



2021 Visitor Study data discussion

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Community Development Committee

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Visitor Study Purpose



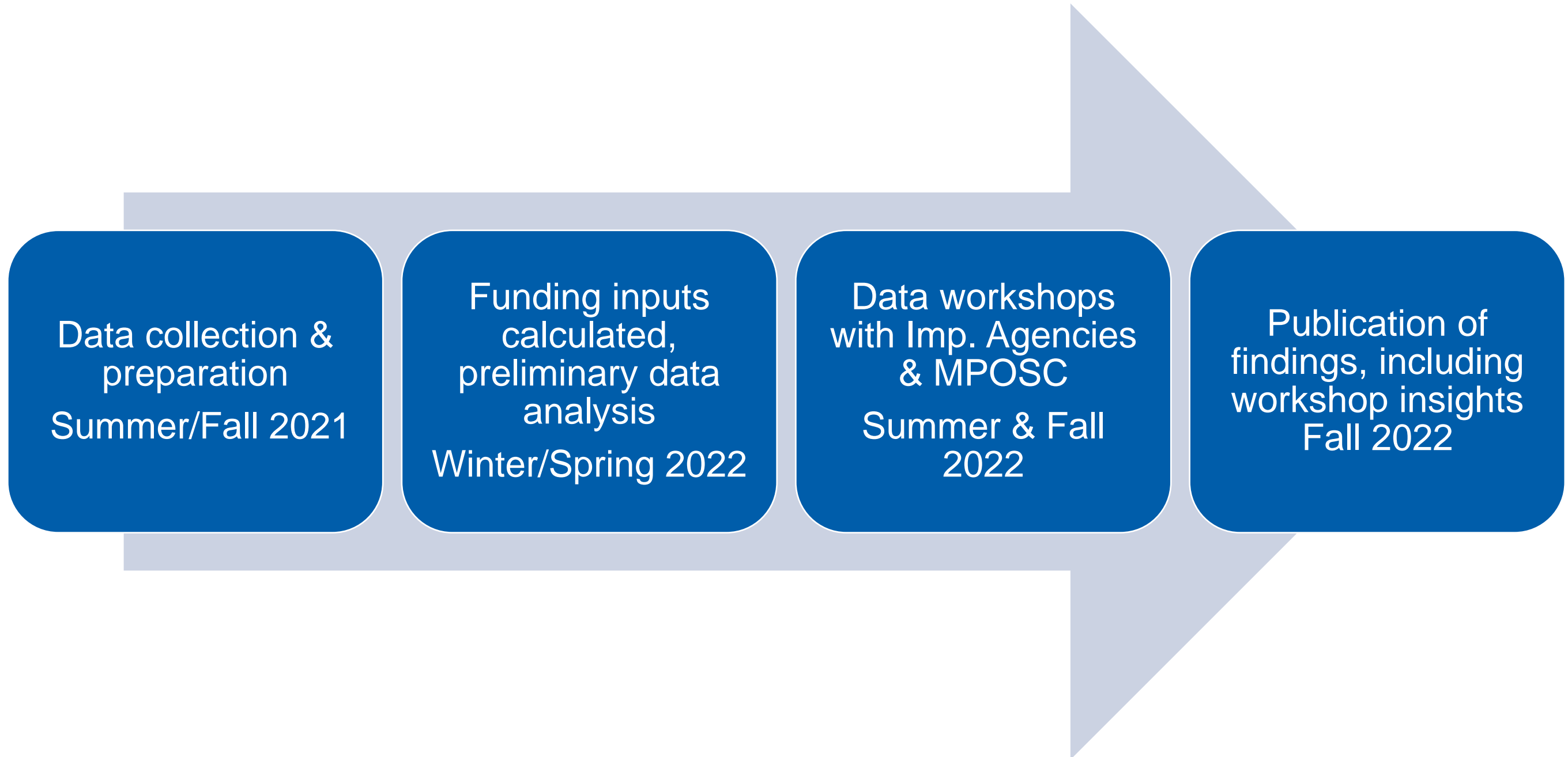
- Help inform planning, policy, and management
- Evaluate and strengthen equitable usage of regional parks and trails in accordance with the *2040 Regional Parks Policy Plan*
- Update data in funding formulas to help determine where funding goes for parks and trails

2021 Visitor Survey



- Surveys administered in the field by Wilder Research.
- Over 5,400 surveys, over 50% response rate. Survey quotas proportionate to visitation.
- At least 393 surveys per implementing agency. One unit in each implementing agency was “oversampled” to have data at the unit level.
- Data were reviewed and analyzed by Council staff.
- Report to be published this fall; currently workshopping data with implementing agencies.


2021 Visitor Survey Process



Data conversations

Data partners: why & how

- Extensive data; workshops and conversations offer areas of focus.
- Five topics: Visitor satisfaction; activities; race & age equity; gender & disability equity; new visitors and information seeking.
- Conversations look at management and policy implications.
- Fall 2022: Publication of final report.



Implementing agency staff joined five scheduled lunch conversations to dive into operations implications of survey results.

Visitor satisfaction & suggestions

Study details/ visitor satisfaction

- 88% reported facilities very good or excellent
- Higher satisfaction in suburbs; slightly lower in systems with older facilities (MPRB, St Paul)

Visitor Suggestions

- Top parks suggestion: everything's good
- Top for trails: Better trail maintenance
- Bathrooms, water, signage, shade are important

Popular activities & social characteristics

| Most popular activity | Hiking/walking is the most popular activity for all groups | | | | |
|---------------------------|--|---|---|---------------------------------|---|
| 2nd most popular activity | Relax/do nothing: Age 12-44; Black, Latino, Asian American, multiple race visitors; gender nonbinary | Biking: Age 45+, American Indian, white visitors; men | | Dog walking/ dog park: women | Observing nature: Group incl member with a disability |
| 3rd most popular activity | Biking: Women, gender nonbinary; ages 12-44; Black, Latino, multiple races visitors | Dog walk/dog park: Age 44-64; white visitors | Family/friend meetup: American Indian, Asian American | Observing nature: Age 65+, men | Relaxing/do nothing: Group incl. member with a disability |

Table 1: Most popular activities, disaggregated by social characteristics. Source: Metropolitan Council 2021 Visitor Study

Visitation less racially/ethnically diverse than regional population overall.

Communities of color are underrepresented among park, trail visitors relative to the population.

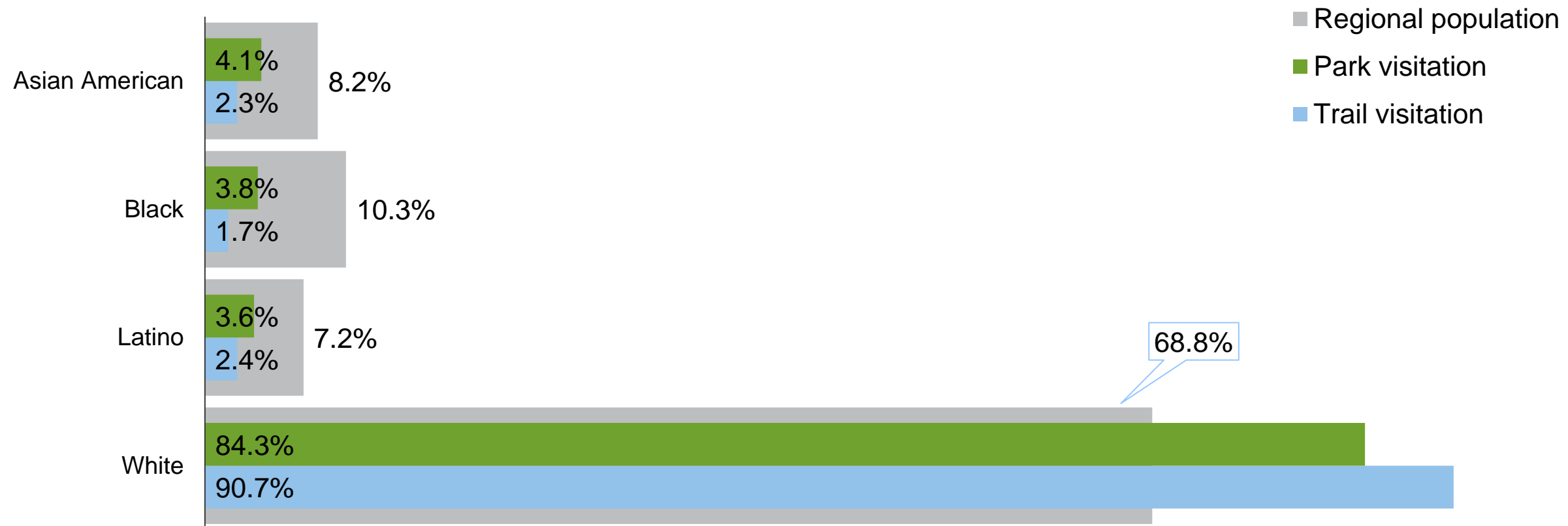


Figure 1: Comparing survey demographics with the regional population for race/ethnicity.
Source: Metropolitan Council 2021 Parks & Trails Visitor Study.

Fewer young people visit compared with their proportion in population.

Young people are underrepresented among park, trail visitors. Disparities are greater on trails.

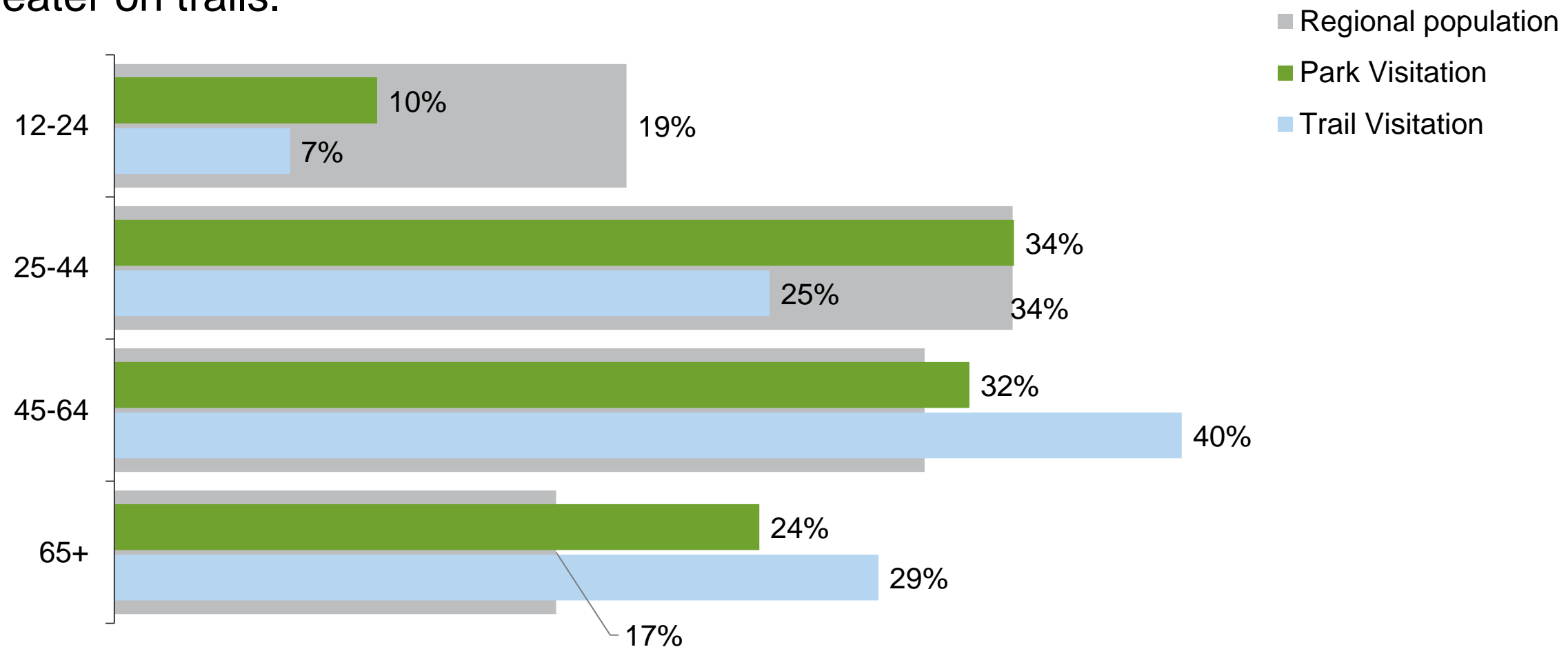


Figure 2: Comparing survey demographics with the regional population for age. Source: Metropolitan Council 2021 Parks & Trails Visitor Study

Higher racial/ethnic diversity among younger visitors.

Younger visitors are more racially/ethnically diverse.

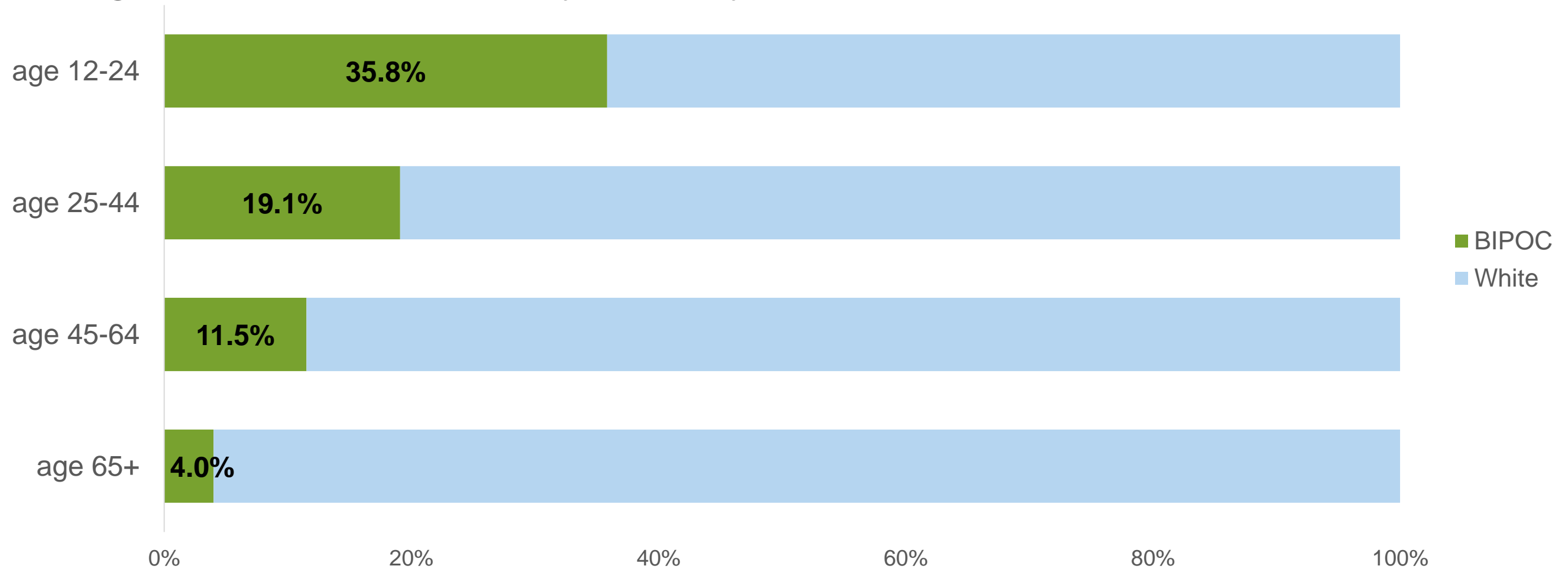


Figure 3: Percent visitors who are BIPOC and white, by age group. Source: Metropolitan Council 2021 Parks & Trails Visitor Study.

Gender gap in trail visitation.

Men and women equally visit parks. Trail visitation shows a gender gap.

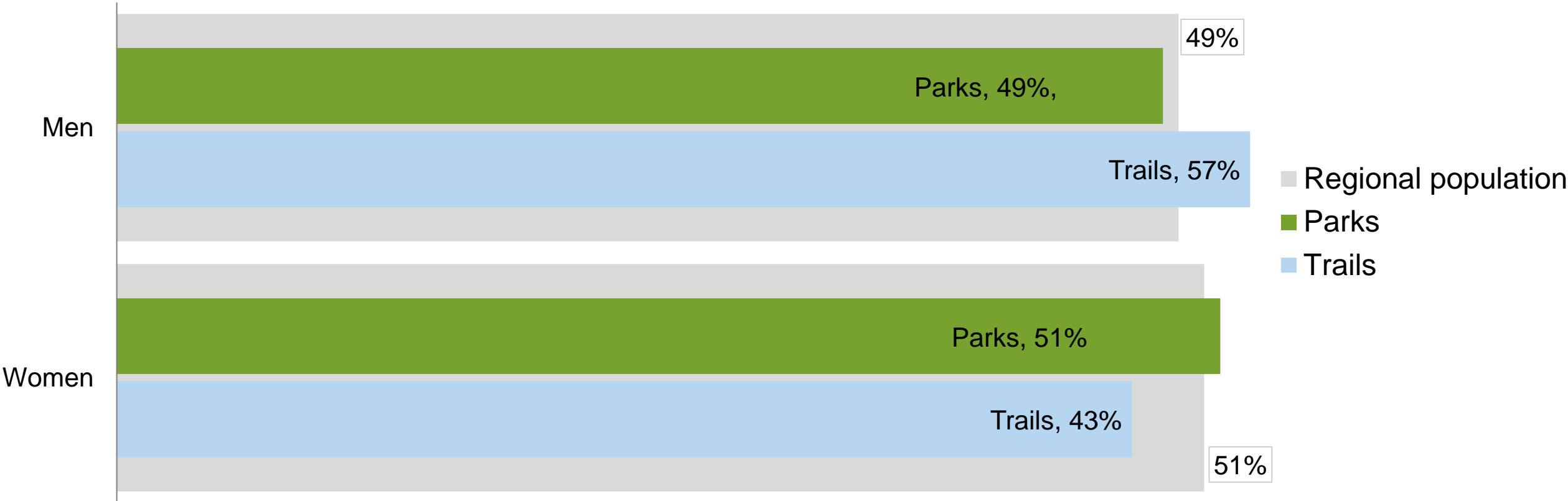


Figure 4: Gender of surveyed visitors for parks, trails compared with the seven-county regional population (percent). Source: Metropolitan Council 2021 Parks & Trails Visitor Study

Implementing Agency reflections on visitor suggestions

Deepen & expand efforts to foster equitable use

Additional investment needed to fund basics that visitors need and want

Trail maintenance concerns have policy implications

Increased Council support with data & research

Gracias
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Miigwech
Pilamya ye/do
Ua Tsaug
Thank you

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