OMB Control Number: 1024-0224

Expiration Date August 2018

**DRAFT Santa Monica Mountains National Recreation Area**

**Visitor-Use Survey**



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We will begin this survey by asking you a few questions about your experience visiting the park today and how you planned your visit.

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| **Topic Area 2:** INFOSOURCE7 |

1. How did you learn about the trailhead you visited (or plan to visit) today? (select all that apply)

* Facebook
* Twitter
* Instagram
* Agency website (National Park Service, California State Parks, LA Mountains, LA County, etc.)
* Other website or online media
	+ Please list \_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Friends, family, and/or acquaintances
* Guidebook
* Newspaper or other printed media

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| **Topic Area 5:** RecEXP20 |

2a. Did you have trouble finding the trailhead? y/n

|  |
| --- |
| **Topic Area 5:** ITIN22 |

2b. What navigation strategy did you use? (select all that apply)

* Maps (digital or paper)
* Directions from social media
* Road signs
* Directions from friends/acquaintances
* Asked a stranger for directions
* Park ranger(s) or other park staff gave directions
* I know the route
* Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**\*\* If you are not a Southern California resident, SKIP now to question 5**

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| **Topic Area 3:** TRANSMODE1 |

3. If you are a resident of the southern California region, approximately how long did it take for you to get from home to the trail today?

\_\_\_\_\_\_\_\_\_\_\_ minutes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ hours

|  |
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| **Topic Area 1:** RES6  |

4. To estimate the distance you live from the trail, how far would you say you are away from your home?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (approximate number of miles)

|  |
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| **Topic Area 1:** RES10 |

5. What is your residential zip code? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
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| **Topic Area 3:** TRANSMODE6 |

6. How did you travel to the trail today? (select one only)

* Car/truck/SUV/van
* Public transportation
* Group transportation (club/organization)
* Motorcycle/scooter
* Bicycle
* Walk/jog
* Horseback
* Other (type) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Topic Area 10:** ECON20  |

7. Did you pay for parking today? 🞏 Yes 🞏 No

* If yes, how much? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Topic Area 5:** ITIN11 |

8. From the list below, which three activities have you engaged in today or plan to engage in today? (please rank the three you select on a scale of 1-3; 1=least important, 3=most important)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  | **Of the three activities, rank their importance from 1 to 3**  |
| Place an X by the 3 activitiesyou plan to do today. | **Least Important = 1** | **Moderately Important=2** | **Most Important = 3** |
|  |
|   | Sightseeing |   |   |   |
|   | Hiking |   |   |   |
|   | Picnicking |   |   |   |
|   | Mountain Biking |   |   |   |
|   | Bird Watching |   |   |   |
|   | Walking dog(s) |   |   |   |
|   | Jogging |   |   |   |
|   | Camping |   |   |   |
|   | Horseback Riding |   |   |   |
|   | Rock Climbing |   |   |   |
|   | Painting/Crafts |   |   |   |
|   | Photographing |   |   |   |
|   | Sunbathing |   |   |   |
|   | Wading/Swimming |   |   |   |
|   | Other (Type) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |   |   |   |

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| **Topic Area 2:** ITIN17  |

9. In light of your three chosen activities, what other destinations did you rule out before deciding to visit this trailhead today?

* Please list
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Topic Area 7:** EVALSERV12  |

10. In deciding whether to visit this location, how would you rate your consideration of each of the following? (1=unimportant, 5=very important)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  |  | **How would you rate your consideration of each aspect** |
|  |  |  |  | **Unimportant** | **Of Little Importance** | **Neither unimportant or important** | **Important** | **Very Important** |
|  |  |  |  | 1 | 2 | 3 | 4 | 5 |
| Cost of parking |  | 1 | 2 | 3 | 4 | 5 |
| Cost of traveling to the site |  | 1 | 2 | 3 | 4 | 5 |
| Avoiding crowds |  | 1 | 2 | 3 | 4 | 5 |
| Disability Access |  | 1 | 2 | 3 | 4 | 5 |
| Safety of park and/or trailhead |  | 1 | 2 | 3 | 4 | 5 |
| Sufficient level of trail quality |  | 1 | 2 | 3 | 4 | 5 |
| Cleanliness of park and/or trailhead |  | 1 | 2 | 3 | 4 | 5 |
| Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |  |  | 1 | 2 | 3 | 4 | 5 |

|  |
| --- |
| **Topic Area 7:** EVALSERV12 |

11a. Which of the following amenities did you or will you use during your visit today? (Select all that apply)

|  |  |
| --- | --- |
| * + Parking
	+ Bathrooms
	+ Maps of trailheads and trails (individual paper maps or posted maps)
	+ Educational information/Interpretive services
	+ Benches
	+ Barbeques
	+ Camp grounds
	+ Trash cans
	+ In-person staff/rangers
	+ Shade structures
	+ Visitor Center
	+ Drinking fountains
	+ Vending machines or other food providers
	+ First aid services
 | * + Wi-Fi connectivity
	+ Telephones
	+ Cellular Service
	+ Programs put on by the park or other entity
	+ Sports facilities (e.g. soccer fields, bocce ball fields)
	+ Bike racks
	+ Fire pits
	+ Picnic tables
	+ Electrical hookups
	+ Law enforcement personnel onsite
	+ Hitching post
	+ Overlook/viewpoint
	+ Dog off-leash area/access
 |

|  |
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| **Topic Area 7:** EVALSERV15 |

11b. If you could improve only two of the amenities you selected in the previous question (11a) that would significantly impact your park experience, which two would they be? (Select two from the list below)

|  |  |
| --- | --- |
| * + Parking
	+ Bathrooms
	+ Maps of trailheads and trails (individual paper maps or posted maps)
	+ Educational information/Interpretive services
	+ Benches
	+ Barbeques
	+ Camp grounds
	+ Trash cans
	+ In-person staff/rangers
	+ Shade structures
	+ Visitor Center
	+ Drinking fountains
	+ Vending machines or other food providers
	+ First aid services
 | * + Wi-Fi connectivity
	+ Telephones
	+ Cellular Service
	+ Programs put on by the park or other entity
	+ Sports facilities (e.g. soccer fields, bocce ball fields)
	+ Bike racks
	+ Fire pits
	+ Picnic tables
	+ Electrical hookups
	+ Law enforcement personnel onsite
	+ Hitching post
	+ Overlook/viewpoint
	+ Dog off-leash area/access
 |

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| **Topic Area 4:** FVIS13 |

11c. Which three of the following amenities (listed below) that are not already provided at this trailhead would significantly improve your experience of the park if they were made available? (Select **three** from the list below)

|  |  |
| --- | --- |
| * + Parking
	+ Bathrooms
	+ Maps of trailheads and trails (individual paper maps or posted maps)
	+ Educational information/Interpretive services
	+ Benches
	+ Barbeques
	+ Camp grounds
	+ Trash cans
	+ In-person staff/rangers
	+ Shade structures
	+ Visitor Center
	+ Drinking fountains
	+ Vending machines or other food providers
	+ First aid services
 | * + Wi-Fi connectivity
	+ Telephones
	+ Cellular Service
	+ Programs put on by the park or other entity
	+ Sports facilities (e.g. soccer fields, bocce ball fields)
	+ Bike racks
	+ Fire pits
	+ Picnic tables
	+ Electrical hookups
	+ Law enforcement personnel onsite
	+ Hitching post
	+ Overlook/viewpoint
	+ Dog off-leash area/access
 |
| **Topic Area 5:** PART52  |

12a. How likely is it that you would recommend the **Santa Monica Mountains National Recreation Area** (SAMO) to a friend or colleague? Where 1 is not likely at all and 9 is extremely likely. (Select one number from 1-Not Likely at All to 9-Extremely Likely)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Not Likely At All** | **Very unlikely** | **Unlikely** | **Somewhat unlikely** | **Equally likely and unlikely** | **Somewhat Likely** | **Likely** | **Very Likely** | **Extremely Likely** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

12b. Please tell us why you chose that score. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| **Topic Area 5:** PART52 |

13a. How likely is it that you would recommend **this particular trailhead** to a friend or colleague? Where 1 is not likely at all and 9 is extremely likely. (Select one number from 1 to 9)

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Not Likely At All** | **Very unlikely** | **Unlikely** | **Somewhat unlikely** | **Equally likely and unlikely** | **Somewhat Likely** | **Likely** | **Very Likely** | **Extremely Likely** |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |

13b. Please tell us why you chose that score. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Topic Area 4:** USETECH3 |

14. Did you have internet access at the trailhead and/or while on the trail? (select one answer)

* Yes
* No
* Some of the time
* Don’t know

|  |
| --- |
| **Topic Area 4:** USETECH6  |

15. Would you find it valuable for any of the following reasons to have internet access? (Check all that apply)

|  |  |
| --- | --- |
| * To communicate with other members of your party
 | * To post photos or comments from your trip to social media
 |
| * To access emergency medical services
 | * To navigate the trail
 |
| * To deal with car difficulties
 | * To learn about trail and trailhead features and amenities
 |
| * To alert rangers to hazardous conditions

onsite | * Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |

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| **Topic Area 4:** DEST1  |

16. Did you have trouble navigating the park? y/n

If yes, explain \_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| **Topic Area 2:** INFOSOURCE13 |

17. Did you have trouble learning about features and amenities that this trailhead and trail offer?

 🞏 Yes 🞏 No

If yes, explain \_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| **Topic Area 1:** GROUP4 |

18. What type of group are you here with? (Select one)

|  |  |
| --- | --- |
| * Alone
 | * Religious organization/church
 |
| * Family
 | * Youth club
 |
| * Friends
 | * Educational
 |
| * Family & friends
 | * Other organization or club
* Other (type) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |

|  |
| --- |
| **Topic Area 1:** GROUP5 |

19. How many pets/animals are in your group today? (Write a number below)

Dogs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Horses \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| **Topic Area 1:** GROUP3 |

20. What are the ages and gender (the gender to which the person most identifies) of the people in your group today? (Fill out estimated age and gender for as many people as are in your group or up to 15\* people in your group)

|  |  |  |
| --- | --- | --- |
|  | Age | Gender |
| Person 1 |  |  |
| Person 2 |  |  |
| Person 3  |  |  |
| Person 4 |  |  |
| Person 5 |  |  |
| (\*more rows will be added as needed)  |

|  |
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| **Topic Area 10:** ECON5 |

21. About how long will/did you spend in the park today? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ hrs.

|  |
| --- |
| **Topic Area 4:** VISHIS1 |

22. Is this your first visit to SAMO? 🞏 Yes 🞏 No

\*\*If this is your first visit to SAMO, please skip to question 25.

|  |
| --- |
| **Topic Area 4:** VISHIS7 |

23. Is this the trail you normally visit in the SAMO? 🞏 Yes 🞏 No

|  |
| --- |
| **Topic Area 4:** VISHIS3 |

24. Have you visited any trailhead repeatedly in the last year? 🞏 Yes 🞏 No

* If yes, list the trailheads you visited and identify how many times you visited each one in the last year.

|  |  |
| --- | --- |
| **Name of Trail** | **Number of visits**  |
|  |  |
|  |  |
|  |  |

* If not, which other trails have you visited in the last year? And when did you last visit?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Name of Trail** | **Date Visited** | **Day of the Week** (if remembered) | **Time of Day** (if remembered) |
| Trail #1 |  |  |  |  |
| Trail #2 |  |  |  |  |
| Trail #3 |  |  |  |  |

|  |
| --- |
| **Topic Area 9:** OPMGMT11 |

25. In your opinion, the most important reason to protect the Santa Monica Mountains is (select one):

* To provide recreational opportunities
* To provide habitat for plants and wildlife
* No opinion
* Other (type) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| **Topic Area 1:** GROUP7 |

26a. Do you have a physical condition that could interfere with your ability to recreate or your choice of recreational activities?

🞏 Yes 🞏 No

26b. If yes, please explain \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| **Topic Area 11:** USMIN3 |

27. Which of the following factors have kept you (or would keep you) from visiting this trailhead again or more frequently? Select all that apply and please rank your answers on a scale of 1-3; 1=least important, 3=most important).

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  | **How would you rate the importance of each to deciding whether to visit or not** |
|  |  |  | **Least Important** | **Moderately Important** | **Most Important** |
|  |  |  | 1 | 2 | 3 |
| No Parking | 1 | 2 | 3 |
| Cost of parking | 1 | 2 | 3 |
| Cost of entrance fee | 1 | 2 | 3 |
| Don't feel welcome | 1 | 2 | 3 |
| Don't feel safe | 1 | 2 | 3 |
| Congestion at park | 1 | 2 | 3 |
| Concern about the presence of a ranger | 1 | 2 | 3 |
| Concern about the lack of a ranger presence | 1 | 2 | 3 |
| Couldn't find a babysitter | 1 | 2 | 3 |
| Too difficult to get to the trailhead | 1 | 2 | 3 |
| No signs or information in appropriate language | 1 | 2 | 3 |
| Lack of amenities that I want to use | 1 | 2 | 3 |
| Lack of activities that I want to participate in | 1 | 2 | 3 |
| Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 1 | 2 | 3 |

 |  |  |  |  |  |  |  |

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| **Topic Area 2:**  ITIN17  |

28. Have you ever arrived at the trailhead and decided to leave and not do your planned activity?

🞏 No 🞏 Yes If yes, why?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| **Topic Area 4:** FVIS1 |

29a. Would you come back again to this trailhead? 🞏 Yes 🞏 No

29b. Why or why not? \_\_\_\_\_\_\_\_\_\_\_

If yes, when? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Now we would like to know a few things about you.**

|  |
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| **Topic Area 1:** AGE1 |

30. What is your age? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |
| --- |
| **Topic Area 1:** GEND 1 |

31. To which gender identity do you most identify?

|  |  |  |
| --- | --- | --- |
| * Female
 | * Male
 | * Choose not to Answer
 |

|  |
| --- |
| **Topic Area 10:** ECON13 |

32. What are the ages, gender (the gender to which they most closely identify), and relationships to you of the people that live with you in your household?

|  |  |  |  |
| --- | --- | --- | --- |
|  | Gender | Age | Relationship |
| Person 1 |  |  |  |
| Person 2 |  |  |  |
| Person 3  |  |  |  |
| Person 4 |  |  |  |
| Person 5 |  |  |  |

|  |
| --- |
| **Topic Area 1:** EDUC1 |

33. What is the highest level of education you have completed (or achieved)? (Select one)

* High school student
* No high school diploma or GED
* High school graduate or GED
* College

|  |
| --- |
| **Topic Area 1:** RACE/ETH1 |

34. Are you Hispanic or Latino? (select one)

* Yes, Hispanic or Latino
* No, not Hispanic or Latino

|  |
| --- |
| **Topic Area 1:** RACE/ETH2 |

35. What is your race? (select one or more)

|  |  |
| --- | --- |
| * American Indian or Alaska native
 | * Native Hawaiian or other Pacific Islander
 |
| * Asian
 | * White
 |
| * Black or African-American
 | * Do not wish to answer
 |

|  |
| --- |
| **Topic Area 1:** LANG3 |

36. What language(s) do you speak at home? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (write language(s) here)

|  |
| --- |
| **Topic Area 10:** ECON12 |

37. What is your household income? (Select one)

|  |  |  |
| --- | --- | --- |
| * Less than $25,000
 | * $50,001 – $75,000
 | * 150,001 – $175,000
 |
| * $125,001 - $150,000
 | * $75,001 - $100,000
 | * $175,001 - $200,000
 |
| * $25,000 - $50,000
 | * $100,001 - $125,000
 | * More than $200,000
 |
| * Do not wish to answer
 |

|  |
| --- |
| **Topic Area 8:** PART5 |

38. If you needed to report litter, potentially hazardous conditions, vandalism, etc., which of the following entities would you contact? (Select all that apply)

|  |  |
| --- | --- |
| * National Park Service (NPS)
 | * The City of Los Angeles
 |
| * Mountains Recreation and Conservation Authority (MRCA)
 | * The City of Santa Monica
 |
| * California State Parks
 | * Neighborhood Councils
 |
| * Santa Monica Mountains Conservancy
 | * Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |
| * Santa Monica Mountains Fund
 | * Don’t know
 |

|  |
| --- |
| **Topic Area 8:** PART2 |

39. Who do you think funds the upkeep and maintenance of this trailhead and trail? (select all that apply)

|  |  |
| --- | --- |
| * National Park Service (NPS)
 | * The City of Los Angeles
 |
| * Mountains Recreation and Conservation Authority (MRCA)
 | * The City of Santa Monica
 |
| * California State Parks
 | * Neighborhood Councils
 |
| * Santa Monica Mountains Conservancy
 | * Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
 |
| * Santa Monica Mountains Fund
 | * Don’t know
 |

|  |
| --- |
| **Topic Area 8:** PART3 |

40. Would you be willing to contribute financially to the future upkeep and provision of services of this trailhead and trail? y/n

That’s all the questions in the survey. Do you have any questions? Thank you very much for your time and participation. Hope you enjoy (or enjoyed) your trail visit.