

2018



SANTA CLARA™
COUNTY PARKS

Visitor Survey Key Findings A Report to the Community

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



90%

agree that County Parks is doing a great job



94%

of users are satisfied with their experience in the Parks



44%

of visitors travel less than 3 miles to visit a county park



55%

say Hike, Walk or Jog is their most common Park activity



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.

GENDER	2018 Survey	Census Data
Men Surveyed	47%	50%
Women Surveyed	49%	50%

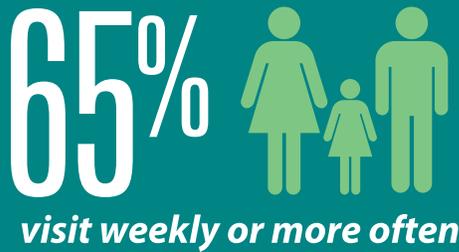
YEARS OF AGE	2018 Survey	Census Data
age 15-24	7%	15%
25-44	37%	38%
45-64	39%	32%
65+	12%	15%

ETHNICITY	2018 Survey	Census Data
White	53%	51%
Hispanic	16%	26%
Asian	22%	37%
African American	3%	3%
Native American	2%	1%

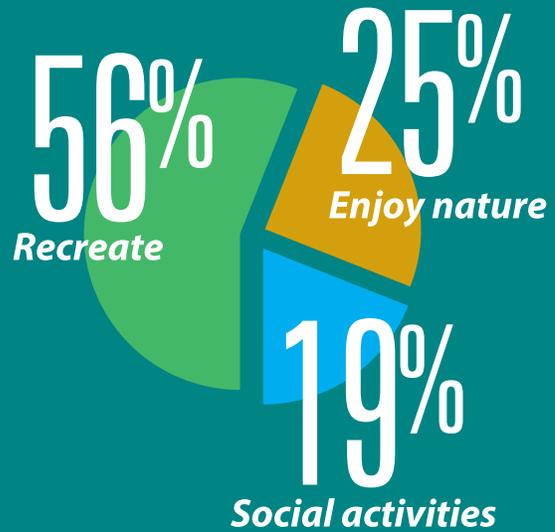
Numbers do not total 100% due to some participants declining to answer

Users Highly Value their County Parks

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



Top 3 ways visitors enjoy parks



Most Common County Park Recreation



*"Beautiful, Convenient, Affordable, Safe"
... say Santa Clara County Park visitors.*

Top Job Ratings from County Park Users

Reporting excellent or good



90%

Convenient and easy access



92%

Parks' overall quality



88%

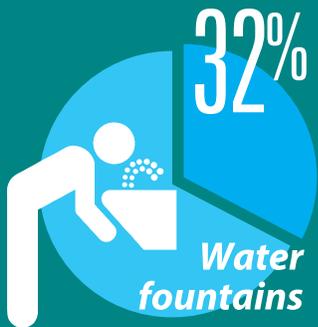
Parks' preservation & protection



92%

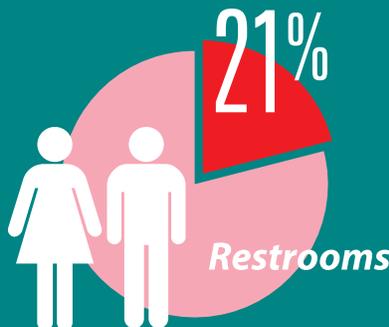
Departments's overall Job

What County Park Users Want Most



32%

Water fountains



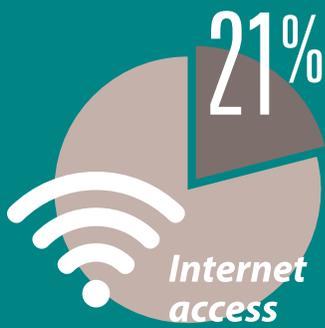
21%

Restrooms



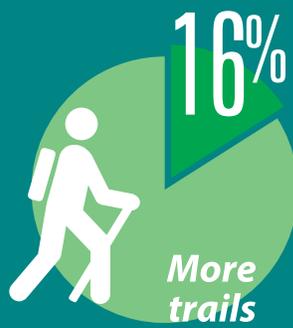
21%

Swimming



21%

Internet access



16%

More trails



14%

Food services

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.