

**Visitor/Non-Visitor Use Constraints:
Exploring Ethnic Minority Experiences
and Perspectives**

General Technical Report Submitted to:

**The Golden Gate National Recreation Area
and
The Golden Gate National Parks Conservancy**



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Golden Gate National Recreation Area
*Visitor/Non-Visitor Use Constraints:
Exploring ethnic minority perspectives*

EXECUTIVE SUMMARY

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This report was prepared by San Francisco State University for the Golden Gate National Recreation Area (GGNRA) and the Golden Gate National Parks Conservancy. This focus group study attempts to help realize the park goals of understanding how to improve “connecting people to the parks” and how best to engage under-represented communities in plans and programs. This was especially timely given the onset of the park’s General Management Plan update and other major GGNRA and GGNPC planning efforts related to both trails and transportation access.

This study was approved by the NPS Social Science Program, U.S. Department of the Interior, and subsequently received OMB approval as well. The purpose of this report is to summarize the results of this study including the following: 1) To describe the racial, ethnic and cultural patterns in use and non-use of the Golden Gate National Recreation Area, 2) To identify primary constraints to use or visitation for these constituents and, 3) To learn how best to engage some of the local under-represented groups in park planning and projects.

Eight focus groups consisting of nearly 100 ethnic minority residents ($n=99$) in three Bay Area counties within the GGNRA boundaries (San Mateo, San Francisco, and Marin) were conducted between September and December 2006. The target racial groups were Hispanic/Latino, African Americans/Black, and Asian/Pacific Pacific Islanders as determined by ethnic majority groups for each county identified through local Census data. A snowball sampling technique occurred with trusted and respected community leaders to ultimately form each focus group process that included between 9 and 15 participants.

Focus group recruitment emphasized selecting a majority of individuals that were unfamiliar with national park sites in GGNRA in order to better understand "obstacles" to their use of parklands; however, it was also essential that some of the participants involved had visited to learn about their connections as well. Subsequently, more than one-third of the participants involved in this study had visited at least one GGNRA site in the past year to provide some understanding of their 'visitor experience.' It is important to note that many comments surfacing from this focus group sample, that are reported herein, were not always specific to GGNRA and a national park site, but to parks in general, unless otherwise specifically noted in this report. Nonetheless, comments about "park experiences," in general, do affect feelings, associations and value choices that are made by these populations in regard to visiting a park, and should be considered in any park's planning and programming.

Major results and findings:

- All groups researched expressed a clear desire to enjoy the numerous benefits associated with outdoor recreation and interest in education about national parks.
- Many comments that surfaced in the interviews provided indicators of park use constraints independent of type of park and overall management structure (e.g., some people did not distinguish between city, state, or national parks).
- Cultural connections to nature/natural environment ranged from mental and physical benefits to spiritual and religious gains in personal life.
- Participants identified benefits of parks in relation to nature being healthy with a typical emphasis on mental health (parks as reducing stress/strains of every day life) and in reference to increasing their connection to “God or spirituality”.
- Findings revealed that a noteworthy segment of the population interviewed care deeply about parks and natural resource issues. Many people, however, expressed not knowing how these resources are managed or by whom. This reflects a communications gap between certain ethnic groups and the National Park Service.
- At least one or more participants in every group reported not knowing the specific Golden Gate National Recreation Area existed.
- Results of this study corroborate well with other constraints research findings conducted across the country, as well as includes factors unique to the Bay Area based, for example, on geography and history. The literature review included in this report provides a few related highlights from previous studies and is not intended to be comprehensive.
- Primary constraint factors limiting use of, or visitation to, GGNRA and/or other national parks include the following five broad categories with a few subsequent themes:
 - ✓ Access
 - * *Transportation* issues: Lack of a personal/private vehicle, poor public transport links, and/or lack of knowledge for accessing transportation to reach GGNRA units (offering recreational or educational opportunities) impacts independent, self-sustained access.
 - * *Cost* is a key factor that surfaced among all groups: Gas/auto, parking, buying food, equipment or gear required for certain activities, and entrance fees (where applicable).
 - * *Safety and fear*: Discomfort, personal safety, and fear of the unknown about certain outdoor environments.
 - ✓ Communication: Language issues, signage, printed brochures/materials not always available or known that they exist.
 - ✓ Discrimination, cultural differences, perceived prejudice: Perceived and real; non-verbal cues from other visitors; “too many rules” (e.g., park policies overwhelming and/or confusing); brochures/marketing materials not reflecting ones own cultural context.

- ✓ Lack of Knowledge, Experience, and Awareness: Where to go or what to do, and lack of previous experience/skills to partake in certain activities.
 - ✓ Representation: Lack of ethnic minorities on staff/workforce diversity, lack of awareness of, or questioning, recruitment and hiring practices.
- Concern of some about not feeling welcome has undermined people’s confidence and/or desire to access national parks and some other local outdoor recreation areas.
 - Scarcity of ethnic/cultural diversity of NPS staff-personnel was acknowledged as a lack of “representation” (of community) as an issue yet was not a fundamental barrier across ethnic groups.
 - Several people from one of the African American groups discussed employment and NPS recruitment at length and comments were expressed around challenges and frustration of securing employment. The majority recognized that Blacks were primarily maintenance staff (many Latinos mentioned this latter factor as well).
 - Experiences with and/or fear of potential discrimination was a real issue for many people yet different patterns of use and culturally implicit connotations varied (e.g., “bad looks, stares and glares, bad vibes”). A few people provided explicit / overt examples including racial slurs and harassment by other visitors. Majority of comments related to overall discomfort with non-verbal body language and other non-verbal cues. Perceptions varied yet there was consistency across groups in explaining that these “feelings” from being around other visitors—at times—impacted the overall experience. **Indicators** consisted of three primary variables: Source, Severity, and Consistency. Note: Most African Americans from all three of the groups interviewed consistently expressed feeling ‘discriminated against’ in some capacity from both visitors and staff (non-verbal as well as verbal cues). This was evident yet not manifested as deeply in the other focus groups.
 - Dogs as problems were mentioned by all Latino and Asian groups. For example, dogs off leash create fear. Dog owners not picking up feces in fields, on trails and beaches, and picnic areas reduce enjoyment of the experience. Latinos, overall, expressed concern about dog owners “not caring” or lacking control (e.g., owners assume other people will like their dog as much as they do; allowing dogs to approach other people without their permission; dogs begging for food and owners not retracting them).
 - The longer people are in the Bay Area, their needs and perceptions change (e.g., recent Chinese and Latino immigrants versus 1st or 2nd generation).
 - There are more differences within the Latino community (versus similarities) than any other ethnic group in the study. Attitudes and experiences relate to immigration status, where they were born, level of literacy/education, and socio-economic status. The message is clear that management decisions should not be based on assumptions about the Latino culture as a whole. Examples of where people in the study were from include El Salvador, Guatemala, Spain, Puerto Rico, Costa Rica, and Mexico.

- While there were more differences within the Latino community as a whole, it is notable that there were many more similarities than differences when specifically discussing barriers relating to accessing GGNRA parks.
- Communications/media relationship to safety/fear: News reports on violent crimes, murders, search and rescue in parks and outdoor areas, perpetuated fear among these ethnic communities to not want to go or venture out.
- Consistency across all groups on every point relating to “accessibility” (e.g., obstacles identified to outdoor access): Language, cleanliness of bathrooms, transportation issues, safety/fear (crime), cost, and lack of companions desiring to share the experience.
- Family as the number one ‘recreation companion’ was commonly brought up among all groups interviewed.
- Each group suggested that GGNRA should bring information into the community (“to us”) by their established modes of communication. Not enough to have the information ‘out there’. They talked about different factors, yet spoke about the value of park staff learning about their preferred modes of communication for their community in order to connect with them (e.g., language, media, schools, community groups, etc).
- Participants expressed interest in GGNRA coming out to various communities and studying the local norms and traditions (e.g., “engage us accordingly”) with staff who “mirror” their culture and reflect a common background.
- All of the African American/Black participant groups discussed the importance and ‘power’ in having their story told by them. That is, representation in interpretation was critical to many of the participants.
- Targeting/reaching youth through schools and field trips was brought up and discussed by all participants in every group interviewed. For instance, if children are interested and excited about visiting a park, adult parents or care-takers will usually endure any hardship to “make it happen.”



The Golden Gate National Recreation Area must understand both the sense of appreciation for visiting parks and the depth of constraints. Management should do everything possible to mitigate these barriers as well as ensure all sectors of the community are offered equal opportunity to participate in park activities. Everyone should enjoy the many benefits of parks, including health, well-being, and stewardship

A summary of five (5) major areas to demonstrate better connections to under-represented groups in the San Francisco Bay Area can be illustrated as follows¹:

1. Acknowledge that both the GGNRA and Parks Conservancy are attempting to grow in better understanding and connecting people to parks. Continue to provide recognition for the incremental successes and best practices that currently exist.
2. Take short-term steps to insure all community groups contacted have park information, announcements and brochures printed in other major languages with culturally designed contexts for graphics and photographs.
3. Work on designating key community and park linkages (e.g., ‘hubs’ and trailheads with community-based organizations) that reflect welcoming and safe opportunities for individuals and groups to meet and enjoy parks with family or friends.
4. Explore ways to address transportation issues and increase access without cost burden whenever possible (e.g., consider appropriate fiscal partners/sponsors).
5. Seek culturally diverse outreach staff liaisons to work on behalf of the Park and Conservancy to bridge the gap with various ethnic communities around the Bay Area.

¹ See page 45 for complete series of recommendations.

INTRODUCTION and BACKGROUND

Preface

The National Park Service (NPS) Golden Gate National Recreation Area, the Golden Gate National Parks Conservancy, and the Presidio Trust can all benefit from research and evaluation related to the attitudes, experiences and constraints of non-users/non-traditional visitors to the Golden Gate National Parks. This study was approved by the National Park Service U.S. Department of the Interior, Social Science Program. Funding for this project was allocated through a contract with San Francisco State University through the Parks Conservancy. For purposes of this study, the under-represented (“target”) groups referred to are people from ethnic minority communities in the Bay Area (*see page 12 for highlights*).

Objectives

- ✓ Learn how best to engage under-represented groups in park planning & projects.
- ✓ Identify primary constraints to use or visitation for these underserved groups.
- ✓ Identify community leaders, groups and strategies for getting (specific) input on trail projects and the GGNRA General Management Plan (GMP).
- ✓ Institutionalize a community liaison(s) and start building an ongoing dialogue.
- ✓ Get contextual and qualitative input that could supplement intercept surveys at park sites
- ✓ Input for sampling design of future survey(s) and generate further questions for survey and provide context and/or contribute toward follow-up community-based survey.



Project Background

Qualitative data collection included focus groups with ethnically and culturally diverse populations from San Mateo County, the City/County of San Francisco, and Marin County. Interviews occurred between September and December, 2006. Outreach programs and other efforts may include alternatives for how to increase awareness of GGNRA resources as well as have a greater impact for broader groups of visitors, for example, depending on changing demographics of northern California. The GGNRA was established in 1972, is a recognized Biosphere Reserve, consists of more than 75,000 acres, and has over 13 million visitors annually. Although various diversity initiatives implemented by GGNRA have achieved some notable successes, people of color and individuals from low socio-economic backgrounds may continue to be underrepresented in outdoor recreation and natural resource education at the parks. If these groups continue to be underrepresented in the ranks of visitors, they will often be part of the untapped ranks of those contributing to policies developed and decisions made on natural, cultural and historic resources management issues crucial to all of us. The overall need is to obtain general measures of past and current participation in recreation at GGNRA, specific types of experiences and activities desired from visiting, desired facilities, preferred types and sources of information about recreation at the park, and interest in future visitation and participation in enjoying the parks natural, cultural, scenic, and recreational values and opportunities. A major goal of this study was to determine whether institutional, physical, or other constraints exist that create barriers to the diversification of park visitors. Results of these focus groups will contribute to the park's General Management Plan (GMP), in particular, and assist with overall efforts for future outreach and civic engagement in general.

Bay Area Demographics

It is commonly noted that the population of the San Francisco Bay Area is both growing and becoming increasingly diverse. According to the Center for Comparative Studies in Race and Ethnicity at Stanford University, the San Francisco Bay Area is one of the most racially/ethnically diverse regions in the country while at the same time there are many variations across counties and municipalities. The total population of this area, based on the 2000 Census, has approached (and may now very well exceed) seven million people. Counties considered part of the San Francisco Bay Area include: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

The GGNRA parks, and a variety of other open-space and watershed lands, play a key role in providing refuge and recreation for the growing population and protection to the valuable natural resources within them. The Bay Area lies among the most racially and ethnically diverse category of the U.S. Diversity Index across the country. In general, Alameda County (East Bay) has the most racial and ethnic diversity and the smallest percentage of Whites while Marin County is the least diverse. Also, females and males are split nearly 50/50 (i.e., F = 50.3%; M = 49.7%). A few basic demographics of interest (San Francisco Bay Area) include:

Hispanic/Latino and Race	Percent¹
Hispanic or Latino (any race)	21.2%
African American/Black	6.7
American Indian/Alaskan Native	.3
Asian	21.8
Native Hawaiian/Pacific Islanders	.5
White	46.4
Some other race	.5
Two or more races	2.6
Place of Birth by Citizenship	
Native (U.S.A.)	70.5%
<i>Foreign Born: Naturalized Citizen</i>	15.0
Not a Citizen	14.5
Age	
17 years and younger	24.3%
18-64 years	64.4
65 years and older	11.3
Educational Attainment	
High School Graduate	18.5%
Bachelor's Degree	25.3
Graduate/Professional Degree	16.1
Housing Occupancy	
Owner-occupied	59.5%
Renter-occupied	40.5

¹ American Community Survey estimates for 2005.

Source: <http://www.census.gov/acs/www/index.html>

Thirty-percent of all Bay Area households report a grandparent as responsible caregivers for their grandchildren. Additionally, more than 36% of residents speak a language other than English at home most often. Regarding household income, 30% of the population is reported between \$75,000 and \$150,000 while the majority of the population's annual household income is between \$50k and \$75k (i.e., 20% and median income of \$62K).

Regarding the means of transportation to work for workers 16 years and over, 80% of the population drives a car, truck or van and out of this percentage nearly 70% drive alone, approximately 11% carpool and almost 10% take some form public transportation.

Statistics show 44% of the Bay Area population is considered to be employed in a "management, professional and related" occupation while 14.5% are in the "service" industry, and 24% are in "sales and office" occupations. Other labor details reveal less than 1% are in the farming, fishing, and forestry fields, and 16 percent of the population are working in fields relating to "construction, extraction, maintenance, production, transportation and material moving".

One aspect to consider when thinking about constraints to visiting Golden Gate National Recreation Area in relation to Bay Area demographics is the actual location of GGNRA park lands and the adjacent demographics (as well as the variation in demographics in the surrounding areas). While there are lands managed by GGNRA scattered through three of the seven Bay Area counties, a majority (in terms of acreage) resides in Marin County. All Bay Area counties except Marin have broad racial/ethnic populations with diversity indices between 63.12 and 75.41, and most have a White population under 50 percent. Marin County is the one exception, with a much lower diversity index (37.47) and larger White population (78.55 percent).

Finally, the youth of the Bay Area are more racially/ethnically diverse than the overall population. As well, a larger percentage of people under age of 18 are mixed-race in each county compared to the overall population.



(Source: Lopez, 2001- Center for Comparative Studies in Race & Ethnicity, Stanford University; Bay Area Census, 2000: www.bayareacensus.ca.gov/bayarea).

California Projections

Based on the research prepared and provided by Dr. Emilyn Sheffield, “an understanding of trends and their most likely implications is essential as the population increases and the rate of demographic change accelerates.” The state of California will experience the following changes:

- ✓ The population will approach 50 million before 2040.
- ✓ The population is becoming more culturally and racially diverse.
- ✓ Senior population will double by 2020.
- ✓ Baby boomers are approaching retirement age.
- ✓ Young adults ages 18–40 are creating new ways to experience the great outdoors.
- ✓ Children in grades K-12 will accelerate the rate of change.

It is no secret that the population in California is experiencing rapid ethnic and cultural growth among various groups. Based on review of the Census, Sheffield (2005) reports that California is currently 12% of the entire U.S. population and indicates we are also home to varying percentages of the total U.S. population consisting of several racial and ethnic groups including almost a ¼ of the population identifying as mixed race:

- ✓ 36.1% of the U.S. Asian American population
- ✓ 31.1% of the U.S. Hispanic or Latino population
- ✓ 29.3% of U.S. Native Hawaiians/Pacific Islanders
- ✓ 23.6% of all persons choosing “Two or More” races in the 2000 Census
- ✓ 13.5% of the U.S. American Indian/Alaska Native population
- ✓ 9.5% of the U.S. White population
- ✓ 6.5% of the U.S. Black population

“The proportions of California’s ethnic and racial groups will continue to change through 2020 and beyond. California’s Hispanic population is projected to comprise 43% of the state’s population by 2030. Between 2000 and 2020, population increases are projected for several racial and ethnic groups”.

- ✓ 58% increase in Hispanics
- ✓ 55% increase in Asian/Pacific Islanders
- ✓ 29% increase in Native Americans
- ✓ 20% increase in African Americans
- ✓ 4% increase in persons of European descent



(Source: E. Sheffield, Park & Recreation Trends in California, 2005)

LIMITATIONS OF THE STUDY

Limitations of this study related primarily to resources available and time factors. The funding, in general, allowed for a minimum number of focus groups per county yet this was also deemed sufficient for the project goals and objectives. While nine focus groups (i.e., 3 per county) were an intended goal, ultimately eight were completed by the close of the study period. That is, the graduate research assistant on the project received notification of his pending departure to Central America to begin a two-year Peace Corps experience thereby reducing the time available to conduct one more focus group.

The snow-ball sampling technique is known to be an effective method for identifying focus group participants. Especially among ethnic minority populations, this approach predominantly took place through contact with trusted and respected community leaders. Therefore the participants were delimited to individuals within those geographic areas where both formal and informal community leaders were accessible, available and willing to assist with this project.

In addition, the study was also delimited to three primary racial groups based on a large minority populations identified through the Census data: Latino, African American/Black, and Asian/Asian American/Pacific Islander. These are the top three most racially diverse groups in the tri-county area under study. Only one recent immigrant group was included; each of the other groups had a few self-identified bi-racial or multi-racial individuals indicating a need for potential future research on mixed-race populations.

Finally, as a general rule, if a participant could not point to or identify a specific site on the map (shown during the interview) their comment(s) could be construed to be generic about parks. Since some focus group members were not aware of the GGNRA and its sites/areas, many comments (as stated earlier) were—in fact—about parks generally, independent of type of management structure (e.g., city, county, state, or national).

BRIEF LITERATURE REVIEW

This study aims to address specific constraints to park use of the Golden Gate National Recreation Area among ethnic minority groups in the local geographic vicinity. Additionally, understanding experiences and constraints during visitation to a park was an essential aspect under investigation. The literature examined pertained to this study topic on a local as well as national level.

Understanding race, ethnicity and culture as it relates to recreation and park use

Race is described as “a social classification based primarily on differences in real or perceived physical characteristics” (Solop, et al., 2003). And, while based on phenotype, race is considered to be ‘socially constructed’. Moreover, ethnicity is defined in terms of “national origin or such cultural characteristics as language and religion” (Solop, et al. 2003). Furthermore, ethnicity was once considered a “primary axis of socioeconomic stratification and institutional segregation” and it is now a symbol of political differentiation (Hirschman, cited in Stanfield & Dennis, 1993). While complex by nature, culture in its simplest form is an interrelated and learned set of beliefs, values, norms, customs, and traditions affecting the behaviors of a large group of people (Ewert, Chavez, & Magill, 1993; Stanfield & Dennis, 1993).

Sasidharan (2002) discusses the need to understand how race and ethnicity interact with other cultural variables (e.g., gender, age, religion) to influence outdoor recreation preferences. He concludes by pointing out the need to analyze cultural components (e.g., race and ethnicity, age and cohort, and gender) with “social roles, group relations, and inequality among other social structural variables” in order to increase overall understanding of leisure behavior (p. 8).

Floyd (1999) wrote a comprehensive review of race and ethnicity and use of the National Park System. His article provides lengthy discussion on the history of the literature and previous research pertaining to this topic. He points out that, traditionally, the lack of distinguishing between race and ethnicity has inhibited efforts to understand ethnic minority participation in outdoor recreation. As a result it is difficult to determine whether differences in recreation participation can be attributed to factors associated with “race (e.g., prejudice and discrimination) or cultural factors associated with ethnic ancestral values and beliefs” (p. 2).

Rodriguez and Roberts (2002) carried out an extensive literature review pertaining to ethnicity, gender, and social class in relation to outdoor recreation. They found that much of the literature they reviewed examined these primary variables in relationship to outdoor recreation and parks visitation; these variables have been studied either independently or in pairs (e.g., race and class, gender and ethnicity). Few studies, on the other hand, included the full combination of all three variables and their relationship to participation in outdoor recreation activities. They also identified gaps in the outdoor recreation literature including fewer studies found on concepts of avoidance and displacement, people with disabilities, the elderly, motivation, user conflicts, and meaning/place attachment which made up, collectively, only 10% of the literature they reviewed.

Culture/media influence on participation in outdoor recreation

Martin (2004) reviewed advertisements in three magazines: Time, Ebony, and Outside from 1985 to 2000 to determine if there exists a “racialized outdoor leisure identity.” He concludes after extensive content analysis (e.g., over 4000 magazine advertisements) that wilderness areas, and the recreation and leisure occurring in these areas are “socially constructed as the exclusive domain of Whites”. He noted that the magazine advertisements lacked depictions of Black models hiking, camping, and participating in other outdoor recreation activities and that this portrayal of the outdoors is embraced by some segment of U.S. culture. He believes “the stereotype that Black Americans, as a group, do not participate in wilderness recreation may become a self-fulfilling prophecy due to expectancy effects.”

Another study conducted by Winter, Jeong, and Godbey (2004) surveyed Asian Americans in the Bay Area to understand perceived constraints to visiting GGNRA. Among their numerous findings, results show this population indicated a heavy emphasis on utilizing ethnic media as important sources of information. This is also known to be essential in other racial and ethnic communities (see *New America Media, Appendix E*). In general, this is a growing area of research in the field of outdoor recreation and natural resource management.

Access and the national parks

Floyd (2001) explored five hypotheses used to explain primary issues of disparity in access to nature and National Parks. The *marginality hypothesis* explains the “low rates of participation among African Americans result from limited access to socioeconomic resources which, in turn, are a consequence of historical patterns of racial discrimination” (p. 43). The *sub-cultural hypothesis* describes differences in national park visitation as attributed to “divergent norms, value systems, and socialization practices adhered to by different racial and ethnic groups, independent of socioeconomic factors” (p. 44). The *assimilation hypothesis* assumes that “greater assimilation leads to similarity between majority and minority group members” (p. 46). The discrimination hypothesis is segmented in two key aspects. First, the *interpersonal discrimination hypothesis* relates to “actions carried out by members of dominant racial or ethnic groups that have differential and negative impacts on members of minority groups” (Feagin, 1991 in Floyd 2001, p. 47). Second, the *institutional discrimination hypothesis* “focuses on the ‘behavior’ of organizations, bureaucracies, or corporate entities. This hypothesis assumes discriminatory practices are embedded in the structure, policies, or procedures of organizations” (Floyd, 2001, p. 49). He concludes by discussing the NPS mandate to serve the American public and the rationale for the NPS to find common ground with the people it serves.

Constraints to national park/natural area visitation

Among recent literature that addresses the topic of National Park visitation and constraints to use includes a national level study commissioned by the NPS Social Science Program with Northern Arizona University. Solop, et al. (2003), conducted a survey of 3515 households in 2000 of which 32% of respondents reported visiting a national park within the last two years. The visitation rate breakdown by ethnicity for this finding was: 36% of white non-Hispanics, 33% of American Indians, 29% of Asians, 27% of Hispanic Americans, and 13% of African Americans.

Furthermore they found that Hispanic Americans and African Americans were more likely than Whites to identify the overall costs, lack of information and travel distance as constraints to park visitation (Solop, et al., 2003). African Americans were more than three times as likely as Whites to believe that park employees gave poor service to visitors, and that parks were uncomfortable places to be for people similar to themselves. Additionally, Hispanic Americans were concerned about making reservation too far in advance and were twice more likely than Whites to be concerned about personal safety.

In Colorado, Roberts (2003) conducted a study exploring ethnic minority visitors and non-visitors to Rocky Mountain National Park (RMNP). Using a multi-method approach (consisting of a Delphi technique, focus group interviews, and mail back survey), her study explored constraints experienced by African American and Latino visitors and non-visitors to RMNP in particular, and to national parks in general. The issue of perceived discrimination embedded in institutional practices and among white park visitors, and opinions of minority resource professionals were also considered integral to this project. Taken together, all three methods resulted in six primary categories of common constraints: Culture of the National Park Service (e.g., education and interpretation programs often lack cultural relevance, caters to white visitors, hiring practices), perceived discrimination, historical context, discomfort/safety, socialization

(e.g., at an early age and ‘social permission’ from peers), and lack of knowledge and awareness (what to do, where to go).

Tierney, Dahl, and Chavez (1998) carried out a study of barriers, motivations, and actual recreation use of underdeveloped areas by ethnically diverse urban residents of Los Angeles County. They polled a random sample of people using a telephone survey. Less than half of the Los Angeles County residents had visited underdeveloped natural area outside of the city during the height of the travel season during the study year (May to August 1994). Of those who had visited, the breakdown by race was: 44% White, 34% Asian, 27% Hispanic, and 21% African American.

Their analysis showed that respondents least likely to visit underdeveloped natural areas were “those with low levels of socioeconomic status, low levels of assimilation, who had moderate to high perceived discrimination, and who were of African American ethnicity” (Tierney, Dahl, & Chavez, 1998). The constraints identified across all groups were lack of free time, few friends travel or recreate in (natural) areas, nearby destinations were too crowded, their financial situation, and don’t know where to go/what to do. They conclude with offering strategies to address the major barriers identified in the study.

Winter, et al., (2004) examined the differences between four different Asian American cultural groups: Chinese, Japanese, Korean, and Filipino. A self-administered survey was distributed through existing community organizations. Results showed that the different groups are distinct, and suggests that Asian Americans should not be considered a homogeneous group when conducting studies. Furthermore, perceived constraints to visiting GGNRA were affected by the interaction of income, education, linguistic acculturation, cultural group, and gender, but not by any variable individually.

Johnson et al., (2001) looked at groups of traditionally marginalized people in order to determine if they perceived more constraints to outdoor recreation participation. They examined the specific role of race, gender, and urban residence and found of those three factors, gender was a significant predictor of constraints for the participants. Women identified concerns about personal safety, inadequate facilities and information, insufficient funds, and outdoor pests. Race was not a significant predictor; however, African Americans were much more likely than whites to feel inhibited by personal safety concerns. Urban residence did not appear to be an important factor to outdoor recreation participation according to this study.

Philipp (1995) found race to be an important leisure constraint for numerous leisure activities including outdoor recreation. He examined groups of African Americans and European Americans from similar socioeconomic status and residential locations with focus on two leisure constraint measures: Appeal and Comfort. He found that there were significant differences in the rated “appeal and comfort” associated with a majority of the leisure activities examined in the investigation with African Americans feeling less comfortable outdoors.

Shinew et al., (2004) found in their study that African Americans reported being less constrained than did Caucasians, which challenges the results of previously reported research. They suggest that Caucasian may have different expectations of leisure experience based on previous experiences. They also suggest that African Americans have become more accustomed to negotiating constraints, and thus have developed strategies of resistance to empower themselves in life and in leisure (p. 194). Their study also indicated

that African Americans report a lower preference for nature based activities than Caucasians, which is consistent with much of the literature.

Finally, Jackson (2000) explores both the insights and benefits of constraints research while at the same time he discusses the limitations and criticisms of this work. He recognized the value of the new insights into leisure participation, motivations, satisfaction and conflict as well as the increased understanding of individuals' leisure choices and behavior and the factors that influence both positively and negatively those choices. At the same time he points out several criticisms to the work that has been done. A few examples include; the narrow choice of criterion variables, with over-emphasis on participation vs. non participation in leisure activities, over-emphasis on constraints as obstacles, coupled with neglect of adaptive strategies, and over-reliance on quantitative methods of data collections (Jackson, 2000, p. 65).

Management for ethnic minority “needs”

Rodriguez and Roberts (2002) studied NPS programs, across three regions of the U.S., designed to serve diverse user and traditionally under-served populations. They concluded that actions of the park staff formed the basis for outreach efforts and those actions were important in influencing attitudes of other park staff as well as contributing to positive outcomes of specific program designs. They stated that “a park management plan that emphasized outreach to minority communities will be more successful in reaching diverse audiences”.

Another important study to mention includes work carried out by Chavez (2001); she offers various management and planning strategies based evaluation of visitor contact studies. One example includes the suggestion to develop and/or redesign park sites where appropriate to facilitate larger groups. This recommendation was based on the finding that Hispanic visitors tend to recreate in larger groups and prefer to use more developed sites (Chavez, 2001). This finding is well-known throughout the outdoor recreation literature. Chavez also suggests using more interpersonal and on-site information dissemination in the appropriate language to serve the actual visitors instead of expecting that visitors will seek out information themselves.

Partnerships and collaboration with racial/ethnic and cultural communities

Both the National Park Service and the National Parks Conservation Association (NPCA) have established initiatives to engage ethnic minorities in park use, advocacy and stewardship. The NPCA published a guidebook to creating, building and sustaining community partnerships (NPCA, n.d.). This publication provides step-by-step tips and methods to forming community partners. The efforts of San Francisco Partners are featured in the “Building the Partnership” section (see p. 17-18).

Makopondo (2006) addresses the challenges, issues, and strategies to creating racial/ethnically inclusive partnerships in resource management and outdoor recreation. Some of his major conclusions included that “collaboration and partnerships are viable mechanisms” for improving ethnic minority involvement in management, education and recreation within national parks (p. 26). And, he discusses the variety of challenges associated with creating diverse partnerships. Finally he identifies four key strategies to designing partnerships: 1) Include relevant community leaders and organizations from the beginning, 2) Become involved in the issues of interest within the partnership community,

- 3) Develop activities and programs that are relevant to the targeted ethnic community, and
- 4) Be authentic in developing relationships between the agency and partner community.

Conclusions

The significance of this brief literature review, as well as the content of this current research study, is to facilitate increased comprehension and provide park managers with the tools and capacity to best serve the diverse needs of all ethnic/cultural communities. The aim was to highlight a few studies that are related and important to this work however this review is not an attempt to be comprehensive on this subject.

In their research reflection on race and ethnicity, Shinew et. al., (2006) explain that constraints research related to race and ethnicity has opened new windows on unique barriers associated with the social and cultural experiences of ethnic minorities. For example, constraints associated with language, discrimination, and prejudice was neglected in earlier studies. Furthermore, and as found in the present study, Shinew and colleagues note that how different groups interact in public spaces and how they negotiate limited recreation resources will be important areas of inquiry in the future.



Photo: D. Kinney

METHODOLOGY

I. Introduction

When researching individuals or groups from ethnic and culturally diverse backgrounds, use of qualitative methods can best provide an in-depth understanding of the phenomena in question such as through use of personal interviews, participant observation, symbolic interactionism, focus groups, and historical reviews (McAvoy, Winter, Wilson-Outley, McDonald, & Chavez, 2000; Stanfield & Dennis, 1993). The focus group technique has received widespread use on these target groups in the fields of parks, recreation, outdoor and environmental education, natural resource management and tourism sciences.

II. Data Collection

Applying a snowball technique, previously existing organizations and community groups were recommended by both formal professionals and informal leaders across all cultural groups. More than 90 people in the Bay Area were contacted to assist with ultimately convening the interview sessions.

Eight focus groups were assembled for this study ranging in size from 9 to 15 individuals. Self-ascribed racial identities of participants included: 31 African American/Black, 34 Hispanic/Latino(a), and 24 Asians/Pacific Islanders for a total of 99 individuals. There were 64 females and 35 males ranging in age from 18 to 63. Collectively, participants represented either a contingency that has never been to GGNRA or one with a broad range of types and experiences with the park (i.e., Slightly more than one-third, of all people interviewed have visited various sites of the Golden Gate National Park Recreation Area). The eight groups convened at eight different times to maintain group cohesion within a specific racial group. Permission was requested and granted to tape the interview process and confidentiality was assured. Each participant was given both \$50.00 cash incentive and small gifts from the Golden Gate National Parks Conservancy (i.e., trails forever cap and pins). Food was also provided.

A series of thirteen primary (i.e., tier 1) semi-structured questions set the foundation for the process (see Appendix D for the three tiered list of questions). The interviews were taped, transcribed ($n=135$ pages), and coded for content in 10 major topical areas:

- ✓ Value of nature/natural environment
- ✓ Familiarity with NPS and specific travel/visits to GGNRA and surrounding parks.
- ✓ Activity interests (e.g., included probes about ranger-led programs and/or visitor centers)
- ✓ Communication issues and preferences
- ✓ Education and awareness
- ✓ Comfort level (e.g., nature/parks in general or GGNRA in particular)
- ✓ Barriers/constraints to visiting GGNRA (includes discrimination as inquiring factor).
- ✓ Marketing issues and suggestions
- ✓ Healthy lifestyles (general and regarding park use)
- ✓ Workforce diversity/representation from a very broad viewpoint

III. Participants

The following table reflects the final sample of participants interviewed:

Date	Location/Site	County	City/Area	Nbr of People	Nbr of M / F	Racial/Ethnic Group²
Sat. Oct. 7 *	Main Street Housing Community	San Mateo	Half Moon Bay	13	1 / 12	Hispanic/Latino
Mon. Oct. 16	City Team Facility East Palo Alto, CA	San Mateo	East Palo Alto	15	15 / 0	African American
Wed. Oct. 25 *	CCSF-Mission Campus	San Francisco	San Francisco	12	3 / 9	Hispanic/Latino
Wed Nov. 8	SE Community Commission/Bay View	San Francisco	San Francisco	12	0 / 12	African American/Black
Wed Nov. 11	Public Fire & Safety Building	Marin	Marin City	14	8 / 6	African American/Black
Wed. Nov. 29 *	Charity Cultural Services Center 827 Stockton Street	San Francisco	San Francisco	12	3 / 9	Asians
Wed. Dec. 6 *	Pilipino Bayanihan Resource Center	San Francisco	Daly City ¹	12	3 / 9	Asians
Thurs. Dec. 21	Latino Council of Marin	Marin	San Rafael	9	2 / 7	Hispanic/Latino

TOTALS: $n = 99$; M = 35 & F = 64; Latino = 34 / African American = 31 / Asians = 24

* = Translator present

¹ This location was chosen because of its proximity to San Mateo County parks as well as large Asian population.

² Examples of self-ascribed racial/ethnic identities: Salvadoran, Guatemalan, Spanish, Mexican, Puerto Rican, Costa Rican, Chinese, Vietnamese, Filipino, Mien, Japanese, Black, Black American, Afro-American, African American, Latino/Latina (with no country of origin indicated).

Note: The cities noted in the matrix above, and throughout the report are where each focus group was held. Participants were drawn from that location and from other cities/towns in the nearby vicinity of each respective county.



DATA ANALYSIS

Pre-analysis:

Each focus group was audio-taped; hand-written notes were also taken during the interview sessions by the Principle Investigator (P.I.) and by the graduate research assistant. As a final step before the actual analysis began, participant checks helped to ensure the research team understood focus group member responses. That is, the P.I. left enough time before the closing and dismissal of the focus group to clarify specific questions. This was a time to verify accurate recording of information brought forth in the 90-minutes to 2-hour sessions. The tapes were transcribed as soon after the focus group discussion as possible. The graduate research assistant transcribed all interviews conducted in English; and a Spanish language translator and Cantonese language translator transcribed the respective non-English tapes.

Data Analysis:

Data analysis was accomplished using a constant comparative technique (Glaser & Strauss, 1967) and analytic induction as tools for analysis. Constant comparison (see Glaser & Strauss, 1967) means that the researcher must continually compare the categories and codes of new transcripts with existing categories and codes in order to more fully develop the properties of the overarching categories for the individual codes.

First, after the data were organized and coded, similarities between groups were established (e.g., exploration of common themes) and, second, each racial group was subdivided into similarities and differences to obtain within-group commonalties and variations.

Qualitative data analyses require many careful readings of transcripts and each transcript was therefore read multiple times by both the research assistant and the P.I. to thoroughly complete the data reduction process. The data were analyzed in two primary ways: Interviews were first coded using descriptive codes derived from the interview questions. Following the research questions as guides, every line, paragraph, or other section of text was coded for relevant themes.

Second, interviews were then coded by emerging patterns, themes and categories as part of the movement from data description to conceptual clarification. This involved reading and re-reading transcripts numerous times to ensure familiarity with the data.

Based on the focus group structure for this study, no effort was made to tease out the relative effects of gender, marital status, income, occupation, or other demographics of the participants at this time.



RESULTS/FINDINGS

Introduction

There is a dearth of formal evaluation or research that has occurred with ethnic communities visiting national parks in general, and the Golden Gate National Recreation Area, specifically. Formal evaluation has, however, been conducted with park education programs. Since these park educational programs are targeted to public schools, and the public school profile in San Francisco is representative of its diverse resident population, some evaluative information obtained has been adapted for park use and program planning.

It is also apparent that only informal outcomes evaluation has occurred with the outreach activities undertaken as part of the community groups' park program attendance.

The GGNRA and Conservancy's community groups program has sought informal feedback by survey and a few small focus groups, yet few strategic or empirical efforts have occurred (personal communication, Naomi Torres, 1/21/07). The question remains, what do these efforts really mean to the community? The NPCA (pacific region) hired an intern around the same time as this study period to conduct a Bay Area survey to find out if group visits led to either individual visits or to other connections with the park. Contact NPCA for more information: 150 Post Street, Suite 310, San Francisco, CA 94108; Ph: (415) 989-9921; Email: pacific@npca.org; Internet: <http://www.npca.org/pacific>

Furthermore, little documented evidence has existed (i.e., no direct connection of benefits/outcomes attained by racial/ethnic groups); also no evaluation of constraints to visiting GGNRA by different cultural groups has been previously investigated. While nearly 100 people interviewed for this study represents a respectable and broad focus group sample for qualitative research on under-represented groups in general ($n=99$), this is still an insufficient sample size to be generalizable to overall experiences of each of these diverse populations around the Bay Area.

As one of five urban national parks, GGNRA is not alone in that (depending on the specific unit) many people do not distinguish nor differentiate between a city, county or national park. An important clarification which must be understood by readers of this report is that many references during the interview process provided indicators of park use and constraints, independent of type of park and overall management structure. Nonetheless, it is equally important that GGNRA (and other park managers) understand the implications of interview comments affect experiences of visitors and potential visitors regardless of setting. Comments can be transferable to other parks and should therefore be taken seriously.

“The Park Service deserves credit for tackling difficult issues in a genuine effort to make the sites, programs, and services they manage more reflective of people from diverse racial and ethnic backgrounds...Tight budgets limit the ability of diversity-enhancing programs to flourish and succeed. We cannot allow this process to be funded and first to be cut continue...”

~ Tom Watkins, “This Land is Your Land”, January 2007

COMMON BROAD CATEGORIES AMONG ALL ETHNIC GROUPS

1. **Recreation activities/GGNRA visitation/Companions** – Themes: A range of preferences for recreational activities (indoor and outdoor) was conveyed by participants (see recreational interests section that follows for each group). At least some people in each group had visited one or more of the GGNRA park sites, visit once or more times per year, and could mention the site by name. Family was reported as the number one ‘recreation companion’ (spouse/significant other and/or with children).
2. **Feelings about nature** – Themes: Nature is healthy (typically more emphasis on mental health (de-stress, etc). Reference to “God or spirituality” when speaking about nature.
3. **Representation** – Themes: Consensus among all groups regardless of park jurisdiction, in general, that park staff does not represent the ethnic/racial background of our community. Whether this “mattered” or not was approximately 50/50 across all groups.
4. **Knowledge**: Themes: All groups definitely cited “lack of information” about parks and park activities in their communities as well as in various sources of ethnic media. Individuals expressed interest in visiting if more information was easily available.
5. **Access/Accessibility** – Themes: Combined cost is the key factor that surfaced among all groups (e.g., entrance fees, gas/auto, parking, buying food, equipment/gear required for certain activities). Second, some safety and/or fear surfaced among all groups yet indicators (type) varied across groups (e.g., relating to unknown, poisonous flowers/plants, lack of knowledge/fear of wildlife, crime/criminal behavior, natural or environmental hazards)
6. **Communication** – Themes: Each group talked about bringing information into the community by their established/preferred modes of communication. “It’s not what you say, but how you say it, where you say it, and what media you use to say it” (*Abridgment provided by the graduate research assistant on the project*). A key component related to “who” is carrying or delivering the message (e.g., to include the notion of desired value that park staff be representative of the community).
7. **Discrimination (perceived or real)** – Themes: The term *implicit* discrimination is used to explain respondent comments based on experiences as embedded, unspoken, hidden, and buried. The term *explicit* discrimination refers to respondents who could provide concrete details of at least one situation that resulted in a discriminatory act, statement or behavior of another person. This is an important variable to study when exploring this topic (e.g., constraints). There is a growing body of literature that addresses this facet and how discrimination is perceived or actually experienced continues to vary depending on ethnic group, geography, circumstances, etc.

BROAD DIFFERENCES ACROSS ALL ETHNIC GROUPS BY THEME

1. **Feelings about nature/outdoors** – State of being, “like home”, bringing back memories of childhood - “like a kid again.” Blacks did not mention anything about nature or parks relating to childhood memories or “bringing me back to my youth” whereas the majority of Latinos and Asians did. Technical/hard skills were lacking among some of the groups but not others (e.g., lack of knowledge about camping, inability to identify poison oak, etc).
2. **Representation** – Another theme also surfaced relating to “identification,” meaning that some participants expressed frustration with an inability to identify with park staff. While all groups provided some indicators, the greatest concern seemed to come from mostly African Americans. Reference was made to the importance of “our history” and park “stories” or themes being told by Blacks. For example, stories about Buffalo Soldiers or some other aspect of African American history as told by Caucasian staff felt non-authentic. Having rangers who represent the culture of the community would promote greater interest and visitation among some individuals in the Black groups yet not as much of a concern with other individuals. For instance, this was also true with a proportion of Latino participants but not all. Relationship of park staff/rangers to the kids was noted as a lack of reflection of their culture represented as potential role models. “My kids don’t see themselves in the parks on staff or with other visitors” was a statement made in one group. In every group, at least ½ and ½ felt it does versus does not matter. In every group but one, there are answers on both sides (*yes or no*, about whether race matters). The Chinese community in San Francisco (SF) was the only group that stated collectively that the race of the park staff does “not” matter. (See suggestions for future research).
3. **Discrimination (perceived or real)** – All groups, except the Chinese participants interviewed in SF (see note that follows), expressed some sort of “perceived discrimination” from staff or other visitors. The concept relating to one’s perception does not mean ‘less important.’ *Note:* This group of recent Chinese immigrants was in the Bay Area for the least amount of time. Most other group’s experiences were implicit (“bad looks, bad vibes, stares and glares”); and, a few people had also shared explicit examples such as racial slurs and harassment (by other visitors). The majority of experiences related to feelings of discomfort. Across groups, however, very little explicit or overt discrimination was reported during the interviews (common in the literature). Perceptions of discrimination varied across the focus groups where some people felt discomfort only from other visitors, other groups by park rangers, and one group by both visitors and staff. ***Indicators across groups:*** Source, Severity, and Consistency. Blacks were the only group who consistently expressed feeling discriminated against in some capacity by both visitors and staff. Whether real or perceived, this is an important variable in their visit to a park.
4. **Employment** – Discussed more in African American groups than any other group. When it was mentioned in the Hispanic groups, it was either not a strong indicator or no emphasis was placed on this at all. For instance, providing training for youth “so they can get out of gangs” was only mentioned once. Employment was not mentioned with all groups, and not at all with the two Asian groups interviewed. Some groups (e.g., all Black groups and Latinos in Marin County) expressed lack of recruitment by the NPS to ethnic minority communities; others were not as aware or this did not matter.

5. **Knowledge/Lack of information** – Language specific issues surfaced with all non-English speaking individuals interviewed as a heavy concern (e.g., written materials, bilingual staff, signage). More than half of all participants in six out of eight groups spoke of not knowing how to get to the parks or where they were. Some people indicated having “no idea these NPS/GGNRA parks existed” or they never thought about it (went to parks and may not have known what park they are in). Several groups, but not all, discussed lack of knowledge of public transit routes to get to certain park areas. Additionally, lack of convenience for the Marin community to get to Marin Headlands was an interesting facet in that statements were made relating to “no buses go from Marin City to Marin Headlands.” Residents have to take a bus back across the Golden Gate Bridge first, transfer to a different bus in the transfer lot, then come back across the Bridge on another route to enter the Headlands park areas. (*Note: The GGNRA has been attempting to address this with the GG Bridge Highway and Transit District, and MUNI as part of their access plan*).

6. **Experience gained with parks** – Where people are getting their experiences with the parks for African Americans was found to be almost entirely with school field trips and not with family. “White families give their kids personal experience yet most black families do not” (Black participant, East Palo Alto). Experiencing parks for Latino families, and in some cases the Asian participants, related to extended family and more communal ways of recreating for greater enjoyment and participation.

7. **Access/Accessibility** – This category was universal among all groups yet there were very few themes that were in common as every ethnic group interviewed had their own comments about this topic specific to their community. All but two groups indicated public transportation as a barrier to visiting parks (i.e., Asian community in San Mateo County and African American community in East Palo Alto). All groups cited lack of personal/private transportation except African Americans in East Palo Alto (EPA); the latter group did not cite personal/private transportation as a strong issue for lack of travel based on people interviewed. Each group had their own access or barrier issues (*see specific ethnic/racial group findings that follow in this report*). Other differences were that, to some degree, groups mentioned lack of clean bathrooms, dogs (off-leash and frustration with dog feces) except the EPA African American community. Safety and fear relating to the unknown (e.g., poisonous flowers/plants), crime/criminal behavior towards self or family, lack of experience with (or comprehension of) natural or environmental hazards also surfaced and could be considered an “access” issue for many people.

8. **Communication** – In mono-lingual, non-English speaking communities statements were made about lack of publicity/marketing and how “written publicity doesn’t always help” because some people (e.g., recent immigrants or individuals who are less educated) may be illiterate or materials/public relations information is not in their native language.



SAMPLE PERSPECTIVES, EXPERIENCES AND CONSTRAINTS WITHIN GROUPS

(See results of analysis that follows for more details)

African Americans/Blacks

<i>SIMILARITIES</i>	<i>DIFFERENCES</i>
<p><i>Knowledge/Experience</i> - Someone from each community reported <u>not knowing</u> the specific GGNRA park sites that existed.</p> <p><i>Accessibility</i> -- Important access barriers across groups included: <u>Proximity</u> to parks (i.e., Nat'l parks too far away; “better stuff to do closer to home”), concern about <u>safety</u> with respect to <u>fear of flora and fauna</u>, and the <u>cost/affordability</u> of visiting parks. Note: Fear related most to animals (lack of knowledge).</p> <p><i>Communication</i> – <u>Lack of publicity/advertising</u> (in their community) identified by participants in all groups. <u>P.R./News</u> was significant in all communities relating to violent or unsafe conditions (e.g., search & rescue). All groups recommended <u>bringing the message to their community</u>, <u>targeting children/schools</u>, and <u>using presentations</u> (for visuals). Various local media sources were suggested (see Appendix).</p> <p><i>Representation</i> – All groups agreed that park employees do not represent the racial/ethnic make up of their community.</p> <p><i>Employment</i> – All groups acknowledged lack of <u>recruitment as a barrier</u> to employment with the NPS. <u>Economic factors</u> related to comments about need/interest to work in national parks via job prospects, and they’ve had no opportunities for training to assist with getting NPS jobs. Would like to see Black rangers at job fairs, and career days at schools.</p> <p><i>Discrimination</i> – Each group expressed some sort of <u>implicit</u> discrimination among other visitors and staff (i.e., non-verbal cues creating discomfort).</p>	<p><i>Education/Interpretation</i>: 2 out of 3 groups [SF & EPA] felt that telling “our story” is critical and “it needs to be told by us”.</p> <p><i>Employment</i>: The EPA group felt there may be <u>institutional discrimination</u> involved with lack of hiring Blacks; questions about NPS hiring practices. Two groups [SF & EPA] described the <u>hiring practices</u> of NPS as <u>lengthy and too arduous</u>. One group [MC] pointed out that <u>internships</u> or other similar programs must have <u>sufficient financial incentive</u> and <u>lead to viable employment opportunities</u>.</p> <p><i>Representation</i> – Race of park rangers may or may not matter. Divided among the group.</p> <p><i>Accessibility - Transportation</i> was not a barrier to park visitation for EPA participants but was for MC & SF participants. <u>Fear of crime or criminal behavior</u> was significant for SF participants. Two of the 3 groups [MC, SF] discussed barriers relating to the <u>accessibility of trails</u>. Other access themes included <u>crowding</u> [EPA], <u>clean and modern facilities</u> [SF, MC], <u>not having proper equipment/clothing</u> [MC], <u>complexity of making reservations</u> [EPA]. One participant [MC] expressed that rationale for the <u>stewardship opportunities needs greater comprehension and incentive</u> (e.g. park clean-ups most valuable when first there’s caring about parks and not the only involvement).</p> <p><i>Communication</i> - Two groups [MC, SF] thought <u>printed materials</u> were effective in communicating while the other group [EPA] thought this is not useful and an ‘out of date’ format. Two groups [SF, EPA] expressed the importance of <u>representation</u> and <u>sincerity or authenticity</u> in communication. Don’t just create programs but follow up is key; the way message is delivered.</p> <p><i>Discrimination</i> – Only one person in one group reported an <u>explicit discrimination</u> experience in a park.</p>

KEY: EPA = East Palo Alto; MC = Marin City; SF = San Francisco

Knowledge/Experience

Someone from each community reported not knowing the specific GGNRA parks that exist. One group [EPA] discussed not differentiating between local, state and national parks. Two of the groups [MC, EPA] expressed lack of familiarity with where parks are and how to get to them (i.e., unfamiliar with the public transportation to and from the parks and fear of being stranded).

“A lot of these places that I have been were because of field trips and I think maybe they’re not known; they’re kind of secret places. They’re not publicized. I wasn’t aware of Point Reyes and the lighthouse before I went on the field trip with my son’s class.”
~ Marin City, 40 year old, Black female

Two [MC, EPA] of the three groups expressed lack of knowledge regarding what to do in parks (in general and about special events that might occur). One participant [MC] thought it would be beneficial to have a ‘tour guide’ in order to get more out of the experience. One group [SF] spoke specifically about the lack of

access to information about the park, emphasizing that not all Black people have access to the internet/email and if they do it is likely to be limited. Lack of experience with technical environmental/outdoor skills (i.e., identifying poison oak and basic survival) was also identified as a barrier in one group [MC].

Two [MC, SF] of the three groups stressed that school trips played an important role in exposure to experiences with national parks. One participant [SF] thought that family trips contributed to increased knowledge and experiences with parks. Others [SF, MC] disagreed stating that African American families “don’t spend time out there” and that if these families visit parks “they’re not going to them regularly.” One [MC] of the groups also discussed the role of organizations, such as for youth (e.g., girl/boy scouts) in gaining experience and knowledge of parks.

One participant [EPA] stated that he never heard about an event of interest at the park until now (i.e., Buffalo Soldiers tour). This finding also relates to the theme of *communication*.

Representation – While all groups agreed the racial/ethnic makeup of the park employees did not represent their community, there were varied responses on “whether it matters”. Participants in all three groups who thought ‘YES’ it does matter, all mentioned the importance of having someone to identify with and feeling uncomfortable with being the only person of color when visiting a park. Seventy-five percent of participants in two of the groups [EPA, MC] added the importance of racial/ethnic representation of the park staff as role models for children. One group [EPA] stated they would be: *Encouraged to go there (parks) more, ask curious questions, and treat parks different* if there were better representation. This same group [EPA] talked about the importance of representation in promoting interest/visitation to national parks. One group [SF] pointed out an observation of the disparity between the general population demographics and the park staff

“What do we get up and see when we walk out our doors? We look out at a multi-cultural society, but we never get to see that when we go to all these different places [parks].”
~ San Francisco, black female, 41 years old

composition. For approximately ¼ of those participants who thought ‘NO’ it doesn’t matter, they indicated the following: 1) There are other more significant barriers, 2) they are going to parks to experience nature, not people, so it doesn’t matter, 3) ‘white people have explored the park’ so there was acceptance they were probably more knowledgeable anyway, and 4) ‘it would be nice to have better representation’ but it doesn’t matter.

Our Story Being Told – All three groups stated the importance and power of having their story told by them. Two [SF, EPA] of the three groups stated they did not think Black people were sufficiently represented in the history/story of the park. One participant [EPA] stated feeling “bothered” by having a white man inaccurately tell ‘our story’ during a visit to one of the national park programs (*note: which program was not revealed*). Another participant [EPA] thought that having a Black ranger “had more of an effect” on his park experience. A participant from San Francisco thought there would be greater interest in the parks if their culture was represented at the park such as learning “Afro-Americans did this or that at the park” making a better cultural connection to history of the ‘place.’

Employment/Recruitment – Lack of recruitment was cited as a barrier in all three of these groups. For example, participants talked about the need/interest in job announcements and advertising in accessible locations within their community, rangers at job fairs, career days at schools, general lack of knowledge about careers with NPS, and the need for training to assist with getting NPS jobs. Two [SF, EPA] of the three groups described the hiring practices of NPS as ‘lengthy and too much’. Individuals within one of the groups [EPA] described park employment as: Only promoted to veterans, discouraging and not worth the time because NPS jobs are difficult to obtain (i.e., being fully qualified and still not offered a job), fulfilling diversity requirements through hiring people of color as ‘janitorial’ staff (e.g., perception of maintenance only), and the acuity that once you get a job with the NPS, it is just “only an old boy network.” One group [SF] pointed out that if more ethnic minority people were working in parks, they would tell their communities “hey, you should come to this national park.”

With regard to internships/apprenticeships and youth programs, one group [MC] stated that there must be sufficient financial incentive to participate and that there is greater interest in a program that has a likely sequence which will lead to employment. Participants in two of the groups [MC, EPA] described involvement (personally or someone they knew) with an internship/youth program that did not lead to viable employment opportunities.

Accessibility

Proximity/availability of parks surfaced in all three Black groups as a barrier to access. Participants from all of the groups described some of the park sites as “too far away” (e.g., Marin City to Redwoods or Muir Woods or San Mateo county-based parks). Mass or private transportation was discussed in all three groups. Two [SF, MC] of the three

“[To get to the] Marin Headlands, believe it or not, there is no Golden Gate Transit that goes there from here. You’d have to cross the bridge, get on a MUNI bus, just to do that. That’s not fair. We have busses that go from here to Stinson Beach. Why couldn’t we have a bus that goes from here back up in there [Marin], which is actually closer? I take kids everywhere, so that would be a nice little trip.”

~ Marin City, African American, 38 year old, male, working professional.

groups talked about the lack of private transport (i.e., own reliable car) as a barrier to visitation. Both of those same groups [SF, MC] described mass transport to the park as follows: Lacking and/or not having direct routes to the parks and challenging especially if you are taking children, lunch, and equipment with you on the bus. Two [EPA, SF] of the three groups discussed barriers related to private transport to the parks, the cost of gas, time to get to the parks and road hazards such as narrow roads and the lack of guard rails on winding roads and curves.

Concern about safety/fear of unknown plants and wildlife behavior was a common barrier discussed in all three groups. For example, one participant specifically mentioned fears related to: Bugs, snakes (e.g., rattlesnakes), spiders, insects, animals, mountain lions, bears, poison ivy, poisonous mushrooms, and not knowing “what’s going to come out at you”. The San Francisco group talked about concern for personal safety and fear of crime or criminal behavior as a barrier yet noted this relates mostly to local parks/community neighborhood parks. This group [SF] described local parks as being less safe than before. Findings of this study show expressed concerns about the safety of bringing children to the park, finding used drug paraphernalia on the beaches, the danger of pedophiles/sexual predators at the park, and people who need money (e.g., beggars/homeless people) becoming aggressive. These concerns can easily be transferred to being a barrier among potential visitation to national parks.



Cost and affordability was found to be significant in all three groups. The combined cost (transportation, food, entrance fees [where applicable], gift shop) of the visit to the park was described as “expensive”. One group [SF] recommended that free events and inexpensive food would increase interest.

Activities/programming was brought up in all three groups. Participants in two [SF, MC] of the groups described a visit to the park as “boring”. One participant [MC] brought up an interesting perspective about participation in trail restoration and stewardship projects. That is: “African Americans [are] only provided the chance to go if you’re going to be doing some sort of trail restoration or stewardship project...but then they don’t enjoy it because they’re working.”

Two [MC, SF] of the three groups talked about how access barriers related to facilities such as a preference for clean, well maintained and modern facilities. The Marin City group described local community park facilities (the ones that are most easily available in their neighborhoods) as inadequate because of broken BBQ pits/grills and that there are no bathrooms. This is an important message for any park managers from local to national settings. That is, the significance to visitor enjoyment of well-maintained and clean facilities is evident. Also, two [SF, MC] of the three groups described accessibility to the trails as a barrier. Trails that don’t have seating/benches, have long hiking distance to the main attraction (because of both time and physical ability), are uneven, too steep and dangerous, lack trail markings and maps, and are overgrown were all stated as barriers. Fear of water (e.g., the ocean, bay, and lakes) [SF] was also brought up as a perceived environmental “hazard” limiting accessibility. For example, people (especially those with children) who are afraid of water, such as being unable to swim, considered this a barrier to visiting and being in close proximity to water-type resources.

A few people in one group [EPA] mentioned crowding as a barrier to access (e.g., some comments related to local city parks as well as beaches). Another group [MC] talked about not having companions interested in visiting the GGNRA parks. Not having the proper equipment or clothing was a barrier for one participant [MC]: “*I don’t want to mess up no \$120 Jordans!*” (i.e., Nike Air). One group [EPA] thought it was complicated to make reservations for a certain camping area on the days that they wanted to go.

Communication

All three Black groups talked about the lack of publicity/advertising about parks. One group [MC] talked about a lack of advertising in “targeted” media (e.g., *Jet* or *Ebony*). The type of news heard about parks is also significant. Findings of this study also show all three groups discussed incidents (unfavorable P.R./News) of highly publicized violent crimes that took place in national parks as being a constraint to their desire to visit.

All three groups recommend using presentations as a method of communication with their community such as career fairs, schools, and church functions. All groups thought that bringing the message to their community was important and agreed that targeting children/schools is an effective way to do that. Two [MC, SF] of the three groups recommended distributing printed materials like brochures, mail flyers, and pamphlets. The other group [EPA] thought that brochures were “out of date” and that just putting a pamphlet out some place was not useful. Two [EPA, MC] of the three groups thought that representation is important (i.e., having people of color make presentations or including people of color in advertisements for the park).

The “sincerity/authenticity” of the communication is important to two [MC, EPA] of the three groups, such as: Speaking their ‘language’ (e.g., via their cultural interests); the way the message is delivered; reaching the younger generation using unconventional avenues: seeing the decision makers face-to-face and for them to show their dedication to change; and using Black churches to get out the message. One participant [SF] suggested doing more research “to see what people are interested in.”

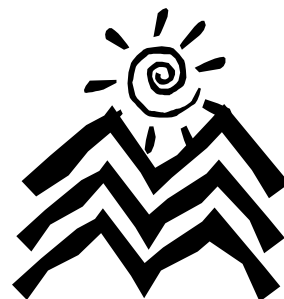
Various local media sources were suggested as ways to reach people in their community. For example: Radio (local stations like KBLX and KMEL), TV (Black Entertainment Television (BET), Channel 4 News, CW, Mornings on 2, and Public Access TV), billboards/posters, advertisements on inside or outside panels of buses, and non-profit community organizations (libraries, clinics, job placement agencies, churches) were all suggested local sources.



Perceived Discrimination

Each group had someone in it that expressed the feeling of some sort of implicit discrimination among other visitors and staff. For example, people expressed feeling like they were being followed, watched by cashiers in gift shops/visitor centers, stares/glances by visitors (“as if we will destroy the park”, perceptions of others based on stereotypes), and a couple of people noted being asked for their I.D. by a park ranger and not understanding why. One group [EPA] mentioned that they felt they were unfairly associated with the behavior of past visitors based on race. All groups mentioned feeling that they did not belong or were not welcome to visit parks (i.e., “we don’t look the part,” “feeling like we’re not supposed to be there”).

One group [SF] mentioned that they were intimidated (made to feel nervous) by other visitors. Volume of noise of their group (i.e., loud talking and generators from R.V.’s) surfaced in two groups [MC, EPA] as a cultural difference that lead to discrimination from park staff or other visitors. One participant discussed the perception that “White people act like they own the park” [SF].



In Their Own Words – African American/Black Community

Perceived Discrimination

“People don’t want to go where they don’t feel welcome.”

[Black Female, 40 years old, Marin City]

“What [do] we get up and [see] when we walk out our doors? We look out at a multi-cultural [society], but we never get to see that when we go to all these different [parks].”

[San Francisco, Black Female, 41 years old, unemployed]

“I think the same opinion that we’re hearing reflected in the room is the same opinion that the dominant culture, the white culture has about Blacks being in the woods...[that] we don’t look the part.”

[55 years old, African American Male, East Palo Alto]

Representation

“I definitely don’t know of any [people of color] working at parks, but if there was? Yeah, I think I would be encouraged to go there more...To me I think it says... ‘hey, you’re welcome here.’”

[41 year old, Black Male, faith ministry worker, East Palo Alto]

“You be like, ‘well they’re staring at me like I’m the only Black person...you want to have someone to identify with...[it] makes you feel like, ‘hey, I want to be here.’”

[47 year old, black female, unemployed, San Francisco]

“Our Story” Being Told

Note: The following 3 quotes came from the same individual: *East Palo Alto, 36 year old, black male, county employee*

“How are we telling our story, our true story? ...To have a white man tell me something and...I knew it was wrong, but he was the only one there representing the park service. It bothered me.”

“At Yosemite I went on the tour about Buffalo Soldiers...[the Black ranger] told the story so eloquently from a point of passion I think that myself and the kids that I was with and my daughter who were on that tour, I think it had more of an effect.

“We’re doing not just African Americans but society a disservice if you don’t have that ethnic mix of people telling their own story.”

Employment:

Note: Two quotes by *Black female, 47 years old, San Francisco resident, unemployed:*

“I know a ranger here that’s at the Presidio over at [the] Buffalo Soldiers exhibit...the reality is that the only other Black person besides him that I’ve seen on federal lands was the trash man.”

“...If you want to get people there you get some minority people working for the different parks, national parks, they’re gonna tell their people in their community ‘hey you should come to this national park because we got this going for us and we got that going for us. We got this history...”

“They can hire some of us to do the networking how about that?”

[43 year old, black female, San Francisco, affiliated with City College]

“I know a ranger here that’s at the Presidio over at [the] Buffalo Soldiers exhibit...the reality is that the only other [black] person besides him that I’ve seen on federal lands was the trash man.”

[East Palo Alto, 36 year old, black male, county employee]

Knowledge/Experience

“If you’ve never been exposed to a park, how can there be an interest?”

[Black female, 40 years old, Marin City]

“I really didn’t care whether it was a national park or a city park. I never made any distinction.”

[Black male, 49 years old, East Palo Alto, Computer Security Company]

“A lot of people in the community, in Marin City, don’t even know that these parks exist...It took me a while [to learn about them] and I’m a native of Marin.”

[Marin City, African American male, 42 year old]

“A lot of these places that I have been were because of field trips and I think maybe they’re not known, they’re kind of secret places. They’re not publicized. I wasn’t aware of Point Reyes and the lighthouse before I went on the field trip with my son’s class.”

[Marin City, 40 year old, black female]

Accessibility

“[To get to the] Marin Headlands, believe it or not, there is no Golden Gate Transit that goes there from here. You’d have to cross the bridge, get on a MUNI bus, just to do that. That’s not fair. We have busses that go from here to Stinson beach. Why couldn’t we have a bus that goes from here back up in there, which is actually closer? I take kids everywhere, so that would be...a nice little trip.”

[38 year old, African American male, recreation/community services professional, Marin City]

“Fifteen years ago, for me, the park had a comfort zone to where you could walk a little distance and leave your child, right here in San Francisco, we had the safest parks in the world. But now, it’s a whole different world; it’s a whole different thing. So your comfort zone isn’t the same, but like I’m saying, as a parent and my personal opinion, I used to feel safe but now, especially with my grand-baby, the comfort zone is totally different. The environment is different, too.”

[San Francisco, Black female, 41 years old]

“It seems like they want you to come out to do a stewardship project, and do cleanup for things, and some people aren’t into that. They just want to be able to go, and that’s the only opportunity they have to go, but then they don’t enjoy it because they’re working...African Americans [are] only provided the chance to go if you’re going to be doing some sort of trail restoration or stewardship project.”

[African American male, 30 years old, Marin City Schools, Marin City]

“We have a couple of access roads out to a trail right above us. For some reason or another they let those two trails, over on the other side of town, over-grow. So when they started overgrowing, people stopped going up there. We used to play up in the woods and go on the trails and come all the way around on the other side of town up by the water tank, but now you can’t get through there unless you have a machete and cut your way through...the trails [still] exist if you look on the map, but the Park Service makes it seem like they want to keep us out.”

[African American male, 30 years old, Marin City Schools, Marin City]

“...being a 42-year-old Black man, there are fears in regards to going to certain parks because you don’t know what’s going to come out at you!”

[African American male, 42 years old, East Palo Alto]

“I don’t do nature so well because there’s bugs and snakes and spiders and insects and little crawly things and slimy and wiggly things. So I stay away.”

[53 year old, African American female, Marin City]

Communication

“There might be ads in papers, but it’s not in targeted papers that African Americans will read like Jet or Ebony.”

[30 year old, African American Male, Marin City Schools, Marin City]

“I prefer a Black male presenting information to my black son, telling him how he can get in.”

[Black male, 44 years old, East Palo Alto, non-profit employee, also employment issue]also employment issue]

“They need to come out and advertise in the community.”

[Black female, 41 years old, San Francisco]

Recreational Activities Enjoyed (sample):

Dancing	Swimming	Skating	Flying kites	Bowling	Basketball
Camping	Hiking	Biking	Barbecues	Picnics	Fishing
Watch SF Fleet week	Playground w/ kids	Weight Lifting/gyms	Dog Walking	Thinking & Meditation	Church Events
Jogging	Softball	Theatre	Tennis	Sightseeing	Jet skiing
Shopping	Movies	Watching sports	Walking	Playing chess	Using the computer

Outdoor Areas Visited and/or Frequented (sample):

Presidio	Fort Mason	Lake Anza	Alamo Park	Camp Cutter	Tilden Park
Angel Island	Muir Woods	Richmond Marina	Crissy Field	Dunes by the beach	Point Reyes
Lake Cunningham Park	Golden Creek	Water Park near Dublin	San Leandro Marino	Stinson Beach	Fisherman's Wharf
Small local parks	Marin Headlands	Yosemite	Golden Gate Park	Lands End trails	Alcatraz Island



SAMPLE PERSPECTIVES, EXPERIENCES AND CONSTRAINTS WITHIN GROUPS

(See results of analysis that follows for more details)

Hispanic / Latinos

<i>SIMILARITIES</i>	<i>DIFFERENCES</i>
<p>Feelings about Nature – All groups expressed appreciation for the health (stress reduction) and spiritual benefits of nature. Nature related to spirituality in many ways.</p> <p>Cultural Differences – All groups described cultural difference with respect to going to/exploring, being in, and enjoying the outdoors. (i.e., <u>how</u> enjoyed).</p> <p>Representation – All groups agreed that park employees <u>did not represent</u> the racial/ethnic make up of their community.</p> <p>Knowledge/Experience – One or more persons from each community reported <u>not knowing</u> the specific GGNRA parks/sites existed or not knowing them by <u>name</u>.</p> <p>Communication – Lack of <u>signage</u> in Spanish in parks. <u>Lack of Spanish language publicity and advertising</u> in the community was identified as a barrier. All believe Spanish language/bi-lingual communication is crucial. All groups recommended targeting <u>children and schools</u> as good way to communicate. Use Spanish radio/T.V.</p> <p>Accessibility – Consistent across groups: No time, no money, lack of companions to visit with, crowds or lack thereof (some like crowds, some did not), Spanish language information and signs, dirty restrooms, lack of private transportation, concern for safety/fear of crime.</p> <ul style="list-style-type: none"> - Lack of companions: Some said “kids are no longer interested so I won’t go”, dependent on others for transportation, lack of friends interested, don’t like to be alone so don’t want to go unless they could get friend or relative. - Cleanliness: Unclean bathrooms, and dog feces big issues for lack of visiting certain areas. - Safety and fear stemming from crime or criminal behavior by other visitors. - Lack of personal vehicles/private transportation. <p>Discrimination – Each group reported at least one instance of explicit/overt discrimination (generally) in a park setting.</p>	<p>Knowledge – Two groups noted lack of knowledge for what to do in parks. One group mentioned lack of knowledge for how to make reservations (camping). Not knowing how to get to and from parks was mentioned among 2 of 3 groups.</p> <p>Education – Two [HMB, SF] of the 3 groups stressed <u>school teachers and field trips</u> played an <u>important role in exposure</u> to national parks. Children going on field trips was valued with reluctance by immigrants depending on status (e.g., Need to sign permission slips = barrier).</p> <p>Experiences– Two of the groups [SR, SF] thought that <u>family</u> played an important role in perceptions and experience with the park. “<u>Cultural contradictions</u>” (SR): Parent relationships with their children and cultural attitudes towards nature vary. <u>Class and language differences</u> were evident and affect experiences and attitudes (about parks/natural resources). <u>Crowds/Noise</u>: Dislike from traffic or other visitor noise, some preferred.</p> <p>Representation – Race of park rangers may or may not matter/divided among groups. Two [SF, HMB] of the three groups noted <u>better representation would create greater interest/visitation</u> to the parks.</p> <p>Employment – One group [SR] acknowledged that <u>lack of recruitment</u> was a barrier to employment with NPS. One group [SF] expressed interest in youth programs in parks specifically to assist young people to ‘get out of gangs’.</p> <p>Accessibility – <u>Public transportation</u> issue for SF and HMB (may relate to class or language). <u>Lack of mass transportation</u> was a barrier to park visitation for Latinos as reflected in “voice of the community” by SR participants. Having proper equipment was a barrier brought up in two of three groups. Fear of wildlife was only brought up in one group [SR].</p> <p>Communication – <u>P.R./News</u> of violent incidents in national parks significant in only one community [SF]. One group [SR] suggested that using community <u>presentations</u> would be a good way to get the word out. One group [SR] noted sincerity of the message was important.</p> <p>Discrimination – Two groups [SR, SF] expressed some sort of <u>implicit discrimination</u> (by other visitors). SF group also expressed implicit <u>discrimination</u> from park staff. <u>Explicit discrimination</u> from other visitors was discussed in two groups [SF, SR] and from [local] park staff in the other group [HMB].</p>

KEY: SR = San Rafael; HMB = Half Moon Bay; SF = San Francisco

Knowledge/Experience

There was no consistency among all three Latino groups as to how experience with parks is gained. Two [HMB, SF] of the three groups stressed that school teachers and field-trips play an important role in exposure to and experience with national parks. Two groups [SR, SF] thought that family played an important role in perceptions and knowledge (or lack of) about parks. One [SF] of the groups also discussed the role of organizations (i.e., boy/girl scouts) in gaining experience and knowledge of parks.

“For me it [outdoors] is the most important thing in my life. It’s the kind of resource and support that helps me emotionally and helps me to handle my work. If I’m not in contact with nature every day I’m going to be in shock and I can’t handle my work. I really need to have, that for me is very necessary as food, as a breath is for me.”

~ San Raphael, 58 yr. old female, works with women’s services

Two focus groups [SF, HMB] reported not knowing the names of the parks that they go to. While participants in the HMB and SR groups discussed not knowing the parks existed and [SR] not having information about the parks. One group [HMB] expressed the need for greater information about “what the park offers” and “what to do at the parks.” Two of the groups [HMB, SF] discussed barriers associated with knowledge of how to get to parks (i.e., don’t know the bus schedule, not familiar with how to drive there, not knowing how to read a map). A participant in the SF group described not knowing how to make a reservation (i.e., phone number, rules about making reservations). Lack of experience with technical skills was also identified as a barrier (e.g., map reading [HMB, SF], literacy [HMB], knowledge of how to swim and generally the outdoors [SR]).

Representation

All groups agreed that the racial/ethnic makeup of the park employees did not represent their community, however, responses varied on whether it matters (re: no agreement). Approximately half the participants in all three groups thought ‘YES’ it does matter, but there were distinctions as to why, and this varied between groups. Two [SF, HMB] of the three groups discussed how better representation (both the NPS staff composition and the cultural content of interpretive materials) would promote interest/visitation to parks. One participant [SR] thought that it would be a source of pride to come to a park and see a Latino/a in a position of authority or decision maker, not just a maintenance worker (also an *employment* variable, see next page). Another participant [SF] thought that better representation would demonstrate less discrimination toward Latinos [SF]. The HMB group stated that their comfort to seek information/ask questions is increased with “someone of our racial/ethnic makeup” (e.g., “looks like us” and “will speak Spanish”).

For the other half of the participants who thought ‘NO’ it does not matter, they indicated: 1) It is more important for people to be friendly and helpful [SR]; 2) Race is not important as long as the person has strong feelings for their work and nature [SF]; 3) It would be helpful to have better Latino representation but it doesn’t matter that much [HMB]; 4) Nationality doesn’t affect me [HMB].

Employment/Recruitment

One group [SR] acknowledged that lack of recruitment was a barrier to employment with the NPS. One group [SF] expressed interest in youth programs in parks specifically to assist young people to ‘get out of gangs’. (See also *representation* previous page).

Accessibility

There was a significant degree of consistency to various forms of *access* as barriers described by the Latino groups. Lack of companions to visit parks with surfaced in all three groups as a constraint to visiting. Crowding (both lack of and too much) may or may not be important. Participants in all three groups talked about lack of other people around as both good (“I like that...nobody’s there”) and bad (i.e., “very isolated place”).

Language such as park materials, information, and signs not in Spanish, were constraints described in all three groups. For example, one participant said “English only flyers sent to our community are not useful”. Facilities such as “dirty bathrooms or some out of order and general lack of restrooms” were emphasized as a constraint to access in all three groups. Two of the three groups [HMB, SF] brought up dogs as a constraint to park enjoyment (i.e., constant presence of dog feces, lack of dog control and care by the owner).

Lack of mass transportation to the park was brought up in two of the groups [SF, HMB]. Lack of private transportation was mentioned in all three groups. Someone from every group talked about not owning a car and relying on others for transportation to the park as a barrier. Other constraints mentioned related to private transportation where traffic, precarious roads, fear of break downs, and driving in inclement weather were key issues.

Concern for personal safety and fear of crime, in a variety of park settings, was another barrier expressed across all groups (i.e., fear of being raped, witnessing drug use, presence of homeless people, observing a physical fight, ‘it is only safe if enough people are around’, and avoidance of potential discrimination). Latinos also mentioned concerns about gang fights in local parks.

Having “limited time” to go out and enjoy the park was a constraint discussed in all three groups. That is, with large families (e.g., sometimes many children to take care of and sometimes living with extended family members) makes logistics for “packing up and going to the park” more challenging. Other *time* factors related to working two and, in some instances, three jobs. Cost was another factor discussed in all three groups (i.e., “it is a luxury to go to these parks”, “we get paid minimum wage”, and gas prices and entrance fees). Lack of proper equipment/clothing was discussed in two [SR, HMB] of the three groups as a constraint to access of the parks.

One participant in the San Rafael group discussed being uncomfortable in the outdoors as a constraint. Two of the groups [SF, SR] discussed proximity/availability of parks as a barrier. Being able to walk there is important in both groups [SF, SR]. Concern about safety/fear of flora and fauna was only brought up in one group [SR]. All groups recommended that organized tours would be a very effective way for Latinos to visit the parks. One participant brought up the point that “undocumented parents are afraid to sign their kids up for school field trips to the parks because they are afraid to sign their name to any document.”

Communication

All three groups agreed a barrier to communication with local communities was the lack of publicity/advertising about parks in Spanish language in print as well as on TV and/or radio “for those who are illiterate.” Negative news (bad P.R./News) heard about parks and forests was a significant constraint in one group [SF] who discussed a recent highly publicized incident that took place in one west coast forest. (*Note: News like this may have a generalized response effect unless people are already familiar with park sites*).

One group [SR] suggests using community presentations as a method of communication. All groups thought that bringing the park messages to their community through targeting children/schools is an effective way to do that. The “sincerity” with which the message is delivered was important in the San Rafael group.

Various local media sources were suggested as ways to reach people in their community. For example: Print (in Spanish Language), Spanish language radio, Spanish Language TV, non-profit/community organizations (libraries, recreation centers, churches) were all suggested as local media or other local resources widely used. Overall results show the majority of participants recommend Spanish language radio is preferred.

Perceived Discrimination, Prejudices

Approximately 1/3 of the participants in two groups [SR, SF] expressed some sort of implicit discrimination from other visitors. The SF group also expressed implicit discrimination from park staff (*which park or type of park was not stated*). For example, participants expressed “stares and glares” by other visitors, other visitors that “make you feel bad”, park staff that was not able to answer a question from a non-English speaker, and observations of how other visitors situated themselves in a campground. Explicit discrimination (harassment and racial slurs) from other visitors was discussed in two groups [SF, SR] and from local/city park staff in the other group [HMB].

Cultural Differences

All groups described cultural differences with respect to going to, exploring, being in, and enjoying the outdoors through visiting national parks. Volume of noise from their group (i.e., loud music) surfaced in one group [SF] as a cultural difference that can cause friction. Preference for non-park activities, feeling detached, and not having interest in “exploring what’s out there” was another cultural difference described by one group [HMB]. The SR group discussed various aspects of cultural differences that influence park interest and/or visitation such as negative associations with being in the outdoors carried over from their country/culture of origin or family, “it feels foreign because of the rules and attitudes,” fear of doing something wrong that is okay in the country of origin, not speaking or reading signs in English. Two factors are important to note relating to cultural differences. First, the notion of “the outdoors” as both a “dirty place” and associated with a lower rural class experience versus place of pristine beauty serve as “contradictory” reference points [SF] and several people in the group agreed:

“As a Mexican, I grew up in a totally different kind of area. Urban Mexican, you know which is even different. So you really have a very contradictory relationship with outdoors, with the environment. Besides it’s very difficult to find it as pristine as it is here. So you have this contradictory thing that it’s supposed to be good, and unfortunately it’s our tendency just to destroy it.”

~ San Rafael, 52 year old male, Latino, Self Employed Translator

“I’m pretty ambivalent about nature. My parents used to fight about nature. Anytime we went barefoot it was my mother who considered it dirty and anything that had to do with going out and experiencing dirt was not good. And my father was from the mountains in Puerto Rico and, so that was like, they were considered sort of lower-class, and so he didn’t want anything to do with anything that hinted at lower-class. So when I grew up, we would go to the beaches in LA because the beach was clean; it was one of those clean places you could go because you could get washed off by the ocean and then they had showers. So I sort of still find my most comfort zone is the beach. And I can go hiking but still, I prefer pristine beauty, so the ruggedness of hiking and muddy trails ...I’ve never been able to overcome that.”

~ Latina female, 48 yrs old, works in youth services, Marin County

Second, the term “trans-culturate” was used. This can be interpreted as querying how you make the “park idea,” or park experience, more culturally relevant. This is a unique comment by a 52 year old male, local professional, participating in the focus group in San Rafael that is worth noting (and this has never been seen in the literature by the P.I. of this study) as it pertains to “cultural differences”:

“So one of the things that I have learned over the years, is that culture is something that not necessarily is translatable. You cannot just tell, ‘well, this is the way that you do it, and you have to do it like that, because we do it like that.’ Somebody just mentioned that these places [national parks] are done with the culture of this country, so how do you trans-culturate the whole thing? [the idea, experiences]

How do you put in the mind of this different people, the idea of ‘what do you need for the park to serve you?’ ... ‘Well, what are you talking about? What is a park, or what is that?’, you know, that kind of mentality.”

Regarding the concept of “cultural contradictions” – The Latino communities expressed some aversion to being outdoors and doing activities, yet convey that “nature is so attractive.” Parents, at times, want their kids to “stay out of the dirt”. This pertains to their parents (e.g., generational heritage) coming from poor families. This experience stems from not wanting to be associated with anything that can be viewed as lower class among their community (e.g., “getting dirty”) or by others (e.g., dominant/white culture). Many people in the San Rafael group, for example, are children of immigrants so their parents discouraged them from recreating/playing outdoors because of how they associated nature in their home country. Hence, the construct of experiencing a contradictory relationship with nature surfaced as well. Nature is beautiful yet there are “too many rules” regarding how you can interact with it (e.g., can’t just go hunting or even fishing in some places). Cultural attitudes regarding how nature is treated are very different (e.g., littering was stated as being widely accepted in many Latino communities). Pristine national parks were noted as being “foreign and distinctly American.”



In Their Own Words – Latino Community

Cultural Differences, Prejudice, and Perceived Discrimination

“The unknown is frightening. But, I ask, if we are brave enough to come all the way here [to the United States], I believe that the whole point is to enjoy it.”

[31 year old, Latina female, community worker, Half Moon Bay]

“It is not that I feel discriminated against all the time, but there are some people that make you feel bad.”

[Latina female, San Francisco, student, 53 years old]

“A lot of immigrants are coming from poor rural areas so therefore, for them, the outdoors means something negative because they were really poor [in the outdoors, in their country].”

[San Rafael, 52 year old, Latino male, translator]

“It’s all that cultural stuff that gets in the way of them participating. Fear of being outdoors, undocumented, fear of not speaking the language, and ultimately the fear...of the signs all in English.”

[Latina female, 52 year old, San Rafael, Latino services non-profit organization]

“You live this contradiction in a very interesting way. And you have to work with people who didn’t have these opportunities and they clearly represent the majority of Spanish-speaking folks around. Their relationship with nature is even more contradictory. You know, I observe how they feel thoroughly alienated by all these sets of rules. Nature here is beautiful and better maintained. You don’t want to go there because you are afraid of doing something wrong. People just want to kill the deer and do things that they usually do in their countries and you have a lot of restrictions [in America], and then you see animals that you do not see down there [country of origin] because they are part of your diet.”

[52 year old male, San Rafael resident and professional in the community]

Representation/Identification

“It’s a pride issue. If I see someone who’s not a maintenance worker, who has a position of authority, who’s helping to make decisions, I will not only frequent the parks more often, I will make sure I get other people to go.”

[Latina female, 52 year old, San Rafael, Latino services non-profit]

“If there would be more Latinos working at the parks there would be more Latino people visiting them. I feel we would have more information about how to get to some places and on top of that we will be able to communicate in our own language.”

[San Francisco, 45 year old, Latina female, Student]

“Our culture should be better represented, especially in the information that they hand out to the community.”

[Latina female, 31 years old, community worker, Half Moon Bay]

“No it doesn’t matter to me much, if the rangers are Latino, Asian, or Anglo Americans. But it *is* of great help if there was a Latino person there who we can communicate with.”

[Retired, Latino male, 65 years old, Half Moon Bay]

Knowledge/Education

“The same way you have come here to talk about these parks, I believe that in our community that is what is missing, someone who can explain to us the importance and why we need to go to the outdoors.”

[Teacher child care center, Latina female, 39 years old, Half Moon Bay]

“Last time I went to the park with my family we brought food and when we arrived we searched for tables. When we found one, people came to tell us that the table was reserved. We don’t know where to call to reserve a table. We need more information in Spanish because we don’t know the rules, we aren’t familiar with the phone numbers.”

[59 year old, Latina female, staff counseling office, San Francisco]

Accessibility

“Every time we go to picnic the dogs come and eat our food, they wander around and the owners don’t do anything. The same with their bowel movements! The owners don’t clean after them.”

[31 year old, Latina Female, GED student, San Francisco]

“In Muir Woods...the sun was going down and I thought, ‘I’m here by myself and I don’t see anybody or hear anybody so I’m going back to the car.’”

[San Rafael, 47 year old, Latina female, Abused Women’s Services]

“The economy is the starting problem for us, Latinos. First, we get paid minimum wages. A person that earns minimum wage does not have enough money for other priorities. For Latinos it is a luxury to go to these parks.”

[Latina female, 41 years old, Child Care Worker, Half Moon Bay]

I like to go off by myself, so I end up going to Stinson beach a lot because I can walk for miles of beach and there’s enough people around that I feel safe.

[Youth programs staff, 48 years old, Latina female, San Rafael]

“If you’re in the parks and you don’t have the right clothing or the right stuff, if you’re on a hike and you have tennis shoes and everybody’s got nice hiking boots...even if you’re not discriminated against, you feel bad.”

[52 year old, Latina female, Latino services non-profit, San Rafael]

“Going out alone as a brown woman to an isolated area is not safe for me when I know that the area is predominantly going to be Anglo.”

[Youth programs staff, 48 years old, Latina female, San Rafael]

Communication

“We listen to the Spanish radio a lot, it would be good if they would announce [park information] on the radio stations that Latinos often listen to.”

[31 year old, Latina female, community worker, Half Moon Bay]

“Having the intention of making diversity happen so that it includes people, and having the intention of seeing it a certain way so that you can kind of connect to it, having the intention of bringing folks in who wouldn’t normally be there is really important.”

[39 year old, Latino female, teacher child care center, San Rafael]

Recreational Activities Enjoyed (sample):

Reading	Hiking	Concerts	Parties	Dancing	Biking
Movies	Jogging	Exercise	Tai Chi	Picnics/BBQ	Crafts
Driving & Road Trips	Museums & Art shows	Volunteer w/ Church	Listen to music	Teach my kids	Attend kids sports games
Cooking	Walking	Watch TV	Play w/ kids	Soccer	Exercise
Basketball	Resting	Gardening	Swimming	Metaphysics	Explore

Outdoor Areas Visited and/or Frequented (sample):

Beaches	Mountains	Local parks	Dolores Park	Ocean Beach	Camp Taylor
Point Bonita	Golden Gate Park	Mount Tamalpais	Golden Gate Bridge areas	Great America	----



SAMPLE PERSPECTIVES, EXPERIENCES AND CONSTRAINTS WITHIN GROUPS

(See results of analysis that follows for more details)

Asians/Pacific Islanders and Recent Immigrants

<i>SIMILARITIES</i>	<i>DIFFERENCES</i>
<p>Feelings about Nature – Both groups expressed appreciation for the <u>mental & physical health benefits</u> of nature.</p> <p>Knowledge/Experience – Someone from each community reported <u>not knowing</u> the specific <u>GGNRA park sites existed</u>. They also discussed <u>lack of knowledge about where the GGNRA parks are and how to get there</u>.</p> <p>Accessibility – Both groups recognized barriers to park access associated with the following themes: <u>Limited time, lack of companions</u> (others interested in or available) to go (also correlates with lack of transportation), <u>not enough posted information</u> about the park. Both groups discussed barriers associated with <u>cleanliness of facilities, dirty bathrooms and dog feces</u> were strong themes in both groups (parks in general):</p> <ul style="list-style-type: none"> - Limitations relate to spouse/partner and/or children schedules and personal interests. Difficulty with coordinating. <p>Representation– Both groups thought that park employees did not or mostly did not represent the racial/ethnic make up of their community. This was not a barrier to visiting.</p> <p>Communication – The Asian groups overwhelmingly <u>recommended using print media</u> to reach their community. Both groups thought that targeting <u>children/schools</u> would be a good way to communicate with their community</p>	<p>Representation – One group expressed that park employees <u>did not represent</u> the racial/ethnic make up of their community. The other thought that it <u>mostly does not represent</u> their people. Race of park rangers may or may not matter. Divided among the group. San Francisco group stated non-issue others felt “it would be nice.” DC participants expressed greater desire overall to see more Asians/Pacific Islanders on staff.</p> <p>Accessibility – Crowding and proximity or availability of parks was both an issue and a draw to Asian visitation. One group [SF] expressed language as a barrier. The other group [DC] talked about cost, concern about personal safety, and fear of crime/other hazards as a limitation to park visits. DC group mentioned trails not being well kept/maintained or well marked was an issue (<i>site not mentioned</i>):</p> <ul style="list-style-type: none"> - One group [DC] had lots of safety and fear issues, the other group had none (recent immigrants) - Fears: Crime, bad weather, road hazards (getting there). - Discomfort included nudity on the beaches. <p>Communication – <u>Lack of and ineffective publicity/advertising</u> was identified as a barrier by the DC group. <u>P.R./News</u> about violence in parks was brought up in the DC group. Same group thought presentations about the parks in the community would get the message out.</p> <p>Discrimination – Expression of various <u>implicit discrimination</u> relating to other visitors was reported from one group [DC]. This same group also reported one example of an <u>explicit discrimination</u> experience by park staff. The SF group expressed no problems.</p> <p>Miscellaneous – Appreciation / recognition expressed for identity of Golden Gate Parks logos/icons representing different park sites/areas.</p>

KEY: DC = Daly City (mixed Asian/Pacific Island heritage from northern San Mateo County)
SF = San Francisco (recent Chinese Immigrants)

Two Asian/Asian American focus groups were formed. The group that convened in San Mateo County was comprised of Chinese, Vietnamese, Filipino, Japanese, and Mien participants. The San Francisco group was comprised of 12 recent Chinese immigrants (living in the Bay Areas for two years or less at the time of the interview). Because of the lack of depth of content, the analysis was difficult as this group offered mostly superficial responses thereby allowing for less interpretation of the data. The brief duration of residence in the Bay Area may provide less actual opportunities to experience parks and therefore they may have had lower expectations.

The Chinese community maintains a cultural norm of *respect* and may experience embarrassment from speaking their mind to such an extent that free expression to an American, let alone a researcher, may not be appropriate (e.g., do they separate and make a distinction between independent researchers and actual park management and does it matter to them?). Furthermore, the fact they are recent immigrants does not tell us much about their life experiences, level of education or intellect, etc. in being comfortable responding to research questions.

Our observations, followed by the analysis, show that cultural connotations may play a role with people who are born in the U.S. or have lived here longer as they are clearly willing to say more in the interview process. Hence the “culture of respect” for others may not have allowed monolingual Chinese participants to engage us as researchers any deeper than what they were comfortable with on the surface out of fear of disrespecting our role in conducting the interview. According to the results, and substantiated by the Translator, transportation and language barriers were the top two major constraints to visiting GGNRA park sites in general ways (e.g., most comments fell in these categories).

Knowledge/Experience

Someone from each community reported not knowing the specific GGNRA park sites existed. Both groups expressed lack of familiarity with transportation to and from the parks (i.e., where parks are, how to get to the parks, fear of getting lost, and/or not knowing other transportation options aside from a car). One participant [DC] described an experience where they had rented bikes from a private company where there was no coordination of information between them: “After renting bikes, no info on ferry schedule to get back, we didn’t want to bike the whole way.” While another participant [DC] recognized “I know how to get to Ocean Beach, so I do go there.”

Representation

One group [DC] expressed that park employees did not represent the racial or ethnic make up of their community. The other thought that it “mostly does not” represent their community. There were varied responses on whether it matters. No one in the SF group expressed that the racial/ethnic makeup of the community mattered. For those participants who thought “no” it doesn’t matter, from both groups, they discussed the following rationale: It might be nice but personality and professionalism are more important; “friendliness” is more important, that the people who work there now are “very polite”.

The participants [DC] who thought “yes” it does matter, mentioned that it would “make a difference to see someone who is of Asian decent”. One participant expressed

interest in racial/ethnic representation of the park staff as role models for children (similar to the Black community). Another participant thought that better ethnic representation would create a more positive image.

Accessibility

Both groups recognized various constraints to park access. Both groups reported having limited time and included examples of other higher priorities such as “learning English” and having two jobs. The Asian groups agreed that having companions with them, like friends and family, was important to park access. Having “no one to go with me” was a barrier expressed in both groups and some of the reasons for this included: Companions are not interested, afraid, and/or too busy working. Another similar barrier includes limitations indicated because of family members’ schedules, for instance: “I have to work around my husband’s schedule” [SF], and “husband and children have limited time” [DC]. One participant [DC] expressed a strong companion preference, “where I go depends on where my friends want to go.”

There were varied responses among the Daly City group as to whether proximity or availability of companions is a barrier to access for Asian communities. One participant praised the GGNRA for being “so close by”. Other participants, however, thought that the parks were “off the beaten path” and that there were “other [parks] closer and more accessible”.

Both groups brought up access barriers related to facilities. While a San Mateo County participant [DC] praised Muir Woods for having clean restrooms, other participants found dirty bathrooms in other areas to be a barrier to park enjoyment overall. Both groups acknowledged dislike for “dog owners do not clean up after their pets.” Trails that are not well-kept were identified by one group [DC]. While posted information was important to both groups, for example, maps in parks that aren’t clear, closing hours that are not posted, and trails that are not marked, all create concern and discomfort.

One participant [DC] discussed crowds as a good reason to visit a park (e.g., more playmates for my children, opportunity to interact with other adults.) Other participants in the same group [DC] were turned off by such high volume of other people such as traffic jams, crowded parking lots, and ‘rowdy groups.’

Not owning a car (lack of private transportation) was also discussed as a limiting factor to park visitation by both groups. The SF group also thought that the mass transport was “not well done” with respect to park visitation. Another significant constraint for the SF group was language. Participants [SF] saw parks as inaccessible to one who does not speak English: “Once I’ve mastered English, then I’ll go.” They [SF] discussed barriers associated with not being able to communicate with park employees as well as posted/distributed information being in English only.

Cost was a barrier to several people in the Daly City group. They talked about the combined costs of park visitation as prohibitive (e.g., all varying associated costs), yet the SF group complimented that ‘parks are free’. Participants in the Daly City group brought up various safety and fear concerns related to crime, weather, and hazards (*Note: These comments related to both city parks and GGNRA park sites*). Examples include: Uncertainty about the safety of parks for women and children, park seclusion, syringes found, aggressive panhandlers, bad weather, curvy and poorly marked roads.

Some activities/programming concerns were brought up in both groups. One participant [SF] expressed that “it’s boring to just sit and watch” [the children play]. For example, a desire for more activities for adults was mentioned. “If there were more activities or facilities for the adults, it would be ideal. We wouldn’t have to then just sit around watching the children play while we have nothing to do.” Other participants [DC] discussed discomfort with the activities of other park users, especially nudity at Baker Beach. Fort Funston was described as not being child-oriented by one participant [DC]. Others expressed concern and curiosity that they believe there are less programs than before [DC].

Both groups recommend organizing “free shuttle buses to take people to the parks from our community”. The SF groups suggest providing coupons for concessions to the groups as another way to make the park more inviting and accessible. Both groups also suggest that better activities/programming would create interest from their community (e.g., organize dance and music performances; and plan interactive programs for children).

Communication

The Daly City group talked about both the lack of, and ineffectiveness of, publicity/advertising about parks in the community. One participant [DC] expressed that the pamphlets seem geared toward tourists, not people living in the local communities. Another participant expressed that media access is limited for seniors who are not savvy with technology. Bad P.R./news heard about parks was mentioned in the DC group who discussed a recent highly publicized incident of a tragedy that took place in the outdoors. This generates trepidation about venturing out if outdoor skills are lacking.

The Asian groups overwhelmingly recommended using print media to reach their community. They suggested, for example, sending letters to everyone in the community, distribute printed park information in the community, put flyers on bulletin boards at the senior centers, and advertise in the community newsletters/bulletins. One participant [DC] encouraged “forming relationships with local writers and encouraging them to write articles about the parks in local newspapers”. The influence and effectiveness of logos and symbols was discussed by the DC group. Both groups thought that bringing the message to their community through targeting children/schools is an effective way to do that. One group suggests [DC] sending representatives to the senior centers to talk about parks. Various local media sources were suggested as ways to reach people in their community. For example: Radio (Chinese Language, AM1400), TV (advertise on Chinese channels), Newspapers (Ad in Chinese Newspaper), community organizations (churches) were all recommended local sources for disseminating information.

Perceived Discrimination

Expression of implicit discrimination relating to other visitors and staff was reported from one group [DC]. For example, people expressed feeling like the park ranger kept checking on them like they were “going to do something wrong”, “stares/glares by visitors”, and being asked for their I.D. by a park ranger (similar to Black participants). This group [DC] discussed getting bad ‘vibes’ from other visitors that made them feel “unwelcome” and “like we’re trespassing”. This same group [DC] also reported one explicit discrimination experience. “The ranger kept checking on us at Ocean Beach like we were going to do something wrong.” (Indicated ‘we felt we were being discriminated’).

Cultural Keystones

Miscellaneous comments provided by the Cantonese Translator (direct quote)

I found the interaction with the focus group to be extremely interesting and rewarding. In the beginning, the participants were shy to speak up, but they quickly warmed up and spoke about their heartfelt thoughts and feelings about the questions that were asked of them.

11 out of these 12 Chinese participants are fairly new to this country, and I could feel that they felt somewhat helpless in their current situation about not being able to get around on their own (such as visiting the parks). Several of them have relatives who have been in America for a long time, yet these participants feel shy about wanting to trouble their relatives. As a Chinese person myself, I could understand their feelings. We often times don't like to trouble people too much and feel embarrassed about having to open our mouths to speak our minds. I have a strong feeling that some of the participants feel that by being able to come to America, they already had given their relatives or friends a lot of trouble and thus, for "small matters" such as going to parks for recreation, they want to be able to do it themselves.

Due to language barriers, they are afraid of stepping out and venturing around on their own. If they have resources as to how they could be more independent, they would definitely do it. These resources, as they had mentioned, could be through publicity such as advertisements in Chinese that they could easily notice near where they live. For example, bulletin boards in Chinatown, Chinese supermarkets, flyers, community-based radio stations, etc.

I grew up in several Asian countries myself and land is very scarce there. It is even rarer to have beautiful parks near the coastline. Our parks in Asia are quite different from the parks in the Bay Area. The different varieties in the flora and fauna in the Bay Area are dramatically different. Several participants mentioned that flowers here bloom a whole lot bigger, and there are many species and varieties of plants that we do get to see in Asia, it's just different. My parents noticed that, too, when they visited the Bay Area and they were absolutely fascinated by what they saw. They were in awe of the landscaping and how beautiful things were. Thus, I feel that these participants truly want to be able to explore the area more – but on their own and not being dependent on others. Due to the fact that most of them rely heavily on public transportation (as most Asians do back in Asia where it is not uncommon to get around on public transportation for one's entire life), getting very familiar with bus routes is key for them to get around.

These people are mostly in their late 30s to 50s, and the fear of getting lost in a place which is English-speaking and "non-Asian" could be intimidating. I think that once they have achieved such knowledge and information about better public transportation, they would feel more confident and more in control of their own lives in a new country and have a greater desire to venture out to the national parks in this area as well as support them in varying ways.



Cantonese for "Park"

In Their Own Words – Asian/Pacific Islander Community

Accessibility

“When I think about going to these places I don’t want the same concept or same barriers in which if I go to San Francisco. I have the same parking issue, the time issue, it costs money to park, so if we can alleviate a lot of those barriers, monetary, location, transportation, then I think it would be a lot more accessible. The concept of going to Muir Woods, for example, it’s like ‘why do I want to go there because like living in the city, it’s gonna cause the same type of stress.’”

[Vietnamese male, 32 years old, affiliated with Stanford University, San Mateo County]

“So I was a little uncomfortable at Baker beach because there were a couple of syringes that were found along the shore. And I’m not sure if it is [legal] or not but there were a few nude tanners along the coast and it made me a little uncomfortable!”

[Japanese female, 32 years old, San Mateo County, non-profit substance abuse services]

“I feel that many people in America have cars. GGNRA could go to schools or kindergartens and distribute pamphlets to the children. When these children bring the pamphlets home and show them to their parents, the parents could easily drive them to the parks. It’s hardly a problem getting to the parks as long as they [the parents] know the way. When we go to the parks, it’s mostly because our children want us to bring them there. Often times, transportation isn’t the problem for Americans. It’s a problem for new immigrants such as us.”

[Chinese female, 41 years old, recent immigrant, San Francisco resident]

“I’ve had to depend on my relatives and friends to bring me there. Our trips to the parks often have to be worked around their schedules.

[Chinese female, 68 years old, retired, San Mateo County]

“I live close to a small park; it’s only half a block from where I live and yet I don’t go there just because it is kind of secluded and there are a lot of trees. I don’t like the feel of it for some reason...I guess because it’s not being heavily utilized and so I go to a bigger park where I see other kids and I think the interaction with seeing other people there is important to me - because if it’s just me and my kids, it’s really not as fun. They have a good time and they get to meet other kids and that’s really what I like to do...I would drive to [the national park] in San Mateo County, and I live in San Bruno just to go to bigger park. And, definitely a clean park is also important.”

[San Mateo County, 33 year old, Filipino female]

“Out of everything that’s on the map [pointing to GGNRA map], I can actually remember being at Stinson Beach. I do live in the East Bay and I think that a lot of it is a lack of information that is provided and the only thing about Stinson Beach is getting there, it’s not clearly marked, even on the driving trail. And, I didn’t realize how curvy and a bit dangerous it is if you’re not an experienced driver to go there. But once you go there, it’s an amazing place and you just forget that it’s very close by and it’s a good experience to see something different than what you’re used to - but again there is a lack of information.

[Relates to Accessibility and Communication; Hmong-Mien female, San Mateo County, 24 years old, affiliated with SFSU]

Perceived Discrimination

“I think when I first went to Ocean Beach there was a bonfire with a bunch of other people and some ranger people will pass by. I’ve never had any run-ins with personnel there, only that big bonfire it seemed that they [rangers] kept coming back periodically because I guess they thought that we would bust out with the alcohol sometime during the night so I don’t know if it was more of an ageist thing or just kind of worried about young people in general. Rangers kept checking on us like we were going to do something wrong.”

[27 year old, Filipino female from San Mateo County, affiliated with SFSU,]

“I don’t know if it’s just me but I always get the experiences where we’re out fishing, where we’re the minority of that population, I won’t say the area, but pretty much a cop stopped us, not a ranger but it looked like a neighborhood watch or something and they asked if we lived in the area and if they could see our I.D. I was just taken aback because we’re out there to have a good time and automatically you’re just like ‘I don’t want to come back to this area’ just because of the situation. We may be one out of a million that it happens to but it kind of sets you off your game.”

[Vietnamese male, 32 years old, affiliated with Stanford University, San Mateo County]

Note: *San Francisco Focus Group/Recent Immigrants* ~ 9 participants have been to GGNRA parks. When asked whether they have ever felt uncomfortable in any parks they’ve ever been to here in the Bay Area or if they’ve experienced any discrimination, all participants in unison responded “no”, never having any issues or problems or discomfort.

釣魚

Cantonese for: “to fish or go fishing”

Representation

“Growing up it would have been kind of nice to see a Filipino park ranger... that could give me the idea of, ‘Oh, I could be a park ranger someday.’ But I never even had that thought. It’s always been a White male...but at the same time I think my experiences with park employees have always been pleasant, they’re very friendly.”

[34 year old male, Filipino, San Mateo County, non-profit substance abuse services]

“When we’re going to the parks usually it’s a White male that fits into that category of a national park ranger. If they had someone that represented more of the community surrounding the areas, it will be central as far as exposure especially to people in such an urban area. Also having someone that can, maybe, speak the same language and kinda understands the customs, you know not everybody goes to a park with a basket and burgers, you know? So to have someone that understands the background of why people go out there [is important] because there are some people that go out into the outdoors for spiritual reasons, and things like that, so it’s not always just to have your everyday, Sunday 4th of July picnic. Better representation, also, could be a more of a positive image of being a park ranger...” ~

[Mien female, 24 years old, affiliated with SFSU, San Mateo County]

Knowledge/Experience

“I have never been to any of these [GGNRA] parks. Because primarily I don’t know how to get to these parks and my relatives are afraid to get into these parks. However, I’ve been to Ocean Beach because I know how to get there myself.”

[Chinese female, 68 years old, San Mateo County]

“It’s not just the new immigrants, such as us, who don’t know about the parks. Even our relatives who’ve been here for a long time aren’t aware of other parks. They’re only familiar with the Golden Gate Park. We need more advertisements and commercials to be aware of the parks. For example, when we saw an advertisement on the newspaper where we could fish for abalones, we cut out the advertisement and told our friends about it. Then we went together and it was very fun going with several other families. But if we don’t know anything about the parks, then of course we wouldn’t go. People actually enjoy going out to parks – especially people with kids at home.”

[Knowledge and Communication; San Francisco, 35 year old female, recent Chinese immigrant]

“I go to the beach more than I go to parks. Going to the beach is more or less the same as going to the parks for me. The ocean is also a form of nature. When I look at the ocean, I could totally relax and let my imagination run wild. I feel that life in America is truly wonderful when I watch people fishing, jogging, playing and walking their dogs. Sometimes, I would even call my parents in China to tell them that I was at the beach and they could even hear the waves! I lived near the beach in Tsingtao when I was in China, and thus, I was especially happy when I ended up living near the beach here in America.”

[Chinese female, 44 years old, recent immigrant, San Francisco resident]

Communication

“...I spend all my time learning English! There’re so many things to learn. I’ve start learning from scratch so I’ve not yet reach the point where I could have the luxury of going to parks. But I know that when I’ve mastered the language, I would definitely go to parks all the time because I like nature! Pamphlets in English don’t help us very much.”

[41 year old female, recent Chinese immigrant, San Francisco]

“We would like to see more publicity and advertisements....And, normally we exchange information with each other. It would be good if they could have a flyer, that’s just posted on the bulletin boards of these activity centers so we could actually see them....We are not like the young people, they have a lot of media to know a lot more information about these parks, they can go on the Internet they have lot’s of different things that they can access to know about the parks, but we don’t. We are not technologically savvy. Having flyers at our activity centers would be more ideal for us. And of course have them translated into Chinese.”

[Chinese male, 69 years old, retired, San Mateo County]

“They could provide free pamphlets or free newsletters or maps and place them in front of restaurants, supermarkets, bus stations and the BART....”

[San Francisco, recent immigrant, Chinese female, 26 years old]

“I think if they had a presentation or training about what we kind of went through because we’re learning a lot here at this focus group. If you take community leaders like in religious settings, senior centers, people who have access to other folks, I think that’s the best way to actually outreach to more people. I understand direct in front of 500 people, but also educating those who actually have direct contact with the masses. That might be a better way to actually disseminate the information.”

[Vietnamese male, 32 years old, employed with Stanford University, San Mateo County]

Recreational Activities Enjoyed (sample):

Jogging	Fishing	Rollerblading	Photography	Library	Shopping
Cycling/bikes	Karaoke	Tai-Chi	Ping-pong	Hiking	Camping
Brisk walking	Go to fitness center	SR. Center activities	Chinese dancing	Learning English	Performance art
Reading in the park	Strolling on the beach	Walk along the marina	Watch the squirrels	Playing with my kids in the parks	Lawn bowling
Going to live shows/music	Spending time-family	Farmers markets	Watching beach volleyball	Explore green spaces	Picnics with family

Outdoor Areas Visited and/or Frequented (sample):

Stinson Beach	Fort Baker	Fort Funston	Muir Woods	Presidio	Lincoln Park
Hawaii Volcanoes Natl Park	Redwood Hills	Stinson Beach	Marin Headlands	McClaren Park	Golden Gate Park

RECOMMENDATIONS

“I like being in the outdoors because it makes me feel relaxed and comfortable. I’m retired now so often times we have gatherings with other friends or we have barbeques in the park and interact with each other. And also when we gather in the park we do Tai Chi and we dance as well. It is a very good place to do such activities. And when we go to the beach we like to fly kites; it reminds us of our childhood times.”

[Chinese American, San Mateo County]

The current work of the Golden Gate National Recreation Area and Parks Conservancy, in relation to outreach and community engagement, is recognized and applauded. Continued systematic planning and intention will contribute to a growing success of connecting with culturally diverse communities around the Bay Area. It is recognized that, to be successful, this requires the joint commitment (and possibly additional resources) of both the park and Parks Conservancy. Incremental “steps in the right direction” must be taken; therefore, this list serves as a series of recommendations to consider and place to start and select ideas from rather than as an *action plan* for what can be done “tomorrow.”

The following recommendations (in no particular order) are provided directly by the communities interviewed as well as based on knowledge and expertise of the research team. Some of these recommendations will require new authorities (like youth-adult apprenticeship employment ladder preferences via CCC’s or I-YEL for example) while others require either the creation of GGNPC positions or opening of GGNRA positions (such as providing more outreach staff who reflect a particular Latino, African American, or Asian community. These recommendations are offered as a way to further ‘build the bridges’ the park and Conservancy is committed to:

- ✓ NPS Centennial Celebration: Involve these communities, by way of leaders, in the 2016 planning via invitation to events, and/or youth involvement (e.g., per list from this study as well as per contacts in the GGNRA visitor services division).
- ✓ Community contacts/relationships: Develop constructive relationships between providers and organizations representing ethnic/culturally diverse communities in the Bay Area. Take the contact list compiled from this study, plus suggested key contacts (existing relationships) with the GGNRA community outreach division and do the following:
 - Conduct a brief survey with these groups/organizations to gauge their general interest in GGNRA/GGNPC.
 - Take the results and divide the organizations into 3 tiers based on interest level.

- Determine which organizations to cultivate based on those with the greatest interest, and potential commitment, in engaging with the parks. Can occur via phone calls, mailers, invites to events, dialogue sessions, listening sessions, etc.
 - Determine mutual interests then next steps and actions.
 - Monitor what partnerships and programs to invest in via some sort of tracking mechanism/evaluation.
- ✓ Community liaison or Community Advisory Group:
- 1) Consider developing a joint outreach program between park and Conservancy staff to provide the outreach infrastructure in measurable steps to reach other counties (i.e., Crissy Field Center is a good model that currently exists);
 - 2) Establish interface of trusted leader(s) in the community who can be the bridge, the interface between the park and the community;
 - 3) Bring in all community liaisons together to the GGNRA and educate them about the parks and GGNRA/GGNPC can continue to learn about community interests and desires thereby possibly establishing county level working partnerships with community leaders and community-based organizations (CBOs); and
 - 4) If Advisory group – Determine how often to meet (e.g., 2-3 times per year).
- ✓ Communication: Target communication efforts towards children and/or school groups. Send representatives (ethnic minority rangers and Conservancy outreach staff) into schools for programs, career days, etc. Make sure information contains, how much (if cost associated), and how to get there. Connect with journalists of ethnic media sources when promoting newsworthy events, stories, and park-related functions, celebrations, etc. Consider how key brochures and regular publications (currently only in English) can be provided in other primary languages like Spanish, Cantonese, etc.
- ✓ Personal Invitations: Whenever feasible, creating personal invites to communities is seen as more valued and important. Do not expect them to always seek information (or know where to find it) regarding park opportunities (education, interpretation, recreation, historical/natural/cultural resource information). This would work best through a series of CBO's to publish information to their community members (e.g., local newspapers/newsletters) and post in visible locations in the targeted communities (e.g., bulletin boards that are widely read, community centers).
- ✓ Cross-Cultural Task Force: Consider organizing a “Cross Cultural Taskforce” made up of interested individuals from GGNRA, GGNPC, and the Presidio Trust in order to reflect and make recommendations to accomplish the task-oriented work on the General Management Plan in a culturally sensitive manner. Invite two I-YEL students from the Crissy Field Center to be involved and participate on a rotating basis each year.

- ✓ Signage/materials: Considered by some as “common sense efforts”. Invest in and ensure bilingual or tri-lingual signage (based on regionally dominant languages) is placed at all key sites/locations. Ensure these brochures, and other materials, are strategically placed at all Golden Gate National Recreation Area Visitor Centers.
- ✓ Employment Opportunities: Develop apprentice program targeting ethnically diverse youth. Build sequence of program/training opportunities for youth and young adults. More career days for minority communities. Youth to adulthood leading to career opportunities with the NPS. Post on targeted/specific community bulletin boards.
- ✓ Hiring policies/practices: Thoroughly examine hiring practices, determine current ethnic diversity on staff, analyze applicant rejection for reasons, determine where ads are being placed for job/position openings, attend local career fairs/school career days and send ethnic minority ranger (and/or bilingual ranger) whenever possible as role models.
- ✓ Organize shuttles or tour groups: Establish funding for a dedicated bus or van with a dedicated ranger or GGNPC outreach liaison to pick up community residents interested, bring them to one of the park sites, and provide a day (or xyz hours) of tour/activities in and through various park sites (e.g., family/friends group tour on quarterly or more basis in different communities). *Note*: While the participants often expressed they would best be served by a ranger representing their community, this may not be as essential as merely having someone who is sincere that they can relate to (re: friendly, knowledgeable and cares).
- ✓ Incentives/discounts: Offer incentives/discounts to the community. Examples include: Free/low cost entrance passes to fee-based park sites, souvenirs, dollar day (where certain concessions are “\$1.00 all day”), coupons to visitor centers, etc.
- ✓ Advertising/marketing: Identify park partners to assist. Use ethnic media that target specific groups (*see Ethnic Media in the Bay Area sources in the Appendix*). Get public service ads on side of buses around the Bay Area (bus and bus stop marquees). Ensure advertisements consist of visibly identifiable people of color on marketing materials, advertisements, and brochures.
- ✓ Ethnic Media: Improve use of various Bay Area sources of ethnic media (T.V., radio, newspapers, newsletters, etc). Prioritize building relationships with key journalists for local ethnic newspapers and other types of media (*see Appendix*) to ensure park coverage to broader audiences.

- ✓ Park restoration: Personally invite/extend outreach to individuals interested in being on mailing lists and/or ethnic organizations. Engage the ethnic communities who live adjacent to the park to become involved. Consider hiring qualified young people from these communities (part-time and/or seasonal) through GGNPC, new authorities, for such hiring, or community-based positions.
- ✓ Stewardship and Trails Forever: Pair up work days with fun/leisure days in the parks. Another other option is to split up any given work day with recreational or interpretation/education so it's "not all work" (e.g., consider providing a van to also pick up community groups, or groups of interested individuals, for both work and play).
- ✓ Interpretation: Tell stories from the voice of specific ethnic groups. Contract/hire local ethnic minority professionals for cultural special events and/or specific culturally-based interpretive activities/programs.
- ✓ Customer service/sensitivity training: Ensure cultural competence is part of the Golden Gate National Recreation Area and Parks Conservancy training modules and considered as part of the annual performance evaluations. Encourage park partners to do the same.
- ✓ Organizational assessment of "diversity values and attitudes": Just as seeking a commitment from the community (e.g., via respected/trusted leaders) is important, an assessment of values and attitudes of all GGNRA and GGNPC staff is an equally effective tool yet must be sincere and voluntary. Determining this level of commitment can occur in many ways one of which includes comprehension of "where people are" in their values relating to cultural diversity and ability to follow through with plans as set forth by the park plans and initiatives. *(Note: This could become part of the above referenced training).*
- ✓ Seminars for community leaders: Personal invitation for community contacts from both this study and from efforts by the GGNRA visitor services division and GGNPC. Develop consistent and regular seminars (duration can be determined) for park education as well as continued learning about community needs. This can occur through partnership with GGNPC and/or the Headlands Institute.
- ✓ T.V. / Radio: Make sure the established/preferred means of communication for these media functions are used for predominant racial and ethnic communities targeted for community engagement.
- ✓ Direct Mail: "Bundle ads with my bills." Several participants suggested that promotional park information as 'inserts' with residential utility bills would get read "for sure."

- ✓ Community newsletters: Create relationship with editors in minority communities who work on local/neighborhood publications.
- ✓ Transportation: Sample constraint factors include the absence of available transport, lack of knowledge of what routes to take to ‘get there,’ inability to coordinate with friends or family who do have vehicles (e.g., impacts on independent, self-sustained access). Some people need basic information to support and introduce them to the public transportation system and gain confidence in its use.
 - ◆ The Bay Area Metropolitan Transportation Commission (MTC) can be a partner in these efforts: <http://www.mtc.ca.gov/>
 - ◆ There are a variety of Bay Area Transit Partners that can be engaged in GGNRA efforts for future planning and community engagement: <http://www.transitinfo.org/partners.asp>

GGNRA can work with these departments to identify the scope for measures to improve transportation links between urban populations and various park sites within the Golden Gate National Recreation Area. Collaboration between local authorities in developing a potential “National Park Transport Plan” may provide a new avenue and approach for connecting these parks with ethnically diverse communities who express ‘lack of access’ as a major barrier to visitation and enjoyment.

Note: GGNRA has been working both with the MTC and county jurisdictions on improving access to recreational parklands. GGNRA and/or Conservancy staff should inform neighborhood and community groups that they will also need to voice their interests/concerns to insure they have greater county and regional priority. GGNRA could consider ways to advise neighborhood/community groups on how to express concerns and/or, at a minimum, provide necessary information for whom to contact. Perhaps GGNRA/Conservancy can join together with community leaders to come up with a strategy for “voicing their interest in public transport to parks” (e.g., sign a petition, write a form letter to have people sign and send in to MTC, email proper authorities, set up a community meeting with representatives from the community and the MTC, etc.)

*Urban Trail Blazers, Crissy Field Center
Photo courtesy of the Crissy Center website*



CONCLUSIONS

The Golden Gate National Recreation Area should strive to be in a position where all people have the opportunity to discover the natural, cultural, scenic, and recreational resources and amenities available. Central to realizing this goal is action to facilitate a greater proportion of culturally diverse groups to make informed decisions about visiting the park(s) and taking advantage of the recreational and educational opportunities offered.

Each of the communities interviewed had either directly experienced or expressed comprehension of the perceived benefits of visiting national parks. Examples include: Physical health (fresh air, exercise/walking for pleasure); mental and emotional well-being (stress-reduction, connecting with nature, finding inner-peace); opportunity to spend time with family, friends and their children (social interaction); and enjoyment of learning about the natural, cultural, scenic, and recreational resources of the parks.

Numerous constraint themes emerging from this study were consistent across ethnic groups regardless of county/city of residence. Results corroborated, in many ways, with the literature from previous studies across the country. For example, “mean what you say” (i.e., authentic communication) surfaced across cultures with the community focus group interviews in this study. This can be accomplished by follow through on any commitments made and creating a climate of confidence in under-represented groups about visiting the parks and wanting to return. The notion (among some ethnic groups) of “feeling not welcome” has begun to be overtly stated both in the research as well as recognized by the last few NPS Directors on down the ‘chain of command’ to field staff. This acknowledgement has led to not only new research efforts, but also continued action on the part of many parks across the country generating some success. Tried and true best practices relating to education, outreach, civic engagement, and partnerships are evident throughout the NPS; systematically, however, barriers continue to exist for many reasons.

Access, communication, workforce diversity, and other constraints can be mitigated with intentional actions and by augmenting community connections. As also revealed in this, and other studies, ethnic minorities connect with parks and nature in often deep and profound ways. These connections often relate to their earlier experiences, both positive and negative in assigning particular meaning. What that meaning is may be misunderstood or not known. Education, effective/non-traditional means of marketing programs, and developing culturally relevant activities must continue in forward motion. For instance, since a cross-cutting constraint among individuals interviewed simply related to “lack of knowledge,” GGNRA and park partners should seek to continue increasing awareness of what GGNRA has to offer and where to go to enjoy it. Hence, forming partnerships with existing ethnically diverse community organizations, and potential new ones, with their own constituents will continue to be vital. Finally, regarding the concept of “relevance,” five key components can be considered and thought about in relation to park use and community engagement:

- ♦ What does it have to do with our lives?
- ♦ Does it affect the air we breathe, the food we eat, our health, our children’s education?
- ♦ Does it have an impact on our community? Our society?
- ♦ Does it illuminate issues that are important to our community?
- ♦ How does it impact local life?



You decide what “it” is!

RECOMMENDATIONS FOR FUTURE RESEARCH

At the initial completion of all analyses it appeared as if sufficient “data” was gathered on this topic. That is, when time and staff limitations precluded the researchers from fulfilling a ninth focus group, a “gut feeling” was that “we would probably not learn anything new” anyway. This could, indeed, irrefutably be accurate if any of the same racial or ethnic groups was engaged in another focus group interview process with the same series of questions. This fact notwithstanding, the reality is there are other ethnic and cultural groups that continue to be untapped who are potentially also underrepresented in park visitation and contributions to general management planning processes. The following suggestions would be worthwhile future GGNRA social science efforts on related subjects. Furthermore, these recommendations are outlined in a way that any organization can pursue such ideas in partnership with the park and/or the Conservancy, not that it has to be parks initiated or developed. That is, future research could be community-based organizations, foundations, university or park-partner grant and sponsored:

- One of the objectives stated that the results of this study could provide “input for development of a sampling design for future survey(s), generate further questions for surveys, and provide context and/or contribute toward follow-up of a community-based survey.” The data of this study is rich in quantity and quality and should be utilized for development of content of such surveys.
- While some initial input and understanding was gained from recent immigrants in this study, there is still little understanding of the attitudes and experiences of this population relating to park visitation and/or management (e.g., “very different in America than in my country”). Given the current and growing immigration population, it would benefit GGNRA to know if immigrant status makes a difference in relationship to park staff and general ethnic and/or cultural connections with the parks and park activities overall.
- Although research on youth has and will continue to occur, more work is needed to understand how to improve the connections (e.g., meaning, sense of place, relevancy) between parks and younger populations ages 18 and under.
- Research with providers of outdoor recreational experiences and youth serving organizations could assess their use, continued interest (e.g., “likes/dislikes”, satisfaction, etc.), and desires for future opportunities with GGNRA.
- Despite substantial growth of bi-racial and multi-racial populations in the Bay Area and across the country, very little research has been completed on this in the field of parks, recreation and tourism at this time. We have limited knowledge of how these identities mediate or influence the way people of mixed ethnic backgrounds experience parks.

Concluding comments: The GGNRA vision for “embracing diversity” (in all its complex forms) is critical, yet continued progress could best be determined where management has specific, measurable goals tied directly to both the General Management Plan and also to its strategic goals. Having parks and Conservancy leadership that publicly makes outreach and community engagement a priority by ensuring goals are set and progress measured with adequate resources provided is essential. While the urban treasures of the Golden Gate National Recreation Area are here for all people to “discover and enjoy,” the future also depends on support of those currently missing from the ranks of visitors, voters, and/or those still needing to be educated about the many benefits of the parks existence and opportunities.

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APPENDICES



APPENDIX A

Focus group questions for semi-structured interviews

Note: The introduction also consisted of an explanation of the NPS system and GGNRA park units (including maps and brochures) along with purpose of the study.

Tier 1 (priority):

1. How long have you lived in the Bay Area? In California?
2. What kinds of activities do you like to do for fun or recreation?
3. Do you enjoy being in the out-of-doors? How do you feel about nature/what does it mean to you?
4. Do you go to any of the parks around where you live? **[If yes]** what kinds of things do you usually do at these parks? **[If no]** Why don't you go to these parks?
5. Have you ever been to any of the parks that are part of the Golden Gate National Recreation Area (managed by the National Park Service)? *[Show map]*
6. a] **If yes**, which areas have you been to/visited? How often do you go to those areas?
b] What do you usually do there and who do you go with?
c] What do you like about these areas? *(Get at what makes the park lands special)*
d] What do you dislike about these areas?
e] **If no**, why don't you go to these areas? Can you give reason(s) why you have never been to any of the GGNRA parks? What would encourage you, and others you know, to go to one of the sites/park areas in GGNRA?
7. Do you think people who work in these parks represent the racial/ethnic make-up of people who live in your community? The SF Bay Area? Does this background of the staff impact you during your visits or would it matter when deciding whether to visit or not? Does race/ethnic representation of the Park staff make a difference to you one way or another? **[If yes]** In what way *[how/why]* does this matter?
8. How could GGNRA communicate differently to provide you with more information about the Parks/facilities/activities, etc? How best to communicate with more appealing/inviting reasons to visit the park? What messages are important to you as a visitor or potential visitor in future?
9. Is there anything that prevents you from visiting GGNRA at all or more often? Do you have any concerns about going to these Parks? *[Also include concept of fear]*
10. **If yes, visiting any GGNRA parks** have you ever felt uncomfortable while visiting the park? If so, please explain as best as you can.
11. **If yes, visiting any GGNRA parks:** Have you ever felt you were discriminated against in any way (while in a park)? **[If yes]**, please share how you felt or what happened?
12. Do you think that residents of your community are aware of the parks that are part of Golden Gate National Recreation Area? **[If no]** What else could the National Park Service do to increase awareness of these parks in your community?
13. How well do you think the parks that are part of GGNRA serve the needs of the residents of your community? What could the National Park Service do to make these parks better serve you and the residents of your community?

Tier 2 (secondary) / Possible follow up questions:

1. If you would like to receive information about GGNRA, what kind of information would you want to see and what is the best way for you to obtain that information? (e.g., What sources do you best receive info about recreational activities and places you might want to go/visit? Where do you get your information from?).

2. GGNRA is in the process of completing a new management plan for the Park. What kinds of management changes would you like to see happen to serve you better?
3. What do you associate with the word "trails?" Is there another word that better represents an image of what you like to do? Such as "walks?"
4. What do you do to stay "healthy?" What does that mean to you? Is there a way to better represent using parks to stay "healthy?"
5. Do residents in your community have access to transportation they need to get to or to use these parks?
6. Do these parks have the type and number of facilities and services that meet the needs of people in your community?

Tier 3 (if time and if necessary):

For use of probing to get more info if not answered in Tier 1 above:

1. Do you think these Parks are located **close enough** to your community to meet the needs of residents?
2. **Who** do you go to parks with?
3. If we have more questions for you, would you be willing to fill out a brief survey for us that we could send to you in the mail? *[If yes, get name/address]*

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APPENDIX B
Ethnic Media Resources – Bay Area

Ethnic media is specialized sources of information specifically designed to serve ethnic and cultural communities. Ethnic media comes in various formats including newspapers and other printed options (daily, weekly, monthly), TV/cable, radio, internet websites and others. The following key resources should be reviewed and pursued for consideration by GGNRA and/or GGNPC:

(1) *Sample Bay Area Specific Sources:*

AFRICAN-AMERICAN/BLACK:

a] “Oakland Post” Newspaper

405 14th St., Suite 400
Oakland, CA 946**
Ph. (510) 287-8200

Note: “Small award winning community newspaper based in Oakland, California. The Oakland POST is a general newspaper, African American in focus, circulation 49,500 distributed in Oakland, Berkeley, Richmond and San Francisco. Also publishes “EL MUNDO”, the oldest Latin weekly in northern California circulated in the cities of Oakland, Richmond, San Francisco and San Jose.”

b] “The Metro Reporter”

Metro Reporter Group
1366 Turk Street
San Francisco, CA 94115

c] “San Francisco BayView”

National Black Newspaper
4917 Third Street
San Francisco California 94124
Phone: (415) 671-0789
Fax: (415) 671-0316
Email: editor@sfbayview.com

d] San Francisco Cable Channel 29

“Never Give Up” Ghetto TV LiVe To TaPe ~
Idell Wilson: Host/Executive Director
Air Time: Every Third Saturday of the Month @ 10:00 AM
P.O. Box 347507
San Francisco, CA 94134-7507
Ph. (415) 424-3420
E-mail: idellwilson2003@yahoo.com

HISPANIC/LATINO:

a] **“El Mensajero”** (San Francisco Hispanic Chamber of Commerce)

333 Valencia Street, Suite 410

San Francisco, CA 94103

Ph. (415) 206-7230

<http://www.elmensajero.com/>

Note: Circulation: “We distribute 112,139 weekly copies of our newspaper throughout the Bay Area. We are the only Spanish language newspaper that delivers the majority of our copies (93,885) to homes in zip codes that are Latino-dominant. Our circulation is audited by two reputable audit companies: Verified Audit of Circulation (VAC), and Certified Audit Circulation (CAC).”

Readership: “If you are planning to target the Spanish-speaking Hispanic market in the San Francisco Bay Area, there is no better option than **El Mensajero**. Newspapers are used by 56% of Hispanics to check advertising information; this is more than all other media combined! Spanish is also the most effective advertising language in the Hispanic market. Ads in Spanish are 61% more effective and 4.5 times more persuasive than English. Also, Bay Area Latino median incomes are 35% higher than Latinos throughout the U.S.”

b] **“El Bohemio News”**

4178 Mission St

San Francisco, CA 94112

Ph. (415) 469-9579

www.elbohemionews.com

c] **“El Mundo”** (see Oakland Post, Publishers, African American community)

d] **Latino radio stations:** KSOL-FM/ KSQL-FM

CHINESE:

a] **“Sing Tao” Daily News**

625 Kearny St

San Francisco, CA 94108

Ph. (415) 989-7111

<http://www.singtaousa.com/media/singtao.html>

Note: Sing Tao Daily presents readers with comprehensive local, national, and international news of particular interest to the Bay Area Chinese, and most important news from China, Hong Kong and Taiwan.

b] **“World Journal”**

English version: http://www.worldjournal.com/wj-eng_list.php?sc_seq_id=1930

231 Adrian Road

Millbrae, CA 94030

Ph. (650) 692-9936

c] **“Ming Pao San Francisco, Inc”** (newspaper)

602 Kearny St

San Francisco, CA 94108; Ph. (415) 398-0288

d] **“Philippine News”**
235 Grand Ave., 2nd Floor
South San Francisco, CA 94080
1 888-PHILNEWS (744-5639) or 650-872-3000
info@philippinenews.com

e] **Chinese radio:** KSQQ-FM

(2) ***SF Politics*** provides a comprehensive list of popular mainstream and ethnic media in the San Francisco area (as well as state and national sources). They include links to contact information for daily, weekly, and monthly newspapers; neighborhood newspapers, TV News; Radio News; and Online sources (e.g., Blogs).

Information: <http://www.sfpolitics.com/>

(3) ***Ethnic News Service at the Center for Integration and Improvement of Journalism***

(CIIJ) at San Francisco State University. Information: <http://ens.ciiij.org/>

Dr. Cristina L. Azocar, Director

Ethnic News Service, CIIJ, San Francisco State University

1600 Holloway Ave. Humanities 307

San Francisco, CA 94132

Ph. (415) 338-7434

(4) ***News Ghettos, Threats to Democracy, and Other Myths about Ethnic Media - Lessons from the Bay Area News Media Survey:*** This study is another source of locally relevant ethnic media information; research carried out by Browning, et al. (2003).

Full report: http://pri.sfsu.edu/reports/ETHNIC_MEDIA_FINAL_REPORT_103003.pdf

(5) ***State of the News media, Ethnic Alternatives:*** The 2006 annual report on the State of the News Media for Journalism has extensive discussion on the Alternative Media:

http://www.stateofthenewsmedia.org/2006/narrative_ethnicalternative_intro.asp?media=10

(6) ***New America Media:*** A leading source of information on this topic (formerly the *New California Media*). There is a link on their site to multi-lingual, multi-cultural advertising services. They provide services to help plan, place and track ethnic media efforts. Information: <http://news.newamericamedia.org/news>

New America Media
275 9th Street
San Francisco, CA 94103
Ph. 415-503-4170
Fax 415-503-0970

“The National Directory of Ethnic Media is the most comprehensive listing of ethnic media, America's fastest growing segment of journalism reaching more than 50 million Americans. The directory provides information on over 1,800 ethnic media organizations in the United States, including print, online, radio and television. The print edition is organized by ethnicity and media type, with alphabetical and geographical indexes. The online edition also includes a custom search feature that allows you to create your own search for media by city, state, language, ethnicity, and media type.”