



B. VISITOR AND COMMUNITY SURVEY SUMMARY



FINAL BIDWELL PARK MASTER MANAGEMENT PLAN UPDATE

APPENDIX B VISITOR AND COMMUNITY SURVEY SUMMARY AUGUST 2005

INTRODUCTION

The City of Chico is undergoing a planning effort to update the Bidwell Park Master Management Plan. Public input is an important aspect of the update process and has been obtained in a variety of ways, including through visitor and community surveys. Three surveys were conducted during winter, spring, and early summer 2005 in an effort to gain community input. The three survey techniques include:

- ▶ On-site survey (289 collected)
- ▶ Mail-in survey to a random community sampling (350 sent, 89 received)
- ▶ Mail-in survey available on-line (78 received)

All three survey forms are similar in nature. The random mail-in survey and the on-line survey used the same form, while the on-site survey used a slightly different version. A sample of all three survey forms is included in Attachment A.

For the purpose of this survey summary, the results for the two mail-in surveys have been combined in most tables. The main difference between the on-site and mail-in surveys is that the on-site survey included several questions about respondents' visit on the day they were surveyed including activity participation related to location, number of people in the group, how long they were expecting to stay and method of transportation. The on-site survey was conducted by volunteers at various times and locations throughout the Park. The mail-in survey was sent to a random sampling of community members and was also available on the City's website (the on-line version was distinguished by title only). The random sample was selected from the City's geographic information system (GIS) database.

While the purpose of the survey effort was to gain input from the community, the results are not considered definitive as some views may not be represented. The survey results summarize only the responses received and are not intended as a scientific study. The survey is another tool that the City is using to gain community input. Other methods include various community meetings, as well as opportunities that the public and stakeholders will have in the future to review the updated plan and provide comments prior to finalization.

SURVEY RESPONSES

The following section summarizes survey responses in tabular format. When applicable, the mail-in and on-site surveys are presented side-by-side for comparison purposes.

MAIL-IN RESPONDENTS WHO VISIT BIDWELL PARK

Mail-in survey respondents were asked whether or not they visit Bidwell Park. Nearly all of respondents visit the Park. Of the 167 mail-in survey respondents, only four, or 2%, do not visit Bidwell Park. Table 1 below shows the difference between the random sampling group and those who printed their survey from the internet. All respondents answered this question.

Table 1				
Mail-in Respondents Visitation Rate to Bidwell Park				
Do you Visit Bidwell Park?	Number of Random Sample Respondents	Number of Internet Respondents	Total Number of Respondents	Percentage of Total
Yes	86	77	164	98%
No	3	1	4	2%
Total	89	78	168	100%

Mail-in number of respondents = 168.
Source: EDAW 2005
The four respondents who do not visit Bidwell Park gave the following reasons:

- “New to area”
- “I don’t like the atmosphere, would rather go to Durham Park”
- “Too many kids”
- “Noisy and inconsiderate people who are impatient with us ‘older folk’”

These responses imply that three of the four respondents had previously been to Bidwell Park but did not have a good experience.

OTHER PARKS VISITED BY SURVEY RESPONDENTS

Survey respondents on all three surveys were asked which parks, other than Bidwell Park; they visit within the City of Chico or Butte County. Table 2 presents other parks visited by survey respondents. The most popular parks visited, other than Bidwell Park, include 20th Street Park, parks in the Oroville area (the top two for all

Table 2		
Other Parks Visited by Mail-in and On-site Survey Respondents		
What Other Parks Do You Visit?	Mail-in Percentage of Respondents	On-site Percentage of Respondents
20th Street Park	36%	48%
Oroville Area Parks	21%	24%
Wildwood Park	18%	7%
Bidwell Sacramento River State Park	14%	3%
Oak Way Park	14%	7%
Other Parks	14%	7%
Table Mountain	11%	-
City Square	9%	12%
Rotary Park	5%	-
Billie Park	5%	3%
Black Butte Lake	3%	-
Gray Lodge	3%	-
Lassen National Park	3%	3%
School Yards/ Neighborhood Parks	3%	-
Science-based Parks	3%	-
California State University, Chico	-	4%
Durham Park	*	3%
Depot Park	-	3%

Mail-in number of respondents = 66.
On-site number of respondents = 77.
Note: Top five percentages are bolded and if response is in the top five on all surveys, name of park is also bolded.
* included in “Other” category because there was only 1 respondent.
Source: EDAW 2005

surveys), Wildwood Park, Oak Way Park, City Square, and Bidwell State Park. Respondents could list more than one park; therefore, the number of responses is greater than the number of respondents. Survey respondents appear to be an active park-going community.

Other parks visited by mail-in survey respondents included:

- ▶ Deer Creek
- ▶ Idylewild
- ▶ Lindo Channel
- ▶ National Forest Land
- ▶ Paradise Parks
- ▶ Petersen Park
- ▶ Butte Creek
- ▶ Durham Park
- ▶ Aquatic Park, Paradise

Other parks visited by on-site survey respondents:

- ▶ Newman Center grass area
- ▶ Bed Rock Park
- ▶ Flumes
- ▶ Paradise Lake
- ▶ Deer Creek

ON-SITE SURVEY – NUMBER OF PEOPLE IN GROUP

On-site survey respondents were asked to identify the number of people in their group on the day they were surveyed. Two very large groups of 20 and 30 people were surveyed; however, the average group size was three.

AVERAGE LENGTH OF TIME VISITING BIDWELL PARK

All surveys asked respondents how long they had been coming to Bidwell Park. Mail-in survey respondents have been living in the community and visiting Bidwell Park for many years, with 58% visiting for 20 years or more making the average length of time that visitors have been visiting Bidwell Park 22 years. On-site survey respondents have also been visiting for many years, however, with a lower average of nine years. Overall, this indicates a long-term visitor commitment to Bidwell Park.

The average amount of time that visitors spend at Bidwell Park was between two (on-site survey) and three hours (mail-in survey) indicating that visits are not very short but less than half a day.

AVERAGE ATTENDANCE FREQUENCY

Survey respondents were asked how many days per month they go to the Park, separated by weekday or weekend, and also separated by season. Out of approximately 23 possible weekdays per month, the highest average is eight days during summer. Mail-in survey respondents appear to visit fairly evenly on weekdays across seasons with the lowest average visitation of six days per month in winter. On-site survey respondents showed more weekday variation between seasons ranging from five days per month in winter to eight days in summer (see Table 3).

Table 3 Respondents Average Weekday Attendance Frequency					
	Average Number of Days Per Month				
	Maximum Number of Weekdays (typical)	Fall/ Weekdays	Winter/ Weekdays	Spring/ Weekdays	Summer/ Weekdays
Mail-in Survey Average		7	6	8	8
On-site Survey Average	23	6	5	7	8
Combined Average		7	5	7	8
Mail-in number of respondents = 143. On-site number of respondents = 229. Source: EDAW 2005					

Out of approximately nine possible weekend/holidays per month, the highest stated attendance was among on-site survey respondents during summer weekends with five weekend days per month. As with the number of weekdays per month, mail-in survey respondents had the same number of days that they visited between seasons, three days per month, thus presenting almost no difference from on-site survey respondents. Also similar to weekday frequency, on-site survey respondents showed a bigger difference between seasons ranging from three days in winter to five in Summer, still not a very large difference (see Table 4).

Table 4 Respondents Average Weekend/Holidays Attendance Frequency					
	Average Number of Days Per Month				
	Maximum Number of Weekend/Holiday Days (typical)	Fall/ Weekends	Winter/ Weekends	Spring/ Weekends	Summer/ Weekends
Mail-in Survey Average		3	3	3	3
On-site Survey Average	9	3	3	4	5
Combined Average		3	3	4	4
Mail-in number of respondents = 143. On-site number of respondents = 229. Source: EDAW 2005					

ACTIVITY PARTICIPATION

Survey respondents were asked what activities they participated in while at Bidwell Park. On-site survey respondents were asked what activities they were participating in on the day they were surveyed. The most popular activities in Bidwell Park are walking, hiking, biking, swimming, and running/jogging. Dog walking was also a popular activity among the on-site survey respondents. Overall, survey respondents participate in a wide variety of activities from walking to attending weddings. Table 5 below summarizes activity responses.

Half of mail-in respondents listed walking as one of their activities whereas less than one-quarter of on-site respondents listed walking. This difference between surveys is similar for all of the top activities and could be due to the difference in the way the questions were asked. The on-site survey asked for location, however, the mail-in

**Table 5
Activity Participation**

Activity	Mail-in Percentage of Respondents	On-site Percentage of Respondents
Walking	50%	18%
Hiking	46%	13%
Swimming	40%	8%
Biking	39%	13%
Running/Jogging	20%	12%
Other	14%	5%
Nature Study/Birdwatching	16%	4%
Picnicking/BBQ	12%	5%
Playground Playing	9%	5%
Dog Walking	8%	12%
Mountain Biking	8%	7%
Disc Golfing	5%	7%
Volunteering	5%	*
Golfing	5%	3%
Horseback Riding	3%	1%
Enjoy Nature	3	
Attending Events	3%	-
Baseball/softball	2%	4%
Relaxation	2%	3%
Family Gathering	1%	-
Photography	1%	-
People Watching	1%	*
Driving	1%	-
Sunbathing	*	2%
Fishing	-	3%
Reading/Homework	*	3%
Frisbee/Lawn Playing	*	3%
Sightseeing	-	1%

Mail-in number of respondents = 147.

On-site number of respondents = 285.

Note: Top ten percentages are bolded and if response is in the top ten on all surveys, name of activity is also bolded. The mail-In survey form provided two lines for listing activities. The on-site survey form provided room for five activities. Most respondents listed multiple activities therefore totals exceed 100%.

* included in "Other" Category due to one response.

Source: EDAW 2005

survey did not. The difference in the questionnaires could also explain why the mail-in survey respondents had a higher number of individual responses, categorized as “Other.”

“Other” and Nature Study/Birdwatching were two activities that did not fall into the on-site survey top ten but were in the top ten on the mail-in survey. Conversely, mountain biking and disc golfing were in the on-site top ten but not in the mail-in survey. All four of these categories were not participated in by very large numbers of people when compared with the top five activities.

A number of respondents listed a single activity that no one else had listed. The following list comprises the “Other” category from mail-in responses in Table 5 above:

- ▶ CARD classes
- ▶ Community activities
- ▶ Docent led walks
- ▶ Escaping urban workload scene
- ▶ Fairs
- ▶ Frisbee
- ▶ Gather mushrooms
- ▶ Group outings with the Sierra Club
- ▶ Kayaking
- ▶ Kite flying
- ▶ Look at views, wildflowers, flora and fauna
- ▶ Meditate
- ▶ Observatory
- ▶ Read
- ▶ Roller skating
- ▶ School field trips
- ▶ Sit
- ▶ Sunbathe
- ▶ Tree climbing

The following list comprises the “Other” category from on-site responses in Table 5 above:

- ▶ Babysitting
- ▶ Cliff jumping
- ▶ Climbing
- ▶ Enjoying views
- ▶ Exercising
- ▶ Exploring
- ▶ Feeding the ducks
- ▶ Playing Hackey Sac
- ▶ Kite flying
- ▶ Observatory
- ▶ People watching
- ▶ Rollerblading
- ▶ Taking the kids out
- ▶ Visiting Chico Creek Nature Center
- ▶ Volunteering

ON-SITE SURVEY RESPONDENT ACTIVITY PARTICIPATION AND LOCATION

On-site survey respondents were asked to select locations on a map that are associated with the activities in which they were participating. This data is presented in two ways. First, Tables 6, 7, and 8 below show the break down of activities where respondents planned or had recreated, and what percentage of each of the activities are taking place in each part of the Park. Second, subsequent pie charts (Exhibits 1 through 3) illustrate where the top five activities (walking, hiking, biking, running/jogging, and dog walking) were predominantly taking place, broken down by Upper Park, Middle Park, or Lower Park. Except for hiking, the majority of participants were recreating in Lower Park. The majority of hiking was taking place in Upper Park.

UPPER PARK ACTIVITIES

The map on the survey of Upper Park included the geographic area of Upper Park and specified the disc golf course. Hiking, disc golfing, mountain biking, and swimming are the most common activities in Upper Park. Trails provide the opportunity for most of the activities taking place in Upper Park. The disc golf course also provides for that opportunity in Upper Park (Table 6).

Table 6 Upper Park Activities	
Activity	On-site Percentage of Respondents
Hiking	31%
Disc Golfing	28%
Mountain Biking	22%
Swimming	18%
Running/jogging	9%
Biking	9%
Dog walking	7%
Fishing	7%
Other	6%
Nature Study	3%
Picnicking/BBQ	2%
Sunbathing	2%
Walking	2%
Source: EDAW 2005 On-site survey number of respondents = 285. Upper Park number of respondents = 87	

The following list comprises the “Other” category from on-site responses in Table 6:

- ▶ Chill
- ▶ Cliff jumping
- ▶ Climbing
- ▶ Exploring
- ▶ Kite flying

MIDDLE PARK ACTIVITIES

The survey map of Middle Park included the geographic area of Middle Park and specified Horseshoe Lake, Bidwell Municipal Golf Course, Five Mile Recreation Area and Hooker Oak Recreation Area. The most common activities among on-site respondents in Middle Park were biking, golfing, dog walking, hiking, softball/baseball and walking with participation ranging from 14 to 20% participation among Middle Park recreationists. The community golf course and softball/baseball fields are located within Middle Park explaining the presence of these activities. The existence of other facilities such as trails and the road provide the opportunity for many of the activities present in Middle Park (Table 7).

Table 7 Middle Park Activities	
Activity	On-site Percentage of Respondents
Biking	20%
Golfing	18%
Dog Walking	16%
Hiking	16%
Other	16%
Softball/Baseball	16%

Table 7 Middle Park Activities	
Activity	On-site Percentage of Respondents
Walking	14%
Running/jogging	9%
Fishing	7%
Horseback Riding	7%
Nature Study	7%
Picnicking/BBQ	7%
Mountain Biking	5%
Frisbee	4%
Sightseeing	4%
Swimming	4%
Rollerblade	2%
On-site survey number of respondents = 285. Middle Park On-site number of respondents = 56.	

The following list comprises the “Other” category from on-site responses in Table 7:

- ▶ Reading
- ▶ Visiting Chico Creek Nature Center
- ▶ Kite flying
- ▶ People watching
- ▶ Exercising
- ▶ Feed the ducks
- ▶ Restful
- ▶ Observatory
- ▶ Water break

LOWER PARK ACTIVITIES

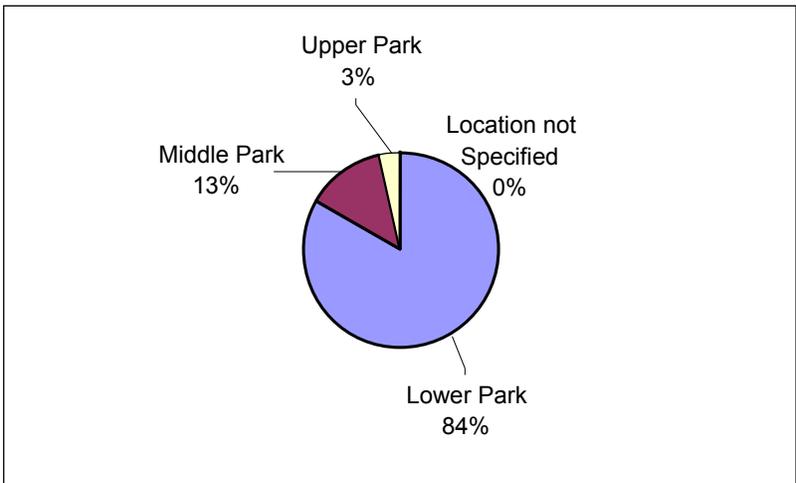
The survey map of Lower Park included the geographic area of Lower Park and specified One-Mile Recreation Area, Caper Acres Playground and Cedar Grove Picnic Area. The top five activities identified by on-site survey respondents in Lower Park were walking, biking, running/jogging, dog walking, and playground play. The existence of facilities such as trails, roads, and playground equipment provide the opportunity for many of the activities present in Lower Park. Walking received nearly twice the response of the next most common activity (Table 8).

Table 8 Lower Park Activity	
Activity	On-site Percentage of Respondents
Walking	36%
Biking	18%
Running/Jogging	16%
Dog Walking	12%
Playground Playing	10%
Lawn Activities	7%
Picnicking/BBQ	5%

Table 8 Lower Park Activity	
Activity	On-site Percentage of Respondents
Other	4%
Relaxing	4%
Reading/Homework	4%
Swimming	4%
Hiking	3%
Sunbathing	2%
Horseback riding	2%
Rollerblade	1%
Volunteering	1%
Birdwatching	1%
Photography	1%
Softball/Baseball	1%
On-site survey number of respondents = 285. Lower Park On-site number of respondents = 141. Source: EDAW 2005	

Walking at Bidwell Park

A large majority, 84%, of on-site survey respondents who identified walking as one of their park activities, utilized Lower Park for this activity with 13% in Middle Park and only 3% in Upper Park. All of the self-identified walkers provided a location for this activity. The fact that Lower Park is closer to residential neighborhoods and pedestrian access than Middle and Upper Park, as well as the fact that there are many flat sidewalks and paths in Lower Park likely explains the difference in participation by area. The assumed difference intended by survey respondents between walking and hiking is that walking takes place on paved paths, sidewalks, or primarily flat trails. Hiking is assumed to take place primarily on unpaved trails or paths with some changes in elevation.

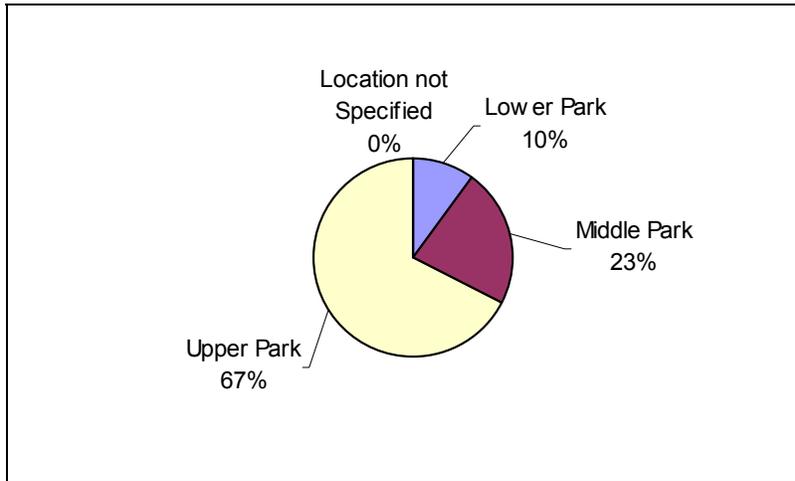


Activity Participation by Location – Walking

Exhibit 1

Hiking at Bidwell Park

Nearly all hiking identified by on-site survey respondents was identified as taking place in Upper and Middle Park, 90%, with over two-thirds of hiking activity, 67%, identified as taking place in Upper Park. Paths and trails in the Park provide the opportunity for trail-based activities such as hiking.

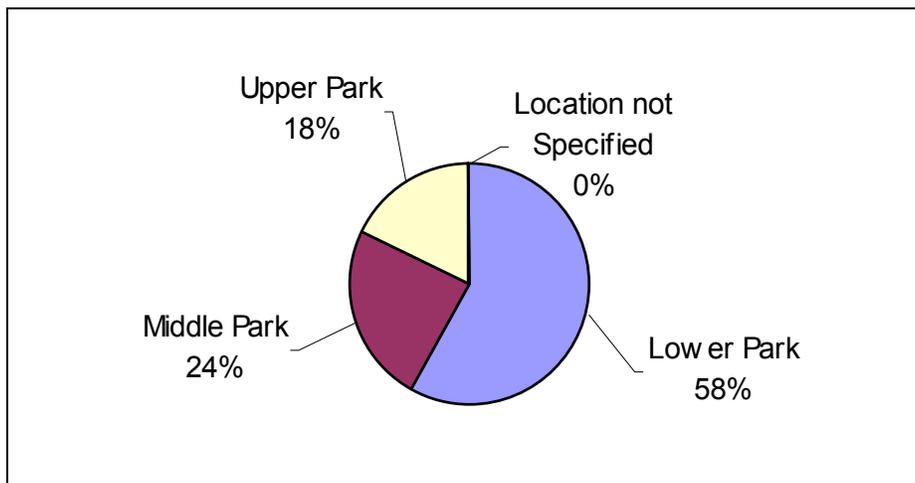


Activity Participation by Location – Hiking

Exhibit 2

Biking at Bidwell Park

The majority of biking identified by on-site survey respondents was taking place in Lower Park, 58%. Biking was also identified as taking place in both Upper Park and Middle Park in nearly similar amounts in these two geographic areas (18 and 24% respectively). The roads and trails in Bidwell Park provide the opportunity for activities such as biking.

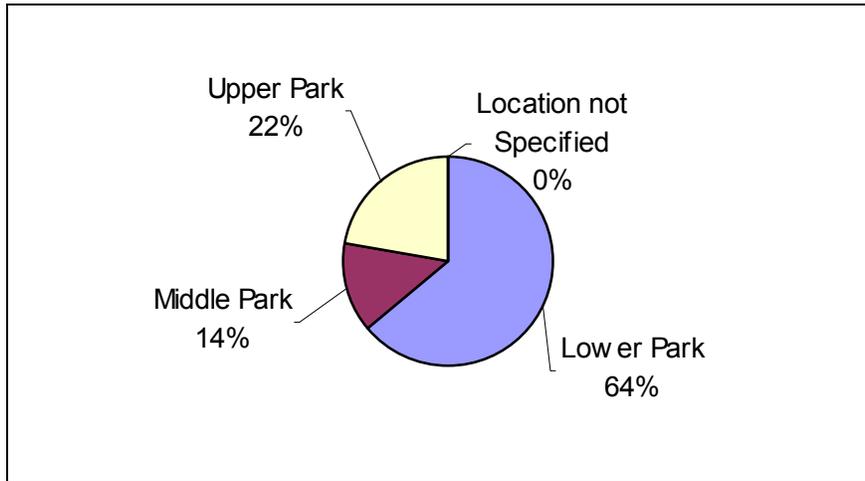


Activity Participation by Location – Biking

Exhibit 3

Running and Jogging in Bidwell Park

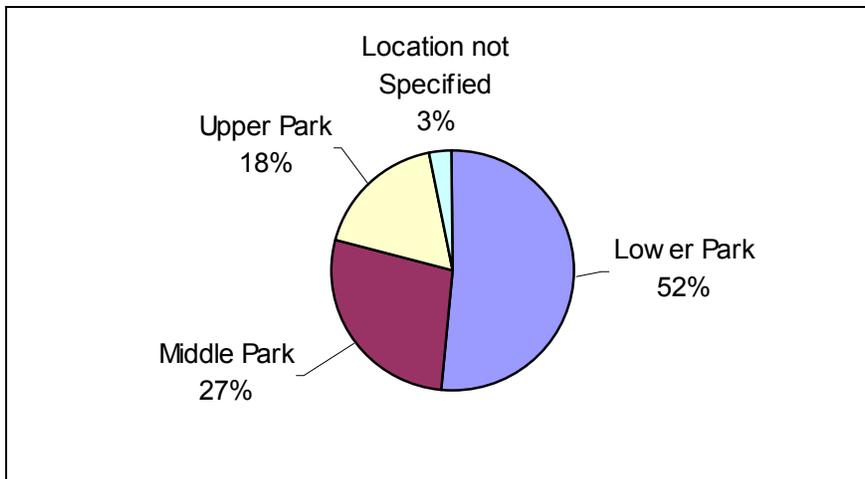
The majority of running/jogging identified by on-site survey participants was identified as taking place in Lower Park, 64%, with 22% taking place in Upper Park and 14% in Middle Park. Sidewalks, paths, and trails in the Park provide ample opportunity for activities such as running and jogging.



Activity Participation by Location – Running/Jogging Exhibit 4

Dog Walking in Bidwell Park

The majority of dog walking identified by on-site survey respondents was identified as taking place in Lower Park, 52%. Just under one-third of dog walking was identified as taking place in Middle Park with 27% in Upper Park. Sidewalks, paths, and trails in the Park provide the opportunity for activities such as dog walking.



Activity Participation by Location – Dog Walking Exhibit 5

OTHER SEASON ACTIVITIES

On-site survey respondents were asked what activities they participate in during other visits or other times of the year. Respondents could list more than one activity; therefore, the percentage of respondents totals more than 100%. The most popular activity at other visits listed was swimming. Respondents also listed biking, running/jogging, hiking, and walking. Four of these top five activities correspond to four of the top five activities among on-site respondents in the first activity question. Swimming was not in the top five, however, dog walking was. Due to the fact that more swimming takes place in hotter times of the year than some of the months when visitors were surveyed likely explains this difference (see Table 9).

The following list comprises the “Other” category from on-site responses in Table 9:

- ▶ 4th of July
- ▶ Dates
- ▶ Drive
- ▶ Frisbee
- ▶ Haven't been here that long
- ▶ Horseshoes/One Mile
- ▶ Lizard hunting
- ▶ Looking for girls
- ▶ Paragliding
- ▶ Party events
- ▶ People watch
- ▶ Rockclimbing
- ▶ Rollerblading
- ▶ Sightseeing
- ▶ Snowboarding
- ▶ Sports
- ▶ Visitor Center

Activity	On-site Percentage of Respondents
Swimming	46%
Biking	33%
Running/Jogging	24%
Hiking	23%
Walking	17%
Mountain Biking	12%
Disc Golfing	11%
Dog Walking	11%
Picnicking	10%
Golfing	10%
Other	7%
Nature Study/Birdwatching	5%
Fishing	3%
Playground Play	2%
Softball	2%
Photography	2%
Reading	2%
Sunbathing	1%
Hackey Sack	1%
Shakespeare in the Park	1%
On-site number of respondents = 246.	
Source: EDAW 2005	

MODE OF TRANSPORTATION TO PARK

On-site survey respondents were asked how they got to the Park on the day they were surveyed. Mail-in survey respondents were asked how they usually get to the Park. The most popular mode of transportation to Bidwell Park was by vehicle with biking the second most popular (see Table10).

Mode of Transportation	Mail-in Percentage of Total	On-site Percentage of Total
Vehicle	44%	60%
Biking	40%	22%
Walking/Jogging	16%	16%
Horseback	1%	1%
Other	-	0%
Mail-in number of respondents = 161. On-site number of respondents = 286. Source: EDAW 2005		

LIKE BEST ABOUT BIDWELL PARK

The majority of respondents of all surveys indicated that the natural resources (natural area/wilderness, scenic/beautiful, open space) of Bidwell Park were what they liked best about the Park: 68% mail-in survey and 54% for the on-site survey. Some respondents of both surveys felt access to the Park was the best feature of the Park. Respondents also listed existing facilities, ability to have dogs off-leash, cleanliness, as well as a variety of activities which are available at the Park, as what they liked the best about Bidwell Park (see Table 11).

Like Best	Mail-in Percentage of Respondents	On-site Percentage of Respondents
Natural Resources		
Natural Area/Wilderness Area	41%	26%
Scenic/Beautiful	16%	17%
Open Space Area	11%	12%
Aspects of Management		
Easy Access	11%	8%
Dogs Off-Leash	2%	1%
Facilities	1%	8%
Cleanliness	-	1%
Recreation Resources/Activity		
Multiple Activities Available	4%	5%
Walking/Hiking	2%	1%
Swimming/Tubing	1%	4%
Disc Golfing	1%	2%
Everything	1%	1%
Trails and Roads (for activities)	1%	3%
Mountain Biking	1%	3%
Fishing	1%	1%
Horseback Riding	1%	less than 1%
Social		
Friends and Family	-	2%
People Watching	-	1%

Table 11		
What Survey Respondents Like Best About Bidwell Park		
Like Best	Mail-in Percentage of Respondents	On-site Percentage of Respondents
Other		
No Answer	5%	-
Other	1%	3%
Mail-in number of respondents = 167. On-site number of respondents = 289. Note: Top five percentages are bolded and if response is in the top five on all surveys, name of response is also bolded. Source: EDAW 2005		

The following list comprises the “Other” category from mail-in respondents in Table 11 above:

- ▶ Escape from Urban Life
- ▶ Upper Park

The following list comprises the “Other” category from on-site respondents in Table 11 above:

- ▶ Hitting home run in softball game
- ▶ It’s free
- ▶ Like riding my bike through park to school
- ▶ Not many rangers
- ▶ Relaxing with girlfriend
- ▶ Running in morning
- ▶ The weather
- ▶ When cars are not allowed
- ▶ Being able to read book and listen to river
- ▶ Not many people

LIKE LEAST ABOUT BIDWELL PARK

Both mail-in and on-site survey respondents were asked what they liked least about Bidwell Park. Most mail-in respondents indicated that they least liked park maintenance, traffic, social disturbances, development, and off-leash dogs. Most on-site survey respondents indicated that they least liked the social disturbances, lack of law enforcement, general restrictions, and excessive heat, bugs, and rain at Bidwell Park. Respondents could list more than one thing that they liked least about Bidwell Park; therefore, the number of responses was greater than the number of respondents.

Table 12		
Survey Respondents Like Least About Bidwell Park		
Like Least	Mail-in Percentage of Respondents	On-site Percentage of Respondents
Natural Resources		
Erosion	5%	1%
Exotic/Invasive Plants	4%	1%
Poison Oak	4%	-
Aspect of Natural Environment (too hot, bugs, rain, etc.)	1%	11%
Aspects of Management/Facilities		
Maintenance (trails/litter/road maintenance)	20%	4%
Management Decision	17%	
Traffic	13%	4%
Development	10%	5%
Dogs (Off-Leash anywhere/in undesignated area)	8%	4%
Lack of Enforcement	5%	13%
Dog Poop	4%	1%
Trail Restriction Violations	2%	1%
Trail Congestion	2%	2%

Table 12		
Survey Respondents Like Least About Bidwell Park		
Like Least	Mail-in Percentage of Respondents	On-site Percentage of Respondents
Bikes (speeding, mountain bikes)	1%	2%
General Restrictions	1%	8%
Controlled Burning	-	3%
Facilities	-	3%
Parking	-	1%
Access to Golf Course, Swim Holes	-	1%
Recreation Resources/Activity		
Disc Golfing/Mountain Biking	-	6%
Social		
Social (crowded, homeless camps, alcohol)	19%	21%
Noise	4%	-
Other		
No Answer	13%	17%
Other (single responses)	3%	5%
Mail-in number of respondents = 143.		
On-site number of respondents = 289.		
Note: Top Five responses are bolded.		
Source: EDAW 2005		

The following list comprises the “Other” category from mail-in respondents in Table 12 above:

- ▶ Everyone trying to have control over it
- ▶ Groups who attempt to make park a refuge that people can’t enjoy
- ▶ Lack of restrooms at disc golf
- ▶ The group that is trying to shut down the disc golf course

The following list comprises the “Other” category from on-site respondents in Table 12 above:

- ▶ Bike trails lacking in the new area of Chico
- ▶ Can’t fish
- ▶ Cats
- ▶ Horseshoe Lake in winter; looks of dead grass
- ▶ Killing fish
- ▶ Service roads

IMPROVEMENTS SUGGESTED BY SURVEY RESPONDENTS

Both mail-in and on-site survey respondents were asked what improvements or changes they would like to see at Bidwell Park. As a group, mail-in survey respondents were most concerned with natural resource improvements/restrictions on development, limitations on traffic, park and trail maintenance, and enforcement. The top five stated improvements account for over half of all responses (60%). Overall, these improvements indicate that mail-in survey respondents would like a more natural-feeling experience with increased enforcement of existing regulations. Of respondents interested in seeing additional facilities, there were a variety of proposed ideas from increased lighting to whitewater facilities and increase in trash containers. Twelve percent of respondents indicated that they would like to see an increase in erosion control and trail maintenance. Respondents could suggest more than one park improvement; therefore, the number of responses was greater than the number of respondents. Specific improvements mentioned by several respondents included pave the roads and add more signs. There was only one mention of adding bridges over creeks, or not allowing disc golf (Table 13).

As a group, on-site survey respondents were most interested in general facility improvements, additional facilities (besides trails), more trails, and park maintenance. These top four categories account for one-third of all responses (30%). Suggested facility improvements included paving roads and adding more signs, restrooms, and picnic tables (10%, see Table 13).

Table 13 Improvements Suggested by On-site Survey Respondents		
Suggested Improvement	Mail-in Percentage of Respondents	On-site Percentage of Respondents
Natural Resources		
Natural Resource Improvement/Restrictions on Development	16%	4%
Erosion Control	6%	1%
Increase Park Area	1%	1%
Aspects of Management/Facilities		
No cars/less traffic	11%	3%
Park Maintenance	10%	6%
Enforcement	10%	4%
Additional Facilities	8%	7%
Increased trail maintenance	6%	3%
Change Regulations	7%	4%
More Signs	4%	3%
More Trails	3%	7%
Pave/Improve roads	3%	4%
Disc Golf Improvements	4%	2%
General Facility Improvements	2%	10%
More restrooms	1%	2%
Bridges Over Creeks	1%	less than 1%
Increased ADA Access	1%	-
More Off Leash Areas	-	2%
More Trail Restrictions	-	1%
More Picnic Tables	-	1%
Recreation Resources/Activities		
Activities	-	1%
No Disc Golf/Protect from Disc Golf	-	less than 1%
Social		
Educate Public	2%	-
Social Improvements	-	3%
Other		
No Answer	22%	27%
Positive	2%	2%
Other	2%	2%
Mail-in number of respondents = 142. On-site number of respondents = 212. Note: Top Five responses are bolded. Source: EDAW 2005		

SURVEY DEMOGRAPHICS

In an optional section, both mail-in and on-site survey respondents were asked to identify their ethnicity, profession, organizations they belonged to and whether they were a student, college student, City or County resident or senior citizen. Nearly half of mail-in and over half of on-site survey respondents opted not complete the optional section of the survey. Some respondents answered some questions and not others.

Ethnic Background

About 90% of survey respondents on both surveys who answered the optional section identified themselves as Caucasian. Other survey respondents also identified themselves as Hispanic, African American, Native American, Pacific Islander, Asian, and Mixed. The U.S. Census Bureau’s demographic statistics for Chico show some slight differences when compared with the Bidwell Park Master Management Plan (BPMMP) Surveys. Chico has a larger Hispanic and Asian population than was reflected on both surveys and a larger African American population than was reflected on the mail-in survey (see Table 14).

Table 14 Ethnic Background			
Ethnicity	Mail-in Percentage of Respondents	On-site Percentage of Respondents	Chico Chamber of Commerce Demographics ¹
Caucasian	88%	92%	77%
Hispanic	3%	7%	12%
Native American	3%	>1%	1%
Mixed	2%	-	3% ²
African American	1%	3%	2%
Pacific Islander	1%	-	0%
Asian	1%	-	4%
Mail-in number of respondents = 90. On-site number of respondents = 131. ¹ Source: www.census.gov: U.S. Census Bureau, Census 2000 Redistricting Data Summary File; 2004 Economic Profile prepared by the Chico Chamber of Commerce. ² This category was specified as “Other” in the Chico Chamber of Commerce Demographics Characteristics. Source: EDAW 2005			

PROFESSION

Of those who responded, one-half of mail-in survey respondents identified themselves as professionals. Nearly one-quarter of mail-in survey respondents identified themselves as retired and about 15% identified themselves as teachers or educators. On-site survey respondents had a much larger response from students (35%) and about half the percentage of professionals (27%) than the mail-in survey. Only 12% of on-site survey respondents identified themselves as retired, half as many as the mail-in survey (see Table 15).

PARK USER PROFILE

Of the mail-in survey respondents, over half were city residents. Senior citizens and county residents made up over a third of those surveyed. Of the on-site survey respondents, many more respondents were college students and about one-third were city residents. Respondents were tallied in only one category, however, of the 23 on-site

seniors, 10 identified themselves as City residents and 5 identified themselves as County residents. Of the mail-in seniors, 27 also identified themselves as City residents, two identified themselves as County residents and one also identified themselves as a college student (see Table 16).

ORGANIZATION

Overall, survey respondents indicated a high-level of involvement in community organizations. Nearly half of mail-in survey respondents indicated that they belonged to an organization while 14% of on-site survey respondents indicated that they belonged to an organization. Table 17 lists most of organizations that respondents indicated. The “other” category was used for organizations that were only identified by one survey respondent. Respondents could list more than one organization so responses total more than 100%.

Table 15 Profession		
Profession	Mail-in Percentage of Respondents	On-site Percentage of Responses
Professional	50%	27%
Retired	24%	12%
Teacher/educator	15%	8%
Business Owner/self-employed	4%	3%
Student	3%	35%
Other	3%	5%
Service	2%	10%
Mail-in number of respondents = 122. On-site number of respondents = 136. Source: EDAW 2005		

Table 16 Park User Profile		
Park User Profile	Mail-in Percentage of Responses	On-site Percentage of Responses
City Resident	57%	30.0%
Senior Citizen	23%	11%
County Resident	12%	11%
College Student	7%	44%
Student	1%	3%
Mail-in number of respondents = 141. On-site number of respondents =203. Source: EDAW 2005		

**Table 17
Organizations Listed by Survey Respondents**

Organization	Mail-in Percentage of Respondents	On-site Percentage of Respondents
Other	36%	53%
Sierra Club	15%	5%
Butte County Environmental Council	8%	-
Audubon Society/Ornithological group	6%	-
California Native Plant Society	6%	-
Chamber of Commerce	4%	-
Chico Equestrian Association	4%	5%
Civic Club (Elks, Kiwanis, Mason, Moose, Lioness, Rotary)	4%	13%
Friends of Bidwell Park	4%	-
Chico Paddleheads	3%	-
Chico State University	3%	15%
Chico Women's Club	3%	-
League of Women Voters	3%	-
Park Watch	3%	5%
Chico Economic Planning Corporation (CEPCO)	2%	5%
Chico Association of Realtors	2%	5%
Chico Horticulture Society	2%	5%
Nature Conservancy	2%	-
Parent Teachers Association (PTA)	2%	-
Peace and Justice Center	2%	5%
Primetimers	2%	5%
Adventure Outings	-	10%
Church	-	10%
Chico Unified School District (CUSD)	-	8%
Fraternity/Sorority	-	5%
Mail-in number of respondents = 106.		
On-site number of respondents =40.		
Note: Top five percentages are bolded and if response is in top five on all surveys, name or organization is also bolded.		
Source: EDAW 2005		

The following list comprises the “Other” category from mail-in responses in Table 17 above:

- ▶ Chico Velo
- ▶ American Association of University Women
- ▶ Alpha Delta Pi Sorority
- ▶ Annie Bidwell Quilt Guild
- ▶ Bat Conservation
- ▶ Butte County Office of Education
- ▶ Bidwell Golf Club
- ▶ Bidwell Women’s Golf
- ▶ Big Brothers, Big Sisters
- ▶ Butte County Volunteer Fire Dept.
- ▶ Butte County Economic Development Corporation (BCEDC)
- ▶ Butte Humane Society
- ▶ California Botanical Society
- ▶ Cal Park
- ▶ Canyon Oaks Golf Club
- ▶ California Faculty Association (CFA)
- ▶ Chico Art Center
- ▶ Chico Avenues Neighborhood Association
- ▶ Chico Creek Watershed Alliance
- ▶ Chico Disc Golf Club
- ▶ Chico High Sports Booster
- ▶ California State Employees Association (CSEA)
- ▶ Chico State alumni
- ▶ Disabled American Veterans (DAV)
- ▶ Esplanade League
- ▶ Exchange Club
- ▶ Farm Bureau
- ▶ Friends of the Farmers Market
- ▶ Guild of Natural Science Illustrators
- ▶ Int. reading assoc
- ▶ KZFR
- ▶ River Partners
- ▶ ROAR
- ▶ Sacramento River Trust
- ▶ Sons in Retirement (SIRS)
- ▶ Soroptimist
- ▶ Sacramento River Preservation Trust (SRPT)
- ▶ Streaminders
- ▶ Surf Riders Foundation
- ▶ Tree Action
- ▶ United Way
- ▶ University of Phoenix
- ▶ Veterans of Foreign Wars

The following list comprises the “Other” category from on-site responses in Table 17 above:

- ▶ American Association of Retired Persons (AARP)
- ▶ AAVW
- ▶ American Canoe Association
- ▶ Butte College
- ▶ Chico Mothers Club
- ▶ Chico Running Club
- ▶ California Waterfowl Association (CWA)
- ▶ Disc Golf Club
- ▶ Framers Union
- ▶ IMBA
- ▶ Move on
- ▶ North American Hunting Club
- ▶ Pug Sunday
- ▶ RHAPS
- ▶ Team sports
- ▶ U.C. Davis
- ▶ West Park Plaza

OPEN ENDED COMMENTS

Respondents on all surveys were asked if they had any additional comments regarding Bidwell Park. The top five categories of comments among mail-in survey respondents pertained to natural resource protection, positive comments about Bidwell Park, limiting development, improving or adding facilities and placing more restrictions on vehicles in the Park. Most on-site survey respondents, 77%, wrote positive comments about the Park. The other most common responses, natural resource protection, improving or adding facilities, placing more restrictions on vehicles in the Park, keep/improve disc golf had a fairly low number of responses each. Some respondents on the mail-in survey commented on changes such as wanting increased access, more park area, allowing dogs off-leash, etc. that were not mentioned by on-site respondents. A few on-site respondents also mentioned some proposed changes that were not seen on the mail-in survey: ADA access, paving roads and limiting regulations (see Table 18).

**Table 18
Responses to Open-Ended Comment Section**

Response	Mail-in Percentage of Respondents	On-site Percentage of Respondents
Natural Resources		
Natural resource protection (e.g., erosion control)	31%	6%
Limit Development	27%	2%
Increase park area	3%	-
Aspects of Management/Facilities		
Improved/more facilities	22%	5%
No cars/limit cars	18%	4%
Increased enforcement	18%	2%
Park Maintenance	13%	-
Increased Trail Maintenance	10%	-
Signage	6%	-
Educate public	4%	1%
Keep Road Open/Increase access	4%	-
Dogs Off-leash	3%	-
More trails	3%	-
Bring the goats back	3%	-
More trail restrictions	2%	-
Paved roads	2%	-
Limit dogs off-leash/No dogs off-Leash	2%	-
Increased ADA Access	1%	1%
Paved roads	-	1%
Limit Regulations	-	1%
Recreation Resource/Activity		
Keep/Improve Disc Golf	7%	4%
Remove/Move Disc Golf	6%	2%
Other/Social		
Positive (I love the Park, etc.)	38%	58%
Other	13%	6%
Social Improvements	-	1%
Mail-in number of respondents = 120. On-site number of respondents =133. Note: Top five are bolded, text is bolded if in the top five from both surveys. Source: EDAW 2005		

SURVEY COMPARISON WITH PUBLIC PARTICIPATION ISSUES

The following section explores survey results related to disc golf, trails, the Horseshoe Lake Specific Plan area, and the Cedar Grove Specific Plan area, four topics addressed in detail in the planning process.

DISC GOLF

Disc golf play began initially when that portion of Upper Park was under management by the Bureau of Land Management.

Approximately five percent of mail-in survey respondents and seven percent of on-site survey respondents identified disc golf as one of the Bidwell Park activities in which they participate (see Table 6). While this represents a smaller percentage than many activities, it ranked 12th among mail-in respondents and 7th among on-site respondents.

Due to the presence of the disc golf course in Upper Park, disc golfing was identified as one of the top activities taking place in Upper Park ranking 2nd among on-site survey participants with approximately 28% participation. Hiking was the number one activity in Upper Park. Both activities take place in overlapping areas, as the South Rim trail traverses the disc golf course and the parking areas off of SR 32 used for disc golf also serves as a staging area for hiking and mountain biking in Upper Park.

Below are some of the pro and con comments received on the surveys regarding disc golf:

Survey comments regarding disc golf – what do you like best at Bidwell Park?

- ▶ Disc golf (2 comments mail-in survey)
- ▶ Disc golf (5 comments on-site survey)

Mail-in survey comments regarding disc golf – what do you like least at Bidwell Park?

- ▶ Lack of restrooms at disc golf
- ▶ The group that is trying to shut down the disc golf course

These responses represent one percent of comments on this question (see Table 12).

On-site survey comments – what do you like least at Bidwell Park?

- ▶ Disc Golf (3 comments)
- ▶ Talk of getting rid of disc golf (3 comments)
- ▶ All the controversy over disc golf (2 comments)
- ▶ Development of another disc golf course
- ▶ Disc golf regulations
- ▶ Distance to disc golf course
- ▶ Drunks ruining disc golf
- ▶ Don't like that disc golfers get blamed for ruining the environment

These responses represent five percent of comments on this question (see Table 13).

When survey respondents were asked for their opinion on suggested improvements at Bidwell Park, several mentioned some aspect of disc golf in their answer.

Mail-in survey comments regarding disc golf – *What improvements would you like to see at Bidwell Park?*

- ▶ New Disc Course
- ▶ Permanent status of the Disc Golf Course, Embrace it
- ▶ Golf disc game course removed from where it is - put with regular golf course
- ▶ Improve disc golf/regular trail maintenance park wide by paid crew
- ▶ New disc golf baskets, signs, tee pads and toilets with parking
- ▶ Relocate the disc golf course to an area where it causes less damage
- ▶ Keep disc golf out - does not seem compatible with ecology a current usage

These comments represent just over three percent of responses on this question (see Table 13).

On-site survey comments regarding disc golf – *What improvements would you like to see at Bidwell Park?*

- ▶ Improve disc golf course (3 comments)
- ▶ Allow disc golf (3 comments)
- ▶ Better parking and more trash cans at disc golf course
- ▶ More trash cans throughout disc golf course
- ▶ More benches in disc golf course
- ▶ Disc golf opened up
- ▶ Removal of disc golf
- ▶ The problems with the disc golf course resolved
- ▶ Larger disc golf course
- ▶ More disc golf
- ▶ More help on the disc golf range

These comments represent approximately seven percent of responses on this question (see Table 13).

Respondents were asked what activities they participated in during other visits or other times of the year. Eleven percent mentioned that they also participate in disc golfing (see Table 9).

At the end of the survey, respondents were asked if they had any other comments. Several respondents on both surveys suggested keeping and/or improving disc golfing opportunities (see Table 18: 7% Mail-in, 4% On-site). Several others suggesting removing and/or moving the disc golf course (see Table 18: 6% Mail-in, 2% On-site).

TRAILS

Trails in Bidwell Park have been an important planning issue to the community and City staff. Trails, paths and sidewalks provide the opportunity for a wide variety of activities. The activities identified by survey respondents that utilize trails include:

- ▶ Walking
- ▶ Hiking
- ▶ Biking
- ▶ Running/jogging
- ▶ Dog Walking
- ▶ Mountain Biking
- ▶ Horseback Riding
- ▶ Rollerblading

An excerpt from Table 19 Activity Participation below illustrates the large percentages of trail-related uses at Bidwell Park.

Excerpt from Table 19 Activity Participation: Trails-Related Activities		
Activity	Mail-in Percentage of Respondents	On-site Percentage of Respondents
Walking	50%	18%
Hiking	46%	13%
Biking	39%	13%
Running/Jogging	20%	12%
Dog Walking	8%	12%
Mountain Biking	8%	7%
Horseback Riding	3%	1%

Source: EDAW 2005

The differences in facilities (e.g., paved paths compared to single track dirt trails) between Upper, Middle and Lower Bidwell Park Result in differing types of trail use in each area of the Park. Table 20 below illustrates this comparison.

Table 20 On-site Survey Trail-Related Activities by Park Area			
Activity	Upper Park On-site Percentage of Respondents	Middle Park On-site Percentage of Respondents	Lower Park On-site Percentage of Respondents
Hiking	31%	16%	3%
Mountain Biking	22%	5%	-
Running/jogging	9%	9%	16%
Biking	9%	20%	18%
Dog walking	7%	16%	12%
Walking	2%	14%	36%
Horseback Riding	-	7%	2%
Rollerblade	-	2%	1%

Source: EDAW 2005

A small number of survey respondents (1 to 3%) mentioned some aspect of trail use that they liked best about Bidwell Park. As with disc golf, the number of respondents who indicated that they participate in trail use is much higher than the number of respondents who listed that activity as what they liked best. This is likely due to a reason such as that most trail users are recreating for an overall experience such as enjoying nature (see Table 11) rather than just to use trails.

Trails issues such as trail maintenance, erosion, trail restriction violations and trail congestion were mentioned by a small number of survey respondents (1 to 5%). Some of these issues were also mentioned under the suggested improvement question (see Tables 12 and 18).

Seven percent of on-site survey responses mentioned more trails as a potential improvement (see Table 13). Other improvements mentioned less frequently included erosion control, increased trail maintenance, pave and/or improve roads, bridges over creeks and more trail restrictions (1 to 6%).

Fairly large percentages of on-site survey respondents (11 to 33%) mentioned that they participated in trail-related uses during other visits (see Table 9).

Sidewalks, pathways and trails are an important facility to survey respondents with high levels of participation in trail-related activities. Concern over facilities and maintenance seem relatively minor when compared to the high levels of participation, with the exception of on-site respondents wanting more trails.

HORSESHOE LAKE

A subset of on-site survey respondents participating in activities identified Horseshoe Lake as the location for some of their activities. These are shown in Table 21. The most popular activities at Horseshoe Lake included dog walking, hiking, and fishing.

Horseshoe Lake was not mentioned by survey respondents on any of the open-ended questions such as like best, like least, improvements or additional comments.

Table 21 Activity Participation at Horseshoe Lake	
Activity	On-site Survey Percentage of Respondents
Dog Walking	22%
Hiking	19%
Fishing	13%
Nature Study	6%
Walking	6%
Site Seeing	6%
Biking	3%
Birdwatching	3%
Horseback Riding	3%
Mountain Biking	3%
Running/Jogging	3%
Kite Flying	3%
Feeding the Ducks	3%
Visiting the Observatory	3%
Water Break	3%
On-site Number of Respondents = 32.	
Source: EDAW 2005	

CEDAR GROVE

A subset on On-Site Survey respondents participating in activities identified Cedar Grove as the location for some of their activities. These are shown in Table 22. The most popular activities at Cedar Grove include walking, dog walking, picnicking/BBQ, and running/jogging. Cedar Grove was not mentioned by survey respondents on any of the open-ended questions such as like best, like least, improvements or additional comments.

Table 22	
Activity Participation at Cedar Grove	
Activity	Percentage of On-Site Survey Respondents
Dog Walking	16%
Picnicking/BBQ	16%
Walking	16%
Running/Jogging	13%
Biking	9%
Hiking	6%
Eating Lunch	6%
Birdwatching	3%
Mountain Biking	3%
Sunbathing	3%
Rollerblading	3%
Relaxing on lawn	3%
Photography	3%
On-Site Number of Respondents = 32.	

COMPARISON OF 2005 BIDWELL PARK MASTER MANAGEMENT PLAN UPDATE SURVEYS TO OTHER SURVEYS

Several community surveys completed in the past have addressed recreation in Chico and one previous survey conducted in 1987 specifically focuses on Bidwell Park. The results of these surveys are briefly summarized below and subsequently compared to the recent results from the 2005 BPMMP Visitor and Community Surveys conducted as part of the BPMMP update.

CHICO AREA RECREATION AND PARK DISTRICT MASTER PLAN UPDATE SURVEY 2005

The Chico Area Recreation and Parks District (CARD) conducted a recent survey to collect opinions from the Chico community and voting public regarding recreation in Chico in general and specifically at CARD facilities. CARD collected 301 surveys and used a scientific sampling method. Citizen views were collected to gather input regarding the following aspects:

- ▶ Satisfaction with existing facilities;
- ▶ Level of participation taking place;
- ▶ What are people doing at CARD facilities; and
- ▶ What level of support could there be for funding of new facilities and land acquisitions.

Some of these parameters are comparable to the BPMMP surveys. Some facilities and areas of Bidwell Park (related to CARD) were visited by CARD survey respondents. The CARD Community Center was visited by 45% of CARD respondents. The Hooker Oak Recreation Complex and Park were visited by 60% of CARD respondents.

Only a small percentage, one percent, of respondents on the BPMMP surveys mentioned acquisition of open space whereas a large percentage of CARD survey respondents, 81%, placed a high priority on funding for acquiring open space. This is likely due to the difference in questions asked and survey focus.

Finding Four of the CARD survey states that CARD receives high marks with respect to public safety, physical condition and level of maintenance at CARD facilities. This finding is consistent with the mail-in BPMMP survey, where 20% of survey respondents identified a maintenance issue as what they liked least.

CHICO COMMUNITY RECREATION CENTER SURVEY 1996

This survey was designed to determine the types of activities and types of facilities that should be offered through the proposed Chico Community Recreation Center. Most of the responses are not comparable with the BPMMP surveys as they are focused on indoor activities, facilities (indoor), and willingness to pay, whereas the BPMMP surveys are focused on outdoor activities and facilities (outdoor). The Chico Community Recreation Center (CCRC) Survey was a large-scale effort with 37,000 surveys mailed out and 3,100 returned.

One of the use pattern questions on the CCRC Survey regarding transportation, corresponds with a question from the BPMMP surveys. Results from the survey are very similar to the BPMMP surveys responses (see Table 23).

Table 23			
Mode of Transportation to Park			
Mode of Transportation	Mail-in Percentage of Total	On-site Percentage of Total	CCRC Survey Percentage
Vehicle	44%	60%	66%
Bike	40%	22%	23%
Walk/Jog	16%	16%	8%
Horseback	1%	1%	0%
Other	0%	less than 1%	4%*
* wheelchair & bus Source: EDAW 2005			

OPINION SURVEY FOR THE CITY OF CHICO, PARKS AND RECREATION FACILITIES 1995

Faculty and students at California State University, Chico conducted a community survey regarding the use of Chico area recreation and park facilities, and perceptions of their quality. Much of the survey focused on the respondent's willingness to support a future benefit assessment district for operations and maintenance of two new facilities and Lower Bidwell Park. A total of 1,012 telephone interviews were completed. This survey effort was much more detailed than the BPMMP surveys and many of the questions are not relevant for comparison purposes.

The most comparable question posed in the 1995 survey was, "what did you like about the facility (park)?" This compares well with the BPMMP Update question, "what did you like best?" A majority of respondents from both surveys indicated that the beauty/natural character was what they liked about Bidwell Park.

BIDWELL PARK MASTER MANAGEMENT PLAN QUESTIONNAIRE #1 1987

This survey was designed to ask community members specifically about Bidwell Park and is the most comparable to the BPMMP surveys. The 1987 survey was collected in a random door-to-door sampling with 247 successfully completed.

The 1987 survey was predominantly participated in by City residents who were not college students with approximately 13% identifying themselves as seniors. This is similar to the on-site BPMMP survey which had

12% of survey respondents identifying themselves as seniors. Activity participation was higher for activities such as picnic/barbeque and playground play when compared with the BPMMP surveys. Participation in activities such as walking (including dog walking), hiking and running/jogging were much lower in the 1987 survey. Biking was nearly equivalent across all surveys.

Natural resources appear to be what 1987 respondents liked best about Bidwell Park, similar to responses from the BPMMP surveys. Respondents from 1987 placed a higher priority on limiting cars or creating less traffic than current respondents. Paving and improving roads was a higher priority for 1987 respondents than current respondents. This could be due to the fact that some paving has taken place since that survey.

CONCLUSIONS

The BPMMP update mail-in and on-site surveys are focused on Bidwell Park visitors. Visitors who responded to the surveys are active in recreational pursuits and also visit and use other parks in the Chico area. Most respondents stay for a couple of hours during each visit and recreate in small groups, an average of 3 persons per group. Most respondents visit the Park several days per month during the week and several weekend or holidays per month also. Most respondents use a vehicle to get to Bidwell Park. Others generally bike or walk.

DEMOGRAPHICS

Survey respondents are predominantly Caucasian and professional or retired. When compared with the general population of Chico, the City has a lower population of Caucasians when compared with the survey responses.

ACTIVITIES

The most popular activities are those that utilize sidewalks, paths, roads and trails including walking (also dog walking), hiking, running/jogging and biking. Swimming was also very popular among survey respondents. A very wide variety of activity responses were collected including event participation, kite flying and enjoying nature, for example. Activities are generally participated in at locations where facilities exist to support those activities, such as disc golf taking place in Upper Park at the disc golf course.

ISSUES

The natural resources of Bidwell Park appear to be one of the most important aspects of the Park to survey respondents. Important issues among survey respondents appear to be issues with maintenance (including trails), social issues, some management decisions, and traffic. Social issues included homelessness onsite, alcohol use, noise and crowdedness. Management decisions such as road access or regulations did not have clear agreement either way by respondents overall; while some would like to see more access and regulations, others would prefer less. While disc golf is an important management issue addressed as part of the BPMMP update, most survey respondents did not mention it in their responses.

REFERENCES

U.S. Census Bureau, Census 2000 Redistricting Data Summary File; 2004 Economic Profile prepared by the Chico Chamber of Commerce. www.census.gov:

ATTACHMENT A

SAMPLE OF ALL THREE SURVEY FORMS



Bidwell Park
Master Management Plan Update
Visitor Survey
2005

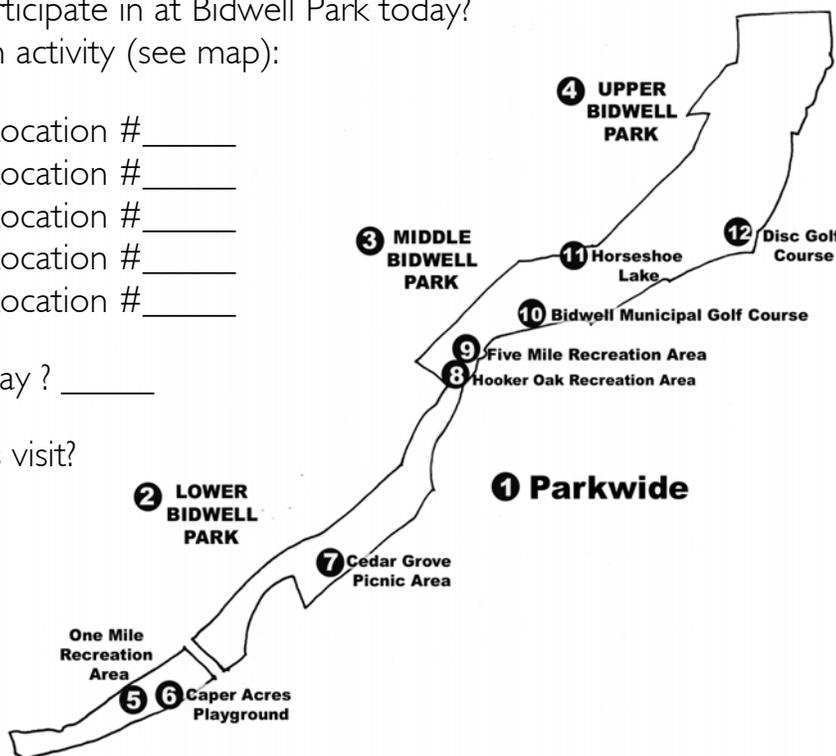


Dear Park Visitor:

The City of Chico is undergoing a planning effort to update the Bidwell Park Master Management Plan. This survey is an effort to gain your input into the planning process. Your opinions are valuable and will make a difference in the future of Bidwell Park and your community. If you would like to view plan updates, please visit the City of Chico's Park Department website: <http://www.ci.chico.ca.us>

What activity or activities will/did you participate in at Bidwell Park today?
Please list a location number (#) for each activity (see map):

Activity: _____ Location # _____
 Activity: _____ Location # _____



How many people are in your group today? _____

How long will/did you stay during today's visit?
_____ (number of hours)

How did you get to the park today?

bike walk vehicle
 other _____

How often do you go to the park?

Fall – Weekdays per month (number): _____
Weekend/holiday days per month _____

Winter – Weekdays per month: _____
Weekend/holiday days per month: _____

Spring – Weekdays per month: _____
Weekend/holiday days per month: _____

Summer – Weekdays per month: _____
Weekend/holiday days per month: _____

How long have you been coming to Bidwell Park? number of years _____ months _____

What other activities do you participate in during other visits or other times of the year _____

Bidwell Park Master Management Plan Update Visitor Survey 2005

What do you like best about Bidwell Park? _____

What do you like the least? _____

What improvements/changes would you like to see in the park? _____

What other parks within Chico or Butte County do you visit, if any? _____

Optional - please tell us a little about yourself

Organization(s) to which you belong (if any): _____

- | | | |
|---|--|--|
| <input type="checkbox"/> Student, grade number: _____ | <input type="checkbox"/> College student | <input type="checkbox"/> City resident |
| <input type="checkbox"/> Senior Citizen (over 60 years) | <input type="checkbox"/> County Resident | |

Your Ethnicity/Race _____ Your Profession _____

Is there anything else about Bidwell Park that you would like to share? _____

The City of Chico thanks you for your input!

Date _____
Time _____
Location _____
Arriving/Departing
(please circle)



Bidwell Park
Master Management Plan Update
Mail-In Survey
2005



Dear Community Member:

The City of Chico is undergoing a planning effort to update the Bidwell Park Master Management Plan. The enclosed survey is an effort to gain your input into the planning process. Your opinions are valuable and will make a difference in the future of Bidwell Park and your community. If you would like to view plan updates, please visit the City of Chico's Park Department website: <http://www.ci.chico.ca.us> Once you have completed the survey, please fold, tape, and mail it back to us!

Do you visit Bidwell Park? Yes No

If you do not visit Bidwell Park, why not? _____

What other parks within Chico or Butte County do you visit, if any? _____

Bidwell Park – If you do visit Bidwell Park, please fill out this section.

How often do you go to the park?

Fall – Weekdays per month (number): _____
Weekend/holiday days per month _____

Winter – Weekdays per month: _____
Weekend/holiday days per month: _____

Spring – Weekdays per month: _____
Weekend/holiday days per month: _____

Summer – Weekdays per month: _____
Weekend/holiday days per month: _____

What activity or activities do you usually participate in at Bidwell Park? _____

How long do you usually stay? _____ (number of hours)

How do you usually get to the park? bike walk vehicle other _____

What do you like best about Bidwell Park? _____

What do you like the least? _____

Bidwell Park Master Management Plan Update Mail-In Survey 2005

What improvements/changes would you like to see in the park? _____

How long have you been coming to Bidwell Park? number of years _____ months _____

Optional - please tell us a little about yourself

Organization(s) to which you belong (if any): _____

- Student, grade number: _____ College student City resident
 Senior Citizen (over 60 years) County Resident

Your Ethnicity _____ Your Profession _____

Is there anything else about Bidwell Park that you would like to share? _____

The City of Chico thanks you for your input!

----- Please fold in thirds and tape edge -----

Affix
37 cent
stamp

Attn. Dennis Beardsley
City of Chico
Park Department
P.O. Box 3420
Chico, CA 95927-3420



Bidwell Park
Master Management Plan Update
Mail-In Survey
Printable Online Version
2005



Dear Community Member:

The City of Chico is undergoing a planning effort to update the Bidwell Park Master Management Plan. The enclosed survey is an effort to gain your input into the planning process. Your opinions are valuable and will make a difference in the future of Bidwell Park and your community. If you would like to view plan updates, please visit the City of Chico's Park Department website: <http://www.ci.chico.ca.us> Once you have completed the survey, please fold, tape, and mail it back to us!

Do you visit Bidwell Park? Yes No

If you do not visit Bidwell Park, why not? _____

What other parks within Chico or Butte County do you visit, if any? _____

Bidwell Park – If you do visit Bidwell Park, please fill out this section.

How often do you go to the park?

Fall – Weekdays per month (number): _____
Weekend/holiday days per month _____

Winter – Weekdays per month: _____
Weekend/holiday days per month: _____

Spring – Weekdays per month: _____
Weekend/holiday days per month: _____

Summer – Weekdays per month: _____
Weekend/holiday days per month: _____

What activity or activities do you usually participate in at Bidwell Park? _____

How long do you usually stay? _____ (number of hours)

How do you usually get to the park? bike walk vehicle other _____

What do you like best about Bidwell Park? _____

What do you like the least? _____

Bidwell Park Master Management Plan Update Mail-In Survey 2005

What improvements/changes would you like to see in the park? _____

How long have you been coming to Bidwell Park? number of years _____ months _____

Optional - please tell us a little about yourself

Organization(s) to which you belong (if any): _____

- Student, grade number: _____ College student City resident
 Senior Citizen (over 60 years) County Resident

Your Ethnicity _____ Your Profession _____

Is there anything else about Bidwell Park that you would like to share? _____

The City of Chico thanks you for your input!

----- -Please fold in thirds and tape edge- -----

Affix
37 cent
stamp

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Park Department
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