

**A Survey of Registered Voters
and the Community-at-Large**

**Needs Analysis
&
Financing Options Study**

Commissioned by...

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I. **Executive Summary**

The present research effort, based upon a “Best Practices” model, is one of the early steps being taken by the Parks and Recreation Division of San Mateo County in an effort to develop a comprehensive **Strategic Capital Plan** to be used as a guideline for enhancing the *quality of life* for all County residents through the addition and/or enhancement of parklands (parks, trails, permanent open space) and recreation facilities and programs currently being provided through the County.¹

The “findings” being reported in the present document are based upon a scientifically designed and administered telephone survey of two populations throughout San Mateo County: (a) the *community-at-large* and (b) *registered voters*.² The survey was also intended to establish the feasibility of securing funding through one or more tax-based initiatives.

The key “findings” from the present research effort include the following:

- ❑ **OVERALL SATISFACTION** among San Mateo County residents is HIGH with both the “quality” and “number” of parks and recreation facilities currently being provided through the County’s Parks & Recreation Division (81% and 72% of the respondents, respectively, are either “extremely” or “somewhat” satisfied).
- ❑ **PARK USAGE IS HIGH**; nine out of ten residents of San Mateo County visited one or more of the County’s parks over the past year; 70% of all county residents used one or more of the County trails.
- ❑ The two greatest **BARRIERS** to using San Mateo County parks and/or trails are: (a) distance from one’s home, and (b) lack of awareness of their existence.
- ❑ In terms of future development, San Mateo County residents overwhelmingly prefer PASSIVE vs. ACTIVE park facilities.
- ❑ There is a clear consensus among San Mateo County residents and voters alike that the County should **ACQUIRE** (purchase) additional parklands both for recreational purposes and for dedication to permanent open space.
- ❑ The “top ranked” spending priority of San Mateo County residents turns out to be **NATURAL RESOURCE MANAGEMENT** (protecting wildlife, watersheds, and open spaces).

¹ Refer to Section II entitled: Goals and Objectives for a comprehensive discussion of what the present survey was designed to accomplish.

² Refer to Section III entitled: Research Design & Methodology for a comprehensive discussion of the methodology employed in the present research effort.

- Also high on the list of spending priorities are: (a) developing additional **TRAILS**, (b) improved access to park facilities for the **DISABLED**, and (c) **ENVIRONMENTAL EDUCATION**.

Finally, if a General Obligation Bond were to be placed before San Mateo County voters today in order to provide funding to either: (a) **acquire new parklands** for the benefit of residents throughout the County, or (b) to **expand and/or enhance the existing County parks, trails, and recreation network**, it is likely that the tax initiative would secure the requisite 2/3-voters support for passage.³ This assumes that the amount of the tax does NOT exceed the electorate's collective "threshold" of *willingness-to-pay*, which turns out to be a maximum of \$10 per year per household.

Further, the level of support among voters and/or property owners in the County's Mid-Coast Region is even greater for a funding mechanism that would provide a specific set of park and recreation amenities for the communities of Montara, Moss Beach, Princeton, Miramar and El Granada; the "threshold" of *willingness-to-pay* for these amenities ranges between \$20 and \$25 per year per household.

A comprehensive discussion of the "findings" from this research effort will be presented in the next section of this report. This discussion will be followed by a host of figures wherein the most important *findings* from the study will be presented in graphic form (charts and graphs). The report culminates with the questionnaire showing percentages for each question that was asked in the voter survey.



³ In order for such a tax initiative to receive the requisite 2/3-voter support, three conditions must exist: (a) County officials MUST remain responsive to the collective desires of local voters in terms of how the monies from a G.O. Bond are invested, (b) that County officials MUST make salient to San Mateo Voters specifically why there is a need for these monies and how the funds will be invested, and (c) the tax initiative must NOT generate an inordinate amount of controversy.

II. Goals and Objectives

The San Mateo County Parks and Recreation Division is in the process of developing a comprehensive **Strategic Capital Plan** to be used as a guideline for enhancing the *quality of life* for all residents of the County through the addition and/or enhancement of parklands (parks, trails, permanent open space) and recreation facilities/programs currently being provided through the County.

The present scientific survey is one step in the early stages of developing such a strategic **Plan of Action**. The countywide survey was structured in a fashion that would ensure County officials of becoming fully aware of, and remaining responsive to, the collective wishes of voters and non-voters alike in every part of the County's jurisdiction.

In more specific terms, the survey was designed to address the following three objectives:

1. To serve as a **Needs Analysis** in order to identify and assess the collective perceptions and desires of residents throughout San Mateo County with respect to **future development** of County parks, trails, recreation facilities, and other parklands (i.e., protecting the County's open space) and programs that might be provided by and/or through the San Mateo County Parks and Recreation Division.

2. A *Needs Analysis* focused specifically on the **Mid-Coast Region** of San Mateo County.

The goal here was to identify, and rank-order, recreational facilities and programs desired by residents in five unincorporated communities in this portion of the County; those being Montara, Moss Beach, Princeton, Miramar and El Granada.

3. Finally, in an effort to identify a viable **funding source** that will be necessary in order to implement the Plan, once it has been developed and approved by County officials, the survey was designed to determine: (a) the **level of support** among San Mateo County voters for a countywide tax initiative, should one be placed on the ballot in the relatively near future, and (b) the threshold of **willingness to pay** for additional parklands, park facilities and programs that they would like to see provided through the County.

Both the level of voter support, and the threshold of *willingness to pay*, for the creation of a Special Benefits Assessment District was also tested in the Mid-Coast Region.⁴

The purpose of the present document is to present the "findings" from this survey of San Mateo County voters, and the community-at-large.



⁴ The creation of a Special Benefits Assessment District requires support from 50% of the property owners of the parcels that will receive a direct benefit from such an assessment, rather than being placed before the local electorate. SRI was able to "test" the feasibility of the creation of a Special Benefits Assessment District in the present case due to the fact that a huge majority of the residents ($\approx 96\%$) in the five Mid-Coast Region communities are single-family homeowners; as such, these are the people who will ultimately decide whether or not such an assessment would be put in place.

III. Research Design & Methodology

The research design and methodology employed in the present research effort adheres to “The Scientific Method”, as does all SRI research. Accordingly, (a) “sampling error” is computed at **95% confidence level**, as it is in all of the social and behavioral sciences,⁵ and (b) the “findings” from the present research effort are BOTH “reliable” (accurate) and “valid” (truthful).⁶

The present research effort was designed to study two specific “publics”:

- the **general population** throughout San Mateo County, and...
- **high and moderate propensity voters** throughout the County.

⁵*Sampling error* is predicated upon the sample size and the distribution of responses.

⁶ We are often asked what the “life” of the *findings* from a given scientifically-conducted public opinion poll are; unfortunately, there is no definitive answer to this question other than “it depends.”

Assuming that nothing significant changes in the CONTEXT of the situation at hand (i.e., the economic and/or political landscape), then existing attitudes and opinions will remain in place for relatively long periods of time (i.e., two or three years). However, changes in the CONTEXT could instantly alter public opinions; thereby, impacting the “findings” in no small way.

The best measure of how robust attitudes and opinions are has to do with **closely held beliefs**; in other words, how close a given attitude is to one’s central belief system. For example, an individual who is philosophically opposed to paying taxes is not likely to change his/her mind regarding a given tax initiative; on the other hand, someone who supports a given tax initiative could easily change his/her mind if their economic status turned sour (e.g., if their job was placed in jeopardy and/or the economy took a downturn).

With respect to the present research effort, it’s highly likely that the “findings” will remain valid for at least 2 or 3 years; however, given the changing state of the economy combined with the current energy crisis, there is no guarantee that this will turn out to be the case.

Toward that end, SRI completed four hundred six surveys (N=406); of which two hundred two (N=202) were generated through a County-wide random digit dialing procedure (RDD), and two hundred four (N=204) from a “random sample” of the most current list available of high and moderate propensity registered voters throughout the County.

A ‘Stratified’ Component

The study also has a “stratified” component intended to make it possible to focus in on the collective needs and desires of residents in the Mid-Coast Region of San Mateo County, which is comprised mostly of the following five unincorporated communities: El Ganada, Miramar, Montara, Moss Beach and Princeton.

From the applied perspective, the stratified component of the present research effort was incorporated into the research design in order to make it possible to determine precisely what types of park and recreational amenities the residents of each of these five communities in the Mid-Coast Region would like to have made available to them through County government. Since the five communities are NOT today incorporated, those who reside there do not have access to many of the park and recreational services that are traditionally provided through local (City) government.

Accordingly, the questions pertaining to local needs and desires, as well as *willingness to pay* for such amenities, were asked only of those respondents who currently reside in one of the five Mid-Coast communities.

From a scientific perspective, in order to make the “findings” from this geographic subset “generalizable” from the sample to the respective populations(s), seventy-two (N=72)

additional interviews were completed in the Mid-Coast Region.⁷

The 72 additional surveys were necessary to ensure that the sample size within each of the five communities was sufficient (minimum N=30) to be “representative” of the target population. With the addition of these interviews to the dataset, the number of completed surveys in the Mid-Coast Region of the County turns out to be one hundred fifty three (N=153).

Therefore, the total sample size in the present research effort amounts to four hundred seventy eight completed surveys; or, N=478.

Sampling Procedure is Vital

In applied survey research, selecting the appropriate **sample size** is crucial, because the *level of accuracy* of the “findings” is predicated, in large part, by the size of the sample (as well as the “random” nature of the sampling procedure).

As was stated in SRI’s research proposal, in the social and behavioral sciences, convention is to compute the “sampling error” based upon a **95% confidence level**. From purely a scientific perspective, then, a larger sample is subject to smaller sampling error, thus yielding more accurate findings; conversely, a smaller sample is subject to larger sampling error. Clearly, larger samples cost more to administer, in terms of data gathering; thus, the fundamental trade-off in this type of research is between **greater accuracy** versus **lower costs**.

When making decisions about sample size, however, it’s always helpful to keep in mind that public opinion surveys involving the entire United States are routinely based upon sample sizes ranging from 1,000 to 1,500 completed

⁷ When the random sample was drawn from the County-at-large, we “flagged” those from each of the five mid-coast unincorporated communities of interest in the present research effort. Using a “screening” procedure, additional names were drawn until a minimum of 30 surveys was completed in each of the five communities.

interviews. Yet, no one would expect the researchers of a nationwide survey to attempt to break this size of sample into the literally thousands of communities (municipalities and unincorporated communities) that comprise the entire nation (population \approx 286, 492,850); and, that’s precisely what’s operating in the case at hand.⁸

Even though respondents were asked to identify the specific community in which they reside, with the exception of the mid-coast communities, no “knowledge claim(s)” were made regarding the individual communities that comprise San Mateo County. And, with respect to the mid-coast communities, we added a “stratified” component to the study to make such knowledge claims possible.

Had we been directed to make *knowledge claims* regarding the 30, or so, communities that exist within San Mateo County, we would have had to draw a random sample sufficient to complete a minimum of 3,000 surveys compared to the \approx 400 completed surveys in the case at hand. The cost implications are huge; and, since the need was to identify public opinion and attitudes with respect to residents and voters throughout San Mateo County (vs. within each City within the County), such an approach was NEITHER necessary, nor cost justified.

Thus, all *knowledge claims* made in the final report were predicated upon the following criteria:

⁸ The only number that appears problematic is the 20% who report living in Half Moon Bay. This can be accounted for, however, given two factors: (a) there may well be numerous respondents who do NOT reside within the incorporated jurisdiction of the City of Half Moon Bay, but who relate to this community and, as such, see themselves as being part of the Half Moon Bay community, and (b) this an excellent example of how “sampling error” can impact the distribution of respondents when the sample size is relatively small, as in the case at hand. When a maximum sampling error of \pm 7% for N=200 is calculated, then this ratio does, indeed, fall within the allowable parameters based upon the Scientific Method.

- All “findings” that involve the **community-at-large** are predicated upon the 202 completed surveys gathered from throughout the County via RDD (random digit dialing).
- All “findings” that involve the collective opinions/attitudes/desires of the San Mateo County **electorate** are based upon the 204 completed surveys of high and moderate propensity voters throughout the County (drawn from the most current list of registered voters).
- All “findings” that involve the collective opinions/attitudes/desires of the residents in the mid-coast region are based upon a stratified sample comprised of the initial RDD sample, then augmented with additional names generated through a “screening” procedure to fill out the requisite number of surveys in each of the five unincorporated communities.⁹

Given the fact that we were careful to follow, to the letter, The Scientific Method, the “findings” reported in the present report are highly accurate [BOTH “reliable” (accurate) and “valid” (truthful)].

Demographic distribution of respondents

There may be discrepancies between the demographic composition (profile) of SRI’s sample vs. either U.S. Census data and/or other surveys involving San Mateo residents and/or voters.

⁹ Therefore, when looking at the percentage of completed surveys in each of the 30 communities within San Mateo County, it would be a gross mistake to add the percentages that were printed in “red” ink on the first page of the questionnaire (which represents the number of surveys completed in the mid-coast region and adds up to ≈21%) and conclude that the survey is skewed; specifically, that the survey over-represents the residents on the coast side of San Mateo County.

The random sample pertaining to each of the two populations surveyed (the community-at-large via RDD and the local electorate) were comprised of approximately two hundred (N=200) completed surveys. At 95% confidence level, the sampling error will range between 5.5% and 7%; in other words, if the numbers are within 7% of reality, then the sample is viable...thus, the “findings” are sound.

To determine whether or not the data from the present research effort are within these parameters, let’s look at GENDER. Based upon U.S. Census data, the United States is comprised of approximately 52% female and 48% male. However, since children under 18 years of age were NOT surveyed in the present research effort, a more accurate measure is the distribution based upon gender of those who are 18 years old and older. Even more specifically, we should compare the survey data with those who are 18 years old and older who reside in San Mateo County.

After making the appropriate computations based upon the most current U.S. Census data available, it turns out that San Mateo County population 18 years old and older is comprised of 51% females; 49% males. Thus, given the *sampling error* in the RDD segment of the present research effort, if the data from the present survey are within 7% of the above figures, then the “findings” are valid.

Indeed, they are within these parameters; specifically, they are within 7% in the RDD sample, and within 6% in the sample of registered voters throughout San Mateo County.

Also with respect to gender, there are additional factors that can impact the composition of such demographic variables as gender. On the one hand, for example, when surveying the general public, women are often more inclined to participate in a study than are men; on the other hand, when surveying high and moderate propensity voters, men are often

more inclined to participate (complete the interview). It turns out that this pattern held true with respect to the present research effort: the distribution based upon “gender” for the RDD segment of the survey was 58% women, 42% men; while the distribution among high and moderate voters was 45% women, 55% men (see Figure 18A in the final report). And, as noted above, the distribution in both categories are within acceptable limits with respect to *sampling error*.

Furthermore, when comparing the demographic composition of the sample from our scientific survey to other scientific surveys, by mathematical definition, BOTH will have “sampling error.” Thus, the County Health Survey is subject to *sampling error*, as well. In order compare results from two different sample surveys, one must consider the *sampling error* of BOTH surveys. Specifically, the proper comparison would involve calculating “confidence intervals” around a particular parameter in BOTH surveys in order to determine if there is overlap.

To summarize: (a) it’s best to compare any given survey with the U.S. Census data and (b) the difference between two independent studies can, in fact, exceed the outside parameters of *sampling error*.

Once again, given the fact that SRI followed the sound principles of The Scientific Method, the dataset is solid; thus, the “findings” are BOTH “reliable” (accurate) and valid (truthful).¹⁰

Instrument (questionnaire) Design

The questionnaire was designed after thorough consultation with appropriate San Mateo County Parks and Recreation Division officials in order to gather the form of “intelligence” that is necessary for realizing the

specific goals and objectives inherent to the present research effort. After the Client approved the questionnaire, telephone surveys were conducted until the requisite interviews were completed in their entirety.

Data analysis

Once the data were collected, a series of descriptive statistics (frequencies, percentages, and cross-tabulations) and advanced statistical procedures (i.e., correlation analysis) were employed using analytical software called SPSS.

Findings reported

The *findings* from the present research effort were interpreted by SRI researchers, conclusions were drawn, and corresponding tables and figures (charts & graphs) were created. The Client was debriefed regarding the baseline “findings,” additional statistical analysis was conducted to address questions that grew out of the debrief session, and the final report was prepared by SRI researchers and presented to the Client for its use.



¹⁰ Because the sample was NOT outside the acceptable “sampling error” parameters, we did NOT weight the data in any fashion to correct for any differences.

IV. FINDINGS

Presented below are the “findings” from the recently completed scientific survey of two constituent populations in San Mateo County: (a) the community-at-large and (b) high and moderate propensity voters.

The study was specifically designed to yield the form of “intelligence” that will prove instructive and useful to County officials as they move forward with their plans to make needed enhancements and upgrades to the County’s aging parks, trails, and recreation facilities. The survey also “tests” public opinion regarding the need to acquire and, where appropriate, develop additional parklands aimed at enhancing the *quality of life* for all San Mateo County residents.

Additional *insights* can be gleaned by carefully reviewing the questionnaire itself (see Addendum C), wherein the collective responses to each question asked in the telephone survey are presented in the form of raw percentages.

Finding 1: Overall satisfaction with the ‘quality’ and ‘number’ of existing County parklands, facilities & programs is relatively high.

Figure 1A shows that a huge majority (81%) of the respondents in the present survey are satisfied (either strongly or somewhat) with the **QUALITY** of public parks and trails currently provided through San Mateo County’s Division of Parks and Recreation. There is no significant difference between registered voters and the community-at-large.

Further, Figure 1B shows that nearly three quarters (74%) of the respondents reported being satisfied with the **NUMBER** of parks and trails that are currently available through county resources; however, there is a significant difference in perception between voters and the community-at-large. More registered voters are satisfied with the number

of County parks and trails then are those from the community-at-large; 77% vs. 72% respectively.

Finding 2: Nine out of 10 residents of San Mateo County visited one or more of the eleven County parks and/or trails during the past year.

Nine out of ten (90%) San Mateo County residents visited one or more of the 11 County parks and/or trails during the past year. Four of these County parklands were visited by at least half of all the residents throughout the County.

Park usage patterns, rank-ordered, are reported in the table below (also, refer to bar graph in Figure 2):¹¹

Rank Order	Park/Trail	Usage*
1	Pescadero Creek/Memorial Park/Sam McDonald Park Complex	56%
2	Fitzgerald Marine Reserve	56%
3	Crystal Springs Trail	52%
4	Coyote Point Park	50%
5	Huddart/Wunderlich Park	36%
6	San Bruno Mountain Park	27%
7	Edgewood Park & Natural Preserve	26%
8	San Pedro Valley Park	20%
9	Junipero Serra Park	19%
10	Flood Park	18%
11	Sanchez Adobe	15%

¹¹ There are undoubtedly significant differences between reported levels of park usage and real park usage. That is to be expected and should NOT be interpreted as being problematic. More often than not, there are major discrepancies between “perceived” realities and “true” realities; however, it is the PERCEIVED reality that drives decision-making. A central goal of social research is to identify the perceived realities and core values that correspond to each and every “research question” being addressed in a given research effort.

Finding 3: Nearly 70% of all County residents used one or more of the trails in the County's park system during the past year.

Nearly seventy percent (69%) of the all residents of San Mateo County reported using one or more of the four major trails in the County's park system; these being Bay Trail, DeAnza Trail (including the Crystal Sprints Trail), Ridge Trail, or Coastal Trail (see Figure 2).

By far, the *Coastal Trail* is the most used of those tested in the present survey, with nearly sixty percent (59%) of all county residents saying they use this particular trail (refer to Question 3.12a on the questionnaire).

We reported this statistic in Figure 2 in order to make salient the importance of County trails to local residents. In other words, San Mateo County residents place a high priority, at least in terms of usage, on the trails that are part of the County's network of parks and trails.

Finding 4: County residents give high grades to the overall condition of San Mateo County park facilities.

Using the traditional grading scale of 'A' being excellent and 'F' representing failure, more than three quarters (77%) of the respondents gave *maintenance* of County parks and trails a grade of 'A' or 'B' (see Figure 3).

Fewer than 5% of the respondents gave a less than satisfactory grade ('D' or 'F') on any of the four dimensions used to evaluate the overall condition of County parks and trails, with one exception...that being overall security and public safety. With respect to the level of security and public safety provided at County parks and trails, respondents gave the following grades:

A	B	C	D	F	D/K
22%	41%	20%	5%	1%	11%

Although security and public safety received high grades, as did the other dimensions tested, SRI believes this matter merits some amount of attention from County officials for two specific reasons: (a) *public safety* is a matter of utmost importance and (b) public opinion about such matters drives *voting behavior* in no small way.

The dimension that received the highest marks was the overall physical condition of County parks and trails; here, 73% of the respondents assigned a grade of 'A' or 'B' (again, see Figure 3).

The on-going *maintenance of amenities* to County parks and trails (i.e. parking areas trash pickup, restroom facilities, barbeque pits, picnic tables, and-the-like) was given a rating of 65% 'A' and 'B'.

Finding 5: In terms of barriers to park utilization, the two most often cited barriers turn out to be (a) DISTANCE of a County park from the respondents' home, and (b) LACK OF AWARENESS of park facilities that are available.

As was anticipated, the single greatest barrier to visiting a County park and/or trail turns out to be *distance*; specifically, 67% of the respondents said that the amount of distance of a County park or trail from their home is the greatest barrier to usage. People tend to use parks and recreation facilities that are close to their homes (see Figure 4).

A far more instructive, and useful, "finding" with respect to barriers is the fact that 65% of the respondents said *not being aware* of County parks and facilities that are available is a barrier to park usage. This is an area wherein corrective action can be taken.

The need to publicize County parks, trails, programs, and other park-related resources was made salient in the Question 9 series. This series of questions was intended to secure input from the community-at-large regarding *spending priorities*; at the end of the series of questions, respondents were asked to identify anything else they thought County officials should place on its list of budget considerations

(unprompted, open-ended items); publicizing County parks, trails, and recreation facilities/programs was listed five times.

Rank-ordered, the five barriers to using San Mateo County parks and trails that were tested are (also, see Figure 4):

Rank Order	Barriers to Park Visitation	%
1	Distance from home	67%
2	Not aware of what facilities are available	64%
3	Desired features are not available	38%
4	Hours of operation are not convenient	28%
5	No transportation to & from County parks	25%

Finding 6: County residents overwhelmingly prefer PASSIVE vs. ACTIVE park facilities.

San Mateo County residents overwhelmingly prefer that future development involves PASSIVE vs. ACTIVE parks (see Figure 5). Specifically, 70% of the respondents said they would prefer **passive park facilities** (defined as featuring hiking and walking trails, environmental programs, etc.); while only 18% said they would prefer the County develops more active parks (defined as being comprised of athletic fields and facilities for other organized sports programs).

Finding 7: There is NO CONSENSUS among constituents regarding “developed” vs. “undeveloped” parklands.

When asked whether County parklands should be *developed* into parks and other facilities that encourage recreational activities vs. remaining *undeveloped*, thus being dedicated more to permanent open space intended for viewing from a distance, no clear consensus materialized.

Specifically, 45% of the respondents said they would prefer that existing and new County parklands be **developed** into recreational facilities for both passive and active recreational uses; 32% said they would prefer these parklands to remain **undeveloped** natural areas of open space not intended for visitors; while nearly twenty percent (18%) said they would prefer a **combination** of the two (see Figure 6).

Finding 8: There is CONSENSUS among San Mateo County residents that the County should ACQUIRE additional parklands both for recreational purposes and for being dedicated to permanent open space.

Figure 7 makes it perfectly clear that a huge majority (78%) of San Mateo County residents believe that County officials should **acquire additional parklands**. In fact, nearly sixty percent (58%) “strongly” agree with this notion.

This response is driven by a collective belief that increased growth and development throughout the County has placed a great demand on the existing parks, trails, and recreational facilities that are currently available to County residents to enjoy.

Finding 9: There is a leaning toward dedicating newly acquired parklands to natural resource management (permanent open space).

When asked what the County should do with newly acquired parklands, there is a leaning toward dedicating it to **natural resource management** (permanent open space). Indeed, as seen in Figure 8, nearly half (47%) of the respondents hold such a view.

However, it’s extremely important to keep in mind that 43% of local residents would prefer that newly acquired parklands be developed in a fashion that will allow access by park users throughout the County; of these individuals, about half (22%) would like the

County to expand and improve existing park facilities, while the other half (21%) believe County officials should acquire property in order to build brand new parks, trails, and recreation facilities.

Finding 10: Open space and passive vs. active park facilities head the list of spending priorities.

When asked to prioritize various park amenities and investments that County officials could be considering in the near future as they develop a **Long Range Plan** for San Mateo County parks and recreation, the top priority, with 89% of respondents listing it as a high or medium priority, is *‘protecting wildlife, watersheds, and open space through natural resource management programs.’* (see Figure 9). However, this is followed closely (88%) by: *trails* for walking, hiking, bicycle riding, and jogging; and *environmental education* (85%).¹²

Listed below, and rank-ordered, are the 21 items that were “tested” in the present research effort (also, refer to Figure 9):

Rank Order	Potential Expenditure	% High + Medium
1	Resource Management	89%
2	Trails	88%
3	Improved disabled access	88%
4	Environmental education	85%
5	Natural areas/Open Space	85%
6	After school activities	82%
7	Playgrounds	78%
8	More restrooms	77%

¹² Very high on the list of spending priorities is IMPROVED ACCESS for the DISABLED. This makes clear that San Mateo County residents want public officials to remain sensitive to these special needs, especially when making improvements to existing park and recreation facilities and/or developing new parklands and recreational facilities.

9	Cultural resources	72%
10	Picnic areas	71%
11	Education/performance facilities	67%
12	Sports facilities	62%
13	Dog parks	60%
14	Outdoor courts	56%
15	Campgrounds	56%
16	Skate park	54%
17	Bird watching	53%
18	Water sports facilities	47%
19	Fishing facilities	44%
20	Equestrian	43%
21	Recreation vehicle campsites	30%

With respect to the facilities and/or programs that were identified as being a high priority, 18% of the participants said they would use their priority facilities three or more times per week. Another 12% said they would use them three times per week, 16% said twice a week, and 40% said they would use the facilities at least once per week (refer to Figure 10).

Finding 11: Potential voter support for a G.O. Bond to ACQUIRE NEW PARKLANDS, in the amount not to exceed \$10 per year, is 71%; likely voter support is above the requisite two-thirds...at 67%.

If a General Obligation Bond were to be placed before San Mateo County voters today in order to generate funds to ACQUIRE additional parklands, assuming the bond does NOT exceed the electorate’s “threshold” of *willingness to pay*, the likelihood of securing the requisite 2/3-voter support is relatively high.

Specifically, when voters were asked whether or not they would support a G.O. Bond for the express purpose of generating funds to acquire new parklands to be developed into

additional parks, trails and recreational facilities for use by San Mateo County residents, 64% of local voters said they would, another 7% said it would depend upon the amount of the tax. Thus, potential support among San Mateo County voters for such a tax initiative is 71% (see Figure 11A).

It has been SRI's experience through the years that one can anticipate at least half of the voters who say it "depends" upon the amount of the tax to actually vote YES; thus, a conservative estimate of likely voter support is 67% (64% support + 3% depends on amount of tax)...slightly above the 2/3rds support needed for a G.O. Bond to pass.

Figure 12 shows that the "threshold" of *willingness-to-pay* among San Mateo County voters is between **\$5-10 per year** (see Figure 12).¹³

Finding 12: Potential voter support for a G.O. Bond to EXPAND and/or ENHANCE EXISTING COUNTY PARKS & TRAILS, in the amount not to exceed \$10 per year, is 74%; likely voter support is above the requisite two-thirds...at 69%.

When registered voters were asked if they would support a General Obligation Bond to provide capital funding to ENHANCE and/or EXPAND the existing San Mateo County parks and trails, 65% said they would support such a tax; another 9% said it would depend on the amount of the tax. Thus, potential support among San Mateo County voters for such a tax initiative is 74% (see Figure 12A).¹⁴

¹³ It is possible that this threshold could go as high as \$15 per year per household; however, given "sampling error" that is inherent to all scientific surveys, an annual tax amounting to \$15 would be pushing the envelope.

¹⁴ A common question is whether or not local voters should approve TWO tax initiatives if they were to be placed on the ballot simultaneously. The likelihood for both tax initiatives receiving the requisite 2/3-voter support is extremely low; however, a definitive answer cannot be given until this precise question is "tested" in a tracking poll.

Here again, as noted above, it has been SRI's experience that a realistic assessment of likely voter support is achieved by adding one-half of the "depends" on the amount of the tax to the "definite" support; thus, in the present case, likely voter support for a G.O. Bond to enhance and/or expand existing County park facilities is 69%... above the 2/3rds voter support needed for a G.O. Bond to pass.

Figure 12B shows that the electorate's "threshold" of *willingness to pay* such a tax ranges between **\$5-10 per year**.¹⁵

Finding 13: There is a significant relationship between how tax dollars are spent and likely voting behavior.

Figure 13 is a "correlation table" that shows the strength of relationship between two sets of variables; (a) certain *predictors* or *determinants* of *voting behavior* that were "tested" in the present research effort (labeled "Determinants"), and (b) likely *voting behavior* involving each of the two tax initiatives being studied (one for the ACQUISITION of new parklands, and the other funding various ENHANCEMENTS to the existing County parks, trails, and recreational facilities/programs).¹⁶

Reported below will be the "findings" shown in this correlation table that SRI believes merit consideration by San Mateo County officials.

¹⁵ The likelihood that a tax for the enhancement and/or expansion of existing County parks and trails could be increased beyond the \$10 per year level is extremely low. This "interpretation" of the data can be seen in Figure 12B; a tax ranging between \$10-20 per year garners little more than sixty percent (61%) voter support... far below the requisite 2/3-voter support needed for passage.

¹⁶ Figure 13 (the correlation table) should be studied and interpreted within the context of the "findings" reported in Figure 9, which shows the "rank-ordering" of **spending priorities** from the perspective San Mateo County voters.

1. Setting monies aside for **resource management** (including the permanent protection of natural areas and open spaces, as well as for environmental education) will result in San Mateo County voters supporting **BOTH tax initiatives**; however, such expenditures will have a greater impact on voting behavior for a G.O. Bond intended to **ACQUIRE** new parklands than it will on voting behavior involving a G.O. Bond designed to **EXPAND** and/or **ENHANCE** existing County parklands and recreational facilities.
2. Similarly, earmarking monies to **create new trails** will result in the local electorate supporting **BOTH tax initiatives**; yet, dedicating monies to creating new trails will have a greater impact on voting behavior for a G.O. Bond intended to **ACQUIRE** new parklands than it will on voting behavior involving a G.O. Bond designed to **EXPAND** and/or **ENHANCE** existing County parklands and recreation facilities.
3. While the community-at-large places a high priority on constructing **new playgrounds** and **restrooms** (see Figure 9), such expenditures do virtually NOTHING to encourage San Mateo County voters to support either of the proposed tax initiatives (see Figure 13).
4. On the other hand, setting aside monies for new and/or additional **picnic areas** and for developing **after school activities** can go a long way toward securing the requisite 2/3-voter support for both of the tax initiatives being investigated.
5. It is essential to fund **access for the disabled** when acquiring new parks, trails, and recreation facilities; on the other hand, San Mateo County voters perceive it as being less imperative to set aside monies for such purposes when expanding and/or enhancing existing County facilities.
6. Finally, earmarking monies to create and/or enhance **cultural resources** will encourage local voters to support BOTH of the tax initiatives being studied.



‘Findings’ from Mid-Coast Region

Finding 14: Preservation of open space is the top priority for residents of the Mid-Coast Region.

A central component of the present research effort was to conduct a “Needs Analysis” for those who reside in the Mid-Coast Region of San Mateo County; in particular, those who reside in or near the communities of Montara, Moss Beach, Princeton, Miramar and El Granada.¹⁷

When asked to prioritize various park and recreation amenities that they would like County officials to incorporate into their planning strategies in the reasonably near future, 89% of respondents in the Mid-Coast Region listing “*preserving natural open space, grassy areas, trees, etc.*” as being their number one priority (see Figure 14A).

All 15 items tested are rank-ordered in Figure 14A.

In terms of policy planning, Figure 14B is far more telling, however.

This table was designed in a fashion that highlights those priorities that are perceived as meriting serious consideration within each of the five communities that were included in the Mid-Coast Region compared to the collective desires of the residents throughout the Mid-Coast Region.¹⁸

With regard to the facilities and/or programs that were identified as high priority, 27% of the participants said they would use the facilities that they rank “top priority” more than three times per week. Another 23% said they would use these amenities, on average, three times per week; 23% said twice a week; and

¹⁷ Because these communities are NOT incorporated, they do not have available to them many of the park & recreation amenities that are normally provided through local government.

¹⁸ This table also permits the reader to rank order the collective desires of Mid-Coast Region residents based upon the community in which they reside.

20% said they would use the facilities at least once per week (see Figure 15).

Finding 14: There is strong support for the creation of a funding mechanism to provide for the construction and on-going maintenance of park and recreation facilities specifically for the residents of the County's mid-coast communities.

When the residents of the Mid-Coast communities were asked if they would approve a **Special Benefits Assessment District**, or some other form of parcel tax, wherein 100% of the monies from the assessment would be earmarked for the construction and on-going maintenance of park and recreation facilities specifically for the residents of the community in which they live, **75%** said they would **support** the initiative; another 4% said it would depend on the amount of the assessment (see Figure 16A).

This is an extremely positive “finding,” a Special Benefits Assessment District requires only 50% approval from property owners whose property will benefit from the assessment, as opposed to 2/3-voter support from the local electorate. Furthermore, even if the most appropriate funding mechanism turns out to be another tax vehicle that requires 2/3-voter support, there’s more than enough support from within the local electorate to pass such a tax.

Equally important, with regard to the local electorate’s “threshold” of *willingness-to-pay*, 68% of the residents in the Mid-Coast Region of the County are willing to pay between **\$20 to \$25 per year** to provide for the types of parklands, facilities, and amenities that were identified above; if these amenities could be provided through the formation of a Special Benefits Assessment District, then the “threshold” increases to as much as \$30 per year (see Figure 16B).

When analyzing the Mid-Coast Region in terms of: (a) likely voter support, and (b) the collective “threshold” of *willingness-to-pay*, it’s important to have a clear understanding of how this matter operates within each of the

five communities that were surveyed. To make this possible, we have created Figure 16C.

For example, this table shows that the level of support for a tax initiative to provide the necessary funding for the park and recreation amenities desired is markedly lower in Montara than it is in the other four communities (63% in the Montara vs. between 70% and 90% in the other four communities). Similarly, the “threshold” of *willingness-to-pay* among Montara residents is markedly lower than in the neighboring communities; specifically, only 9% of Montara residents are willing to pay between \$25 to \$30 per year, thus the “threshold,” in Montara does NOT exceed \$25 dollars per year, per parcel of property owned. The threshold is markedly higher in the other four communities.

Finding 15: The more school-age children there are at home, the greater the desire is for playgrounds.

A common-sense trend that showed through in the Mid-Coast region is that the more school-age children a family has living at home, the greater the desire is for playgrounds (see Figure 17).¹⁹



¹⁹ The number of respondents who reside in the Mid-Coast region of San Mateo County who have 3 or more school-age children living at home is so small that the 71% reported in Figure 17 is suspect. However, the numbers of respondents in the sample with fewer than 3 school-age children living at home is sufficiently large as to make the observed trend valid.

V. **Summary Thoughts**

The “findings” from the present BENCHMARK survey of the community-at-large and of registered voters throughout San Mateo County are robust. From a scientific perspective, the *findings* are “reliable” (accurate) and “valid” (truthful); from an applied perspective, the *findings* are sensible.

It is now clear that San Mateo County residents support the notion of expanding and/or enhancing the County’s existing parks, trails, and recreational programs. It is equally clear that residents throughout the County think that County officials should embark upon a land acquisition program in order to preserve and protect invaluable open spaces and to make certain properties available for public access. For those parklands that are developed, local residents prefer that they be developed as PASSIVE parks. Finally, San Mateo County voters are willing to support a tax initiative in order to provide necessary funding for such resources, so long as the initiative does NOT exceed their collective level of *willingness to pay*.

The present survey makes clear the spending priorities of both the community-at-large and registered voters throughout the County. Given that County officials are careful to honor the collective wishes of their constituents, there’s every reason to believe that the San Mateo County Parks & Recreation Division is now positioned to develop a **Strategic Capital Plan** that will, indeed, remain responsive to the collective wishes of its constituents in every part of the County.

SRI has been working with public agencies for nearly two decades helping them develop and administer **Strategic Capital Plans** that are responsive to public opinion; more specifically, to the collective perceptions (needs and desires) of the respective Agency’s various constituent groups. We have found that the level of success experienced by each public Agency directly corresponds to level, clarity, and quality of the Agency’s communications program; in other words, how clearly the Agency communicates: (a) what it intends to do and why, (b) what the related costs are, (c) how each project will be funded, and, most important of all, (d) reminding constituents that the Plan of Action is in direct response to the collectives wishes, desires, and priorities expressed by local residents and taxpayers based upon securing public input through the appropriate mechanisms (e.g., scientifically designed and administered surveys, Town Hall type meetings, public hearings, what-have-you).

Furthermore, we’ve found that it’s imperative that the public Agency demonstrates to the members of the local electorate that every effort is being made to secure funding from a variety of sources; i.e., grants, public/private partnerships, development fees, the general fund; and this is especially important when voters are being asked to support a given tax initiative.

Given an appropriate approach is taken, one that demonstrates “accountability” to the local electorate and to the community-at-large, it is now clear that the necessary funding can indeed be generated to make possible those things that San Mateo County residents believe to be important. Because we have in-depth experience with such matters, SRI stands ready to assist the officials of the San Mateo County Parks & Recreation Division in any way that you believe to be appropriate, instructive, useful and/or helpful.

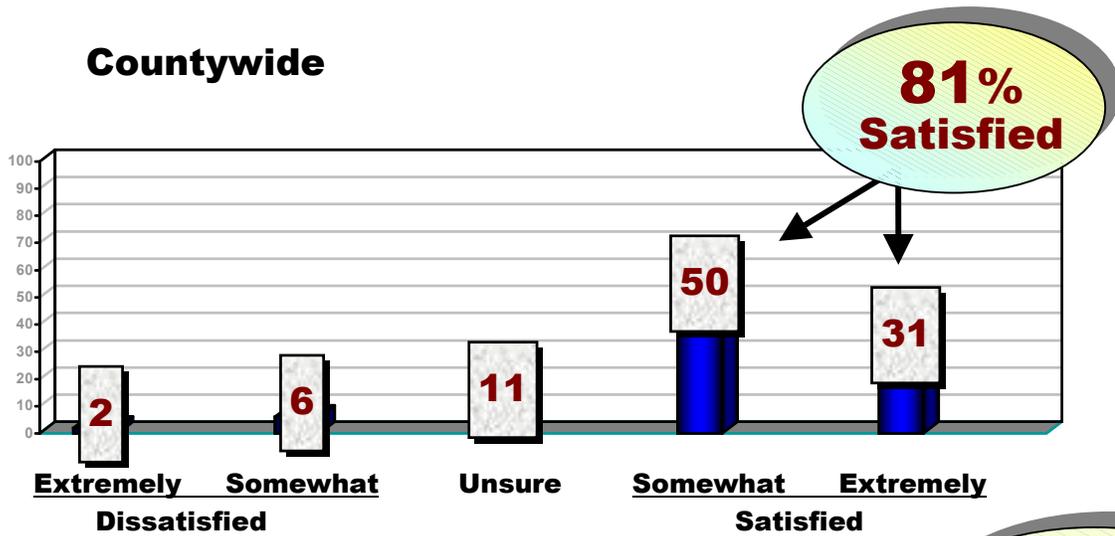


Figure 1A
Needs Analysis
 San Mateo County Parks and Recreation
 June 2001

Satisfaction With Quality of County Parks and Trails

Question 2.0: Overall, how satisfied are you with the quality of the public parks and trails currently available through San Mateo County?

Countywide



Voters & RDD

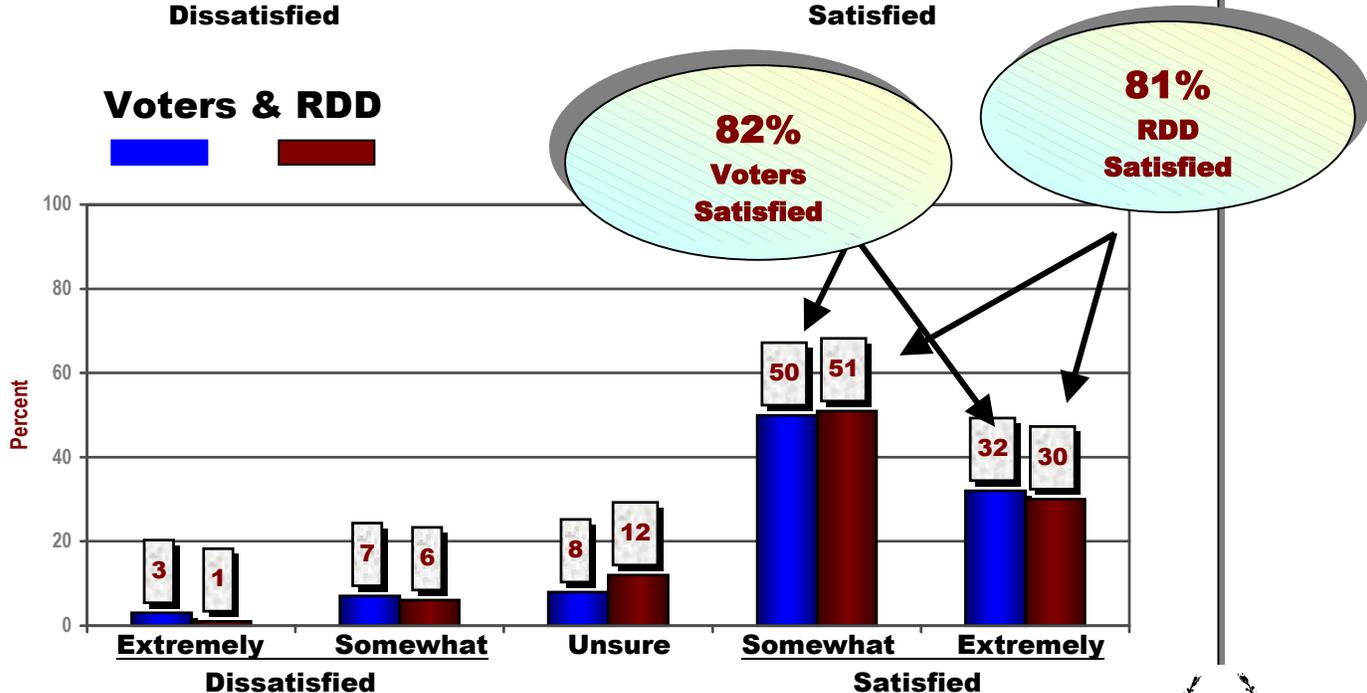


Figure 1B
Needs Analysis
 San Mateo County Parks and Recreation
 June 2001

Satisfaction With Number of County Parks and Trails

Question 2.1: Overall, how satisfied are you with the number of public parks and trails currently available through San Mateo County?

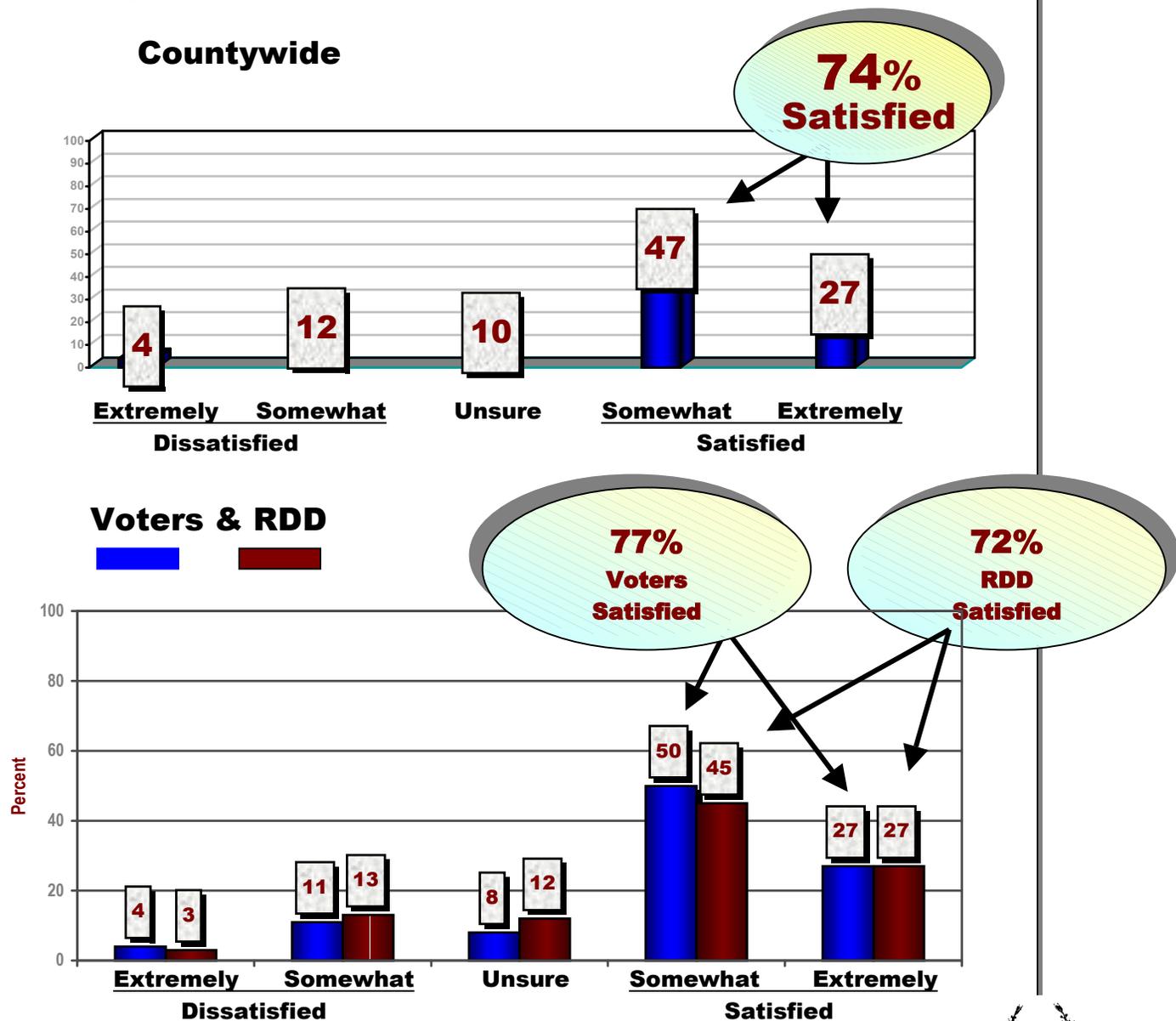


Figure 2
Needs Analysis
 San Mateo County Parks and Recreation
 June 2001

County Park Usage

Question 3.0: Have you, or members of your household, visited or used the park, trail or recreation facility during the past one year?

90% Respondents visited a park
 10% Respondents did not visit a park

Yes, visited or used park during past year

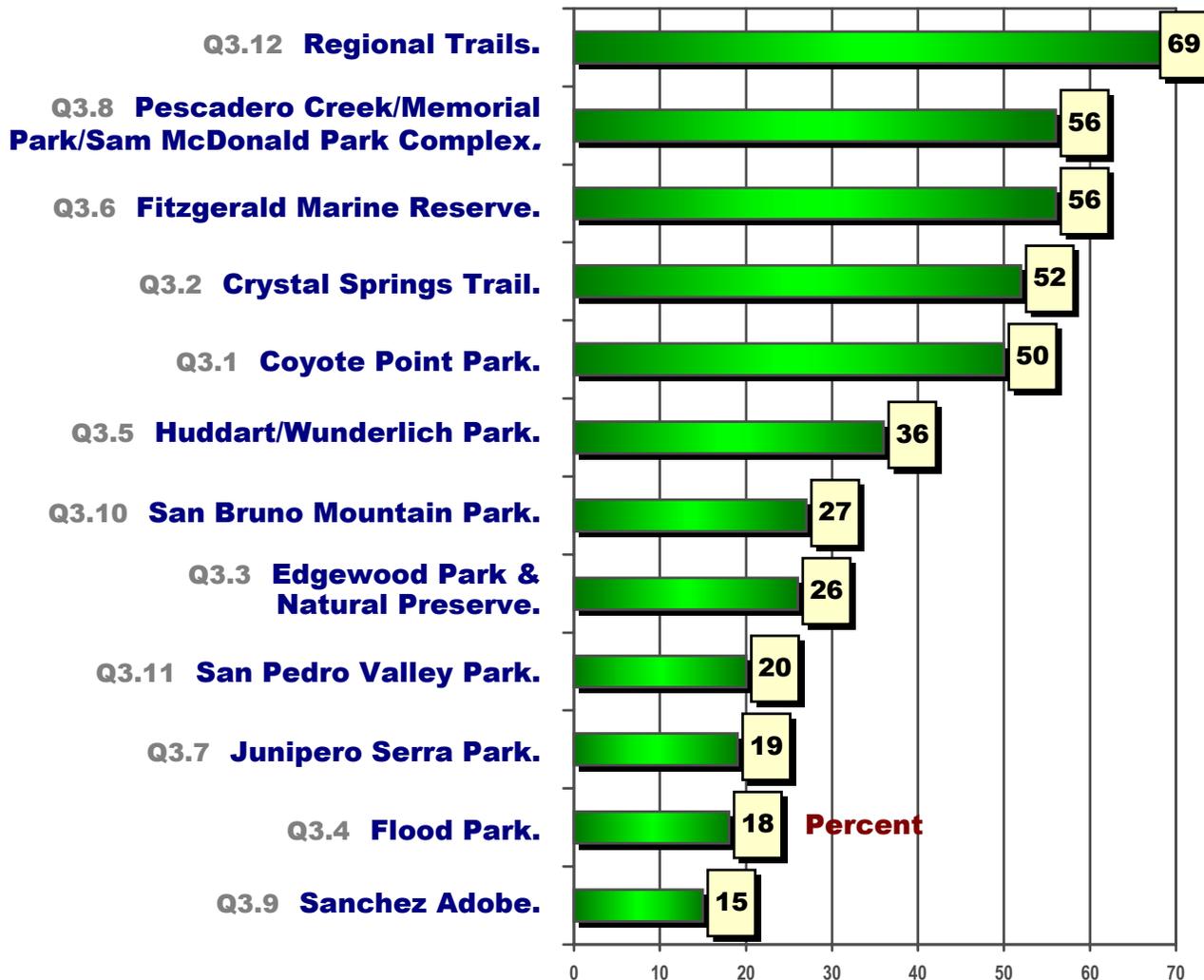


Figure 3
Needs Analysis
San Mateo County Parks and Recreation
June 2001

Satisfaction with Conditions of County Park Facilities

Rated A and B

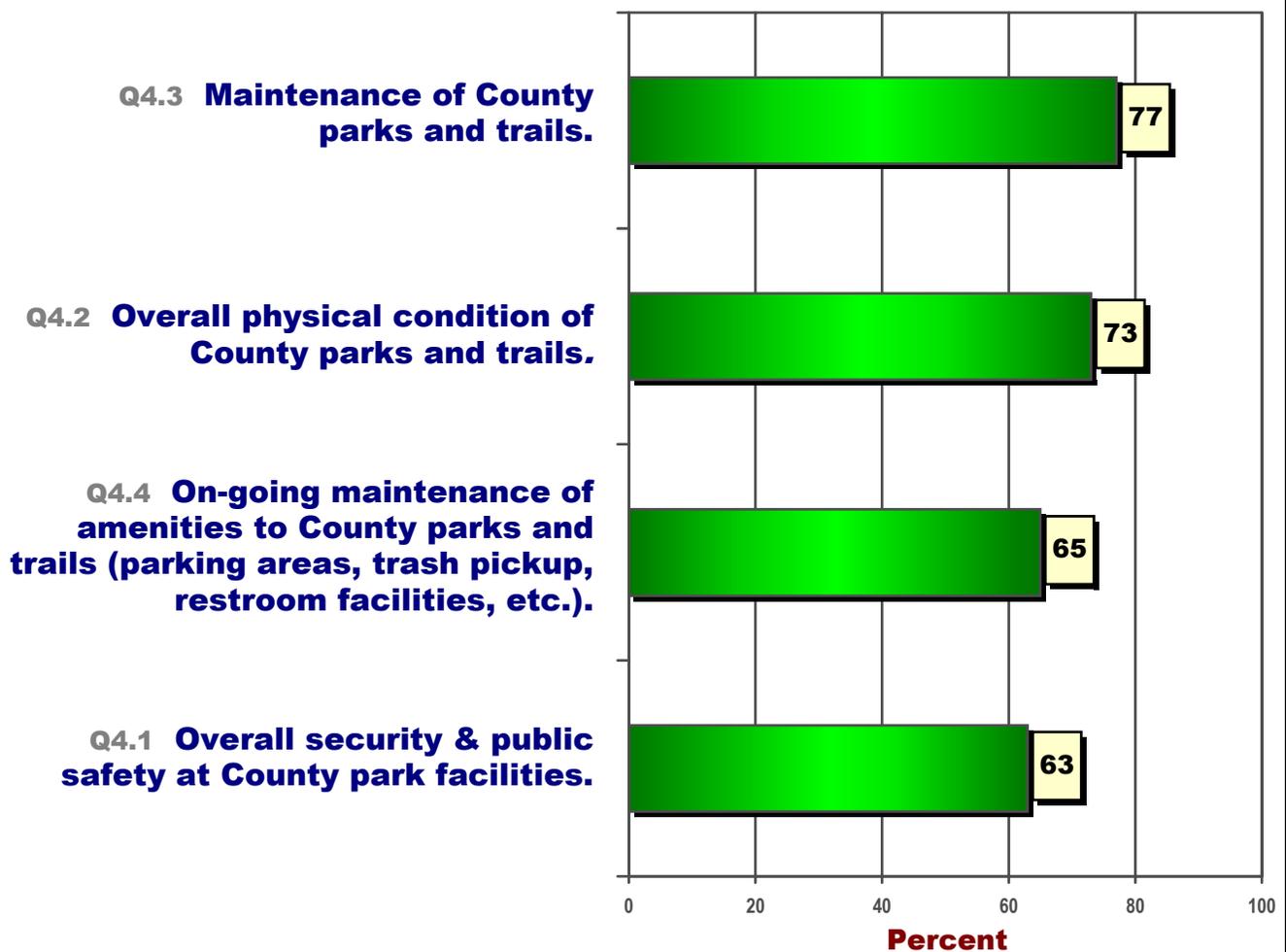


Figure 4
Needs Analysis
San Mateo County Parks and Recreation
June 2001

Barriers to County Park Visitation

Major + Minor Barriers

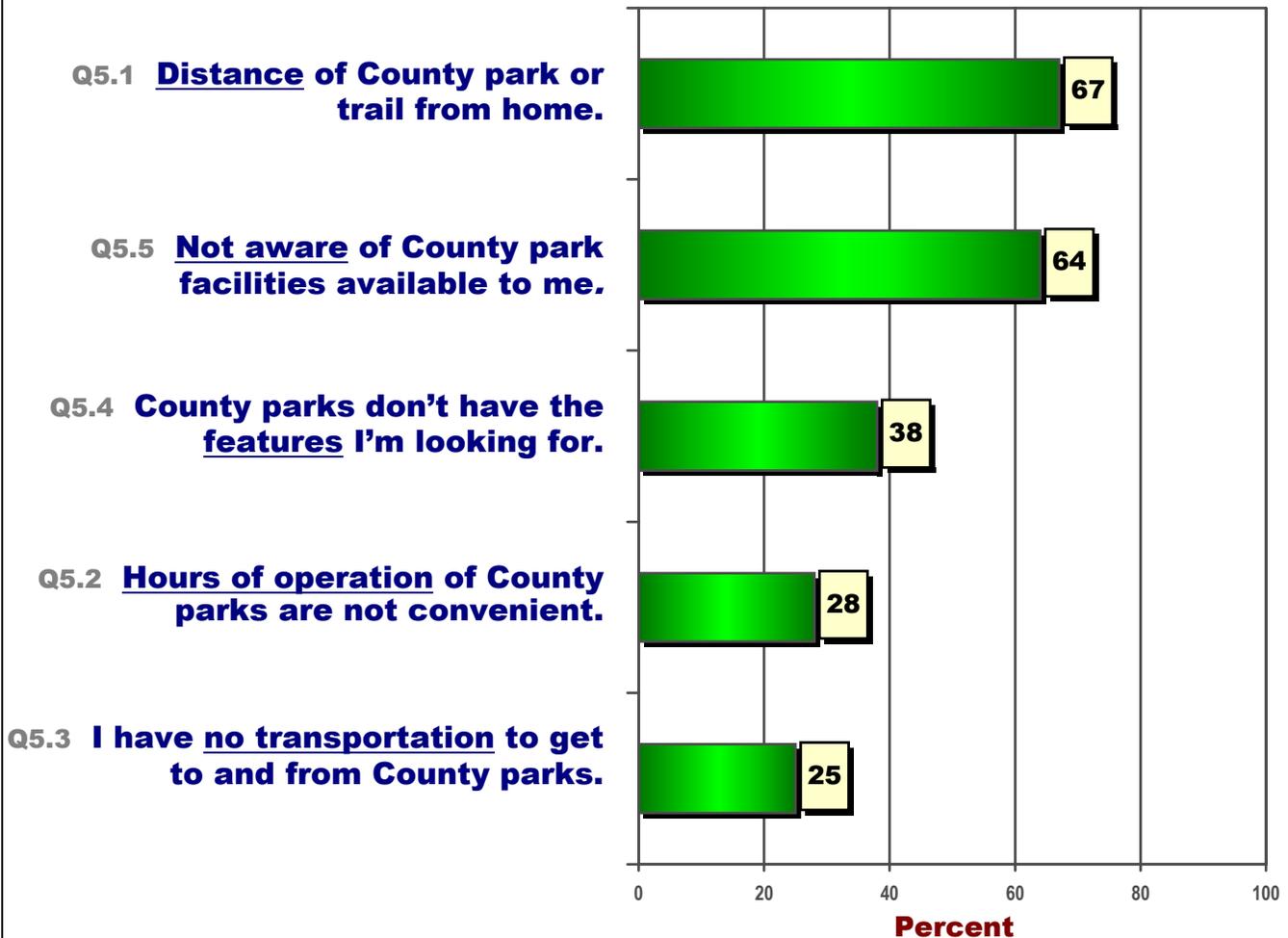


Figure 5
Needs Analysis
San Mateo County Parks and Recreation
June 2001

Types of Parks Preferred (Active/Passive)

Question 6.0 The San Mateo County Park and Recreation Division is working on their long-range planning and is interested in knowing what types of activities local residents prefer. As a resident of San Mateo County would you prefer that the County develops more “active” parks that include athletic fields and organized sports activities; or would you prefer the focus be on more “passive” park facilities, such as hiking and walking trails, environmental programs, etc.?

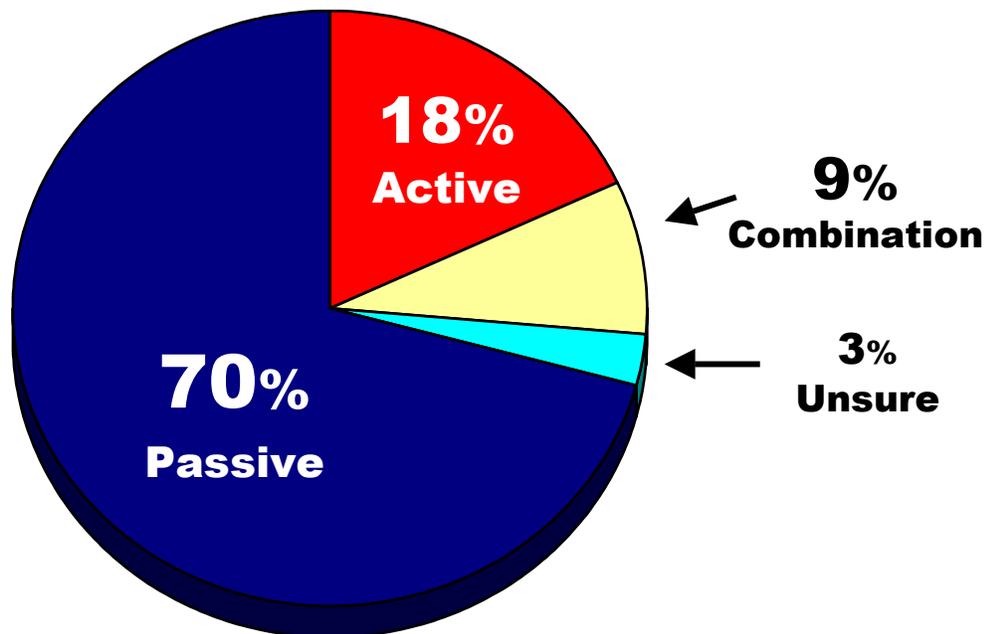


Figure 6
Needs Analysis
San Mateo County Parks and Recreation
June 2001

Types of Parks Preferred (Developed Recreation Areas or Undeveloped Open Space)

Question 7.0 Would you prefer more developed park areas and facilities to encourage recreation visitors and activities, or do you prefer more undeveloped natural areas of open space not intended for visitors, mainly for viewing from a distance?

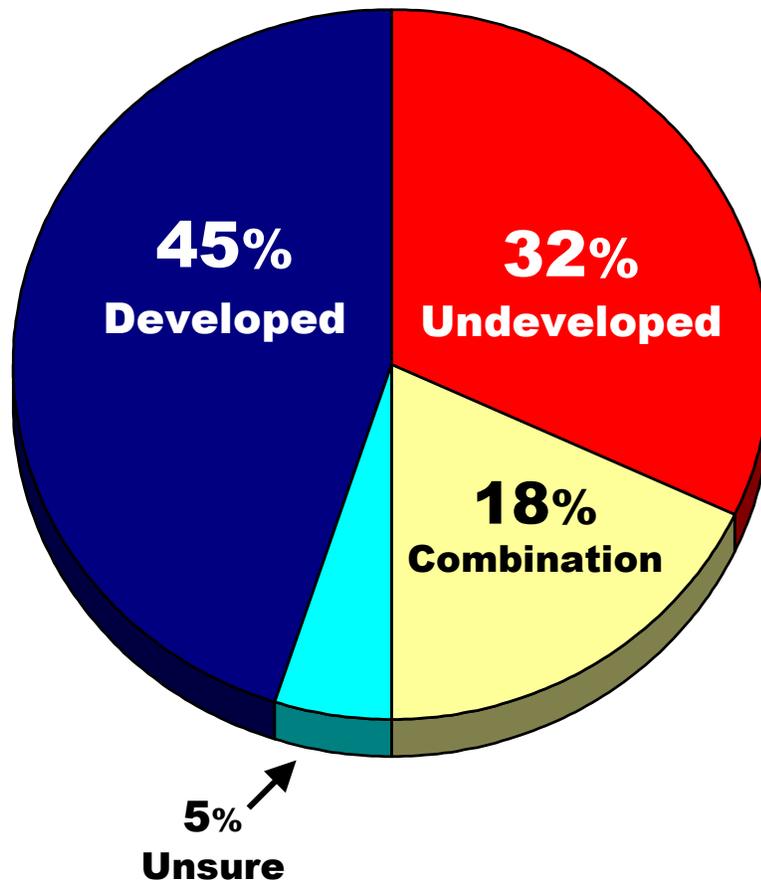


Figure 7
Needs Analysis
San Mateo County Parks and Recreation
June 2001

Attitudes About Acquisition of Additional Land

Question 8.0: ...It is essential that San Mateo County officials acquire additional land to preserve, protect, and make accessible for local residents to enjoy.

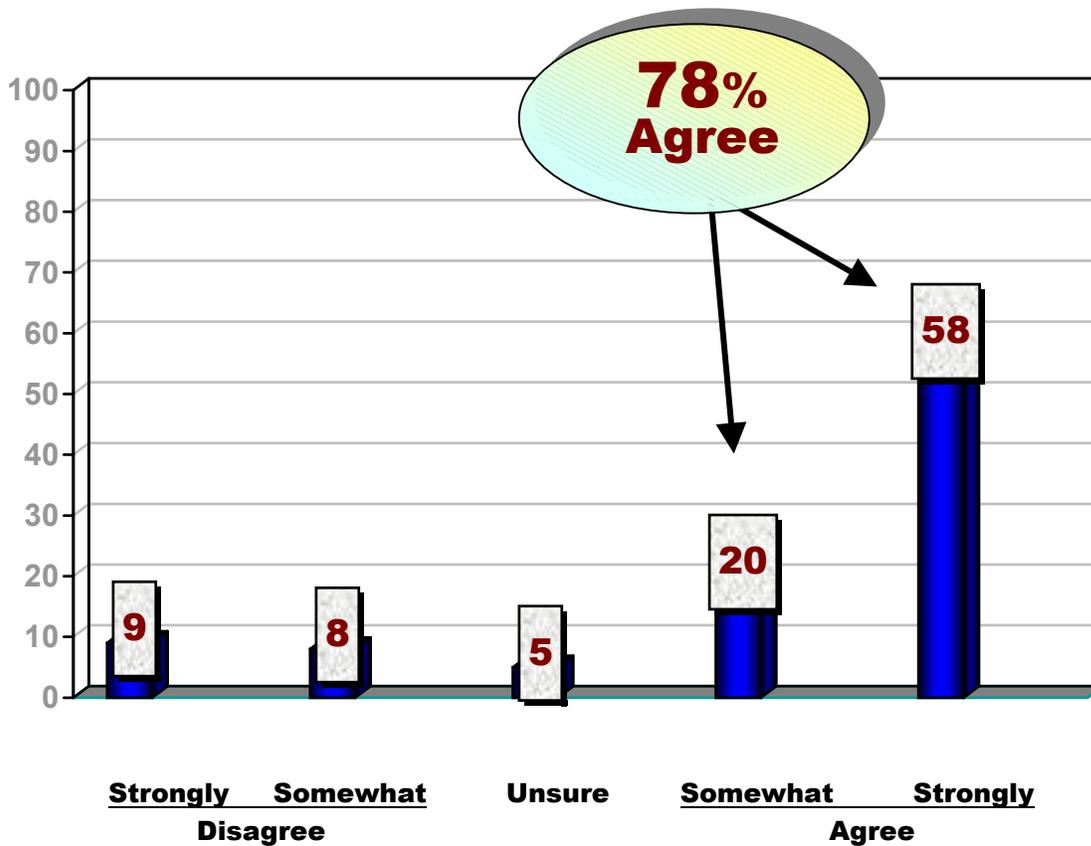


Figure 8
Needs Analysis
San Mateo County Parks and Recreation
June 2001

Type of Land That Should be Acquired

Question 8.1 If additional land is purchased, what is your preference: 1) property that will allow expansion of existing parks; 2) property that will allow additional parks, trails and recreation facilities; or 3) property dedicated to natural resource management?

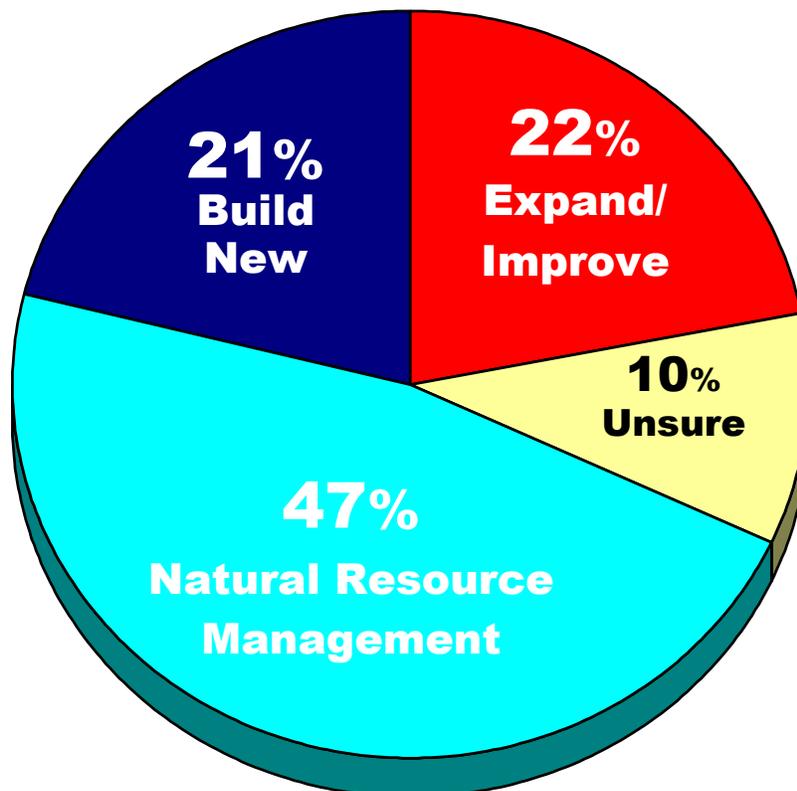


Figure 9
Needs Analysis
 San Mateo County Parks and Recreation
 June 2001

Spending Priorities Involving Park Amenities and Investments

Medium + High Priorities

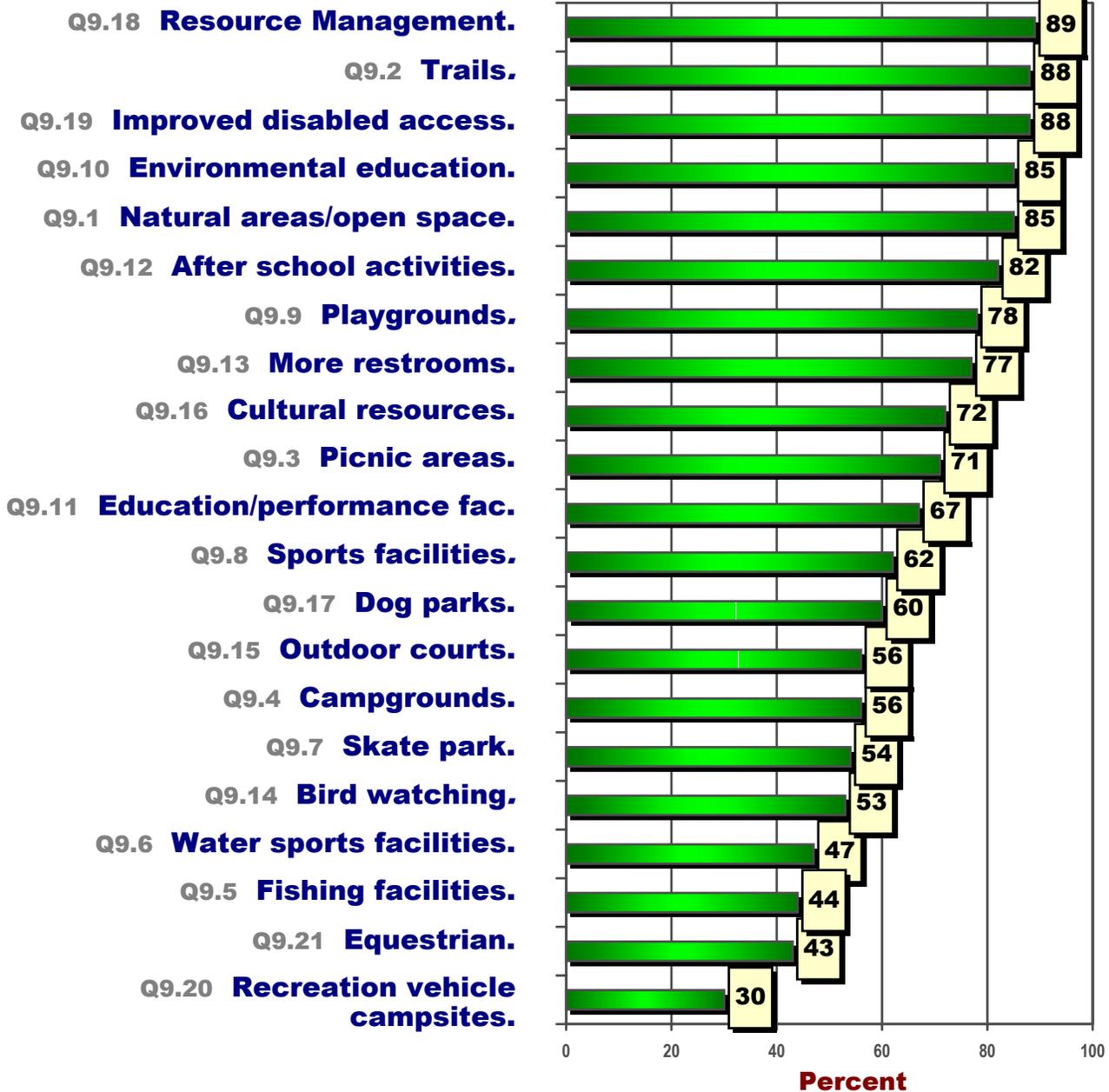


Figure 10
Needs Analysis
San Mateo County Parks and Recreation
June 2001

Potential Usage of 'High Priority' Park Amenities

Question 9.23 With respect to the facilities and/or programs you identified as being a high priority, how many times in an average week would you, or a member of your household, use them?

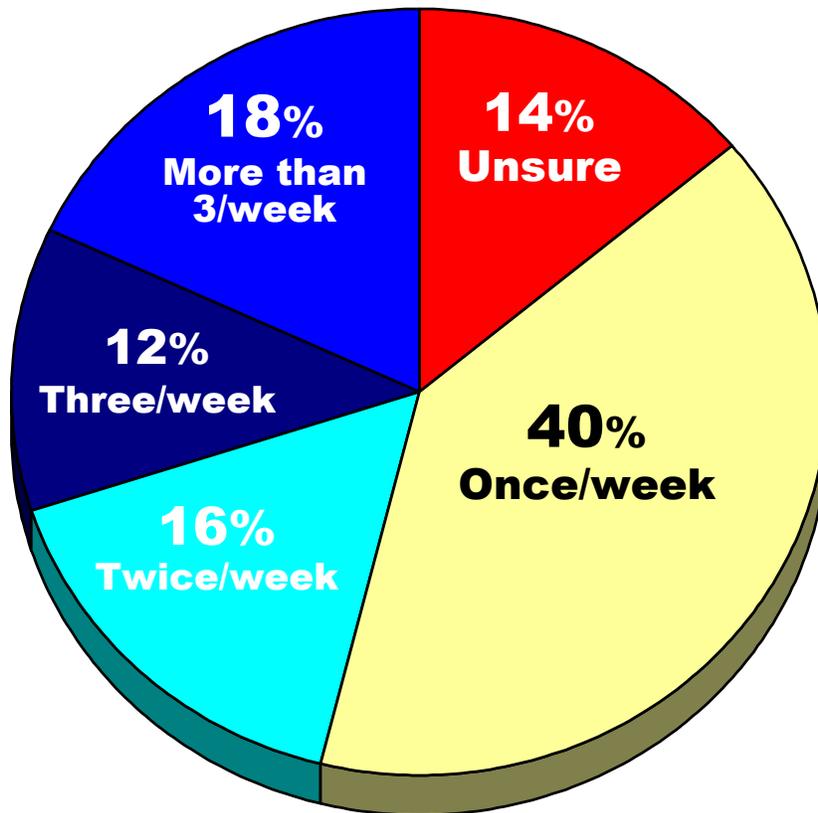


Figure 11A
Needs Analysis
San Mateo County Parks and Recreation
June 2001

Support for G.O. Bond to Acquire New Parklands (Registered Voters)

Question 10.0 If the County were to ask local voters to approve a **General Obligation Bond** for the express purpose of generating funds to acquire new parklands, to be developed into additional parks, trails and recreational facilities for San Mateo County residents, would you support or oppose such a bond measure?

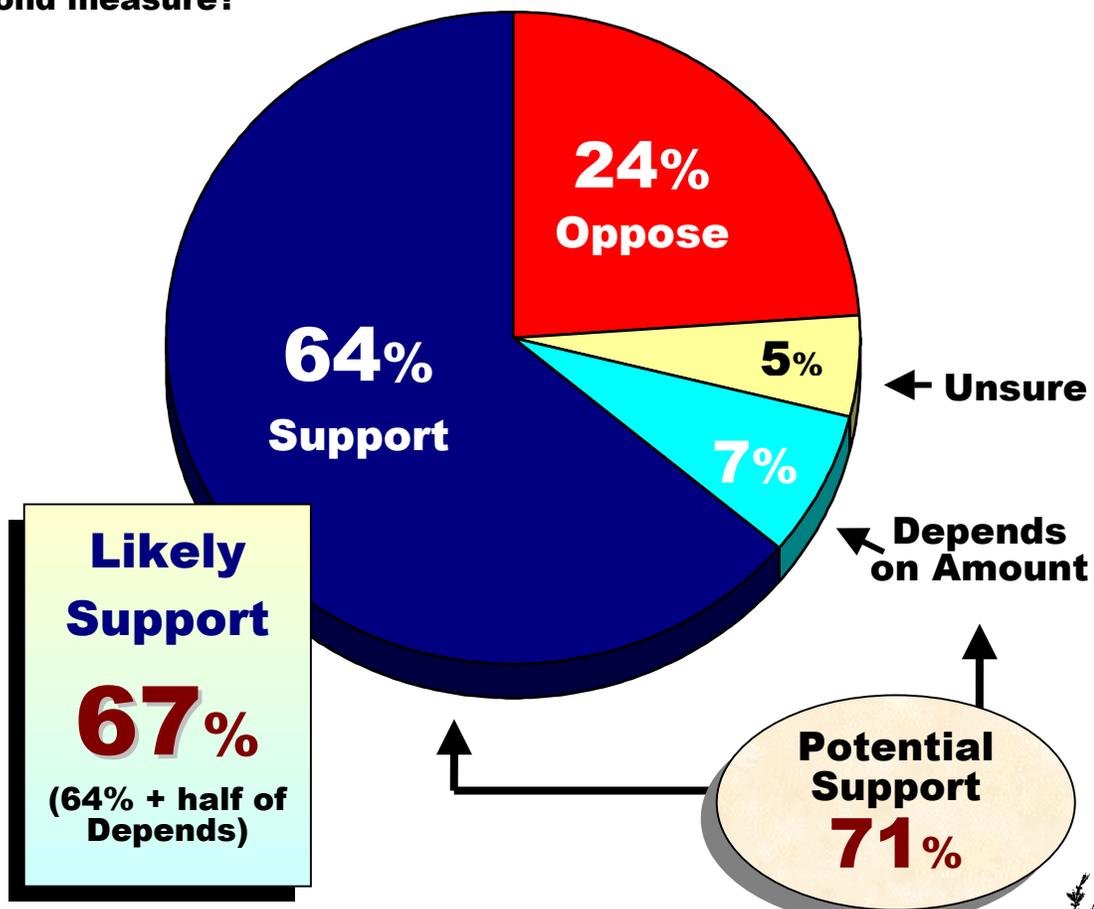


Figure 11B
Needs Analysis
 San Mateo County Parks and Recreation
 June 2001

**THRESHOLD OF WILLINGNESS TO PAY
 TO ACQUIRE NEW PARKLANDS
 (REGISTERED VOTERS)**

Question 10.1 If a tax initiative were to be placed before San Mateo County voters for the express purpose of providing funds to ACQUIRE new parklands, trails, and open space that would be added to the San Mateo County Parks & Trails System, how much in additional taxes would you be willing to pay each year to make this possible?

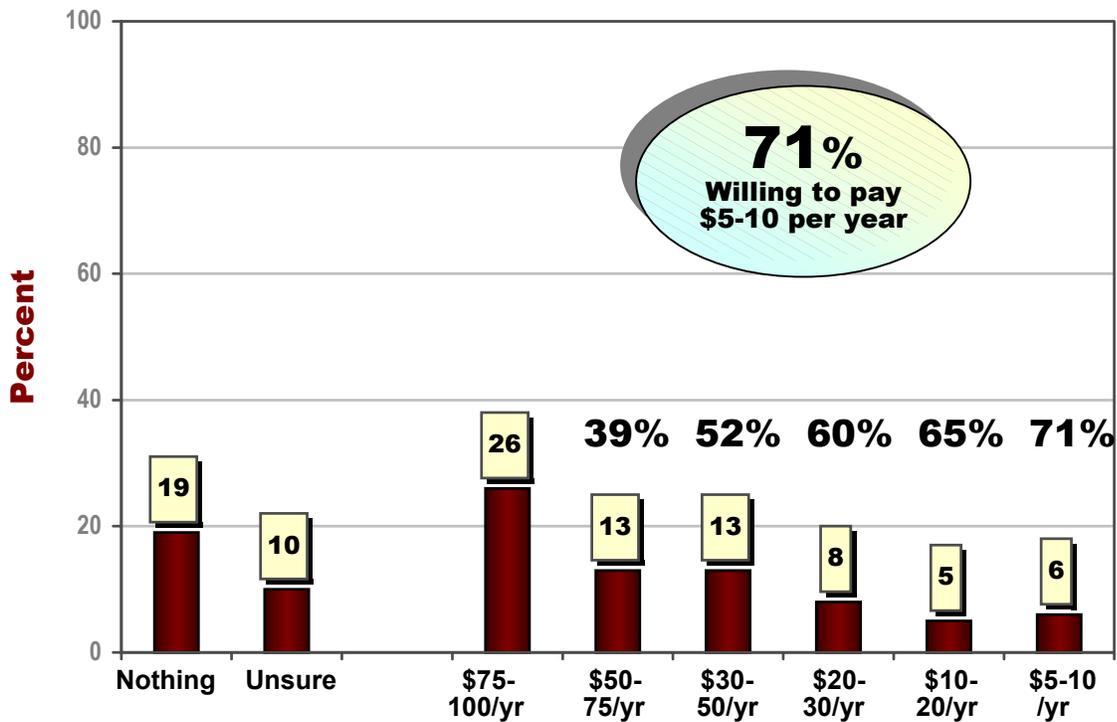


Figure 12A
Needs Analysis
San Mateo County Parks and Recreation
June 2001

Support for Parcel Tax to Enhance & Expand Existing County Parks & Trails System (Registered Voters)

Question 11.0 ...If the County were to ask local voters to approve some form of tax, such as a General Obligation bond, wherein these monies were dedicated to making capital improvements to, and expanding or enhancing the existing County Parks & Trails System, including the enhancements that you believe are definitely needed, would you support or oppose such a bond measure?

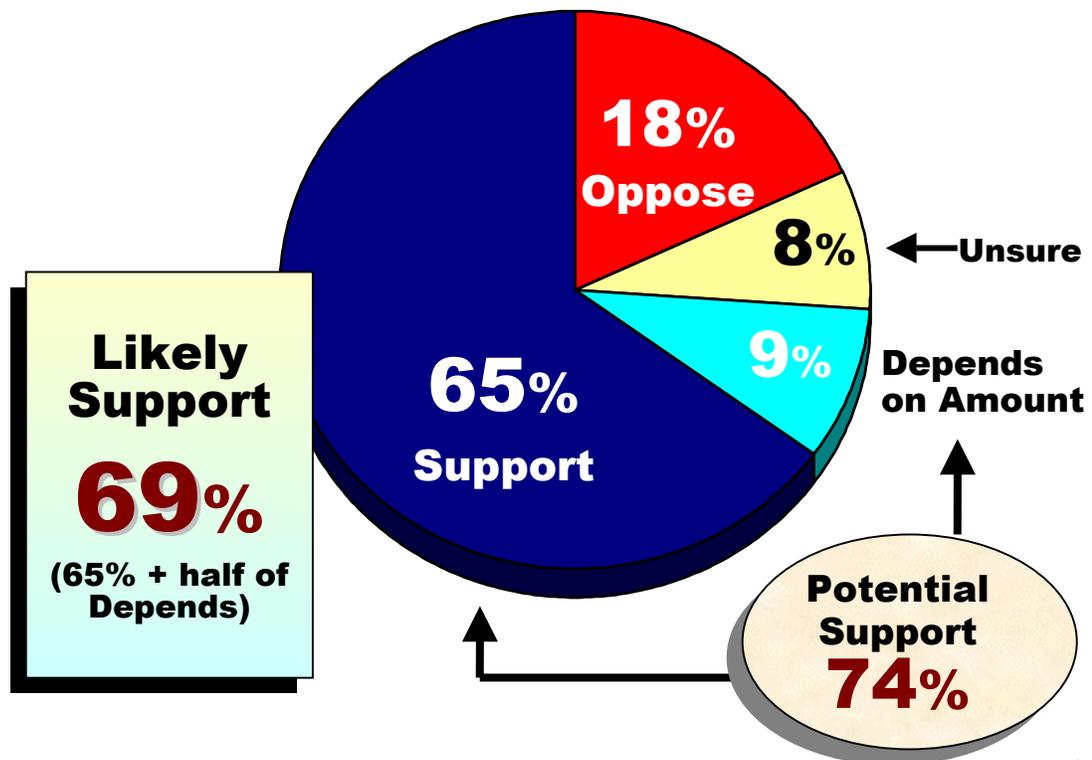


Figure 12B
Needs Analysis
San Mateo County Parks and Recreation
June 2001

THRESHOLD OF WILLINGNESS TO PAY TO ENHANCE & EXPAND EXISTING PARKLANDS (REGISTERED VOTERS)

Question 11.1 How much in additional taxes would you be willing to pay each year to make possible capital improvements and enhancements to the existing San Mateo County Parks & Trail System?

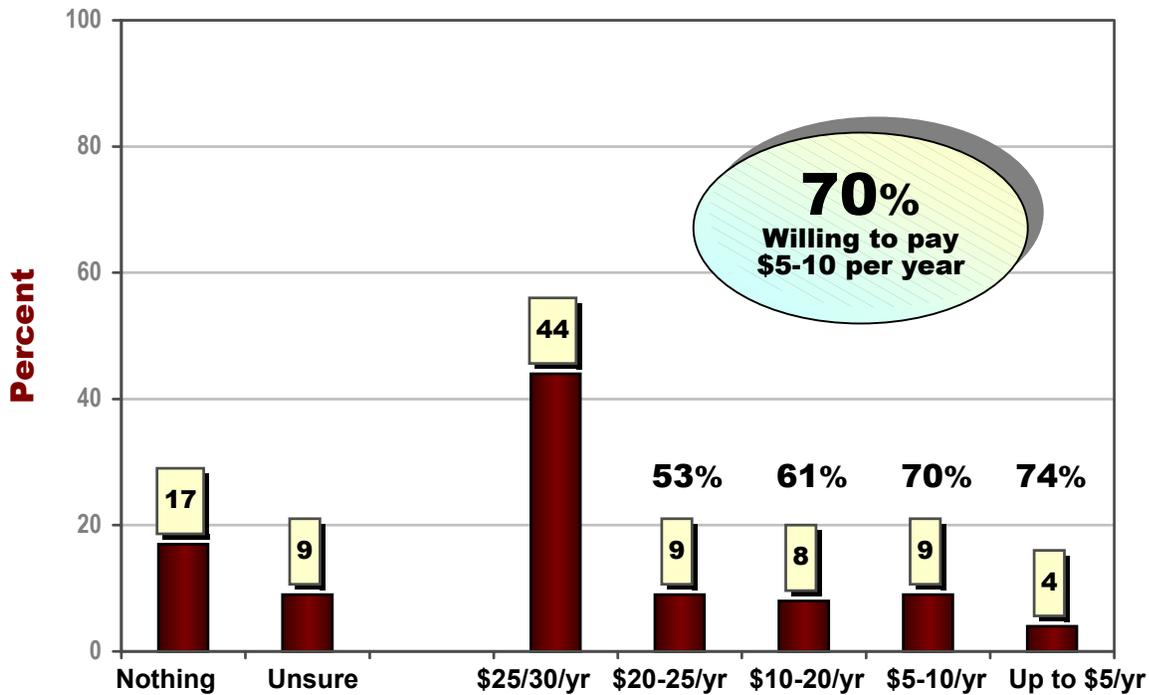


Figure 13
Needs Analysis
 San Mateo County Parks and Recreation
 June 2001

**Strength of Relationship Between
 Perceived Needs & Level of Voter Support**
(Correlation Analysis)

Determinants	Q10.0 Vote for Acquisition	Q11,0 Vote for Enhancements
Q9.18 Resource Mgm't	.18**	.12*
Q9.2 Trails	.24**	.17**
Q9.19 Improved Disabled Access	.14**	.08
Q9.10 Environmental Education	.20**	.15**
Q9.1 Natural areas/open space	.29**	.20**
Q9.12 After School activities	.15**	.14**
Q9.9 Playgrounds	.09	.08
Q9.13 More restrooms	.06	.08
Q9.16 Cultural resources	.13**	.10*
Q9.3 Picnic areas	.20**	.18**

* Significant at p<.05

** Significant at p<.01



Figure 14A
Needs Analysis
 San Mateo County Parks and Recreation
 June 2001

Mid-Coast Region

PRIORITIES FOR LOCAL PARKS

High + Medium

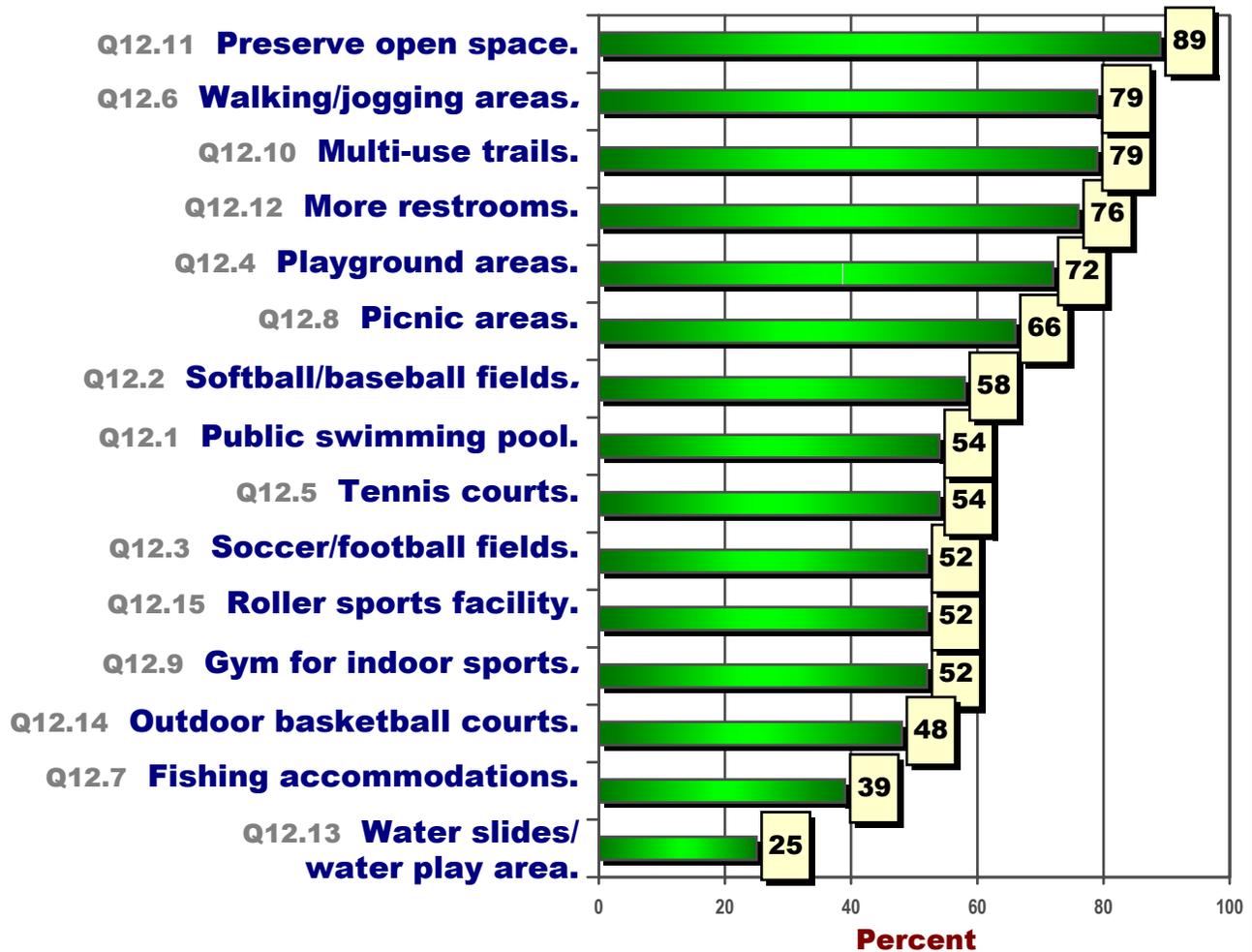


Figure 14B
Needs Analysis
 San Mateo County Parks and Recreation
 June 2001

Mid-Coast Region
PRIORITIES FOR LOCAL
Park & Recreation Facilities

Q12.0 I will read a list of parks and amenities that might be added to the County Parks system specifically in your community. Would you say adding the park, trail or amenities should be considered a high priority, or a low priority?

	Mid-Coast Region	EI Granada	Miramar Beach	Montara	Moss	Princeton
Q12.1 Public Swimming Pool	54%	59%	56%	56%	53%	44%
Q12.2 Fields for softball or baseball	58%	62%	59%	47%	63%	56%
Q12.3 Fields for football or soccer	52%	49%	52%	44%	60%	59%
Q12.4 Playground areas	72%	65%	77%	78%	80%	67%
Q 12.5 Tennis courts	54%	62%	48%	50%	43%	63%
Q12.6 Walking/jogging areas	79%	76%	78%	75%	83%	82%
Q12.7 Fishing accommodations	39%	49%	37%	38%	27%	44%
Q12.8 Picnic areas	66%	65%	78%	69%	63%	52%
Q12.9 Gyms/indoor sports facilities	52%	57%	52%	44%	50%	59%
Q12.10 Multi-use trails	79%	81%	74%	72%	73%	85%
Q12.11 Preserving natural open space	89%	87%	89%	88%	90%	93%
Q12.12 More restrooms in parks	76%	70%	78%	75%	73%	85%
Q12.13 Water slides/water play area	25%	32%	22%	13%	31%	26%
Q12.14 More outdoor basketball courts	58%	51%	41%	31%	62%	56%
Q12.15 Roller sports facility	52%	59%	48%	40%	57%	52%

Note: Percentages include High + Medium Priorities



Figure 15
Needs Analysis
San Mateo County Parks and Recreation
June 2001

Mid-Coast Region

POTENTIAL USAGE
of 'High Priority' Park Amenities

Question 12.17 Thinking about those park facilities you listed as being a high priority for your community, how many times per week would you, or others in your household, use these particular facilities or programs?

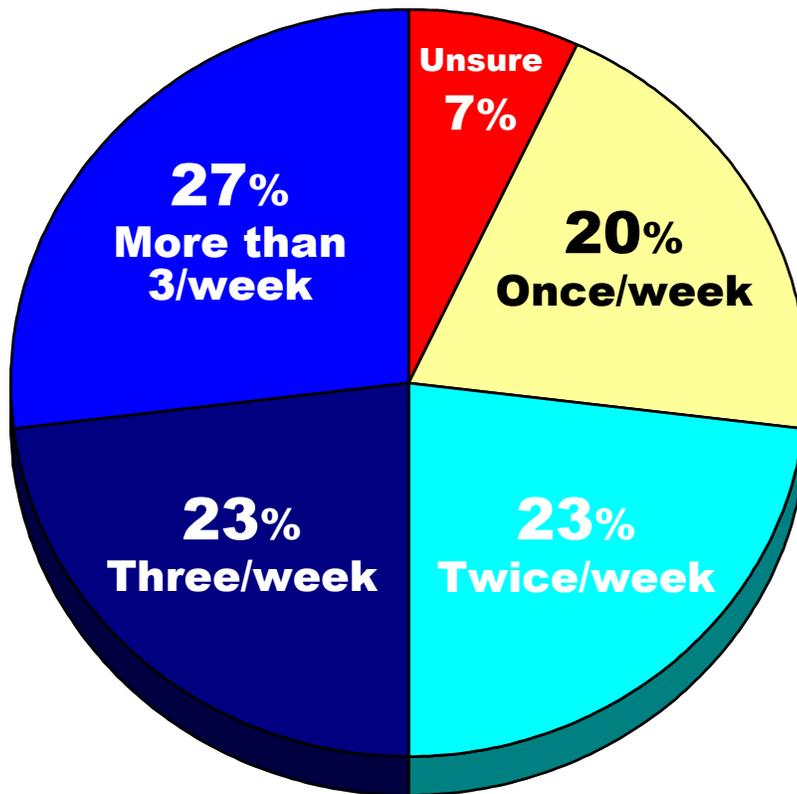


Figure 16A
Needs Analysis
San Mateo County Parks and Recreation
June 2001

Mid-Coast Region
Support for
SPECIAL BENEFITS ASSESSMENT DISTRICT

Question 13.0 Would you be willing to support an initiative that would create a Special Benefits Assessment District, or some form of parcel tax, wherein 100% of the monies from the annual assessment would be earmarked for the construction and on-going maintenance of park & recreation facilities specifically for the residents of the community in which you reside?

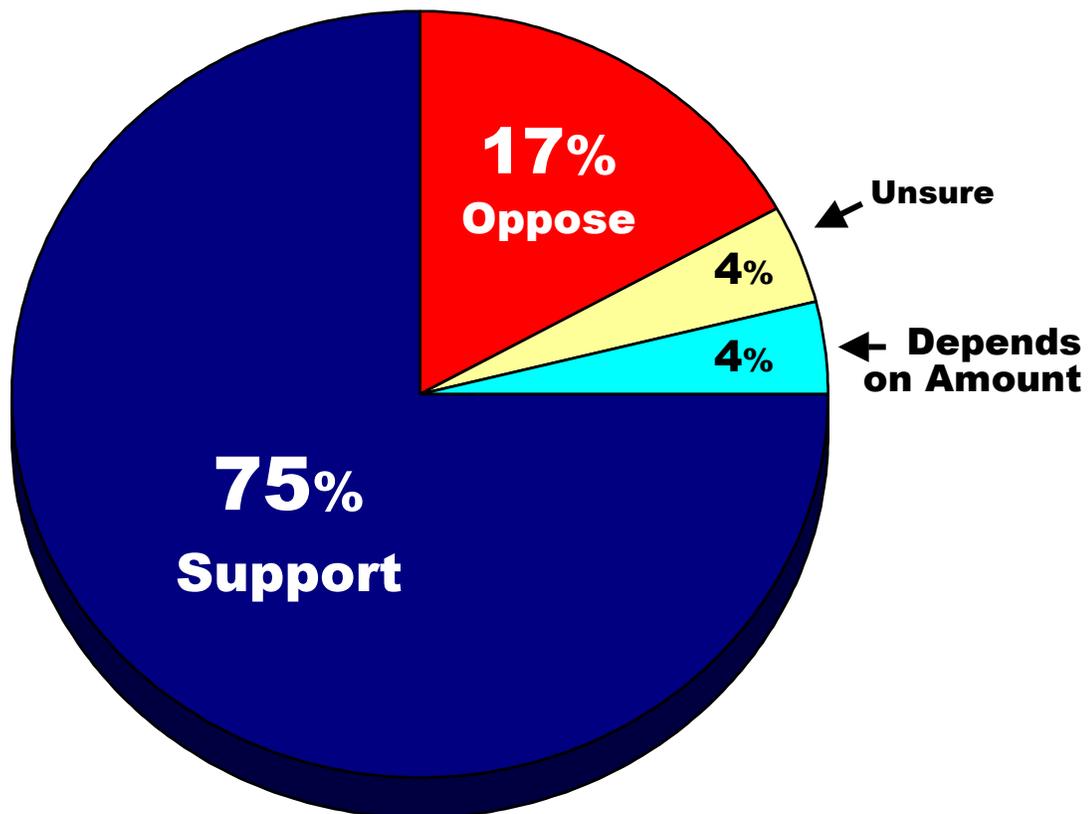


Figure 16B
Needs Analysis
 San Mateo County Parks and Recreation
 June 2001

Mid-Coast Region

THRESHOLD OF WILLINGNESS TO PAY

Question 13.1 How much in additional assessments would you be willing to pay each year to provide for the construction and maintenance of those park facilities in your community that you said were of high priority?

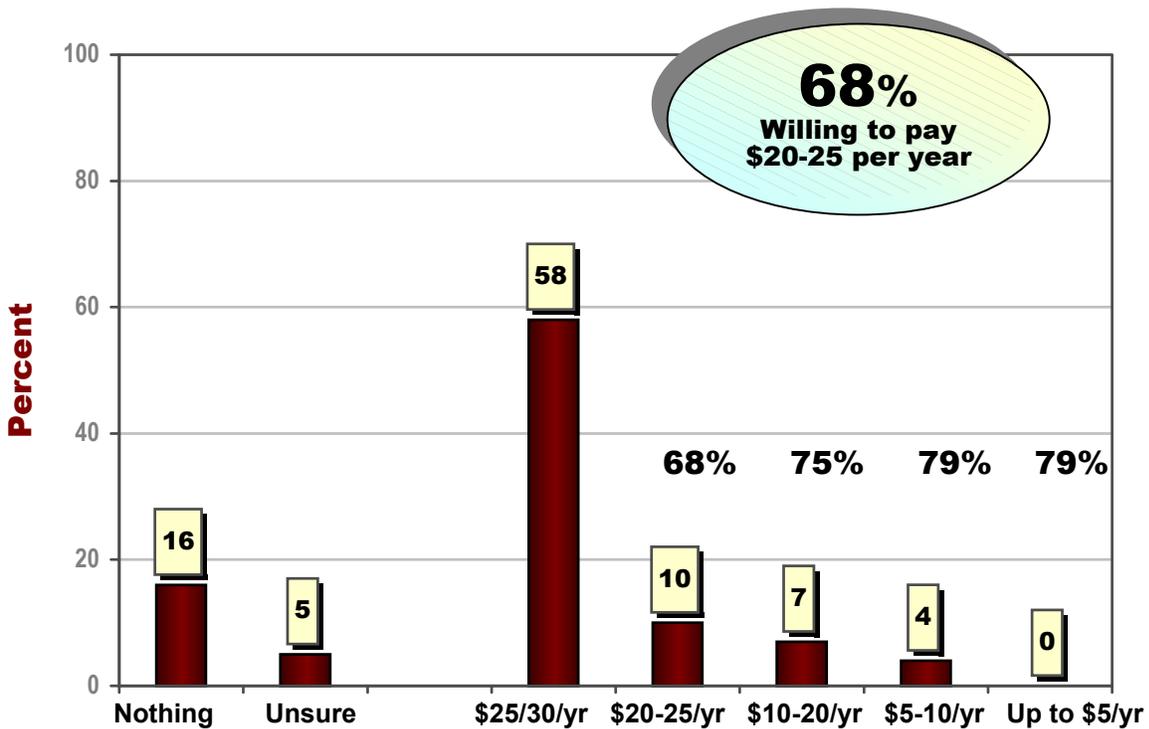


Figure 16C
Needs Analysis
 San Mateo County Parks and Recreation
 June 2001

Mid-Coast Region

**LEVEL OF SUPPORT FOR SPECIAL BENEFIT
 ASSESSMENT DISTRICT BY COMMUNITY**

Question 13.0 **Would you be willing to support an initiative that would create a Special Benefits Assessment District, or some form of parcel tax, wherein 100% of the monies from the annual assessment would be earmarked for the construction and on-going maintenance of park & recreation facilities specifically for the residents of the community in which you reside?**

	Region	EI Granada	Miramar	Montara	Moss Beach	Princeton
NO, would <u>not</u> support	17%	19%	19%	22%	17%	7%
YES, would support	75%	78%	70%	63%	77%	89%
Depends on amount of tax	4%	3%	7%	6%	3%	0%
Don't know	4%	0%	4%	9%	3%	4%

Threshold of 'Willingness to Pay'

Question 13.1 **How much in additional assessments would you be willing to pay each year to provide for the construction and maintenance of those park facilities in your community that you said were of high priority?**

	Region	EI Granada	Miramar	Montara	Moss Beach	Princeton
Unsure	5%	5%	4%	9%	3%	4%
Nothing	16%	20%	22%	16%	17%	7%
Up to \$5/year	0%	0%	0%	0%	0%	0%
\$5-10/year	3%	3%	4%	6%	7%	4%
\$10-20/year	7%	11%	4%	6%	3%	11%
\$20-25/year	10%	14%	11%	63%	7%	11%
\$25-30/year	58%	49%	55%	9%	63%	63%



Figure 17
Needs Analysis
 San Mateo County Parks and Recreation
 June 2001

Mid-Coast Region

**IMPORTANCE OF PLAYGROUNDS
 BY NUMBER OF SCHOOL-AGE CHILDREN AT HOME**

Subset of sample	Percent who rank PLAYGROUNDS as being a “high” or “medium” spending priority	Percent of residents
All mid-coast residents	72%	100%
Residents with NO children	63%	58%
Parents with one child	79%	16%
Parents with 2 children	88%	21%
Parents with 3 or more children	71%	5%

Note: Number of children refers to “school age” children currently living at home

Figure 18A
Needs Analysis
 San Mateo County Parks and Recreation
 June 2001

Demographics

High/Moderate Registered Voters: N=204

Random Digit Dial : N= 202

Age

	Voters	RDD
18 to 30	5%	11%
31 to 40	12%	23%
41 to 50	27%	25%
51-to 65	34%	29%
Over 65	22%	12%

Education

	Voters	RDD
Less than High School	2%	1%
High School	12%	10%
Some College	20%	23%
College Graduate	41%	38%
Graduate School	25%	28%

Income

	Voters	RDD
Under \$25,000	5%	6%
\$25,000-\$50,000	14%	20%
\$50,000-\$75,000	19%	22%
\$75,000-\$100,000	23%	18%
Over \$100,000	39%	34%

Gender

	Voters	RDD
Female	45%	58%
Male	55%	42%

Ethnicity

	Voters	RDD
Caucasian	82%	75%
Hispanic	5%	7%
Black	3%	2%
Asian	2%	6%
American Indian	0%	0%
Other	8%	10%

Number of Children

	Voters	RDD
None	70%	62%
One Child	12%	15%
Two Children	14%	13%
Three or more	3%	10%



Figure 18B
Needs Analysis
 San Mateo County Parks and Recreation
 June 2001

Demographics

High/Moderate Registered Voters: N=204

Random Digit Dial : N= 202

Length of Residency

	Voters	RDD
0 to 5 years	12%	22%
6 to 10 years	12%	12%
11 to 25 years	26%	28%
Over 25 years	50%	38%

Own/Rent Home

	Voters	RDD
Own	90%	75%
Rent	10%	25%

Ideology

	Voters	RDD
Extreme Liberal	10%	12%
Somewhat Liberal	34%	32%
Moderate	30%	33%
Somewhat Conservative	22%	19%
Extreme Conservative	4%	4%

Party ID

	Voters	RDD
Democrat	56%	N/A
Republican	26%	N/A
Other	18%	N/A

Registered to Vote

	Voters	RDD
Yes	98%	20%
No	2%	80%

Voting Propensity

	Voters	RDD
High	57%	N/A
Medium	43%	N/A



**NEEDS ANALYSIS
PARKS AND RECREATION
County of San Mateo**

QUESTIONNAIRE

Total sample = 478

Comprised of the breakdown below:

Community-at-large (Random Digit Dialing): **N=202**
 Registered Voters (high & moderate propensity): **N=204**
 Added surveys to round out five stratified geographic nodes
 in Mid-Coast Region of County: **N= 72**

Hello. My name is _____ and I am with the **Survey Research Institute**. We are conducting a local survey on behalf of the County of San Mateo concerning policy issues that County officials believe affect the **quality of life** for local residents. These include various County services, with a major emphasis being placed upon local Parks and Recreation trails and other amenities offered to County residents. Local officials and community leaders would like to learn more about **your** concerns, interests, and preferences regarding these matters.

Would you mind sharing a few minutes of your time and respond to our brief questionnaire?

NOTE TO INTERVIEWER: If respondent asks "How long will the survey take?" answer, "About 15 minutes"

1.0 In what area of San Mateo County do you reside? (Note to callers: circle the area that applies)

Atherton	1%	La Honda	1%	Redwood City	7%
Belmont	2%	Loma Mar	---	San Bruno	2%
Brisbane	1%	Menlo Park	4%	San Carlos	3%
Burlingame	3%	Milbrae	2%	San Gregoria	1%
Colma	1%	Miramar	<1%	San Mateo	8%
Daly City	4%	Montara	6%	South San Francisco	3%
East Palo Alto	1%	Moss Beach	5%	West Menlo Park	<1%
El Granada*	9%	Pacifica	6%	Woodside	1%
Foster City	2%	Pescadero	1%	Rural	1%
Half Moon Bay	20%	Portola Valley	1%	Other	4%
Hillsborough	1%	Princeton	<1%		

*The five communities printed in **BOLD** and in "red" ink represent the "Mid-Coast" portion of the County where SRI will add three minutes to the survey.

Overall Satisfaction with Current Facilities & Programs

2.0 I would like to ask a couple of questions concerned specifically with the County’s public parks and trails. Overall, how satisfied are you with the **quality** of the **public parks and trails currently** available through San Mateo County? Would you say you are...

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	Countywide
31%	50%	11%	6%	2%	Voters
32%	50%	8%	7%	3%	RDD
30%	51%	12%	6%	1%	

2.1 Overall, how **satisfied** are you with the present **number of public parks and trails currently** available in San Mateo County? Would you say you are...?

Extremely Satisfied	Somewhat Satisfied	Neutral/ Unsure	Somewhat Dissatisfied	Extremely Dissatisfied	Countywide
27%	47%	10%	12%	4%	Voters
27%	50%	8%	11%	4%	RDD
27%	45%	12%	13%	3%	

Questions on Park Usage

3.0 I am going to read a list of County-owned **parks** , **trails**, and **recreation facilities** in San Mateo County. For each facility, I’m going to ask you three things: First, if you, or members of your household, **visited** or used that park, trail or recreation facility during the past one year? Then, if you or your household members utilized that facility, please tell me **how often** over the past year. And, third, what was the primary **reason** you and/or your household members visited the park or used the trail? Finally, if you did NOT visit a specific park, we would like to know, why not.

90% Respondents visited a park
10% Respondents did not visit a park

[NOTE: if respondent knows only the name of the park, but does not know what the park offers, the answer to this question is “NO.” FURTHER, if the respondent states up front that s/he does NOT visit any park or recreation facility, skip to Q4.0.]

Read the following: “When I ask if ‘you’ visit a given park, trail or recreation facility, I’m referring to either YOU personally or anyone else in you household who might frequent that facility.”

- 3.1a Did you visit the **Coyote Point Park** last year? YES
50% NO
50%
- 3.1b How often did you or members of your household visit this park last year? 12% often (twice a month or more)
9% sometimes (once a month)
78% seldom (less than once a month)
0% never

3.1c	What was the main reason you visited Coyote Point Park?	25% Museum 22% Family outing/picnic 16% Get outdoors/relax 11% Walking/hiking 6% Biking 6% Field trip 14% Miscellaneous
3.1d	What was the main reason you did <u>not</u> visit Coyote Point Park?	39% Location/too far 14% No time 11% Not aware of this park/don't know park 9% No reason to go there 8% No interest in this park 2% Fees 16% Miscellaneous
3.2a	Did you utilize Crystal Springs Trail ?	YES NO 52% 48%
3.2b	How often did you or members of your household use this trail last year?	19% often (twice a month or more) 18% sometimes (once a month) 62% seldom (less than once a month) 1% never
3.2c	What was the main reason you utilized the Crystal Springs Trail?	59% Walking/hiking 23% Get outdoors/relax 12% Biking 2% Family outing/picnic 1% Walk dog 3% Miscellaneous
3.2d	What was the main reason you did <u>not</u> utilize the Crystal Springs Trail?	30% Location/too far 22% Not aware of this park/don't know park 18% No time 10% No interest in this park 4% No reason to go there 1% Fees 15% Miscellaneous
3.3a	Did you visit the Edgewood Park & Natural Preserve last year?	YES NO 26% 74%
3.3b	How often did you or members of your household visit this park last year?	20% often (twice a month or more) 8% sometimes (once a month) 72% seldom (less than once a month) 0% never

3.3c	What was the main reason you visited Edgewood Park & Natural Preserve?	41% Walking/hiking 20% Nature study/flowers, plants, etc 16% Get outdoors/relax 9% Family outing/picnic 5% Biking 3% Field trip 6% Miscellaneous						
3.3d	What was the main reason you did <u>not</u> visit Edgewood Park & Natural Preserve?	47% Not aware of this park/don't know park 18% Location/too far 16% No time 6% No interest in this park 4% No reason to go there 1% Fees 8% Miscellaneous						
3.4a	Did you visit the Flood Park last year?	<table border="0"> <tr> <td style="text-align: center;">YES</td> <td style="text-align: center;">NO</td> </tr> <tr> <td style="text-align: center;">18%</td> <td style="text-align: center;">82%</td> </tr> <tr> <td style="text-align: center;">(go to Q3.4b)</td> <td style="text-align: center;">(skip to Q3.4d)</td> </tr> </table>	YES	NO	18%	82%	(go to Q3.4b)	(skip to Q3.4d)
YES	NO							
18%	82%							
(go to Q3.4b)	(skip to Q3.4d)							
3.4b	How often did you or members of your household visit this park last year?	18% often (twice a month or more) 8% sometimes (once a month) 74% seldom (less than once a month) 0% never						
3.4c	What was the main reason you visited Flood Park?	65% Family outing/picnic 16% Get outdoors/relax 6% Walking/hiking 2% Biking 2% Field trip 8% Miscellaneous)						
3.4d	What was the main reason you did <u>not</u> visit Flood Park?	55% Not aware of this park/don't know park 18% Location/too far 10% No time 6% No interest in this park 4% No reason to go there 7% Miscellaneous						
3.5a	Did you visit the Huddart/Wunderlich Park complex last year?	<table border="0"> <tr> <td style="text-align: center;">YES</td> <td style="text-align: center;">NO</td> </tr> <tr> <td style="text-align: center;">36%</td> <td style="text-align: center;">64%</td> </tr> </table>	YES	NO	36%	64%		
YES	NO							
36%	64%							
3.5b	How often did you or members of your household visit this park last year?	10% often (twice a month or more) 9% sometimes (once a month) 81% seldom (less than once a month) 1% never						

3.5c	What was the main reason you visited Huddart/Wonderlich Park complex?	34% Family outing/picnic 30% Walking/hiking 18% Get outdoors/relax 4% Biking 3% Field trip 2% Nature study/flowers, plants, etc 1% Museum 8% Miscellaneous				
3.5d	What was the main reason you did <u>not</u> visit Huddart/Wonderlich Park complex?	58% Not aware of this park/don't know park 13% Location/too far 7% No time 7% No reason to go there 3% No interest in this park 1% No dogs allowed 11% Miscellaneous				
3.6a	Did you visit the Fitzgerald Marine Reserve last year?	<table border="0"> <tr> <td>YES</td> <td>NO</td> </tr> <tr> <td>56%</td> <td>44%</td> </tr> </table>	YES	NO	56%	44%
YES	NO					
56%	44%					
3.6b	How often did you or members of your household visit this park last year?	23% often (twice a month or more) 19% sometimes (once a month) 58% seldom (less than once a month) 0% never				
3.6c	What was the main reason you visited Fitzgerald Marine Reserve?	33% Tide Pools 29% Get outdoors/relax 13% Walking/hiking 9% Family outing/picnic 7% Field trip 4% Biking 5% Miscellaneous				
3.6d	What was the main reason you did not visit Fitzgerald Marine Reserve?	54% Not aware of this park/don't know park 22% No time 7% No reason to go there 4% Location/too far 4% No interest in this park 1% No dogs allowed 9% Miscellaneous				
3.7a	Did you visit the Junipero Serra Park last year?	<table border="0"> <tr> <td>YES</td> <td>NO</td> </tr> <tr> <td>19%</td> <td>81%</td> </tr> </table>	YES	NO	19%	81%
YES	NO					
19%	81%					
3.7b	How often did you or members of your household visit this park last year?	6% often (twice a month or more) 9% sometimes (once a month) 83% seldom (less than once a month) 2% never				

3.7c	What was the main reason you visited Junipero Serra Park?	34% Get outdoors/relax 25% Family outing/picnic 25% Walking/hiking 6% Field trip 2% Biking 8% Miscellaneous
3.7d	What was the main reason you did not visit Junipero Serra Park?	49% Not aware of this park/don't know park 18% Location/too far 15% No time 7% No reason to go there 6% No interest in this park <1% No dogs allowed 5% Miscellaneous
3.8a	Did you visit the Pescadero Creek/Memorial Park/Sam McDonald Park complex last year?	YES NO 56% 44%
3.8b	How often did you or members of your household visit this park complex last year?	9% often (twice a month or more) 10% sometimes (once a month) 81% seldom (less than once a month) 0% never
3.8c	What was the main reason you visited this complex?	33% Get outdoors/relax 20% Walking/hiking 20% Family outing/picnic 14% Camping 7% Ocean. 2% Nature study 1% Biking 3% Miscellaneous
3.8d	What was the main reason you did not visit this park complex?	37% Not aware of this park/don't know park 21% Location/too far 16% No time 13% No reason to go there 3% No interest in this park 1% No dogs allowed 9% Miscellaneous
3.9a	Did you visit the Sanchez Adobe last year?	YES NO 15% 85%
3.9b	How often did you or members of your household visit this park last year?	19% often (twice a month or more) 5% sometimes (once a month) 76% seldom (less than once a month) 0% never

3.9c	What was the main reason you visited Sanchez Adobe?	33%	Get outdoors/relax
		31%	Exhibits/events
		19%	Field trips
		14%	Family outing/picnic
		3%	Walking/hiking
3.9d	What was the main reason you did not visit Sanchez Adobe?	51%	Not aware of this park/don't know park
		14%	No time
		14%	No interest in this park
		8%	No reason to go there
		7%	Location/too far
		1%	No dogs allowed
		5%	Miscellaneous
3.10a	Did you visit the San Bruno Mountain Park last year?	YES	NO
		27%	73%
3.10b	How often did you or members of your household visit this park last year?	14%	often (twice a month or more)
		5%	sometimes (once a month)
		81%	seldom (less than once a month)
		0%	never
3.10c	What was the main reason you visited San Bruno Mountain Park?	41%	Walking/hiking
		30%	Get outdoors/relax
		19%	Family outing/picnic
		3%	Biking
		2%	Nature study/flowers, plants, etc
		1%	Ocean
		5%	Miscellaneous
3.10d	What was the main reason you did not visit San Bruno Mountain Park?	32%	Not aware of this park/don't know park
		26%	Location/too far
		16%	No time
		8%	No interest in this park
		7%	No reason to go there
		2%	Weather
		1%	No dogs allowed
		<1%	Fees
		8%	Miscellaneous
3.11a	Did you visit the San Pedro Valley Park last year?	YES	NO
		20%	80%
3.11b	How often did you or members of your household visit this park last year?	25%	often (twice a month or more)
		18%	sometimes (once a month)
		57%	seldom (less than once a month)
		0%	never

3.11c	What was the main reason you visited San Pedro Valley Park?	57% Walking/hiking 21% Family outing/picnic 14% Get outdoors/relax 4% Walk dog 2% Nature study 1% Fishing				
3.11d	What was the main reason you did not visit San Pedro Valley Park	65% Not aware of this park/don't know park 14% Location/too far 9% No time 5% No reason to go there 2% No interest in this park <1% No dogs allowed 4% Miscellaneous				
3.12a	Did you, or a member of your household, use one or more of the Regional Trails in the County last year, in particular, Bay Trail, DeAnza Trail, Ridge Trail, or Coastal Trail. If so, which ones?	<table border="0"> <tr> <td style="padding-right: 20px;">YES</td> <td>NO</td> </tr> <tr> <td style="padding-right: 20px;">69%</td> <td>31%</td> </tr> </table> <p>Which trails:</p> <ul style="list-style-type: none"> 59% Coastal Trail 10% Bay Trail 9% Ridge Trail 1% DeAnza Trail 21% All four or combination 	YES	NO	69%	31%
YES	NO					
69%	31%					
3.12b	How often did you or members of your household use these regional trails last year?	41% often (twice a month or more) 23% sometimes (once a month) 36% seldom (less than once a month) <1% never				
3.12c	What was the main reason you used any of the regional trails?	57% Walking/hiking 20% Get outdoors/relax 13% Biking 4% Walk dogs 1% Nature study 1% Field trip 4% Miscellaneous				
3.12d	What was the main reason you did not use the regional trails?	23% No time 22% Not aware of this park/don't know park 19% No interest in this park 16% Health/personal reasons 8% Location/too far 6% No reason to go there 2% No dogs allowed 4% Miscellaneous				

Satisfaction with Conditions of Parks

4.0 Thank you. Now I would like to ask you about the condition of the County Parks and Trails. Using a traditional grading scale with “A” for excellent, “B” for good, “C” for average or adequate, “D” for below average or poor and “F” for very poor or Failure, how would **you** grade the following aspects of the San Mateo County Parks, trails and amenities?

4.1 The current **level** of **overall security and public safety** for park and trail users?

A	B	C	D	F	D/K
22%	41%	20%	5%	1%	11%

Note: IF respondent answers with a grade of “D” or “F” ask, “WHY?” (N=24)

96% No/poor security
4% Poor maintenance

4.2 The current **overall physical condition** of County parks and trails?

A	B	C	D	F	D/K
27%	46%	17%	1%	<1%	9%

Note: IF respondent answers with a grade of “D” or “F” ask, “WHY?” (N=4)

100% Poor maintenance

4.3 Overall, how well County parks and trails are **maintained**?

A	B	C	D	F	D/K
28%	49%	15%	1%	<1%	7%

Note: IF respondent answers with a grade of “D” or “F” ask, “WHY?” (N=4)

100% No money for maintenance

4.4 More specifically, how would you rate the on-going maintenance of such amenities to County parks and trails as: parking areas, trash pickup, restroom facilities, barbeque pits, picnic tables, and-the-like?

A	B	C	D	F	D/K
22%	43%	21%	3%	1%	10%

Note: IF respondent answers with a grade of “D” or “F” ask, “WHY?” (N=17)

88% too much trash/dirty restrooms
12% Miscellaneous

5.0 Now, I would like to ask about several specific things that could be stopping you, or other members of your household, from using County parks and trails more frequently than you do today. I will read a short list of possible barriers. Please tell me, first, whether or not each factor impedes the amount you, or other members in your household, use the County park and trails system; and for those factors that do impede usage, tell me whether it is a **major** barrier or a **minor** barrier to your use of County parks and trails.

	major barrier 1	minor barrier 2	not at all a barrier 3	unsure/dk 8
5.1 Distance of park or trail from your home	30%	37%	32%	1%
5.2 Hours of operation of County parks are not convenient	3%	25%	69%	3%
5.3 I have no transportation to get to and from County parks	8%	17%	74%	1%
5.4 County parks don't have the features I'm looking for	11%	27%	59%	3%
5.5 Not aware of County park facilities available to me	33%	31%	34%	2%

5.6 Are there any other barriers that we've not talked about that keep you from using County Parks and Recreation facilities? And, if so, is it a major or minor barrier? (N=148)

	Major 80%	Minor 20%
15%	No dogs allowed	
12%	Distance & time	
12%	Safety	
11%	Too many people	
8%	Health/age	
7%	Parking	
7%	Need directory – not aware of parks	
4%	More kid friendly	
4%	Connect trails/pave trails	
3%	Need more parks	
3%	Handicap access	
3%	Bikes on trails a problem	
3%	Fees	
2%	Bathroom facilities	
1%	More camp sites	
5%	Miscellaneous (<u>seven</u> items mentioned one time each: lack of paved trails, time, opening times, dangerous equipment, not enough long hiking trails, weather, and open space).	

6.0 The San Mateo County Park and Recreation Division is working on their long-range planning and is interested in knowing what types of activities local residents prefer. As a resident of San Mateo County would you prefer that the County develops more "active" parks that include athletic fields and organized sports activities; or would you prefer the focus be on more "passive" park facilities, such as hiking & walking trails, environmental educational programs, more picnic tables, and a greater emphasis on natural resource management and the protection of the limited open spaces that remain in San Mateo County?

18%	active parks with athletic fields and organized programs
9%	a combination of both (do not read this response)
70%	passive parks with a few picnic tables and open space
3%	unsure/don't know

7.0 Would you prefer more developed park areas and facilities to encourage recreation visitors and activities (i.e. parking, restrooms, benches, trails and walkways) or do you prefer more undeveloped natural areas of open space not intended for visitors, mainly for viewing from a distance, for example as people drive by or through the area in their cars?

- 45% developed recreation areas
- 18% a combination of both (**DO NOT READ** this response)
- 32% undeveloped open space
- 5% unsure

8.0 Increasing growth and development throughout San Mateo County has placed a great demand on existing parks, trails, and recreation facilities that are made available to area residents. As urban areas become more dense and crowded, it is essential to set aside more land for parks and open space, so that residents will have adequate access to public parks, trails, and recreation facilities. Thus, it is essential that San Mateo County officials **ACQUIRE** additional land to preserve, protect, and make accessible for local residents to enjoy. I would like to ask whether you agree or disagree with this statement

Strongly Disagree	Somewhat Disagree	DON'T agree OR disagree/Unsure	Somewhat Agree	Strongly Agree
9%	8%	5%	20%	58%

8.1 If San Mateo County officials are able to acquire additional land within the County in order to enhance the existing park, trails and recreation system for County residents, they will be faced with some very difficult decisions regarding what type of land should be acquired.

Specifically, there are three areas for which additional parklands are needed; these are: (1) property that will allow them to expand existing park facilities; (2) property that will allow additional parks, trails and recreation facilities to be developed and added to the existing County park and trails system, and (3) property that would be dedicated to natural resource management, thus permanently protecting as much open space in San Mateo County as possible.

Given the above three choices, when faced with deciding what type of property to acquire, would you urge County officials to place the highest priority on acquiring property to:

- 22% **expand and improve existing** park facilities
- 21% **build new** parks and recreation facilities
- 47% dedicate to **natural resource management** and permanent **open space**
- 10% unsure/don't know

Needs Assessment

9.0 I would now like to ask for your input regarding SPENDING PRIORITIES involving other park amenities, and investments that County officials will be considering in the near future as they develop the County's LONG RANGE plan for parks and recreation. I will read a list of potential expenditures and then ask you to prioritize each item. Specifically, do you believe each item should be considered:

- 1 = a **high priority**, added as soon as possible to the San Mateo County park system? Or would you say the item should be considered:
- 2 = a **medium priority**, added if and when the budget allows? or should it be considered:
- 3 = a **low priority**, not really needed at this time.
- 8 = unsure, don't know (do not read this option)
- 9 = Refused (do not read this option)

The first item on the list is "Natural areas/open space." Does the San Mateo County park and recreation system need additional Natural areas/open space? More specifically, should adding Natural areas/open space be considered a high, medium, or low priority within the park system?

	high 1	med 2	low 3	unsure/dk 8
9.1 Natural areas/open space	54%	31%	14%	1%
9.2 Trails (including walking, hiking, bicycle riding, jogging)	52%	36%	11%	1%
9.3 Picnicking areas	24%	47%	28%	1%
9.4 Camp grounds	20%	36%	42%	2%
9.5 Fishing facilities	16%	28%	53%	3%
9.6 Other Water sports facilities, such as swimming water slides	21%	26%	50%	3%
9.7 A skate park (roller skating)	24%	30%	45%	1%
9.8 Sports facilities such as baseball & soccer fields	24%	38%	36%	2%
9.9 Play grounds	41%	37%	21%	1%
9.10 Environmental education programs and facilities	51%	34%	14%	1%
9.11 Other education and performance facilities	29%	38%	28%	5%
9.12 Facilities & programs for after school activities	54%	28%	16%	2%
9.13 More restrooms in parks	40%	37%	20%	3%
9.14 Bird watching	21%	32%	44%	3%
9.15 Outdoor courts (such as Basketball, tennis)	22%	34%	42%	2%
9.16 Cultural resources (such as museums, historic sites)	34%	38%	27%	1%
9.17 Dog Parks	29%	31%	38%	3%
9.18 Protecting wildlife, watersheds, and open space through natural resource management programs	73%	16%	9%	3%
9.19 Improved disabled access to park	52%	36%	9%	3%
9.20 Recreational vehicle campsite	8%	22%	70%	0%
9.21 Equestrian	13%	30%	50%	7%
9.22 Other	YES: 22%	NO: 78% (Open end responses listed at end of questionnaire)		

9.23 With respect to the facilities and/or programs you identified as being a HIGH PRIORITY, how many times in an **average week** would you, or a member of your household, use them?

- 18% More than three times per week
- 12% Three times per week
- 16% Twice a week
- 40% Once a week
- 14% Don't Know

Level of Voter Support, and Threshold of 'Willingness to Pay', a Parcel Tax to Acquire New Parklands to be Added to the County's Parks & Trails System

Q10.0 In recent years, the amount of tax dollars available to San Mateo County for acquiring new parklands — including trails, recreational facilities, and permanent open space — has been extremely limited. As a result, the County has not been able to keep up with the demand for new parks, trails, and recreation facilities that directly impact the “quality of life” for all residents of San Mateo County. In order to begin addressing this problem, **new sources of secure funding** must be found.

One of the few options available to County officials is to ask local voters to approve some form of property tax wherein the revenues from this funding mechanism would be dedicated to acquiring new parklands to be added to the San Mateo County Parks & Trails System.

Therefore, if the County were to ask local voters to approve a **General Obligation Bond** for the express purpose of generating funds to acquire new parklands, to be developed into additional parks, trails and recreational facilities for San Mateo County residents, would you **support** or **oppose** such a bond measure?

Voters

- 64% **Would support** a G.O. Bond initiative to acquire new parklands to be added to the San Mateo County Parks & Trails System.
- 24% **Would NOT support** a G.O. Bond initiative for acquiring new parklands to be added to the San Mateo County Parks & Trails System.
- 7% **Depends** on the amount of the G.O. Bond (**DO NOT read** this response)
- 5% unsure/don't know (**DO NOT read** this response)

10.1 If a tax initiative were to be placed before San Mateo County voters for the express purpose of providing funds to ACQUIRE new parklands, trails, and open space that would be added to the San Mateo County Parks & Trails System, how much in additional taxes would you be willing to pay each year to make this possible?

Voters

- 26% \$75-100 each year
- 13% \$50-75 each year
- 13% \$30-50 each year
- 8% \$20-30 each year
- 5% \$10-20 each year
- 6% \$5-10 each year
- 19% Nothing (**DO NOT read** this response)
- 10% Don't Know (**DO NOT read** this response)

Level of Voter Support, and Threshold of 'Willingness to Pay', a Parcel Tax to Enhance and Expand the Existing San Mateo County Parks & Trails System

- 11.0 As a resident of San Mateo County, you undoubtedly know that the County's existing parks, trails, and recreation facilities are aging; this is due, in large part, to a lack of funding that is necessary in order to make desired enhancements and needed capital improvements to these facilities. Unfortunately, the funding needed do this is not, today, available; thus, the only option is to ask San Mateo County voters to approve a modest tax to provide funding for upgrading and expanding the County's existing Parks & Trails system.

Given these circumstances, if the County were to ask local voters to approve some form of tax, such as a **General Obligation** bond, wherein these monies were dedicated to making capital improvements to, and expanding or enhancing the existing County Parks & Trails System, including the enhancements that **you believe are definitely needed**, would you **support** or **oppose** such a bond measure?

Voters

18%	NO
65%	Yes
9%	Depends on amount of tax (DO NOT read this response)
8%	Don't know

- 11.1 How much in additional taxes would you be willing to pay each year to make possible capital improvements and enhancements to the existing San Mateo County Parks & Trail System?

Voters

44%	\$25-30 each year
9%	\$20-25 each year
8%	\$10-20 each year
9%	\$5-10 each year
4%	Up to \$5 each year
17%	Nothing (do not read this response)
9%	Don't Know (do not read this response)

**If Mid-Coast, continue to Q12.0;
If **NOT** Mid-Coast, Skip to Q14.0**

- 12.0 There are certain communities in the non-incorporated portions of San Mateo County, especially in the Mid-Coast Region of the County, that do NOT currently have access to many of the park & recreation facilities that are often provided through City government. As a result, the residents of these communities may be interested in having these types of parks made available to them through the County Parks system.

I will read a list of parks and amenities that might be added to the County Parks system specifically in your community. Using the same scale as before, would you say adding the park, trail or amenities should be considered:

- 1 = a **high priority**, read only if needed: “added as soon as possible to the San Mateo County park system? “ Or would you say the item should be considered:
- 2 = a **medium priority**, read only if needed: added if and when the budget allows? or should it be considered:
- 3 = a **low priority**, read only if needed: not really needed at this time.
- 8/9 = unsure, don’t know (do not read this option)

The first item on the list is the construction of a “ **public swimming pool**” located in, or near, your community; would you consider this to be a high, medium, or low priority for the San Mateo County park system?

	high 1	med 2	low 3	unsure/dk 8
12.1 A public swimming pool	35%	19%	46%	0%
12.2 Fields for softball or baseball	23%	35%	42%	0%
12.3 Fields for football or soccer	21%	31%	48%	0%
12.4 Playground areas	37%	35%	7%	1%
12.5 Tennis courts	18%	36%	46%	0%
12.6 Walking or jogging areas	54%	25%	21%	0%
12.7 Fishing accommodations	9%	30%	60%	1%
12.8 Picnic areas	20%	46%	33%	1%
12.9 Gyms with indoor sports facilities	23%	29%	48%	0%
12.10 Multi-use trails	50%	29%	20%	1%
12.11 Preserving natural open space, grassy areas, trees, etc.	78%	11%	11%	0%
12.12 More restrooms in parks	30%	46%	23%	1%
12.13 Water slides and a water play area	7%	18%	75%	0%
12.14 More outdoor basketball courts	14%	34%	52%	0%
12.15 A roller sports facility (skate park)	20%	32%	48%	0%
12.16 Other _____	22%	78%	0%	0%

Open end responses to Q12.16 other:

- Mentioned **seven** times: Dog parks
- Mentioned **three** times: Equestrian access/trails
- Mentioned **two** times: Trails (existing trails linked; extension of the Coast rail; handicapped access for trails)
- Mentioned **once**: Boat docking facilities; expanded access for these areas; golf course on the coast; hand ball courts; have County help Quarry Park; keep streets clean; make sure wildlife is protected; mother changing facilities; movie theaters; skateboard park; space seaside for off road vehicles; swimming, boating, surfing.

12.17 Thinking about those park facilities you listed as being a **high priority for your community**, how many times per week would you, or others in your household, use these particular facilities or programs?

- 27% More than three times per week
- 23% Three times per week
- 23% Twice a week
- 20% Once a week
- 7% Don't Know

13.0 Given the existing pressures on the County budget, additional funding will have to be identified in order to pay for special park facilities for local communities in the unincorporated sections of the County. Thus, regardless of how you feel about supporting a countywide tax initiative, I would like to ask whether or not you would be willing to support an initiative that would create a **Special Benefits Assessment District**, or some form of **parcel tax**, wherein 100% of the monies from the annual assessment would be earmarked for the construction and on-going maintenance of park & recreation facilities specifically for the residents of the community in which you reside.

- 17% NO
- 75% Yes
- 4% Depends on amount of tax
- 4% Don't know

13.1 How much in additional assessments would you be willing to pay each year to provide for the construction and maintenance of those park facilities in your community that you said were of a high priority?

- 58% \$25-30 each year
- 10% \$20-25 each year
- 7% \$10-20 each year
- 4% \$5-10 each year
- 0% Up to \$5 each year
- 16% Nothing (**do not read** this response)
- 5% Don't Know/

Demographics

Now, I have a few final questions about you.

14.0 How long have you lived in San Mateo County?

- 17% 0 to 5 years
- 12% 6 to 10 years
- 27% 11 to 25 years
- 44% Over 25 years

15.0 How many children do you have living at home under the age of 18?

none	one	two	three or more
66%	14%	14%	6%

15.1 How many of these children are:

		none	one	two	three or more
15.1	Teenagers (13-19)	19%	11%	3%	<1%
15.2	Preteens (10-12)	24%	8%	1%	<1%
15.3	Youth (6-9)	23%	9%	1%	<1%
15.4	Tots (1-5)	22%	7%	3%	1%

25.0 Political Party registration?

Democrat	Republican	Other
56%	26%	18%

26.0 Voting History?

High	Moderate
57%	43%

May, 2001

Open End Responses

Question 9.22: Spending priorities involving other park amenities and investments that County officials should consider – responses to OTHER category.

Additional facilities:

Public swimming pools.

I would like to see summer and winter swimming facilities. There should be more than just the YMCA pool that is available.

Swimming pools.

Summer programs.

Midnight basketball. Use of school campuses by the county for lighted sports.

More baseball and soccer fields on the coast.

More county parks in the coastline.

More human resource facilities.

More neighborhood parks.

More stuff for the kids. I have to go a long way for any parks.

On the coast side, there are very few kid's playground areas.

Parks for seniors.

Build closer parks.

Some parks with interpretive centers that would give more information about biological resources, such as they have at San Pedro County Park, for Edgewood County Park.

Neighborhood parks in the mid coast side, they need to be smaller.

Directory of parks:

Advertising to county residents to what's available or having a web site so we know where to go. How to spend their money, planning park facilities that have separate people and cyclists trails. Either separate times or separate pathways.

Improved advertising and information.

Once again I believe there should be a directory mailed to every county resident.

There should be a directory and maps of all park and trail facilities in the county sent to all residents. Expand the coastal trail. When big developers come to build a hotel or housing development, San Mateo officials should ask them to build a park.

Advertising: use utility bill, advertise parks, put parks in the phone books.

Dog parks/trails

Dog's need to have access to these parks, some do but not enough of them.

Dogs and handicap really need it. Roller skating rink would be so great in this area – we need it badly.

Dogs should be allowed on trails, not only in dog parks, because the enjoyment is being able to hike with your dog. Leashes are wonderful and there should be a fine for people that don't have their dogs on leashes.

I'm not allowed to take my dogs into the park, not even on a leash. I feel that is wrong to alienate dogs from parks.

It is getting impossible to walk your dog anywhere.

Making parks and trails available to owners and dogs. Not all dogs like dog parks.

Golf course:

A new public golf course.

Golf courses.

Golf should be added because there are very few

Maintenance:

Better maintenance of facilities they already have.

Clean and no shooting.

Improved maintenance of the existing trail structure.

Improving the status of the restrooms!

Miscellaneous:

Bathrooms that accommodate mothers and babies.

Drug test all the judges, police officers, and stuff.

High end playground equipment.

Hire a marine biologist.

I feel that a shooting range would be beneficial to our area. I used to enjoy doing that. I have to travel quite a ways to do it.

I think they should have land for off road vehicles, such as motor cycles.

I want a good auto race track in San Mateo county.

Schools.

They need to get city council members who know what they are doing. Employees that have good attitudes and great work ethics.

Wages for the parks workers should be paid more.

We should spend more money on schools instead of parks.

I would like somebody to protect Vallemar Bluff in Moss Beach.

Ocean/beaches:

Beach erosion.

Better access to beaches.

Boat launching ramps.

Boat ramps

Parking:

Keep all cars out of parks, especially SUV's, and provide more parking outside the parks. I think all the trails around the bay should be connected so you can ride your bicycle or hike on connected trails.

More parking access.

More parking at the sites.

Safety:

Lighting and security.

Sometimes parks are where kids go to drink, smoke and do drugs...someone should be patrolling the parks to keep the kids from doing these things.

Trails, biking:

Some bike trails.

An area for mountain bikes.

Bike trails.

Mountain biking on more of the trails.

Mountain biking.

Expanding bike trails.

More hiking, only trails that are bicycle free and to a certain extent horses – highest priority!

Pedestrian biker trail on the west and east side of the coastal trail. Corey park connection.

Separate trails for hiking from biking and skaters.

Trails for mountain bikes.

Non-biking, and non-hiking trails. To avoid fist-fights.

Trails, general:

A trail along the beach to walk along.

I live in the unincorporated part of the county and there is nothing here for us in the way of parks or trails.

Connecting trails in coastal areas.

I'd like to see more benches along the trails. Think the elderly like to get out and know they can make it from one place to the next.

Work on the Bay Trail.

Trailside information.

To complete coastal trail from Moss Beach to Ritz hotel.

Signs, identification of trail heads.

Extend the coastal trail.

Wildlife protection/environmental maintenance:

More wildlife protection and reintroduction.

Native plant things. Learning about the plants.

Preserve more land on the coast.

Programs to clean up the beaches.

Running the habitats for the wildlife. Worried about the extinction.

Safety and clean up.

Increase the number and general requirements for ranger staff. They should be environmentally educated safety officers. We have to have a staff source to fall back on.

Take better care of San Mateo beaches. More trash cans. Tourists trash it a lot. Have a clean-up crew, and more patrolling and fining.

There are wild pigs in the wooded parks that do a lot of damage.

To re-introduce natural habitat and to eliminate foreign plants that are destructive to the environment.

Environmental information.