Santa Clara County’s regional park system showcases an elegant balance between resource protection and public access to some of the most beautiful and important landscapes in California. Providing County residents and visitors with exceptional outdoor recreation experiences is a top priority for the Santa Clara County Parks and Recreation Department.

- 65% of visitors visit a County Park more than once a week
- 94% of users are satisfied with their experience in the Parks
- 55% say Hike, Walk or Jog is their most common Park activity
- 90% agree that County Parks is doing a great job
- 44% of visitors travel less than 3 miles to visit a county park
- 52% of our visitors choose County Parks over other park options
County Parks are for Everyone

County park users reflect the diversity of Santa Clara County – visiting from nearby and around the world.

12% of County Park visitors are from outside the county

58% of visitors over 50 use parks to improve health

For over six decades, the Department has managed its impressive network of public parkland to be responsive to public expectations regarding the role of parks in public health, changes in recreation demand, and the importance of natural resource protection.

<table>
<thead>
<tr>
<th>GENDER</th>
<th>2018 Survey</th>
<th>Census Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men Surveyed</td>
<td>47%</td>
<td>50%</td>
</tr>
<tr>
<td>Women Surveyed</td>
<td>49%</td>
<td>50%</td>
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</table>

<table>
<thead>
<tr>
<th>YEARS OF AGE</th>
<th>2018 Survey</th>
<th>Census Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>age 15-24</td>
<td>7%</td>
<td>15%</td>
</tr>
<tr>
<td>25-44</td>
<td>37%</td>
<td>38%</td>
</tr>
<tr>
<td>45-64</td>
<td>39%</td>
<td>32%</td>
</tr>
<tr>
<td>65+</td>
<td>12%</td>
<td>15%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>ETHNICITY</th>
<th>2018 Survey</th>
<th>Census Data</th>
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<tbody>
<tr>
<td>White</td>
<td>53%</td>
<td>51%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>16%</td>
<td>26%</td>
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<tr>
<td>Asian</td>
<td>22%</td>
<td>37%</td>
</tr>
<tr>
<td>African American</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Native American</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Numbers do not total 100% due to some participants declining to answer
Users Highly Value their County Parks

County Parks’ convenient access for outdoor recreational activities promotes frequent visitation that encourages healthy lifestyles and mental wellbeing.

- 65% visit weekly or more often
- Top 3 ways visitors enjoy parks:
  - 56% Recreate
  - 25% Enjoy nature
  - 19% Social activities

Most Common County Park Recreation

- 88% Hiking, jogging at Almaden Quicksilver
- 55% Bicycling at Calero, Coyote Creek Parks
- 41% Enjoy the outdoors at Vasona Lake
- 34% Visit Hellyer Park’s new playground
- 20% Spend time with friends & family at Hellyer Park
- 38% Walk my dog at Ed Levin County Park

“Beautiful, Convenient, Affordable, Safe”
... say Santa Clara County Park visitors.
Top Job Ratings from County Park Users

Reporting excellent or good

- Convenient and easy access: 90%
- Parks’ overall quality: 92%
- Parks’ preservation & protection: 88%
- Departments’s overall Job: 92%

What County Park Users Want Most

- Water fountains: 32%
- Restrooms: 21%
- Swimming: 21%
- Internet access: 21%
- More trails: 16%
- Food services: 14%

The Santa Clara County Department of Parks and Recreation is committed to ensuring that investments meet user needs. The Department’s biannual visitor intercept survey is a statistically valid method for measuring user satisfaction and gathering customer feedback. The 2018 User Intercept Survey (available at parkhere.org) engaged with 1,474 park visitors; intercept interviews were conducted in 11 of 28 parks, 12% of respondents came from an online version of the survey.