Listening, Engaging and Connecting People to Parks

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SAN MATEO COUNTY PARKS
One young man’s story

Why Engage?
San Mateo County “Middle of Silicon Valley”
Between San Francisco and Santa Clara Counties - Population: 758,580
San Mateo County Parks

20 Parks
Diverse park settings
17,000 Acres
190 Miles of trail
2.5 Million visitors last year
Focus groups in four communities
2,500 park visitors surveyed
What We Learned From Park Visitors

Value outdoor space for exercise and mental wellbeing
What We Heard In Focus Groups
Establish a sense of welcome and safety

It’s important to have Spanish speaking rangers to understand and feel more comfortable

I like to see rangers patrolling the park – I feel safe

I like to go to parks because I feel inner tranquility

Getting to the parks is difficult because there are no buses that take you there
Build Upon Existing Relationships

Apply best practices to expand partnerships and programs

Ranger led hike first Saturday each month
Bring Parks & Gardens to People

Friendship Park – 1 Acre in North Fair Oaks, Redwood City
Connects 4 communities to 2 parks
Welcome table – bilingual materials

Connect People to Parks
Free Weekend Park Shuttles
Engage in Park Planning
Strive to include and hear all voices
Thank you – Questions?

San Mateo County Parks:
http://parks.smcfgov.org

San Mateo County Parks Visitor Study:
http://parks.smcfgov.org/documents/smc-parks-visitor-study-report