Percent of Community Who Will Use the Bay Park

- **2018**: 70% (3,300+ Respondents)
- **2019**: 83% (1,100+ Respondents)
- **2021**: 95% (2,600+ Respondents)
Park Visitor Survey Insights

95% of Respondents Would Visit The Bay
2,600+ responded to survey

When Will They Visit?

- Half would visit The Bay weekly (49.9%). 28.7% would go monthly.
- The most popular times of day to visit The Bay are:
  - Early Evening (Before Sunset) (60.2%)
  - At Sunset (59.2%)
  - Morning (55.9%)
Park Visitor Survey Insights

Top 5 Features

- **Sunset Boardwalk (77% - 2,029)**
- **Concession Pavilion & Restrooms (975 - 37%)**
- **Oak and Palm Tree Hammock (1,002 - 38%)**
- **Recreation & Relaxation Lawns (949 - 36%)**
- **Paddling Launch (896 - 34%)**
What Do They Want to Do?

Top Self-Directed Activities

- Walking
- Being in Nature
- Viewing Sunsets
- Paddling
- Biking
- Jogging/Running
- Dog Walking
What Do They Want to Do?

Top Activation & Programming Choices

- Music Performances (2,016 - 77%)
- Food & Beverage Festivals (1,882 - 72%)
- Nature Tours (1,562 - 60%)
- Temporary Art Exhibits (1,531 - 59%)
- Cultural Festivals (1,501 - 58%)
- Movies in the Park (1,428 - 55%)
- Star Gazing (1,428 - 55%)
- Yoga (1,324 - 51%)
- Environmental Tours (1,300 - 50%)

Takeaway

Self-directed activities and programmed uses of the park are more popular than events - although all are important, complementary and serve different park visitor purposes.