



# Claremont Hills Wilderness



## MASTER PLAN

October 31, 2014

### **Intercept Questionnaire Results: Comparison of Claremont Residents with Residents of Other Communities Summary**

#### **Introduction**

The Claremont Hills Wilderness Park (CHWP) Intercept Questionnaire was designed to collect information from the perspective of park users upon completing their visit to the CHWP. This intercept questionnaire represents one element in a series of public outreach efforts that, together, provide a collection of opinions about the CHWP from a diverse group of community members and visitors. This report compares residents of Claremont with visitors from all other communities.

#### *Methodology*

From Monday, May 5, 2014 to Friday, July 18, 2014, the City of Claremont conducted intercept questionnaires with visitors of the Claremont Hills Wilderness Park. Questionnaires were administered by volunteers over approximately 16 days (32 hours of questionnaire time slots), during weekdays and weekends within those dates. Visitors were asked upon exiting the trails if they would participate in the questionnaire. To ensure a representative sample of visitors, volunteers were scheduled throughout various times of the day and were simultaneously stationed at five different park access points:

- 1)North Mills Avenue
- 2) Pomello/TCT
- 3)Mountain Avenue
- 4) Padua Avenue
- 5) Evey Canyon

The CHWP Intercept Questionnaire was intended to provide overview and anecdotal user data; it was not a statistically valid survey. Though the questionnaires were meant to reflect individual opinions, it is also true that many CHWP visitors entered / exited the park as part of a small group. As such, it is possible some questionnaires reflect the collective opinion of a small group if one questionnaire was completed on behalf of the group. The results of the survey are provided, in full, in the Intercept Questionnaire Results Report. This report is limited to comparing Claremont residents with residents of other communities.

For this report, the respondents were divided into three categories: 1) Claremont residents; 2) Residents of other communities; and 3) respondents who did not provide their zip code or provided multiple zip codes (Table 1). About 12 percent of the respondents did not provide a zip code and were removed from the subsequent analyses.

**Table 1: Residence of Survey Respondents**

Residence	Percent	n
Claremont Residents	15.8%	358
Other Communities	72.5%	1641
No Zip Code Provided <sup>1</sup>	11.7%	265
<sup>1</sup> This group is not considered in subsequent analyses		

## About the Visitors

### *Where Visitors Access CHWP*

Table 2 shows the percentages of questionnaire respondents who accessed the park through each access point.

**Table 2: Access Points to the CHWP**

Access Point	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
North Mills Ave	55.3%	85.5%
Pomello/TCT	19.1%	4.6%
Mountain Ave	13.8%	2.1%
Padua Ave	2.8%	0.1%
Evey Canyon	9.0%	7.8%
<sup>1</sup> n=356; <sup>2</sup> n=1625		

### *Frequency of Visits*

Over 15 percent of the residents of other communities stated this was their first time visiting CHWP while about 5 percent of the Claremont residents stated it was their first visit (Table 3).

**Table 3: Percent visiting Park for the first time**

	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
First visit to park	5.3%	15.6%
<sup>1</sup> n=357; <sup>2</sup> n=1630		

Respondents also were asked how often they visit CHWP (Table 4) and if they frequented primarily on weekends or weekdays (Table 5).

Table 4: Frequency of Visits

Answer Choice	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
Visit every day	6.8%	2.6%
Visit 2-5 times per week	47.4%	35.6%
Visit once per week	25.6%	35.0%
Visit once per month	20.3%	26.8%

<sup>1</sup> n=340; <sup>2</sup> n=1398

Table 5: Days of Visits

Answer Choice	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
Both on Weekends and Weekdays	56.1%	45.7%
Primarily on Weekends	20.2%	33.0%
Primarily on Weekdays	23.7%	21.3%

<sup>1</sup> n=342; <sup>2</sup> n=1426

### Reasons for Visiting

Respondents were asked the reasons they visited CHWP; respondents could provide up to three reasons (Table 6). Exercise and staying in shape are, by a large margin, the most important reason cited by both groups.

Table 6: Reasons for visiting CHWP

Answer Choice	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
Exercise / staying in shape / fitness	91.8%	97.0%
Experience peace and quiet	32.0%	25.1%
View Scenery	37.4%	22.7%
Socialize with friends	29.3%	18.9%
Training and conditioning (for a race, competition, etc.)	15.6%	12.0%
Walk my dog	16.3%	9.9%
General exploration	6.8%	6.7%
Learn about nature	6.8%	4.4%

<sup>1</sup> n=147; <sup>2</sup> n=609  
*Multiple responses provided*

### Primary Activity

Given the option of identifying themselves as a walker, a runner a cyclist, or an equestrian user, respondents for both groups cited walking and hiking more than any other activity.

**Table 7: Primary Activity**

Answer Choice	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
Walking/ Hiking	72.8%	75.6%
Jogging/Running	17.8%	20.2%
Biking	9.4%	4.2%
Equestrian	0	0.1%

<sup>1</sup> n=342; <sup>2</sup> n=1581

*What Detracts from the CHWP Experience*

Survey participants were asked to select up to three responses from a list to answer what detracts from their experience at CHWP (Table 8). The most common response for residents of communities other than Claremont was nothing detracts from the experience while crowding on trails was the most commonly cited item for Claremont residents.

**Table 8: Items that detract from the CHWP Experience**

Answer Choice	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
Nothing detracts from my experience	30.3%	40.3%
Lack of parking	13.0%	22.0%
Trash on trail	23.9%	13.6%
Lack of restroom facilities	7.6%	15.2%
Trails are too crowded	30.6%	9.2%
Visible impacts to natural resources (e.g. trampled vegetation, erosion)	12.4%	3.6%
Other visitors are unfriendly and disrespectful	10.1%	3.8%
Feeling unsafe	5.8%	4.7%

<sup>1</sup> n=330; <sup>2</sup> n=1524  
*Multiple responses allowed.*

*What Makes an Enjoyable CHWP Experience*

When asked what makes for an enjoyable visit to the CHWP, the top three responses for both groups included loop trails, long distance rides and hikes, and observing scenery (Table 9).

**Table 8: Items that make visits to CHWP enjoyable**

Answer Choice	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
Loop Trails	63.7%	65.5%
Long distance rides and hikes	45.6%	45.2%
Observing Scenery	48.5%	42.3%
Socialize with friends	25.9%	29.2%
Seeking Solitude	36.6%	20.5%
Observing and learning about nature	26.5%	20.2%
Walk my dog	19.2%	13.4%

<sup>1</sup> n=344; <sup>2</sup> n=1601  
Multiple responses allowed.

*Number of Visitors on the Trails*

Questionnaire respondents were also asked to estimate a range of how many visitors they saw on the trail. Table 9 shows the percentage of responses per range. The most commonly cited category for both groups was less than 25 people.

**Table 9: Number of visitors encountered on trail**

Answer Choice	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
About 0-25	54.5%	37.4%
About 26-50	22.9%	33.7%
More than 50-75	9.4%	16.1%
More than 75-100	5.6%	6.1%
More than 100	7.6%	6.7%

<sup>1</sup> n=341; <sup>2</sup> n=1586

As a follow up question, respondents were asked if the number of visitors they saw on the trail negatively impacted their experience at CHWP (Table 10). The majority of the respondents stated that it did not impact their experience.

**Table 10: Number of Visitors Seen and its Effect on the Experience**

Answer Choice	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
Yes	8.8%	2.4%
No	86.5%	94.9%
Don't know/ Not Sure	4.7%	2.7%

<sup>1</sup> n=340; <sup>2</sup> n=1578

### Mode of Travel and Parking

Table 11 shows responses regarding how visitors arrived to CHWP. The majority of both groups arrived by car.

**Table 11: Mode of Travel used to arrive at CHWP**

Answer Choice	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
By Car	66.0%	93.8%
Walked/ ran	26.1%	3.5%
Biked	7.9%	2.7%

<sup>1</sup> n=353; <sup>2</sup> n=1611

The questionnaire asked if the respondents had ever arrived at CHWP and then gone to another area outside of the CHWP area because they could not find a place to park. The majority of both groups stated they had not gone to another location due to a lack of parking.

**Table 12: Has the respondent ever chose to go to another area because parking was not available at CHWP**

Answer Choice	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
Yes	19.3%	16.8%
No	80.7%	83.2%

<sup>1</sup> n=332; <sup>2</sup> n=1557

Those who indicated that they drove to CHWP were also asked to select the parking area where they parked their vehicle (Table 13). The majority of respondents from other communities parked at the CHWP North Parking Lot while Claremont residents cited the TCT South Parking Lot the most often.

**Table 13: Respondent's Parking Locations**

Answer Choices	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
CHWP North Parking Lot (Top of Mills Avenue)	28.7%	65.6%
TCT South Parking Lot (Mills Avenue and Mt. Baldy Road)	32.9%	9.5%
Mills Avenue (south of Alamosa)	2.5%	7.2%
Von's Parking Lot (Mills Avenue and Baseline)	0	0.9%
Mt. Baldy Road and Via Padova	0.4%	0.8%
Padua Theater (Top of Padua Avenue)	0	0.1%
Mt. Baldy Road and Strasbourg Court Area (Park on Strasbourg Court)	0	1.1%
Mt. Baldy Road and Grand Avenue	0	1.1%
Mt. Baldy Road and Evey Canyon Trail	10.5%	6.8%
Indian Hill Boulevard/TCT Parking Lot/ La Puerta Park	5.9%	2.9%
Higginbotham Park Area	3.4%	0.9%
Mountain Avenue/ High Point Condos	4.6%	0.6%
Via Santa Catarina Avenue area (east end of street)	5.1%	0.8%
Mountain Avenue (near TCT trail entrance)	3.8%	1.0%
Towne Avenue (North of Baseline)	2.1%	1.0%
<sup>1</sup> n=237; <sup>2</sup> n=1498		

When respondents were asked why they chose that particular parking location, Claremont residents most often stated because it was free (Table 14) while non residents most often cited it was the only place available.

**Table 14: Reasons for Selecting Parking Location**

Answer Choices	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
It's free	64.6%	30.8%
It was the only place with available parking	14.3%	38.2%
It provides access to less crowded parts of the CHWP	21.2%	31.1%
<sup>1</sup> n=189; <sup>2</sup> n=995		

*Support/ Opposition to Proposed Improvements and Changes*

Respondents were asked their opinion about potential changes or improvements at CHWP including improved signage, parking availability, restroom facilities, and interpretive programs. Table 15 shows the level of support for these potential actions.

**Table 15: Level of Support for Suggested Improvements (Percent who Support or Strongly support Action)**

Proposed Improvement or Change	Percent who support or strongly support	
	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
Improving signage for navigating the trails in the CHWP	48.5%	55.9%
Improving parking availability	52.1%	65.8%
Adding restroom facilities along the trails	37.0%	60.1%
Developing interpretive programs to learn about natural and cultural resources in the CHWP	52.6%	53.8%

Table 16 shows the level of support for various suggestions provided at public meetings. In general, these actions receive more support from Claremont residents.

**Table 16: Level of Support for Changes Suggested at Community Meeting**

Changes suggested at public meeting	Percent who support or strongly support	
	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
Increased parking fees	20.8%	7.6%
CHWP Admission Fee	14.7%	7.2%
Limiting use on certain days after a certain number of people have entered CHWP	18.2%	5.3%
Additional restrictions on the hours when the CHWP is open	8.3%	6.8%
Restricting the types of uses (hiking, biking, running) on certain days	14.8%	7.5%

*Conservation*

Respondents were asked how important conservation was to them ranking on a scale of 1 to 5, one being of lowest importance and 5 of the highest importance (Table 17). Little difference is apparent between the two groups.



**Table 16: Importance of Conservation**

Rating	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
5 (highest importance)	72.1%	73.5%
4	16.4%	14.7%
3	9.1%	7.7%
2	1.3%	1.5%
1 (lowest importance)	1.0%	2.7%
<b>Mean</b>	<b>4.6</b>	<b>4.5</b>
<sup>1</sup> n=298; <sup>2</sup> n=1371		

*Social Media Use*

Respondents were asked to select all of the social media mediums they use to learn about places for outdoor recreation and share that information with friends or family (Table 16). A higher proportion of non-residents use social media for this function.

**Table 17: Use of Social Media**

Social Media	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
Do not use social media	44.7%	29.1%
Twitter	10.1%	8.9%
Facebook	40.1%	48.7%
Instagram	15.4%	32.5%
LinkedIn	5.6%	2.4%
FourSquare	1.7%	1.4%
Yelp	15.7%	23.5%
Alltrails	11.2%	15.2%
<sup>1</sup> n=286; <sup>2</sup> n=1458		
<i>Multiple responses accepted</i>		

*How respondents first learned about CHWP*

When asked how they first learned of CHWP, respondents from both group overwhelming stated it was from friends and family (Table 18).

**Table 18: How respondents learned about CHWP**

Answer Choices	Claremont Residents <sup>1</sup>	Other Communities <sup>2</sup>
Friends and Family	80.3%	94.6%
Information from City of Claremont	17.2%	1.6%
Website	2.6%	2.6%
Social Media	0	1.3%

<sup>1</sup> n=309; <sup>2</sup> n=1437