

An aerial architectural rendering of a park area. On the left, there are several tall, modern buildings with a grid-like facade. In the center and right, a large body of water (the bay) is visible, with a curved walkway and a small bridge crossing it. The foreground shows a parking lot with several cars, a paved walkway, and a grassy area with people. The sky is a mix of blue and green, suggesting a sunset or sunrise. The overall scene is lush and modern.

# *the Bay*

**2021 Park Visitor Survey  
Results**



## Percent of Community Who Will Use the Bay Park



**2018**

3,300+ Respondents



**2019**

1,100+ Respondents



**2021**

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

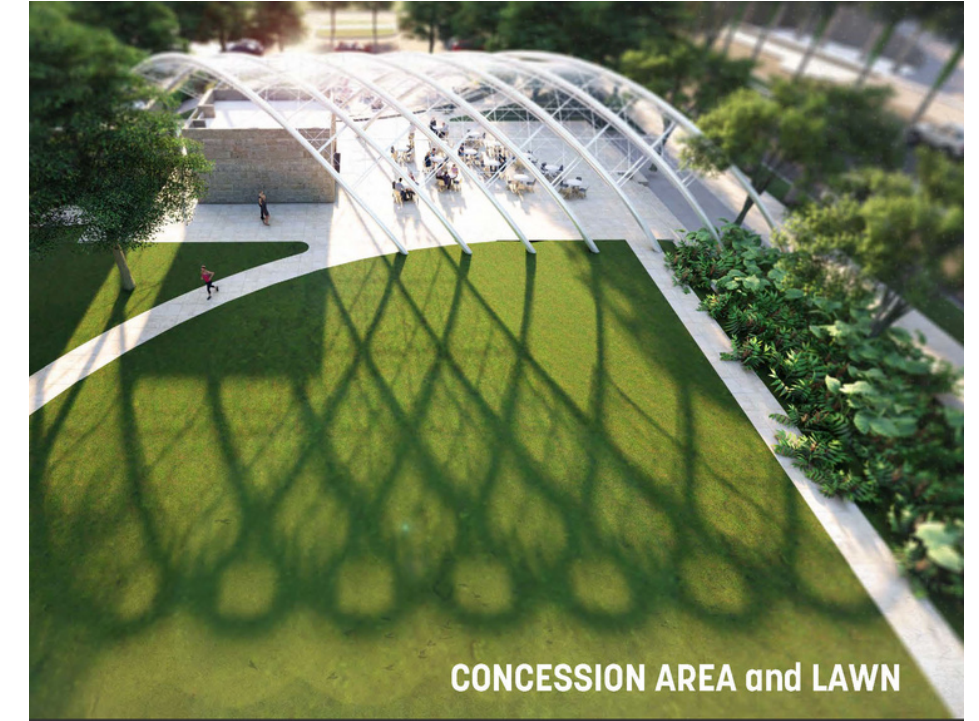
## Top 5 Features



**Sunset Boardwalk (77% - 2,029)**



**Concession Pavilion & Restrooms  
( 975 - 37% )**



**Recreation & Relaxation Lawns  
( 949 - 36% )**



**Oak and Palm Tree Hammock  
( 1,002 - 38% )**



**Paddling Launch  
( 896 - 34% )**



# Park Visitor Survey Insights



## What Do They Want to Do?

### Top Self-Directed Activities

Walking

Being in Nature

Viewing Sunsets

Paddling

Biking

Jogging/Running

Dog Walking



# Park Visitor Survey Insights



## What Do They Want to Do?

### Top Activation & Programming Choices



### 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