



Claremont Hills Wilderness

MASTER PLAN



September 18, 2014

Intercept Questionnaire Results: Key Findings 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. Two additional questionnaires will be completed in early fall, a neighborhood questionnaire in the vicinity of North Mills and an online community questionnaire. Visitor counts of CHWP were also completed and will be reported on in a separate document. This report summarizes key findings from the 2,243 total questionnaires¹ collected by volunteers. Complete data tables and figures referenced throughout this report are included in Appendices A and B.

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.

About the Visitors

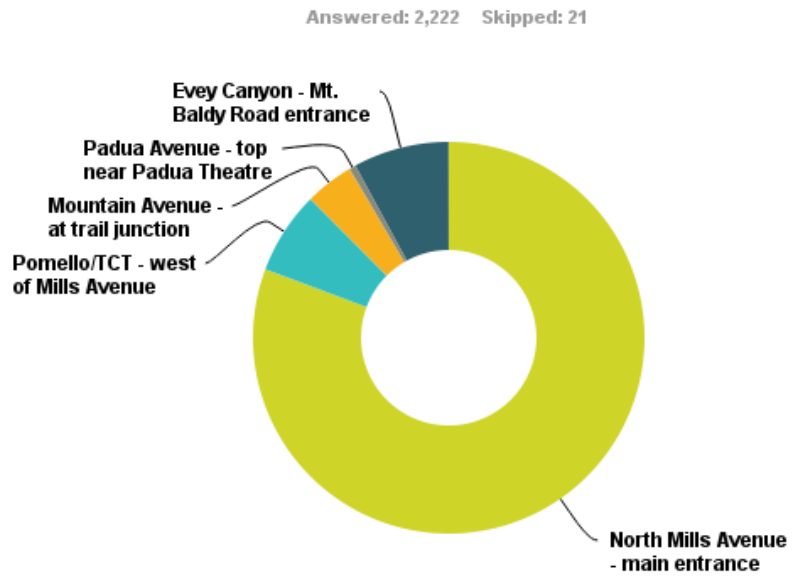
Figure 1: Where Users Accessed CHWP

Where Visitors Access CHWP

Together, the table below and the pie chart to the right show the percentages of questionnaire respondents who accessed the park through each point:

Table 1: Access Points to the CHWP

Access Point	%	Raw #
North Mills Ave	80.69	1,793
Pomello/TCT	6.84	152
Mountain Ave	4.01	89
Padua Ave	0.54	12
Evey Canyon	7.92	176
Total		2,222



Frequency of Visits

Eighty six percent of CHWP visitors that completed an intercept questionnaire stated that they were not first time users of the park (1,914 respondents), while 14 percent stated that they were first time visitors (305 respondents). Respondents were asked how often they visit CHWP and if they frequented primarily on weekends or weekdays. The results were:

Table 2: Frequency of Visits

Answer Choice	%	Raw #
Visit 2-5 times per week	38.32 %	746
Visit once per week	32.87 %	640
Visit once per month	25.32 %	493
Visit every day	3.49 %	68
Total		1,947

Table 3: Days of Visits

Answer Choice	%	Raw #
Both on Weekends and Weekdays	47%	931
Primarily on Weekends	31%	618
Primarily on Weekdays	22%	430
Total		1,979

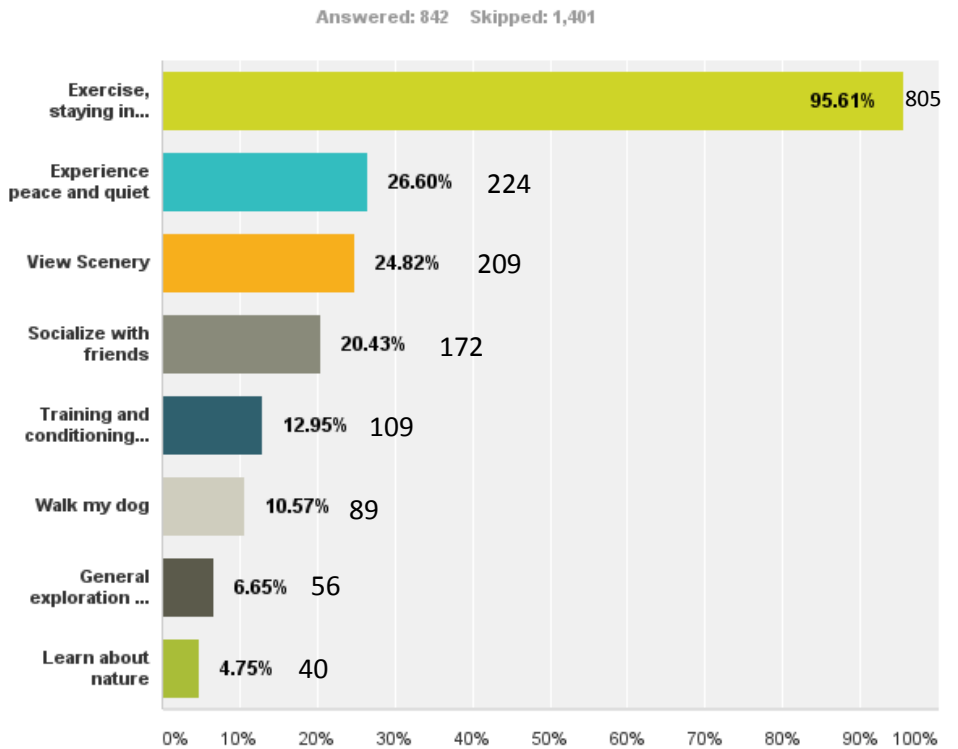
A total of 296 respondents skipped the question about visitation frequency, and 264 skipped the question which asked what days of the week they visit. Since the response options available would indicate a pattern or habitual use, new users of the CHWP may have opted to skip these questions.

Reasons for Visiting

Respondents were asked to select up to three choices that they consider to be their main reasons for visiting the CHWP. Figure 2 shows the results. The choices were:

- Exercise/ fitness
- Experience peace and quiet
- View scenery
- Socialize with friends
- Training/ conditioning (for a race, competition, etc.)
- Walk my dog
- General exploration
- Learn about nature

Figure 2: Main Reasons for Visiting CHWP (Up to 3 Chosen per Respondent)



Primary Activity

Given the option of identifying themselves as a walker, a runner a cyclist, or an equestrian user, respondents reported the following activities as their primary activity when at CHWP:

- 74.53% Walking/ Hiking
- 20.20% Jogging/Running
- 5.18% Biking
- 0.09% Equestrian

Figure 3: Primary Activity on the Trails

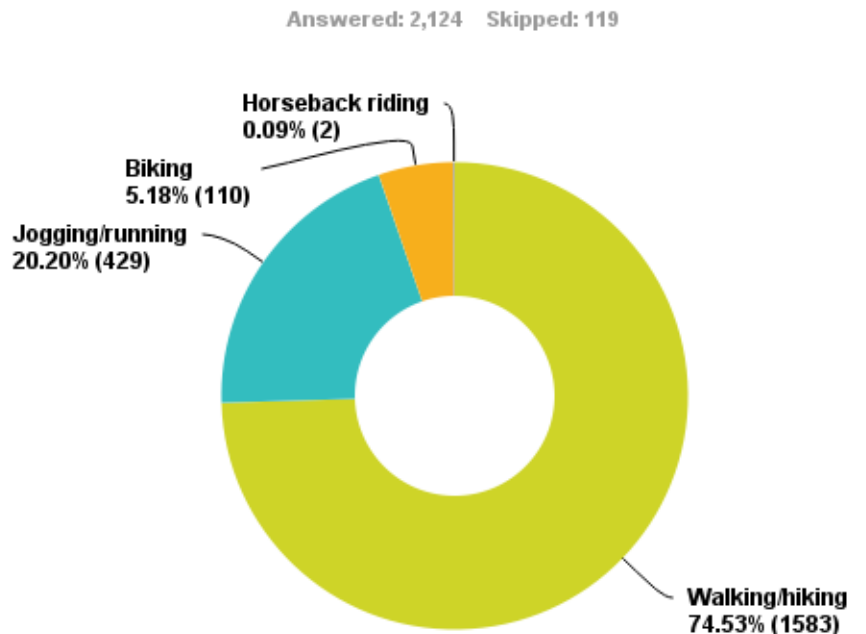


Table 4: Top 21 ZIP Codes of Residence Supplied by CHWP Users

	ZIP Code	City	Total Counted Per ZIP	%
1.	91711	Claremont	357.5	17.86%
2.	91767	Pomona	93	4.65%
3.	91762	Ontario	93	4.65%
4.	91786	Upland	92	4.60%
5.	91763	Montclair	90	4.50%
6.	91784	Upland, Rancho Cucamonga	77	3.85%
7.	91710	Chino, Ontario	77	3.85%
8.	92336	Fontana	73	3.65%
9.	91764	Ontario	67	3.35%
10.	91766	Pomona	66	3.30%
11.	91761	Ontario	60.5	3.02%
12.	91730	Rancho Cucamonga,	57	2.85%
13.	91750	La Verne, Claremont	56	2.80%
14.	91701	Rancho Cucamonga, Upland	51	2.55%
15.	91737	Rancho Cucamonga	42	2.10%
16.	91768	Pomona	41	2.05%
17.	91709	Chino Hills	34	1.70%
18.	91739	Rancho Cucamonga	27.5	1.37%
19.	92335	Fontana	25	1.25%
20.	91773	San Dimas, Glendora	25	1.25%
21.	91741	Glendora, San Dimas	25	1.25%

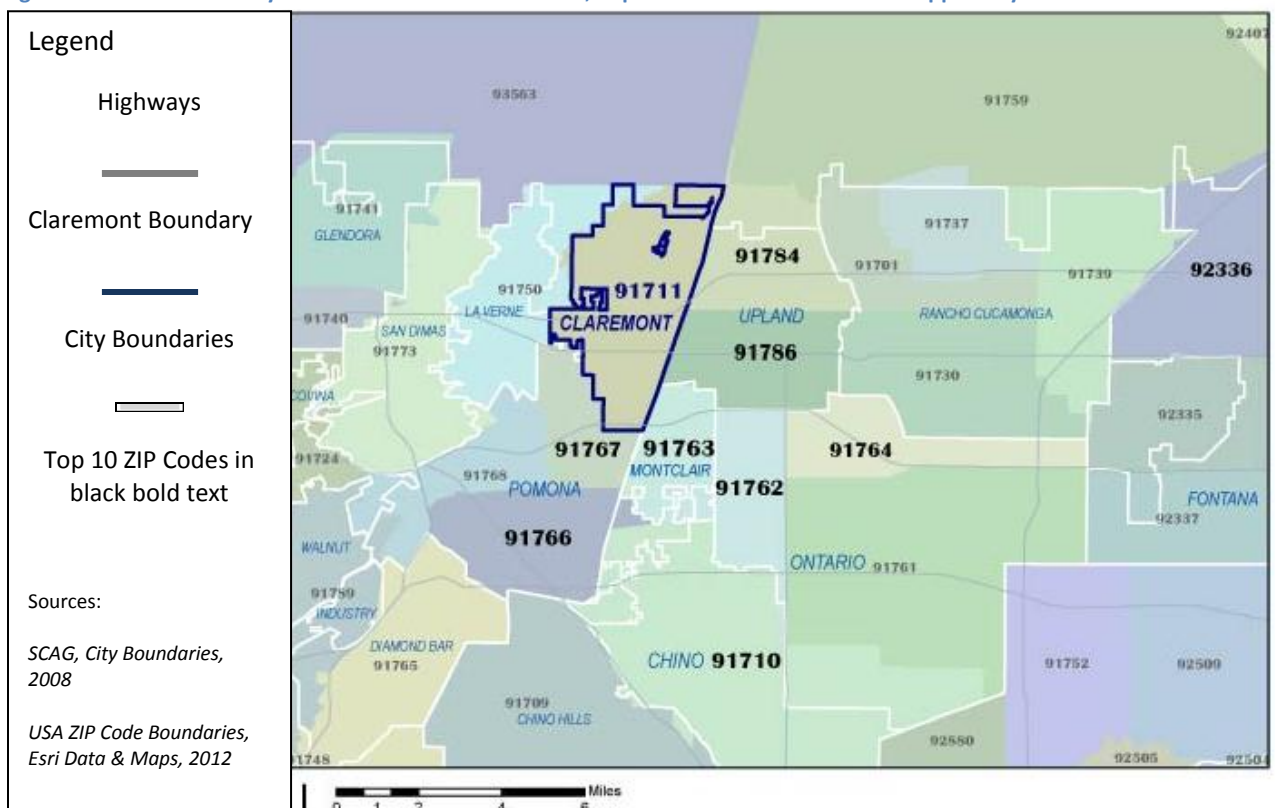
ZIP Codes of Residence

Respondents were asked to write in their ZIP code of residence. Of the 2,243 questionnaires completed, a total of 2,002 respondents provided this data. The chart below includes all supplied ZIP codes that appeared 25 times or more. A complete table, which includes all 179 unique ZIP codes provided by participants, is included in Appendix B.

Five respondents listed cities of residence rather than ZIP codes. The five cities listed were: Claremont, Ontario, Montclair, Tustin, and Upland.

The following map provides a visualization of the ZIP code data collected within the local geographic context. It is intended to serve as an exhibit for discussion purposes. Claremont is outlined in navy and the boundaries of neighboring cities delineated in white. ZIP Code Tabulation Areas (ZCTAs) are different colors. The top 10 ZIP codes are highlighted with bolded black font.

Figure 4: ZIP Codes and City Boundaries Around Claremont; Top 10 ZIP Codes of Residence Supplied by CHWP Users



User Observations and Experiences Regarding Use

What Detracts from the CHWP Experience

Participants were asked to select up to three responses from a list to answer what detracts from their experience at CHWP. The answer choices were:

- Nothing detracts from my experience
- Lack of parking
- Trash on trail
- Lack of restroom facilities
- Trails are too crowded
- Visible impacts to natural resources (e.g. trampled vegetation, erosion)
- Other visitors are unfriendly and disrespectful
- Feeling unsafe

Figure 5: What Detracts from the CHWP Experience

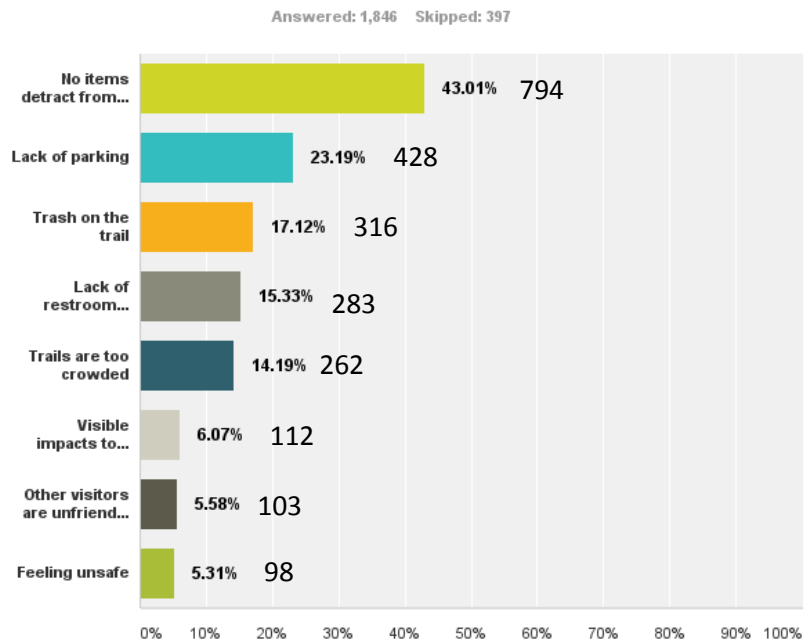
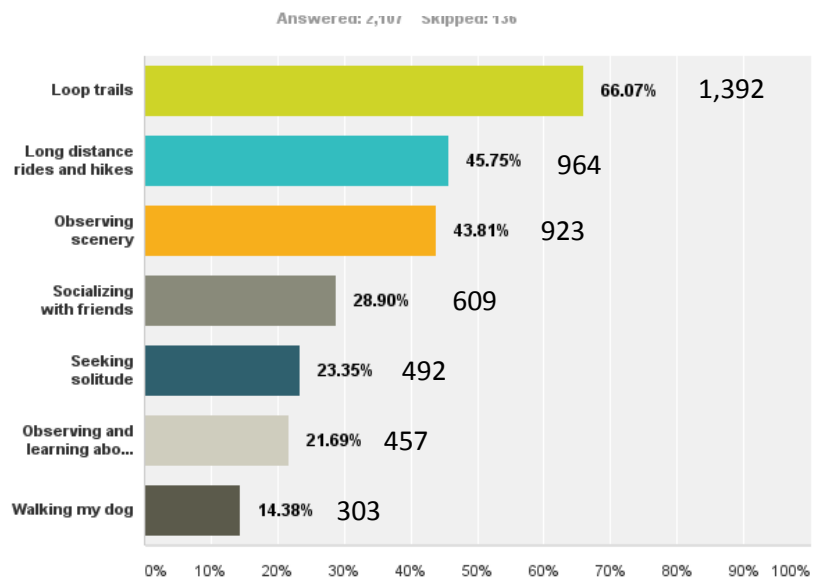


Figure 5 summarizes the results. A total of 397 people did not respond to this question, but 359 provided a response in the free response section for this question.

What Makes an Enjoyable CHWP Experience

When asked what makes for an enjoyable visit to the CHWP, the top three responses included loop trails, long distance rides and hikes, and observing scenery. Figure 6 shows the results.

Figure 6: What Makes an Enjoyable CHWP Visit



Number of Visitors on the Trails

Questionnaire respondents were also asked to estimate a range of how many visitors they saw on the trail. Figure 7 shows the percentage of responses per range. Number ranges of visitors to choose from included:

- About 0-25
- About 26-50
- More than 50-75
- More than 100
- More than 75-100

As a follow up question, respondents were asked if the number of visitors they saw on the trail negatively impacted their experience at CHWP. The responses were:

Figure 7: Estimated Number of Users Seen by Visitors

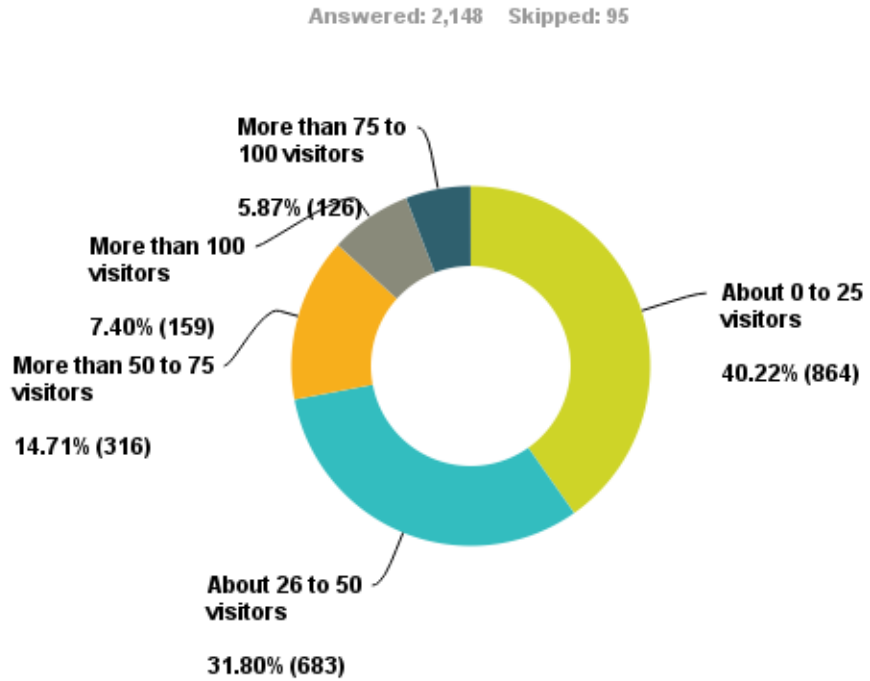


Table 5: Number of Visitors Seen and its Effect on the Experience

Answer Choice	%	Raw #
No	93.21%	1,991
Yes	3.56%	76
Don't know/ Not Sure	3.23%	69
Total		2136

The questionnaire also 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.

Answer Choice	%	Raw #
Yes	17.25%	362
No	82.75%	1737
Total		2,099

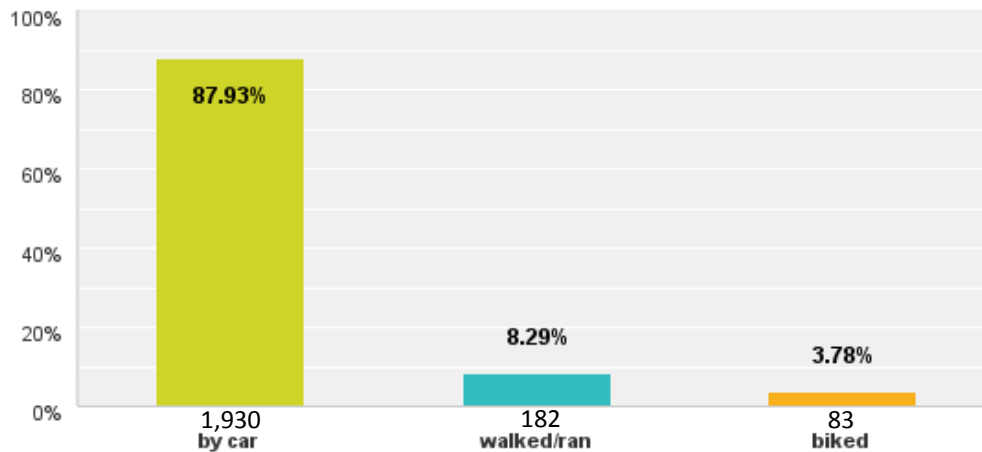
User Experiences Regarding Parking and Access

Mode of Travel and Parking

Figure 8 shows responses regarding how visitors arrived to CHWP.

Figure 8: How Respondents Arrived to CHWP

Answered: 2,195 Skipped: 48



Those who indicated that they drove to CHWP were also asked to select which of the 15 listed parking areas they parked in. The chart below shows the parking areas on the left, and the corresponding result for that answer to the right. Ninety two percent entered CHWP from their parking location; 8 percent did not.

Table 6: Respondent's Parking Locations

Answer Choices	Responses	Raw #
CHWP North Parking Lot (Top of Mills Avenue)	60.46%	1147
TCT South Parking Lot (Mills Avenue and Mt. Baldy Road)	12.65%	240
Mills Avenue (south of Alamosa)	6.64%	126
Von's Parking Lot (Mills Avenue and Baseline)	1.11%	21
Mt. Baldy Road and Via Padova	0.84%	16
Padua Theater (Top of Padua Avenue)	0.16%	3
Mt. Baldy Road and Strasbourg Court Area (Park on Strasbourg Court)	0.84%	16
Mt. Baldy Road and Grand Avenue	0.69%	13
Mt. Baldy Road and Evey Canyon Trail	7.33%	139
Indian Hill Boulevard/TCT Parking Lot/ La Puerta Park	3.27%	62
Higginbotham Park Area	1.11%	21
Mountain Avenue/ High Point Condos	1.05%	20
Via Santa Catarina Avenue area (east end of street)	1.37%	26
Mountain Avenue (near TCT trail entrance)	1.32%	25
Towne Avenue (North of Baseline)	1.16%	22
Total		1887

Of the 8% (65 people) who stated they did not enter from where they parked, 11 answered the question which asked to select their point of entry. They listed the following locations:

- CHWP North Lot (Top of Mills Avenue)—3 people
- Towne Avenue (North of Baseline)—2 people
- Higginbotham Park Area—2 people
- TCT South Parking Lot (Mills Avenue and Mt. Baldy Road)—1 person
- Bt. Baldy Road Evey Canyon Trail—1 person
- Mills Avenue (south of Alamosa)—1 person
- Mountain Avenue (Near TCT Entrance)—1 person

When asked why they chose that particular parking location, respondents answered:

Table 7: Reasons for Selecting Parking Location

Answer Choices	Responses	Raw #
It's free	35.24%	457
It was the only place with available parking	35.08%	455
It provides access to less crowded parts of the CHWP	29.68%	385
Total		1,297

- It is free—35.24%
- It was the only place with available parking—35.08%
- It provides access to less crowded parts of the CHWP—29.68%

Of those who answered they did not enter from the same location where they parked, respondents selected seven alternative access points. Table 8 below summarizes the responses.

Table 8: Point of Entry if Different From Parking Location

Answer Choices	Responses	Raw #
CHWP North Parking Lot (Top of Mills Ave)	27.27%	3
Towne Avenue (North of Baseline)	18.18%	2
Higginbotham Park Area	18.18%	2
TCT South Parking Lot (Mills Avenue and Mt. Baldy Road)	9.09%	1
Mt. Baldy Road and Evey Canyon Trail	9.09%	1
Mills Avenue (south of Alamosa)	9.09%	1
Mountain Avenue (near TCT trail entrance)	9.09%	1
Total		11

User Opinions Regarding Potential Improvements

Support/ Opposition to Proposed Improvements and Changes

The chart below summarizes responses to questions about improved signage, parking availability, restroom facilities, and interpretive programs. Respondents were asked to select their level of support for a list of possible improvements.

Table 9: Level of Support for Suggested Improvements

	Strongly oppose	Oppose	Neither oppose or support	Support	Strongly support	It all depends	Total
Improving signage for navigating the trails in the CHWP	4.99% 92	5.64% 104	30.91% 570	35.74% 659	18.76% 346	3.96% 73	1,844
Improving parking availability	5.56% 104	4.28% 80	22.02% 412	31.53% 590	32.44% 607	4.17% 78	1,871
Adding restroom facilities along the trails	8.37% 155	8.10% 150	24.51% 454	33.37% 618	22.79% 422	2.86% 53	1,852
Developing interpretive programs to learn about natural and cultural resources in the CHWP	3.91% 71	3.53% 64	34.79% 631	34.95% 634	19.24% 349	3.58% 65	1,814
Other	4.55% 9	3.03% 6	41.41% 82	16.16% 32	22.73% 45	12.12% 24	198

A list of suggestions that were made at the community meeting was provided in the questionnaire. Participants were asked to select their level of support for each of the suggestions. These suggestions included:

- Increasing the parking fee
- Charging a CHWP admission fee
- Limiting use on certain days after a certain number of people entered CHWP
- Restricting additional hours when CHWP is open
- Restricting the types of uses (hiking, biking, running) on certain days
- Other

Table 10 below shows the level of support for each suggestion as selected by questionnaire participants.

Table 10: Level of Support for Changes Suggested at Community Meeting

	Strongly oppose	Oppose	Neither oppose or support	Support	Strongly support	It all depends	Total
Increased parking fee	57.58% 1,140	19.19% 380	11.36% 225	5.25% 104	4.60% 91	2.02% 40	1,980
CHWP admission fee	60.41% 1,184	18.83% 369	9.95% 195	4.85% 95	3.67% 72	2.30% 45	1,960
Limiting use on certain days after a certain number of people have entered the CHWP	52.19% 1,001	25.03% 480	13.09% 251	5.01% 96	2.61% 50	2.09% 40	1,918
Additional restrictions on the hours when the CHWP is open	47.93% 925	23.73% 458	18.34% 354	5.18% 100	2.38% 46	2.44% 47	1,930
Restricting the types of uses (hiking, biking, running) on certain days	50.52% 970	24.22% 465	13.70% 263	6.61% 127	2.60% 50	2.34% 45	1,920
Other	39.06% 75	6.25% 12	23.44% 45	5.73% 11	12.50% 24	13.02% 25	192

Fees

Respondents were asked if they indicated support for fees in the question above, to specify the amount they deemed an acceptable daily amount they would be willing to pay. A free response box was provided to fill in the amount, along with an option to check off if they did not support fees at all. A total of 1,578 respondents marked that they did not support increased fees at all, and 298 provided free response answers. For information on responses regarding fee amounts, please see the Anecdotal Data section.

Conservation

Conservation was also surveyed by asking respondents to rank the importance of conservation to them personally on a scale of 1 to 5, one being of lowest importance and 5 of the highest importance.

- Level of importance 5—69.35%
- Level of importance 4—14.57%
- Level of importance 3—7.61%
- Level of importance 2—1.46%
- Level of importance 1—2.37%
- Don't know/not sure—4.65%

A total of 390 respondents skipped this question, possibly due to the questionnaire's length, and this question's location at the end of the questionnaire.

Trends in Communication and Other Trail Usage

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. The results are shown in Figure 9.

When Asked how they first learned of CHWP, respondents selected the following answers:

- From friends or family
- Information from the City of Claremont
- Website
- Social Media

Those who did not respond were likely not social media users.

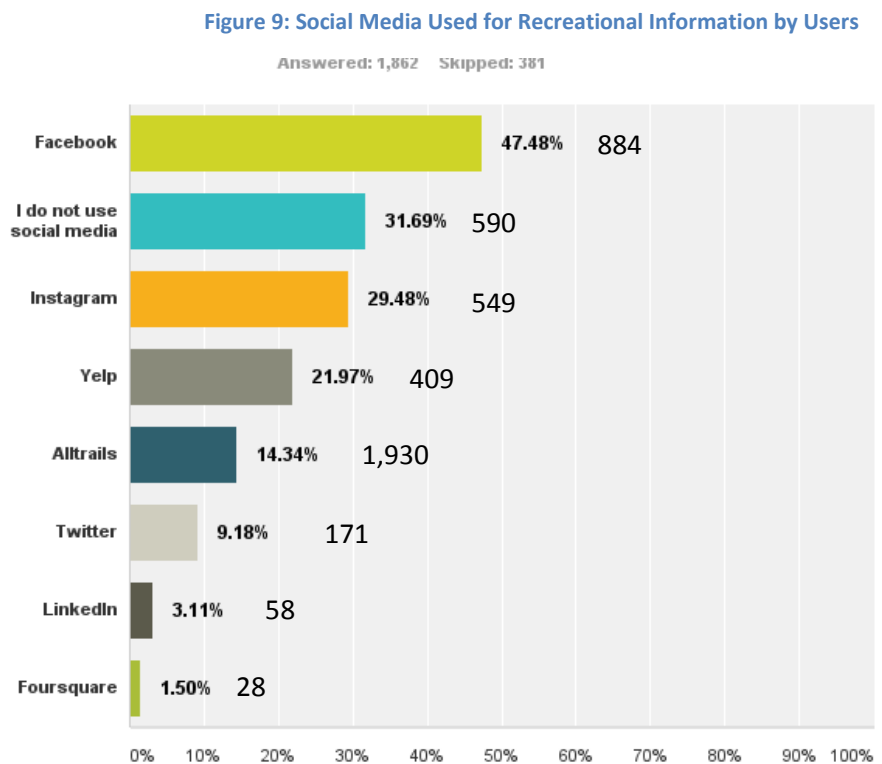


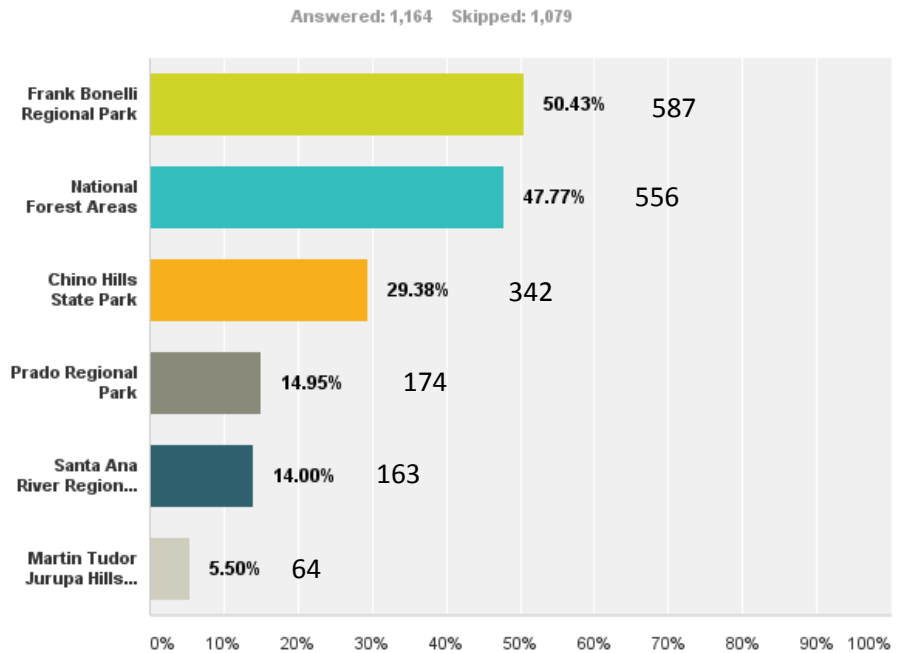
Figure 10: Other Areas Visited

Other Areas Visited

Respondents were asked to select additional areas frequented. The results are graphed to the right. Options included:

- Frank Bonelli Park
- National Forests
- Chino Hills State Park
- Prado Regional Park
- Santa Ana River Regional Park
- Martin Tudor Jurupa Hills Regional Park

A total of 397 provided a written response for this question, while 1,079 skipped it, possibly indicating they do not visit additional wilderness areas.



Anecdotal Data Summary

The questionnaire form provided spaces for participants to add written comments throughout; there was a general open comments section, and various questions that allowed for additional responses. This section provides a summary of anecdotal data from the open ended sections. These data are not statistically valid. They are intended to summarize similar comments made by multiple respondents.

Fees

For the second portion of that question which asked if respondents would support policy changes regarding increased fees, respondents were asked to write in what would be an acceptable daily amount they would be willing to pay. There were 298 respondents that filled in a response. Of those, monetary ranges that emerged were:

- \$0
- \$1 to \$4
- \$5 and \$7
- \$8 or higher

More general comments regarding fees in this, and other sections of the questionnaire were:

- Needs to be affordable for families
- Yearly payments (\$30/yr, \$50/yr, \$100/yr, or 'discuss amount')

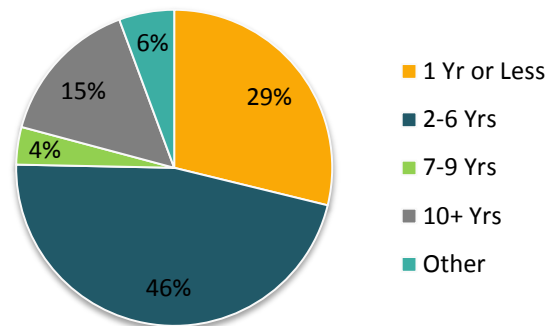
- Fees for admission, not parking
- No fees
- Lower the parking fee
- Do not increase the parking fee
- If admission fee is added, remove parking fee
- Admission for those with pets to pay for cleanup
- More free parking for Claremont residents
- Admission fee for non Claremont residents

Use

Respondents were asked to estimate how long they have been visiting CHWP. The categories that emerged were:

- 1 Year or less
- 2-6 Years
- 7-9 Years
- 10 Years plus
- Other (Responses not written as time range)

Figure 11: Length of Relationship with CHWP



Some respondents provided input regarding improvement suggestions for CHWP. In summary, they were:

- Install drinking fountains
- Add trashcans along the trails
- Prohibit the use of ear buds/ headphones while on the trail
- Restrict use to Claremont residents and their guests only
- Separate bikers from other users
- Restrict biking

Parking

A total of 649 people provided a written response regarding the reason for selecting their parking location; categories that emerged were:

- Owned a permit pass
- Easy access to trail entrance
- Close to access point

What makes CHWP Enjoyable vs. What Detracts from the Experience

A total of 101 respondents supplied written responses about the elements that make their visits to CHWP enjoyable. Some responses that were listed by multiple individuals were:

- The trails because they are challenging
- Time with the family
- Clean bathrooms

A total of 359 respondents supplied written responses about the elements that detract from an enjoyable visit to CHWP. Some responses that were listed by multiple individuals were:

- Dog droppings
- Bikers riding too fast
- Fear of animals
- Lack of water fountains

Notes:

1-Due to data entry errors there are 123 duplicates reported in the survey summary results. Due to constraints in the *Survey Monkey* software application MIG is unable to identify and remove those duplicates. In response, to this MIG conducted two data analysis “sensitivity” runs and randomly extracted 5% of the observations each time. None of the survey responses varied by more than 0.4% from the % responses reported in this summary, based on 2,143 observations.

Appendix A:

Summary Data

*Chart Format**

** Questionnaire results that display blank pages were free response questions. Please refer to Appendix B for more data on those sections.*

Appendix B:
Summary Data
Table Format

Appendix C:

ZIP code Data