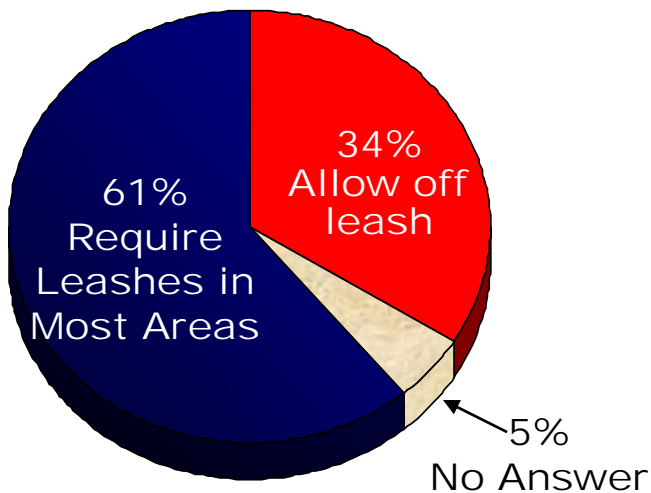


On-line Survey



Question 15.2: Should the District continue its present policy of allowing dogs "off-leash" in most areas of the regional parks and trails; or, should leashes be required in most areas of parks and trails, such as multi-use trails that are SHARED by bikers, hikers, horseback riders, and casual walkers?

Telephone Survey



On-line Survey

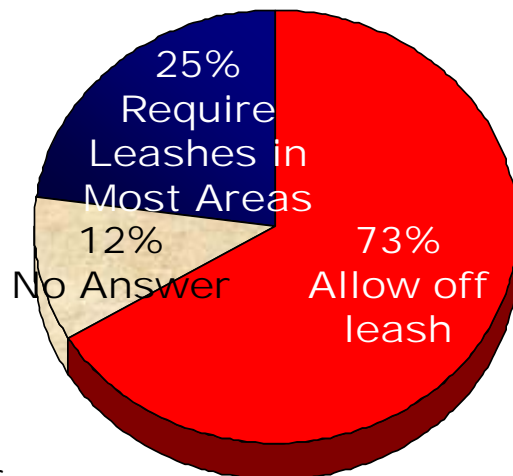


Figure 16A
EBRPD Master Plan

EBRPD Officials Have Been Very **Responsible**

Question 16.1: Officials of the East Bay Regional Park District have been very **responsible** in the way they have invested the tax dollars on behalf of residents throughout the East Bay.

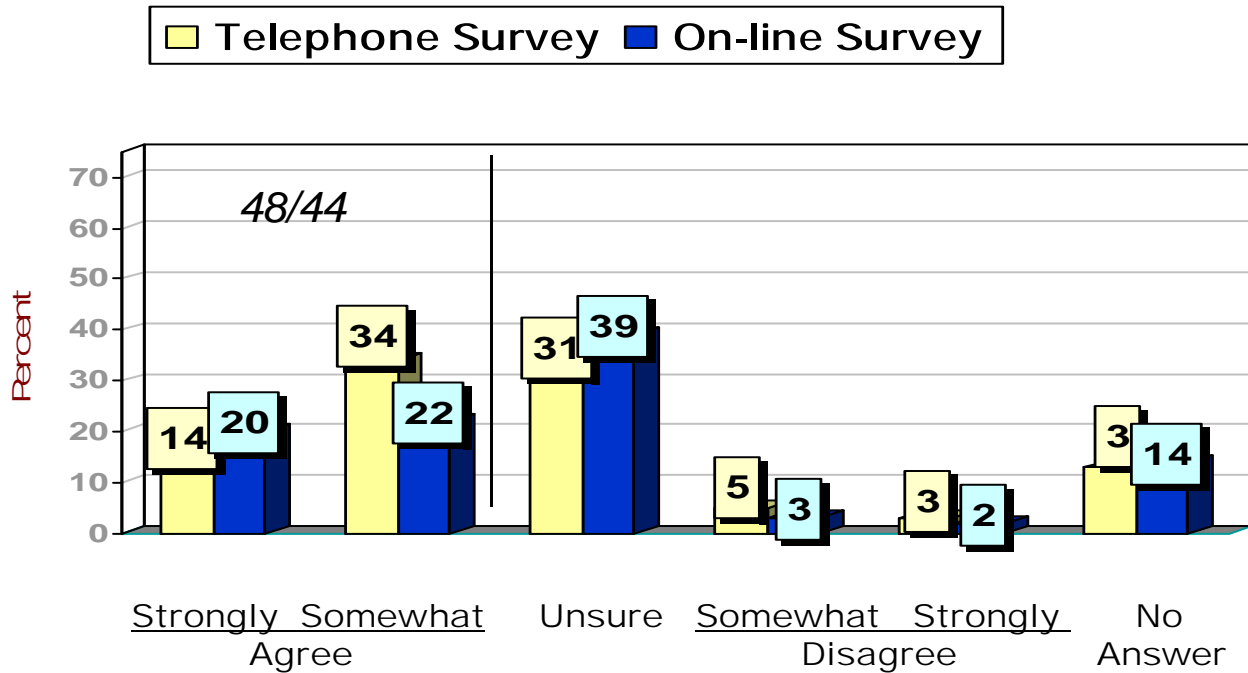


Figure 16B
EBRPD Master Plan

EBRPD Officials are Extremely **Accountable**

Question 16.2: East Bay Regional Park District officials are extremely **accountable**. For example, they adhere to all the appropriate auditing procedures in order to protect our tax dollars from any form of abuse or misuse.

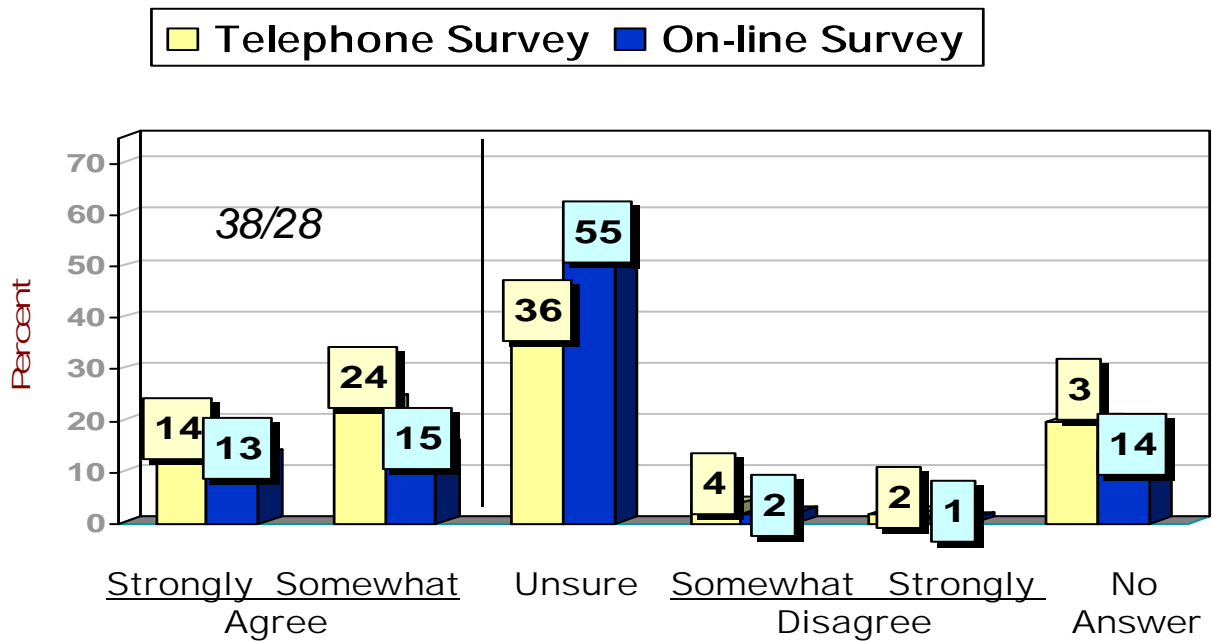


Figure 16C
EBRPD Master Plan

EBRPD Officials are Trustworthy

Question 16.3: Officials of the East Bay Regional Park District are trustworthy and, through the years, have demonstrated high levels of integrity.

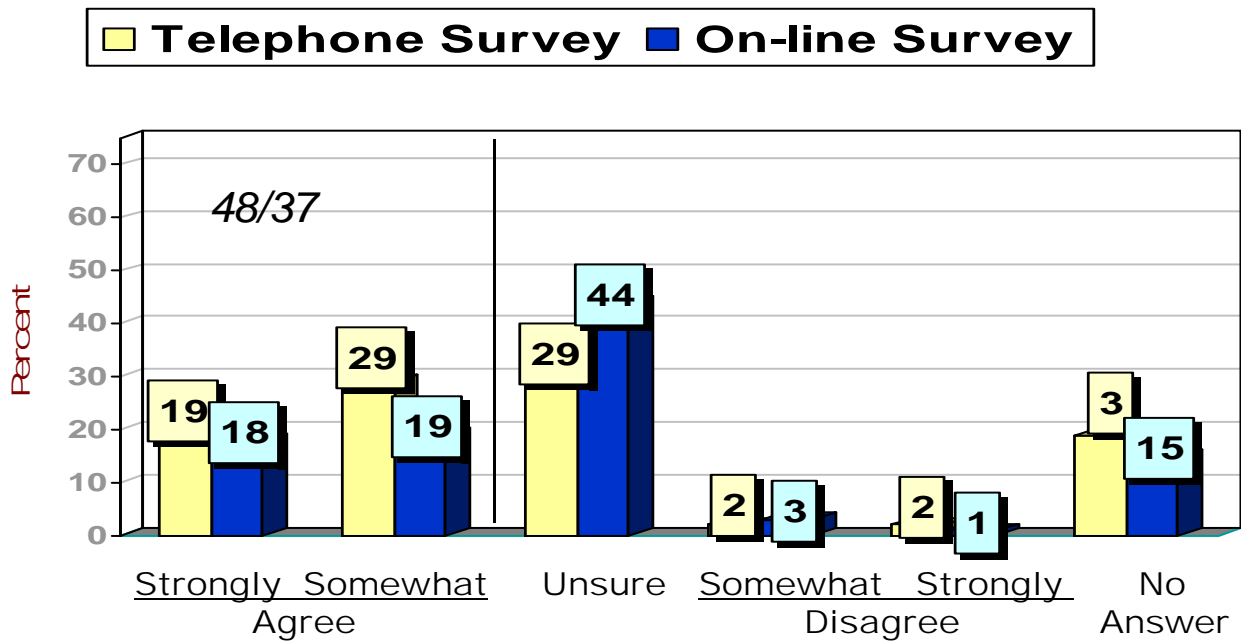


Figure 16D
EBRPD Master Plan

EBRPD Officials Never Exaggerate about the Need for Money

Question 16.4: Officials of the East Bay Regional Park District **never exaggerate** about the need for money, therefore, I would almost always support a reasonable tax increase for the East Bay Regional Park District.

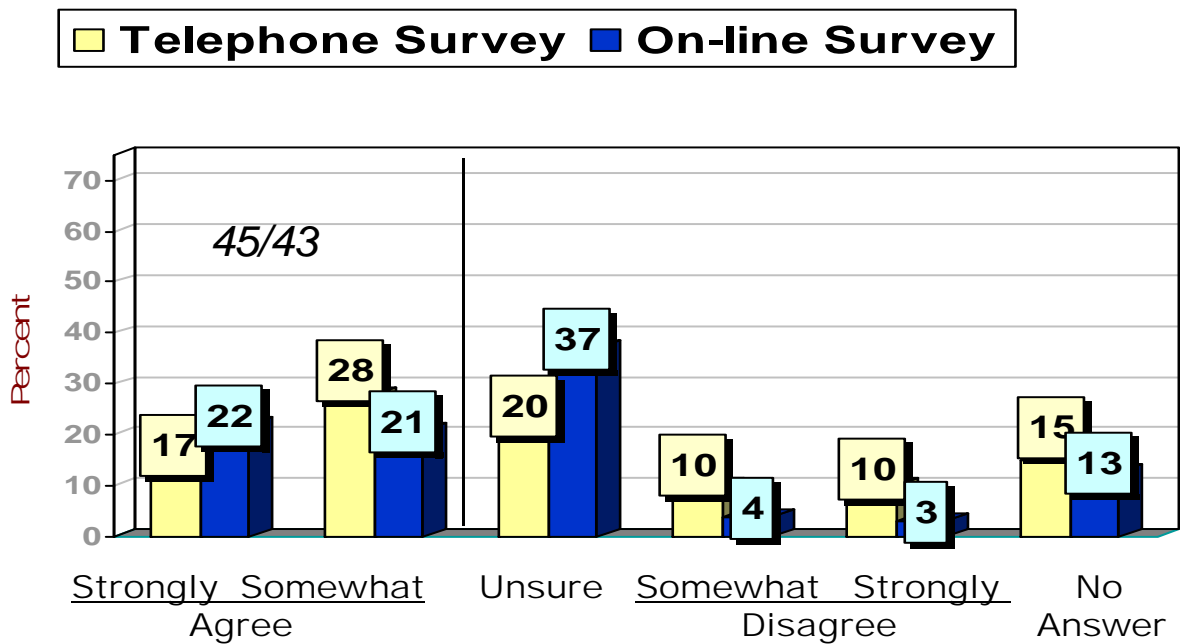


Figure 17A
EBRPD Master Plan

Demographics

Length of Residency

	Telephone	On-line
0-5 yrs	3%	12%
6-10 yrs	7%	25%
11-25 yrs	26%	11%
Over 25 yrs	63%	42%
No Answer	1%	10%

Number of Children at Home (<18)

	Telephone	On-line
None	68%	67%
One	13%	11%
Two	11%	10%
Three/more	6%	2%
No Answer	2%	10%

Education

	Telephone	On-line
Less High	0%	0%
High School	8%	2%
Some College	21%	10%
College Grad	39%	34%
Grad School	30%	44%
No Answer	2%	10%

Income

	Telephone	On-line
Under \$25K	5%	2%
\$25-50K	11%	8%
\$50-\$75K	18%	11%
\$75-100K	14%	15%
Over \$100K	35%	38%
No Answer	17%	26%

Age

	Telephone	On-line
18-30	1%	2%
31-40	6%	12%
41-50	27%	33%
51-65	36%	34%
Over 65	29%	9%
No Answer	1%	10%

Ethnicity

	Telephone	On-line
Caucasian	59%	68%
Hispanic	15%	3%
Asian	11%	4%
Black	9%	1%
Filipino	1%	1%
Nat Am	0%	1%
Other	4%	3%
No Answer	3%	19%



Figure 17B
EBRPD Master Plan

Demographics

Gender

	Telephone	On-line
Male	42%	30%
Female	58%	57%
No Answer		13%

Registered to Vote

	Telephone	On-line
Yes	95%	87%
No	4%	2%
No Answer	1%	11%

Home Ownership

	Telephone	On-line
Own	88%	72%
Rent	10%	16%
No Answer	2%	12%

You Describe Yourself As

	Telephone	On-line
Liberal	19%	45%
Moderate	38%	28%
Conservative	36%	6%
No Answer	7%	21%

Own One or More Dogs

	Telephone	On-line
Yes	39%	65%
No	60%	24%
No Answer	1%	11%

What County Do You Reside In

	Telephone	On-line
Alameda	50%	60%
Contra Costa	50%	25%
Other		15%

