DRAFT Santa Monica Mountains National Recreation Area

Visitor-Use Survey

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

Topic Area 2: INFOSOURCE7
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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
    o Please list _____
- Friends, family, and/or acquaintances
- Guidebook
- Newspaper or other printed media

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

Topic Area 3: TRANSMODE1
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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

Topic Area 1: RES6
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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)

Topic Area 1: RES10

5. What is your residential zip code? _____

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) _____

Topic Area 10: ECON20

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

- If yes, how much? _____

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)

Place an X by the 3 activities you plan to do today.

	Of the three activities, rank their importance from 1 to 3	
Least Important = 1	**Moderately Important= 2**	**Most Important = 3**

		Activity			
		Sightseeing			
		Hiking			
		Picnicking			
		Mountain Biking			
		Bird Watching			
		Walking dog(s)			
		Jogging			
		Camping			
		Horseback Riding			
		Rock Climbing			
		Painting/Crafts			
		Photographing			

Sunbathing		
Wading/Swimming		
Other (Type) _____		

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
    - o _____
    - o _____
    - o _____
    - o _____
    - o _____

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

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

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)

- O Parking
- O Bathrooms
- O Maps of trailheads and trails (individual paper maps or posted maps)
- O Educational information/Interpretive services
- O Benches
- O Barbeques
- O Camp grounds
- O Trash cans
- O In-person staff/rangers
- O Shade structures
- O Visitor Center
- O Drinking fountains
- O Vending machines or other food providers
- O First aid services

- O Wi-Fi connectivity
- O Telephones
- O Cellular Service
- O Programs put on by the park or other entity
- O Sports facilities (e.g. soccer fields, bocce ball fields)
- O Bike racks
- O Fire pits
- O Picnic tables
- O Electrical hookups
- O Law enforcement personnel onsite
- O Hitching post
- O Overlook/viewpoint
- O 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. _____

_____

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 access emergency medical services
- ○ To deal with car difficulties

- ○ To alert rangers to hazardous conditions onsite

- ○ To post photos or comments from your trip to social media
- ○ To navigate the trail
- ○ To learn about trail and trailhead features and amenities
- ○ Other _____
_

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
- ○ Family
- ○ Friends
- ○ Family & friends

- ○ Religious organization/church
- ○ Youth club
- ○ Educational
- ○ 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)

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 _____

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
	1
No Parking	1
Cost of parking	1
Cost of entrance fee	1
Don't feel welcome	1
Don't feel safe	1
Congestion at park	1
Concern about the presence of a ranger	1
Concern about the lack of a ranger presence	1
Couldn't find a babysitter	1
Too difficult to get to the trailhead	1
No signs or information in appropriate language	1
Lack of amenities that I want to use	1
Lack of activities that I want to participate in	1
Other _____	1

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.

Topic Area 1: AGE1

30. What is your age? _____

Topic Area 1: GEND 1

31. To which gender identity do you most identify?

O   Female   O   Male   O   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)

    O   High school student
    O   No high school diploma or GED
    O   High school graduate or GED
    O   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
- ○ Asian
- ○ Black or African-American
- ○ Native Hawaiian or other Pacific Islander
- ○ White
- ○ 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
- ○ $125,001 - $150,000
- ○ $25,000 - $50,000
- ○ $50,001 – $75,000
- ○ $75,001 - $100,000
- ○ $100,001 - $125,000
- ○ 150,001 – $175,000
- ○ $175,001 - $200,000
- ○ 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)
- ○ Mountains Recreation and Conservation Authority (MRCA)
- ○ California State Parks
- ○ Santa Monica Mountains Conservancy
- ○ Santa Monica Mountains Fund
- ○ The City of Los Angeles
- ○ The City of Santa Monica
- ○ Neighborhood Councils
- ○ Other _____
- ○ 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)
- ○ Mountains Recreation and Conservation Authority (MRCA)
- ○ California State Parks
- ○ Santa Monica Mountains Conservancy
- ○ Santa Monica Mountains Fund
- ○ The City of Los Angeles
- ○ The City of Santa Monica
- ○ Neighborhood Councils
- ○ Other _____
- ○ 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.