



Parks & Open Space

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PARKS & OPEN SPACE ADVISORY COMMITTEE MEETING

Time/Date of Meeting: 6:30 p.m., Thursday, March 23, 2023

Location: Boulder County Courthouse
1325 Pearl Street, Third Floor, Boulder

TO:	Parks & Open Space Advisory Committee
FROM/PRESENTER:	Michelle Marotti
AGENDA ITEM:	Regional and Neighborhood Trails Visitor Study
ACTION REQUESTED:	Information Only

Boulder County Parks & Open Space (BCPOS) conducted a demographics and satisfaction survey of visitors on regional and neighborhood trails.

The Regional and Neighborhood Trails Visitor Study is designed to complement the Five Year Visitor Studies (5YS) conducted at BCPOS park properties that look at long-term trends in visitor demographics, preferences, attitudes, and behaviors.

Surveys were collected during the spring and summer of 2022. A BCPOS visitor study intern collected 942 surveys (response rate 52%) at three regional and three neighborhood trails.

The key findings from this survey indicate that the average visitor to BCPOS regional and neighborhood trails:

- ▶ Lives in Boulder County (81%) and has lived there for 10 or more years (55%)
- ▶ Likely lives in Boulder (27%), Lafayette (15%), Longmont (12%), or Niwot (12%)
- ▶ Is 45 years and older (64%)
- ▶ Self-identifies as white (90%)
- ▶ Traveled to a BCPOS regional or neighborhood trail using human-powered transportation (68% biking, walking, or running), compared to 34% that drove to the trail

Visitors to BCPOS regional and neighborhood trails tend to visit alone (55%) or with family (31%). They generally visit the trail more than once a week (45%) or weekly (17%). Only 13% of visitors reported that it was their first time at that trail.

The visitor was primarily biking (42%) or hiking (27%). Moreover, the average visitor did not experience conflict with other visitors on the trail (93%), and seven out of 10 visitors did not feel crowded while on the trail. On a scale of 1 (poor) to 10 (excellent), visitors rated BCPOS neighborhood and regional trails an average of 8.9, which is slightly lower than the ratings for park properties from 2021's 5YS rating of 9.0.

In reference to the park they were visiting, 66% of visitors described the number of trail miles as being about right. Lastly, 85% of visitors reported they prefer crushed rock over concrete for the trail surface, and slightly more visitors reported a preference for the edges of the trail to be mowed (40%) than not (34%). These data and more, as well as comparisons to the surveys collected in 2021 during the 5YS, are presented in this report.