

# Agricultural Heritage Center Visitor Survey

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Demographics &  
Visitation Patterns

Visitor Experience

Amenity &  
Exhibit Preferences

2018

In 2018, 356 surveys were collected from visitors to the Agricultural Heritage Center in order to better understand visitation patterns, demographics, amenity and exhibit preferences, and the overall visitor experience.





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## **Acknowledgements**

Boulder County Parks & Open Space would like to thank the Boulder County Senior Tax Work-Off Program participants, volunteers, and Agricultural Heritage Center staff whose many hours of work and support on-site at the museum made this survey a success.

Additionally, the department would like to thank the 356 visitors to the Agricultural Heritage Center who took the time to complete the survey and their patient family and friends.



## **Executive Summary**

In 2018, 356 surveys were collected between April 1 and October 28 at the Agricultural Heritage Center. The study was designed to determine visitor demographics, visitation patterns, amenity and exhibit preferences, and overall visitor experience. Trained staff and volunteers collected surveys from visitors as they left the property, requesting one person per group complete a survey. The response rate was very high, 76% of people agreed to complete the survey. A sample of 356 surveys gave us a confidence level of 95% with a 5.1% estimated margin of error.

## **Visitor Demographics**

The average visitor that came to the Agricultural Heritage Center in 2018:

- Visited with family and/or kids (54%) in a group of about 4 people
- Included children under the age of 10 (39%) and an adult aged 25 to 44 (35%)
- Stayed for 1 to 2 hours (64%) to enjoy a fun outing with friends/family (67%)
- Lives in Longmont (36%)
- Self-identifies as white (87%)

## **Visitation Patterns and Visitor Experience**

The vast majority of visitors did not have any trouble locating the parking lot and most were visiting the Agricultural Heritage Center for the first time. Half of the visitors looked for information before visiting and got information from either the open space website or a search engine (i.e. Google, Yahoo).

Most people did not pick up and use the self-guided brochure from the kiosk. However, most visitors did have contact with staff and rated their helpfulness as excellent. Visitors also felt extremely or very safe.

## **Amenity and Exhibit Preferences**

Visitors almost always stopped by the red barn and both the adults and the kids interacted with the exhibits. Visitors reported the depth of information on the exhibits was about right. Visitors are most interested in the following topics related to agriculture:

- how food gets from the field to the dinner table
- what farmers do each season
- the lives of kids and chores of the early 1900s

Visitors thought there were about the right number of signs with directions and information, places to sit, and trash and recycling cans. That being said, if any of these amenities were to be increased visitors would appreciate more places to sit. Additionally, visitors rated the trails, parking lot, parking lot information kiosk, and restroom as good or very good.

These trends and others are presented in the following study.

## **Introduction**

### **Background**

In 1985, Shorty Lohr sold his family farm to Boulder County. In 1991, upon his death, he donated \$250,000 to establish an educational center on the property. The Agricultural Heritage Center opened to the public in 2001. Today, visitors can enjoy the rural surroundings and learn about the rich agricultural history of Boulder County.

The Agricultural Heritage Center is open to the public from April to the end of October on Fridays, Saturdays, and Sundays from 10:00 a.m. to 5:00 p.m. On a typical day, the Agricultural Heritage Center is staffed by one full-time and one seasonal employee, as well as volunteers. During the off-season, from November to the end of March, the Agricultural Heritage Center is open on the first Saturday of each month. Visitation to the site was estimated to be 9,641 in 2018.

Visitors can stroll around the grounds and explore farm buildings, antique farming equipment, and tractors. Livestock are on-site during the warmer months including chickens, pigs, horses, and goats. If desired, drop-in visitors can take a guided tour of the farm at 11:00 a.m. each day.

Throughout the summer months, popular public programs (including Goats Galore and Fun on the Farm) are promoted and offered to drop-in visitors. Additionally, there are two large annual special events: Barnyard Critter Day and Crafts and Trades of Olden Days. Programs for schools and groups can be requested. However, only drop-in visitors and participants in public programs were surveyed in this study since requested program attendees already complete evaluations.

### **Research Objective**

The purpose of this survey is to collect a statistically significant survey sample of visitors to the Agricultural Heritage Center in order to better understand:

- Visitation patterns
- Visitor demographics
- Amenity and exhibit preferences
- Overall visitor experience

The information gained from this survey will inform future decisions for programming, events, exhibits, and maintenance.

## **Methods**

### **Survey Design**

A statistically valid survey of visitors and public program/event participants had not previously been completed for the Agricultural Heritage Center. Therefore, survey questions were developed based upon Agricultural Heritage Center staff requests. Demographic questions were modeled to remain consistent with previous Boulder County Parks & Open Space surveys.

In 2018, we collected 356 surveys between April 1 and October 28. Surveys were conducted by seven Senior Tax Work-Off Program participants, seven volunteers, and three staff members. Each surveyor attended a training session and wore a Boulder County Parks & Open Space hat, shirt, and/or nametag for identification.

These were exit surveys. As visitors arrived, they were contacted to let them know surveys were being conducted and to request that they stop by as they are preparing to leave. Then visitors were contacted at the gate near the parking lot as they left the site.

The questionnaire was designed for one respondent from each group to fill out. Due to the number of families and groups that visit the Agricultural Heritage Center, it was important to gather statistically valid information about the average group size and ages of people in individual groups.

### **Survey Population and Sampling Strategy**

The survey population consisted of drop-in visitors, public program participants (Goats Galore and Fun on the Farm), and special event visitors (Barnyard Critter Day and Crafts and Trades of Olden Days). Requested program groups and schools were not surveyed. Groups that organized a visit without Agricultural Heritage Center staff involvement were considered drop-in visitors and were asked to complete the survey (including school field trips, day programs, etc.). To collect a random sample, the individual from each group with the most recent birthday who was 16 years or older was asked to complete the survey.

Surveys were designed for each respondent to fill it out on iPad tablets. Paper surveys were only offered if a visitor was not comfortable completing the survey on the tablet, when the Wi-Fi was not working, and during busy events when two tablets were not sufficient. A total of 16 paper surveys were completed during the study.

Survey sessions were:

- 10:30 a.m. to 12:30 p.m.
- 12:30 p.m. to 3:00 p.m.
- 3:00 p.m. to 5:00 p.m.



Survey collection was attempted at all three time-periods on Fridays, Saturdays, and Sundays from April to October. If a survey was cancelled due to weather or not filled due to surveyor availability, it was not rescheduled due to the limited number of days when the Agricultural Heritage Center is open each month.

**Table 1: Survey shifts by day of week and month**

<b>Month</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>	<b># Survey Shifts</b>	<b># Surveys Collected</b>
<b>April<sup>1</sup></b>	4	4	5	13	21
<b>May</b>	6	5	3	14	38
<b>June</b>	6	4	5	15	73
<b>July</b>	5	4	5	14	51
<b>August</b>	3	4	5	12	37
<b>September</b>	6	9	6	21	74
<b>October</b>	5	5	4	14	62
<b>Total</b>	35	35	33	103	356

For each survey shift, the surveyor was stationed near the entrance/exit at the site with a table, two iPad tablets and keyboards, and a tent (depending on the weather).

**Table 2: Survey shifts by time of day and day of week**

<b>Time of Day</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>	<b>Total</b>
<b>10:30 to 12:30</b>	11	12	11	34
<b>12:30 to 3:00</b>	13	12	11	36
<b>3:00 to 5:00</b>	11	11	11	33
<b>Total</b>	35	35	33	103

A total of 224 hours were spent across 103 survey sessions. Surveyors collected about 1.6 surveys per hour. Based on overall visitation to the site, a sample of 356 surveys gave us a confidence level of 95% with a 5.1% estimated margin of error.

Surveyors collected 356 completed surveys out of 467 attempted surveys. The overall response rate was 76%. For every attempted survey that a visitor declined, staff and volunteers recorded the apparent or communicated reason for refusal of the survey. Table 3 shows the reasons given for refusing to complete the survey.

<sup>1</sup> In April, the morning survey sessions initially began at 10:00 a.m. and went until 12:30 p.m. Due to the fact that these are exit surveys and the site opens at 10:00 a.m. all future survey shifts (May to October) were pushed back 30 minutes.

**Table 3: Reasons for survey refusal**

	<b># of Respondents</b>	<b>Percentage (%)</b>
<b>No time</b>	42	38%
<b>With kids</b>	36	32%
<b>Already took survey</b>	12	11%
<b>Other</b>	10	9%
<b>Tired</b>	6	5%
<b>Not interested</b>	3	3%
<b>Language barrier</b>	2	2%

A full list of “other” reasons for refusal can be found in Appendix A (page 26).

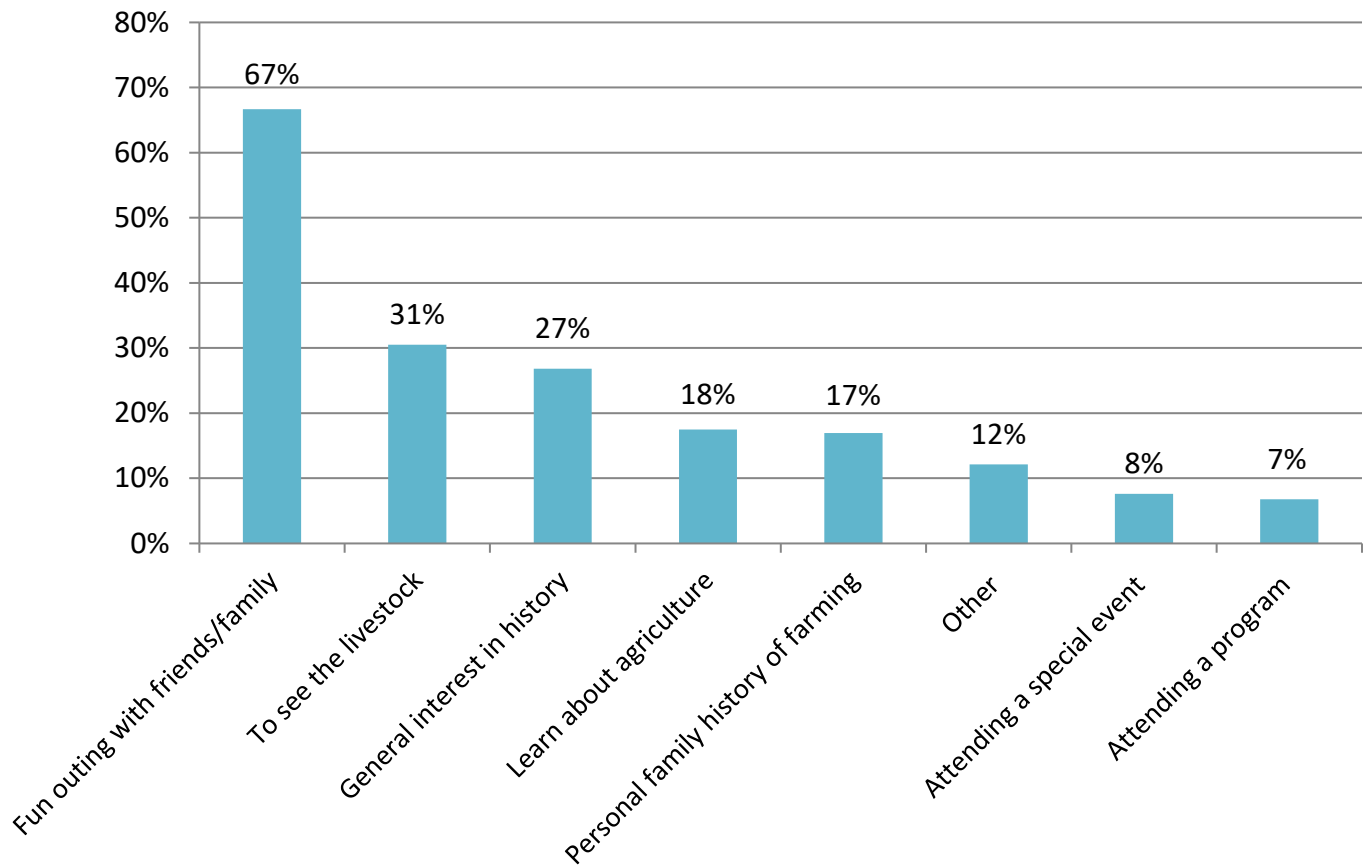
### **Rounding Results and Question Skip Logic**

For some questions, respondents were asked to “select all that apply.” When the total exceeds 100% in a graph or table for a multiple-choice question, it is because some respondents selected multiple categories. Answers for all questions were rounded to the nearest whole number. Due to rounding, some multiple-choice questions when only one answer could be selected may not total exactly 100%.

Some questions throughout the survey were not asked of all respondents. Depending on how respondents answered questions, they were directed to answer additional relevant questions or to skip ahead to the next topic. These questions have smaller sample sizes and, therefore, have a larger margin of error. Additionally, some response categories were hidden from view on days where they were not relevant to those visitors.

## Results

### 1. Why did you visit today? (Select all that apply)



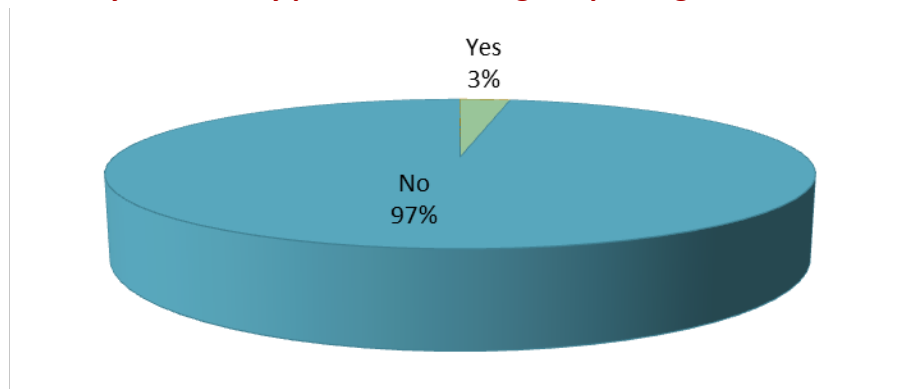
Answered: 354

Skipped: 2

The top three reasons reported for visiting the Agricultural Heritage Center were a fun outing with friends or family (67%), to see the livestock (31%), and a general interest in history (27%). The choices for this question were randomized for each respondent to reduce order bias. To reduce confusion and inaccurate reporting, attending a program (e.g. Fun on the Farm) and attending a special event (e.g. Crafts and Trades of Olden Days) were only visible on dates a program or special event were occurring.

A full list of the “other” responses can be found in Appendix B (page 26).

## 2. Did you have any problems locating the parking lot?

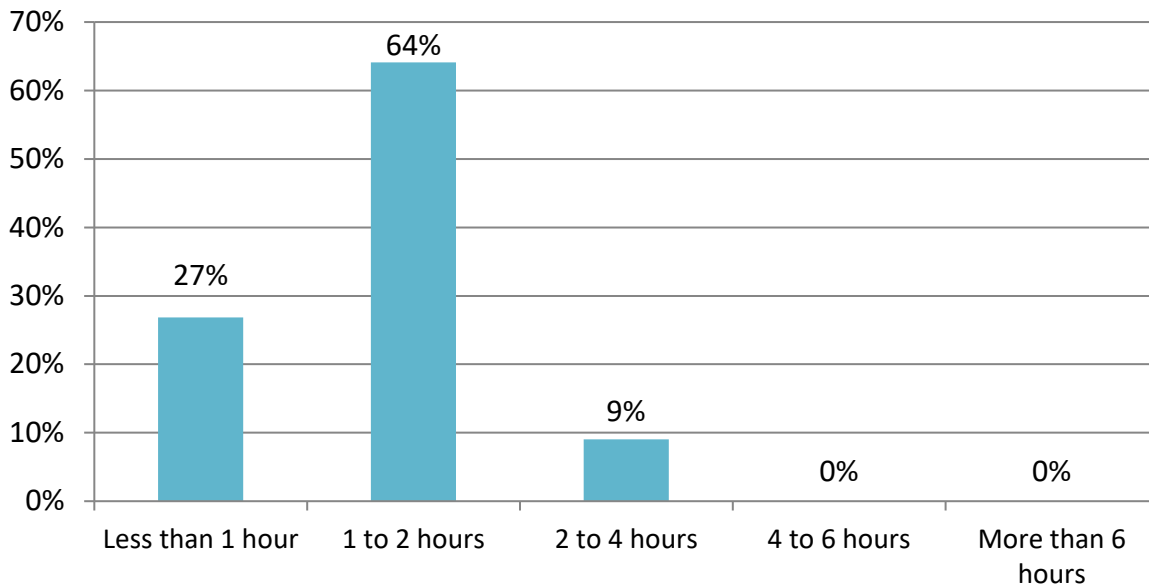


Answered: 353

Skipped: 3

Ten visitors (3%) reported having a problem locating the parking lot. These respondents were asked to describe the problem(s). A full list of the reasons given can be found in Appendix C (page 27). The most common response was that they drove down the road on the west side of the farm, rather than into the parking lot (6 responses).

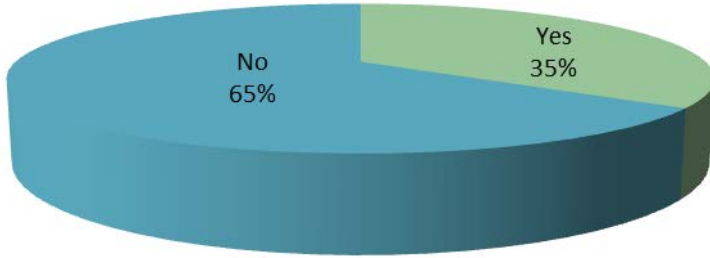
## 3. About how long was your visit?



Answered: 354

Skipped: 2

**4. Have you ever visited the Agricultural Heritage Center before?**

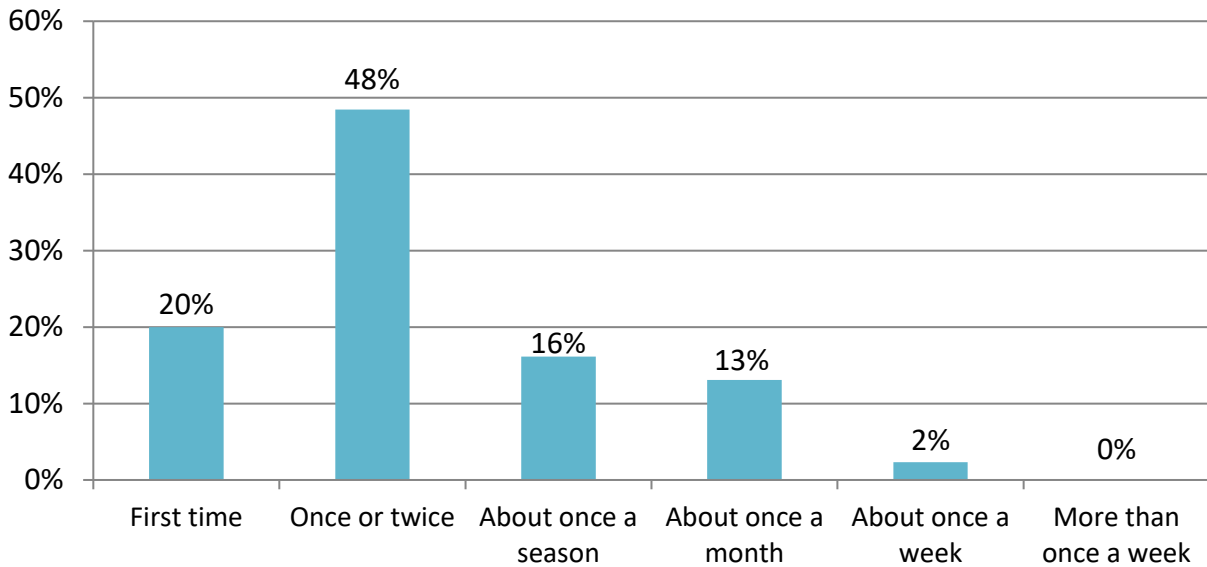


Answered: 346

Skipped: 10

Nearly two out of three visitors (65%) were visiting the Agricultural Heritage Center for the first time that day.

**5. In the past 12 months, about how often have you visited?**

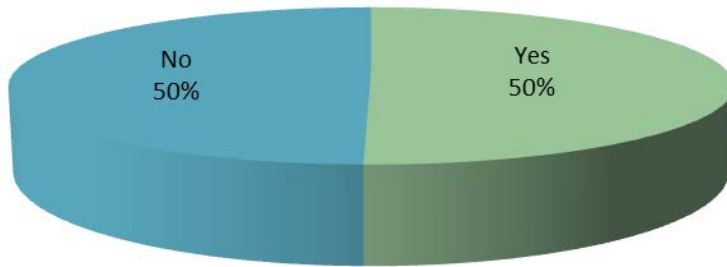


Answered: 130

Skipped: 226

The visitors that had been to the site before (35%) were asked to estimate how often they have visited in the past 12 months.

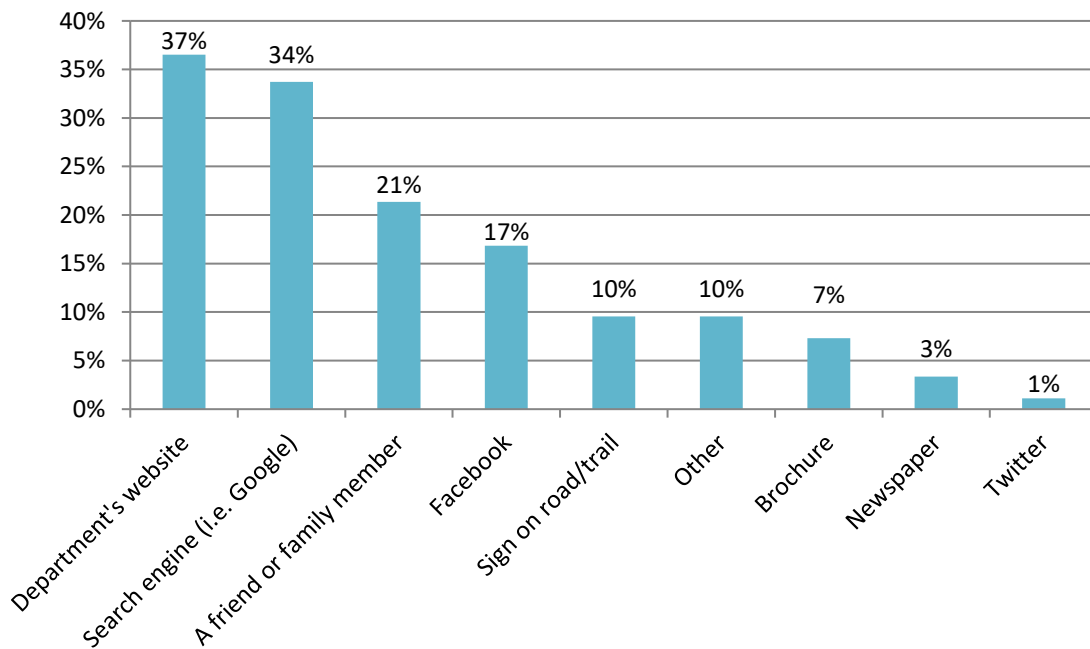
**6. Did you receive or look for information about the Agricultural Heritage Center prior to your visit?**



Answered: 352

Skipped: 4

**7. Where did you get that information? (Select all that apply)**

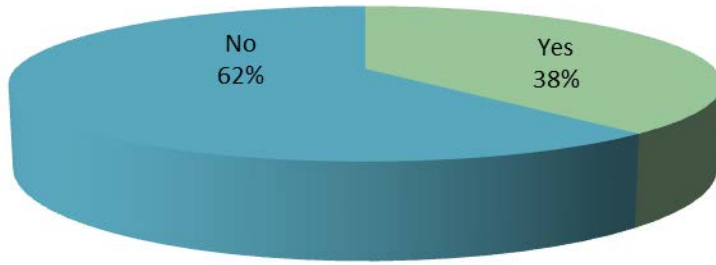


Answered: 178

Skipped: 178

The respondents that received or looked for information were asked where they got that information. The majority of visitors got information online either on the Boulder County Parks & Open Space department's website (37%) or via a search engine (34%). Other common responses include 21% of visitors getting information by word of mouth from a friend or family, and 19% from social media (Facebook, Twitter, and Instagram). A full list of the 17 "other" responses (10%) can be found in Appendix D (page 28).

**8. Did you pick up and use the self-guided brochure from the kiosk?**



Answered: 347  
Skipped: 9

**9. What additional information would you like to see included in the brochure?**

Answered: 32  
Skipped: 324

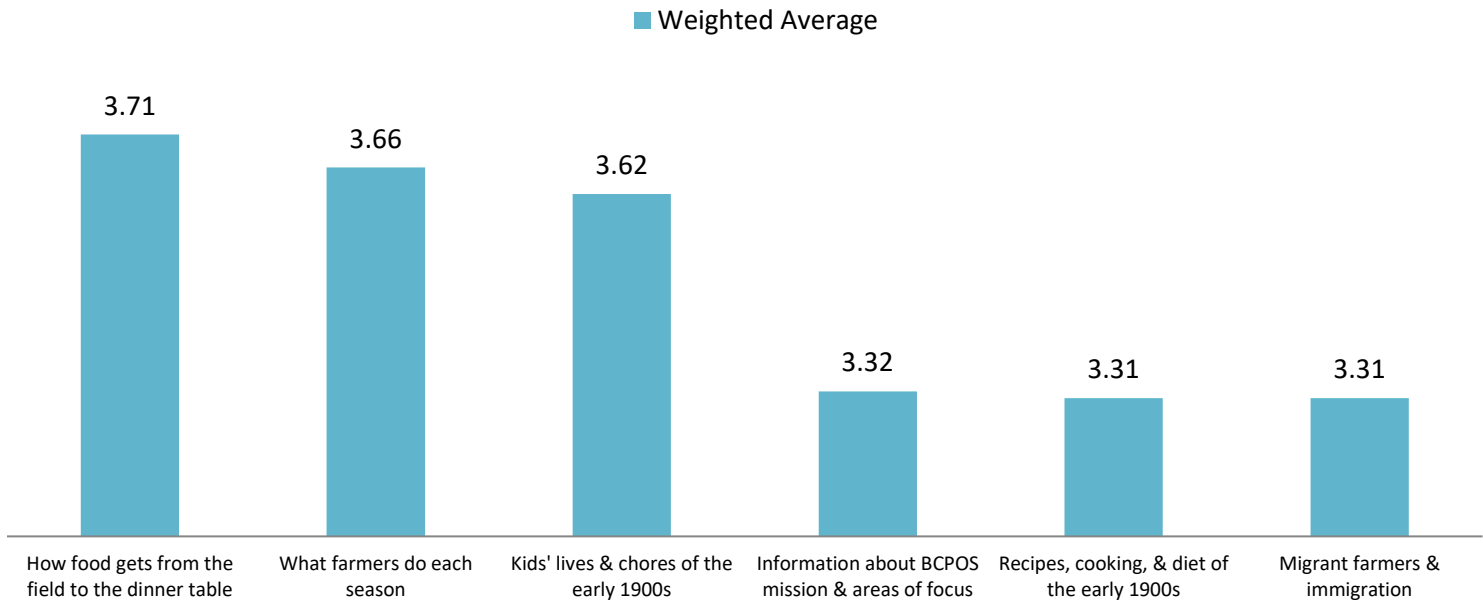
The 133 respondents that used the self-guided brochure were asked what additional information they would like to see included in the brochure. This was an open-ended question.

<b>Additional information for the brochure</b>	<b>Number (#) of respondents</b>	<b>Percentage (%) of respondents</b>
<b>No suggestions</b>	23	72%
<b>Additional information for brochure</b>	6	19%
<b>Other suggestions for Agricultural Heritage Center</b>	3	9%

Of the 32 visitors that wrote responses, only six of the responses included suggestions for additional information for the brochure. A full list of the responses can be found in Appendix E (page 28).

**10. Rate your interest in each of the following aspects of agriculture:**

	Not Interested (1)		Slightly interested (2)		Somewhat interested (3)		Very interested (4)		Extremely interested (5)		Total #	Weighted Average
	%	#	%	#	%	#	%	#	%	#		
How food gets from the field to the dinner table	5%	16	7%	25	22%	74	44%	150	22%	73	338	3.71
What farmers do each season	3%	10	7%	23	30%	103	42%	142	18%	62	340	3.66
Kids' lives and chores of the early 1900s	4%	12	10%	34	27%	92	40%	135	20%	68	341	3.62
The BCPOS mission & areas of focus	7%	25	14%	48	32%	107	32%	109	15%	49	338	3.32
Recipes, cooking, and diet of the early 1900s	8%	26	13%	45	35%	120	29%	100	15%	52	343	3.31
Migrant farmers and immigration	6%	21	14%	47	35%	116	33%	109	13%	42	335	3.31



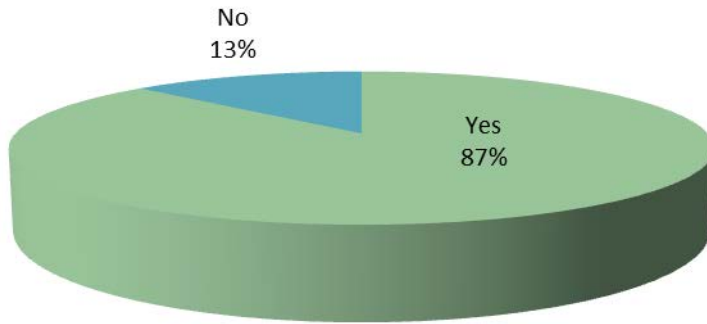
Answered: 346

Skipped: 10

This question asked visitors to rate their interest in a variety of aspects of agriculture on a scale from not at all interested to extremely interested. The bar chart illustrates a weighted average of the ratings for each category to more easily distinguish visitor's reported interests. All areas received a weighted average above 3.0, which indicates visitors are somewhat interested in all of these topics.

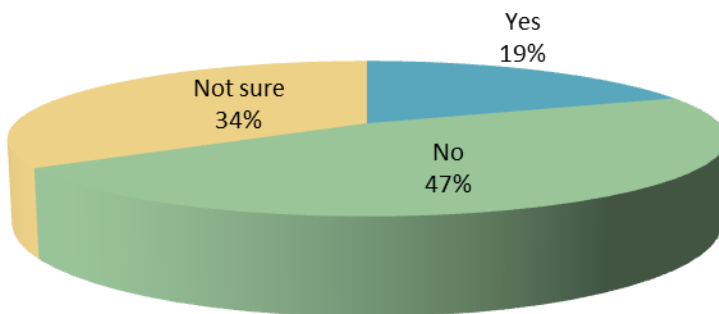


**11. Other than the surveyor, did you have contact with any staff during your visit?**



Answered: 350  
Skipped: 6

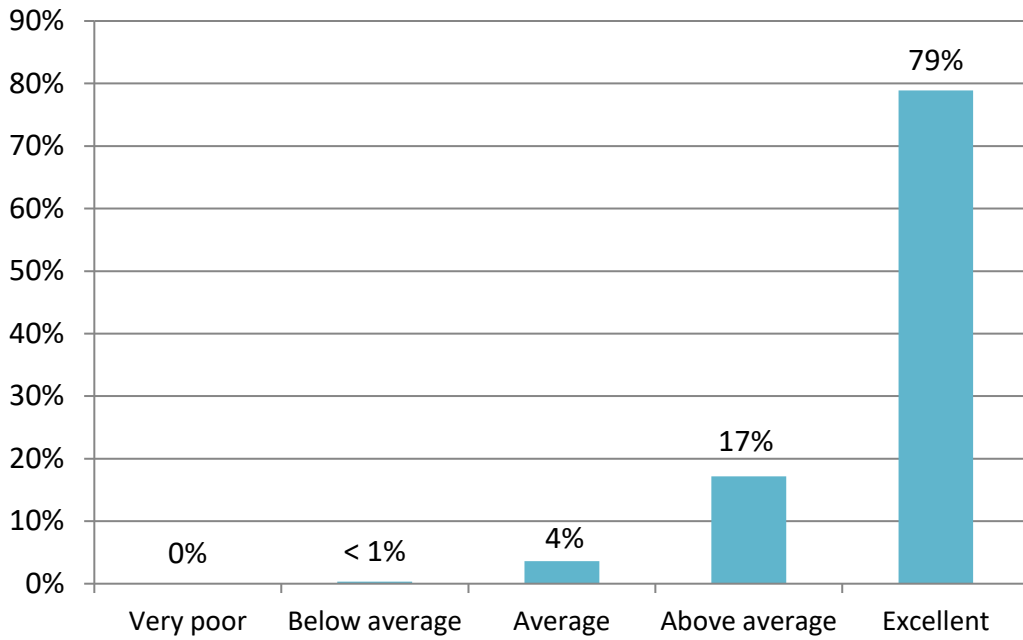
**12. Would you have liked to have contact with staff?**



Answered: 47  
Skipped: 309

Respondents that did not have contact with staff during their visit were asked if they would have liked to have contact with staff. Nearly half of those respondents did not want contact with staff (47%).

**13. How would you rate the overall helpfulness of the staff during your visit today?**



Answered: 303

Skipped: 53

Respondents that had contact with staff during their visit were asked to rate staff helpfulness on a scale from very poor to excellent. A majority, eight out of 10 respondents (79%), rated the helpfulness of the staff as excellent. Only one respondent reported a rating of below average.

**14. For the amenities that you used today, rate their quality:**

	Very Poor (1)		Poor (2)		Average (3)		Good (4)		Very Good (5)		Did not Use		Total #	Weighted Average
	%	#	%	#	%	#	%	#	%	#	%	#		
<b>Trails</b>	0%	0	0%	0	4%	12	20%	67	59%	198	18%	61	338	4.67
<b>Parking lot</b>	<1%	1	0%	0	5%	17	22%	75	68%	237	5%	17	347	4.66
<b>Information kiosk</b>	<1%	1	0%	0	2%	6	21%	70	47%	160	30%	103	340	4.64
<b>Restrooms</b>	1%	2	1%	3	4%	13	18%	61	31%	105	46%	159	343	4.43

Answered: 348

Skipped: 8

This question asked visitors to rate the quality of four different amenities found at the Agricultural Heritage Center on a scale from very poor to very good. Visitors that “did not use” the amenity were not included in the weighted average. All amenities received a rating above 4.0, which indicates visitors think the quality of amenities was overall good or very good. Trails received the highest overall weighted average and restrooms the lowest.

This same question was asked of park visitors in the Five Year Visitor Study in 2015. The weighted averages for amenities at the Agricultural Heritage Center were higher than those seen for parks in 2015.

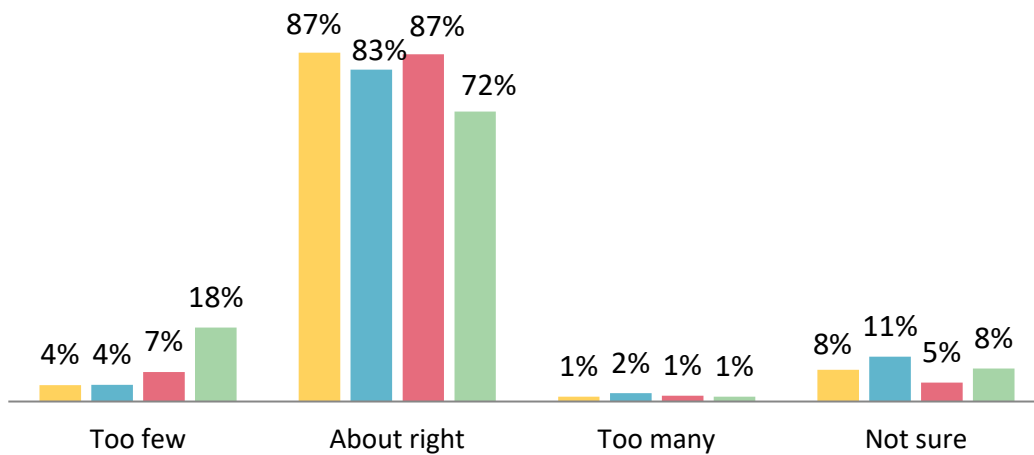
**Table 4: Five Year Visitor Study Amenity Ratings**

	Very Poor (1)	Poor (2)	Average (3)	Good (4)	Very Good (5)	Did not Use	Weighted Average
<b>Trails</b>	<1%	1%	8%	42%	46%	4%	4.4
<b>Parking lot</b>	<1%	1%	7%	36%	35%	22%	4.3
<b>Information kiosk</b>	<1%	1%	7%	28%	21%	43%	4.2
<b>Restrooms</b>	1%	2%	10%	20%	16%	51%	4.0

**15. Please rate the number of the following amenities:**

	Too Few (1)		About right (2)		Too many (3)		Not sure		Total #	Weighted Average
	%	#	%	#	%	#	%	#		
<b>Trash and recycling cans</b>	4%	14	83%	281	2%	7	11%	38	340	1.98
<b>Signs with directions</b>	4%	14	87%	297	1%	4	8%	27	342	1.97
<b>Signs with information</b>	7%	25	87%	295	1%	5	5%	16	341	1.94
<b>Places to sit</b>	18%	63	72%	247	1%	4	8%	28	342	1.81

■ Signs with directions    ■ Trash and recycling cans  
■ Signs with information    ■ Places to sit



Answered: 343

Skipped: 13

This question asked visitors to rate the number of four different amenities found at the Agricultural Heritage Center on a scale from too few to too many. Visitors that selected “not sure” were not included in the weighted average. The majority of visitors indicated there was the right number of each of the amenities. However, one in five visitors think there are too few places to sit (18%).

### 16. What one improvement would make your visit more enjoyable?

Answered: 139

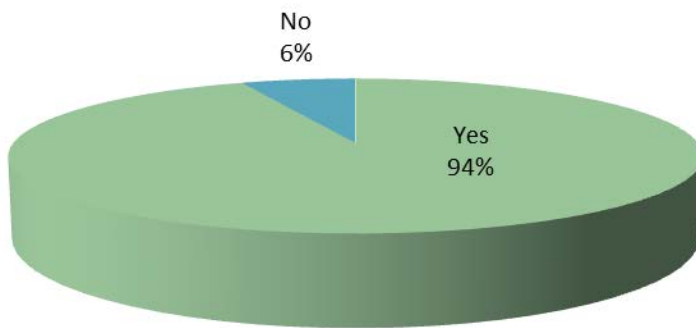
Skipped: 217

This question was open-ended, so respondents could answer in their own words. Responses were then coded and categorized by content.

Most common “One Improvement” Comment categories	Number (#) of responses	Percentage (%) of responses
None, enjoyed visit, thank you	66	41%
More information provided, more hands-on activities/exhibits, more guides	19	12%
More animals, get closer to animals, feed animals	17	11%
More shade, more benches in the shade, more places to sit	15	9%
Water, water fountain	6	4%
Food and/or drink available	5	3%
Better entrance sign	5	3%

Other “one improvement” responses (with at least two comments) included: want to visit the upstairs of house, animal concerns (e.g. fly repellent for horses), request to change hours, more visitors/public knowledge of site, tractor ride/more tractors, keep it the same, hand washing/sanitizer, golf cart available, cleaning /maintenance. To read all suggested improvements from visitors go to Appendix F (page 29).

### 17. Did you visit the red barn?

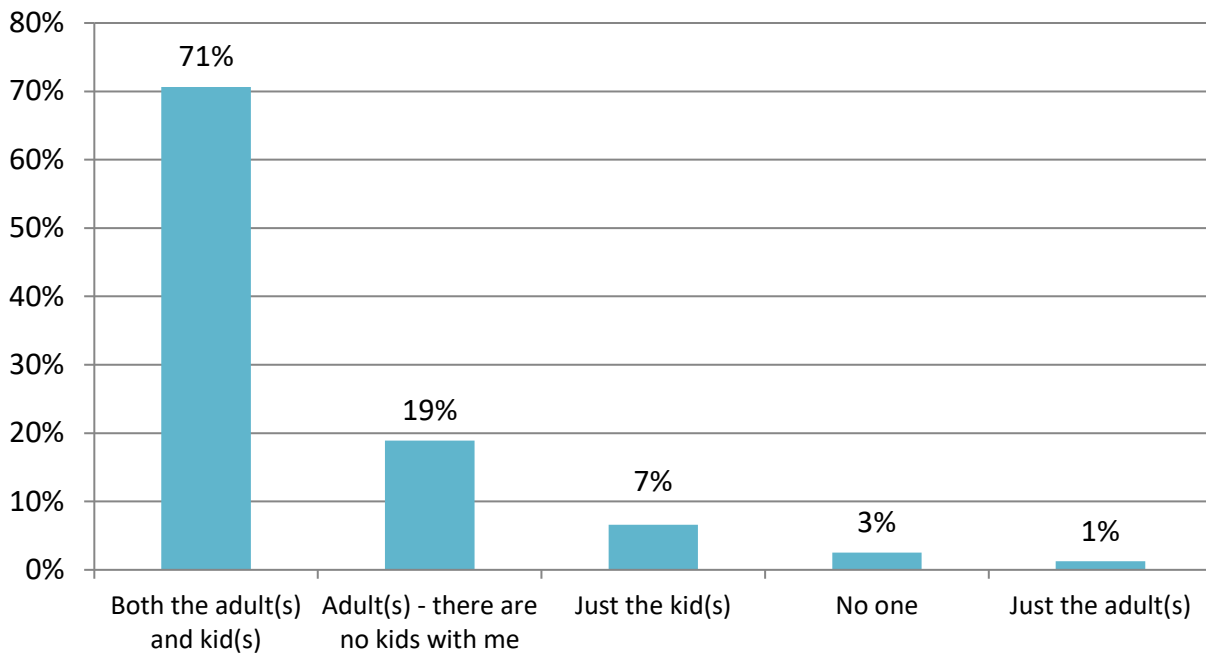


Answered: 350

Skipped: 6

The vast majority of visitors, more than nine out of 10, went to see the red barn. Questions 18, 19, and 20 were only visible to visitors that went to the red barn.

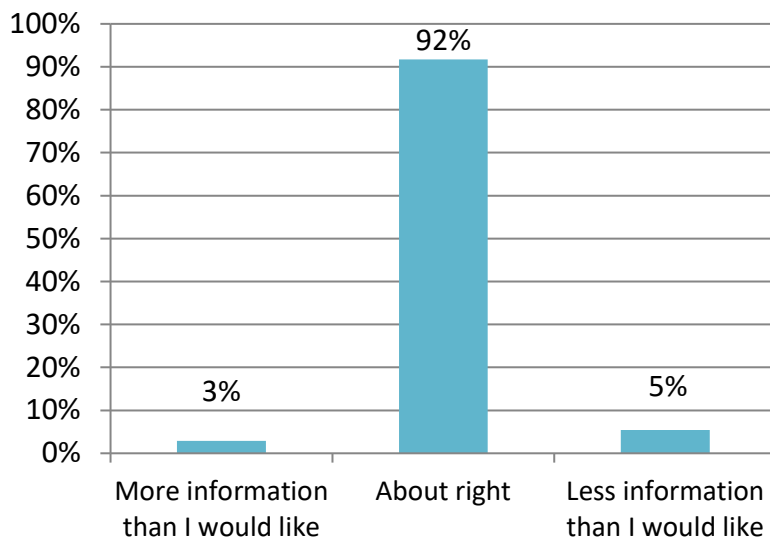
**18. Who in your group interacted with the exhibits in the red barn?**



Answered: 317

Skipped: 39

**19. Please rate the depth of information provided on the exhibits in the red barn:**



Answered: 314

Skipped: 42

## 20. What was your favorite part of the red barn?

Answered: 146

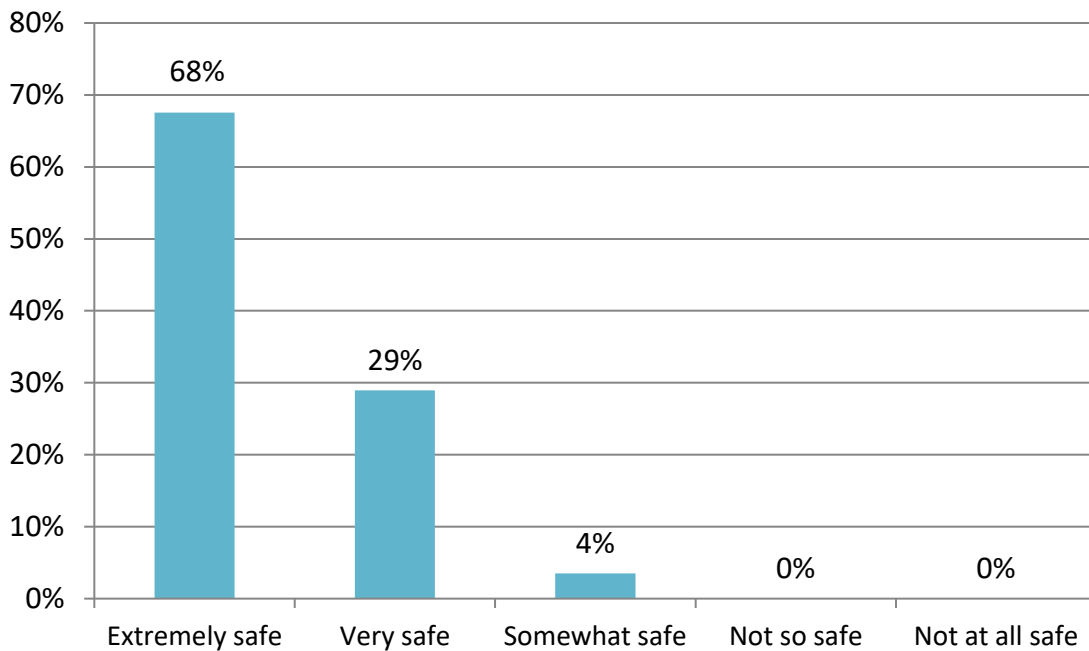
Skipped: 210

This question was open-ended, so respondents could answer in their own words. Responses were then coded and categorized by content. To see a full list of responses from visitors regarding their favorite part of the red barn see Appendix G (page 31).

<b>Most common “Favorite Part of the Red Barn” comment categories</b>	<b>Number (#) of responses</b>	<b>Percentage (%) of responses</b>
<b>Tractor</b>	40	23%
<b>Farm stand</b>	33	19%
<b>History/Information</b>	13	7%
<b>Hands-on activities, the exhibits</b>	12	6%
<b>Cow/Milking station</b>	10	6%
<b>Oral history</b>	8	5%
<b>Puppets</b>	7	4%
<b>Water exhibit</b>	7	4%

Other “favorite part of the red barn” responses (with at least two comments) included: everything, the horse, animals, mortise and tenon, saddle, evolution of farming, the hand tool display, and craft demonstrations.

## 21. How safe did you feel at the Agricultural Heritage Center?



Answered: 342

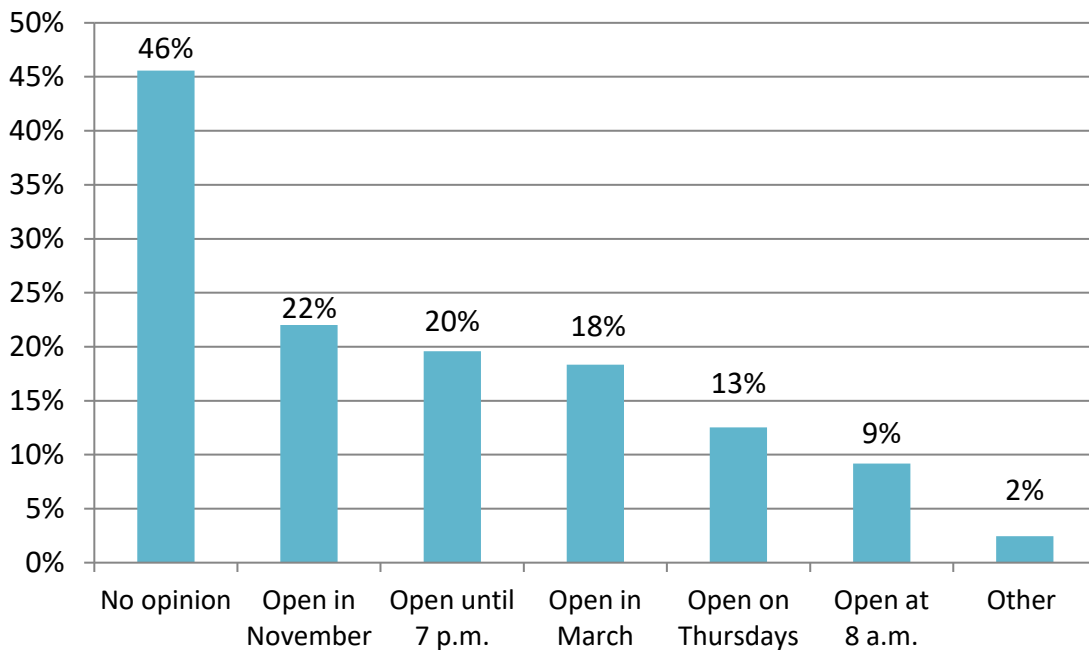
Skipped: 14

The majority of visitors reported feeling extremely safe (68%) or very safe (29%) during their visit. Only 4% of visitors reported feeling just somewhat safe during their visit. A comment box was provided that encouraged visitors who did not feel safe to please explain why. Complete responses for the reasons why visitors did not feel safe can be found in Appendix H (page 34). The three responses from visitors to explain why they did not feel safe included:

- Blacksmith too close (one respondent)
- Kids found glass (one respondent)
- Fear of seeing snakes (one respondent)



**22. Currently the Agricultural Heritage Center is open April through October on Friday, Saturday, and Sunday from 10 a.m. to 5 p.m. We are considering extending museum hours. Which of the following options would increase your likelihood of visiting the museum again? (Select all that apply)**



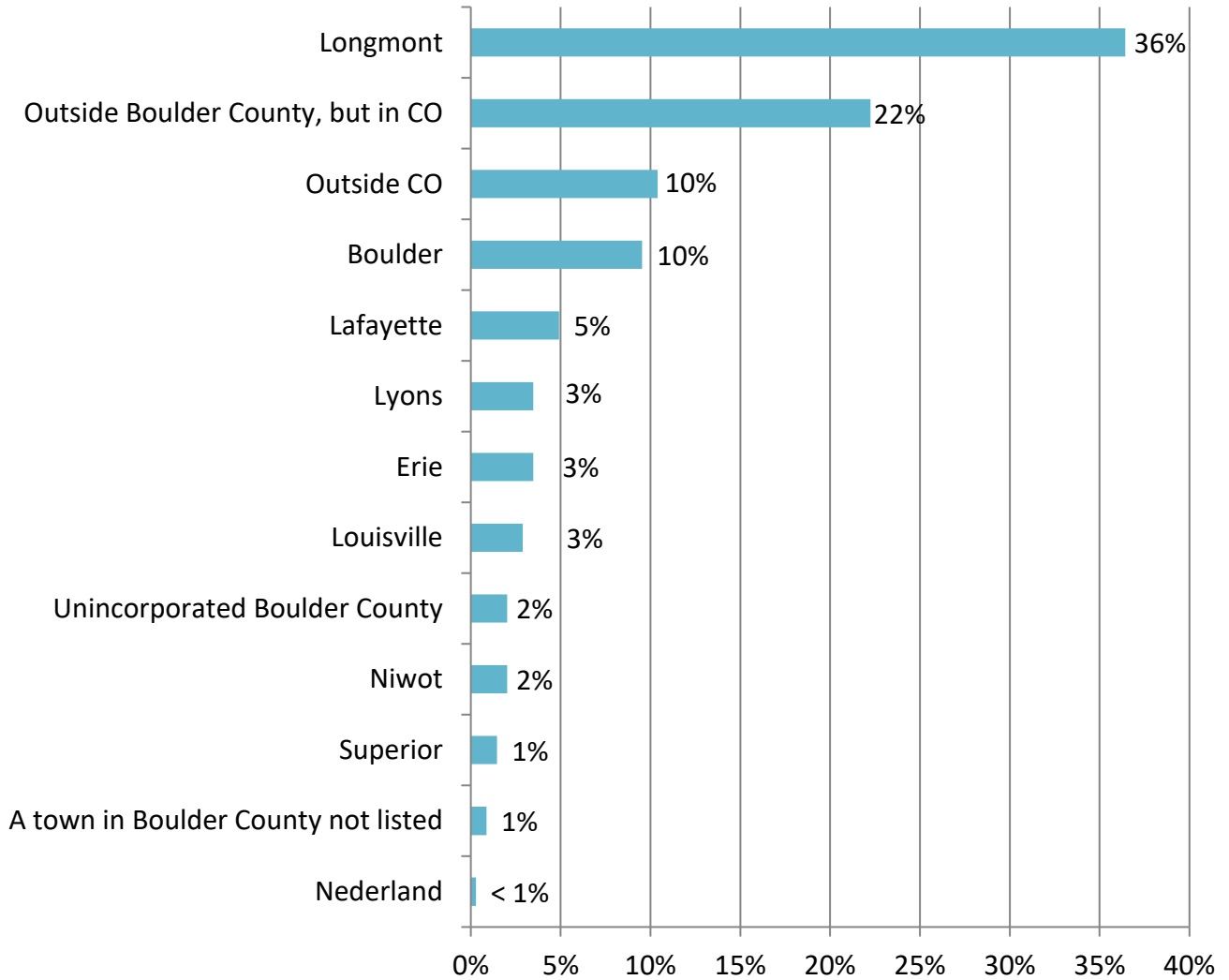
Answered: 327

Skipped: 29

Nearly half of respondents did not have an opinion (46%). For those who selected one or more options for extending hours at the Agricultural Heritage Center, there was greatest preference for opening in November (22%), staying open until 7 p.m. (20%), and opening in March (18%).

There were eight respondents that selected “other” and these comments are included in Appendix I (page 35).

**23. Where do you live? (Check only one)**

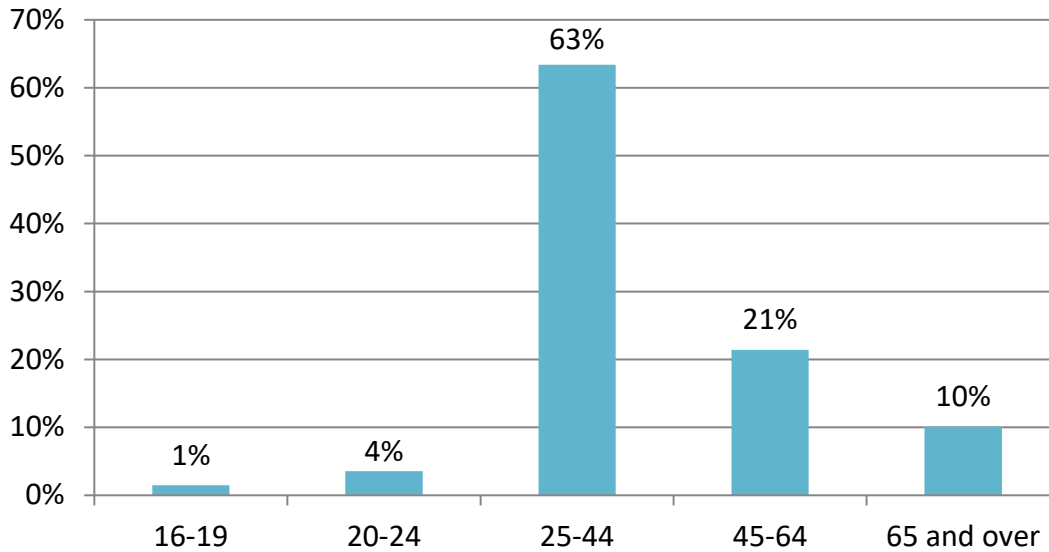


Answered: 346

Skipped: 10

Not surprisingly, because the Agricultural Heritage Center is located in Longmont, 36% of visitors are from Longmont. The majority of visitors to the Agricultural Heritage Center are from Boulder County (66%).

## 24. What is your age?

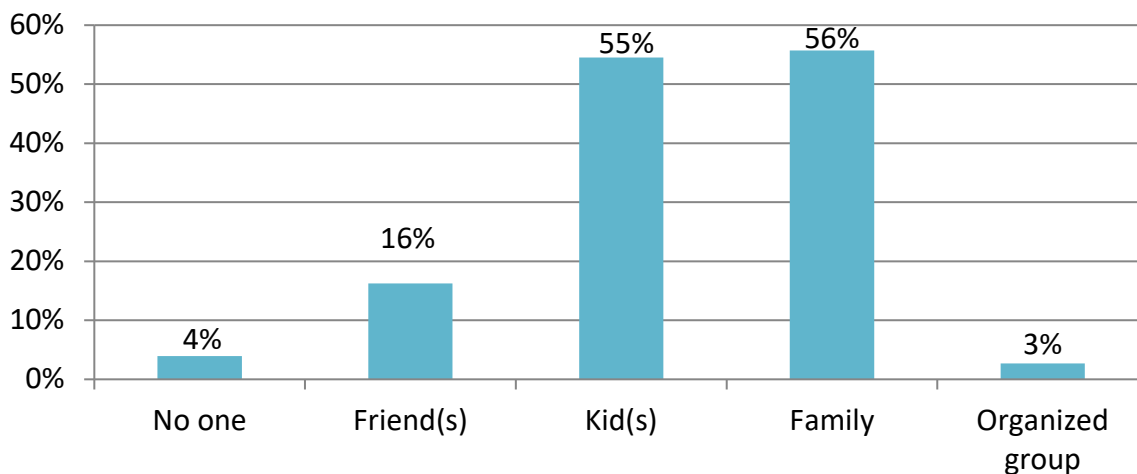


Answered: 336

Skipped: 20

The majority of respondents who completed surveys were from 25 to 44 years old (63%). See question 26 for a more accurate representation of the ages of all visitors to the Agricultural Heritage Center.

## 25. Who traveled here with you today? (Select all that apply)

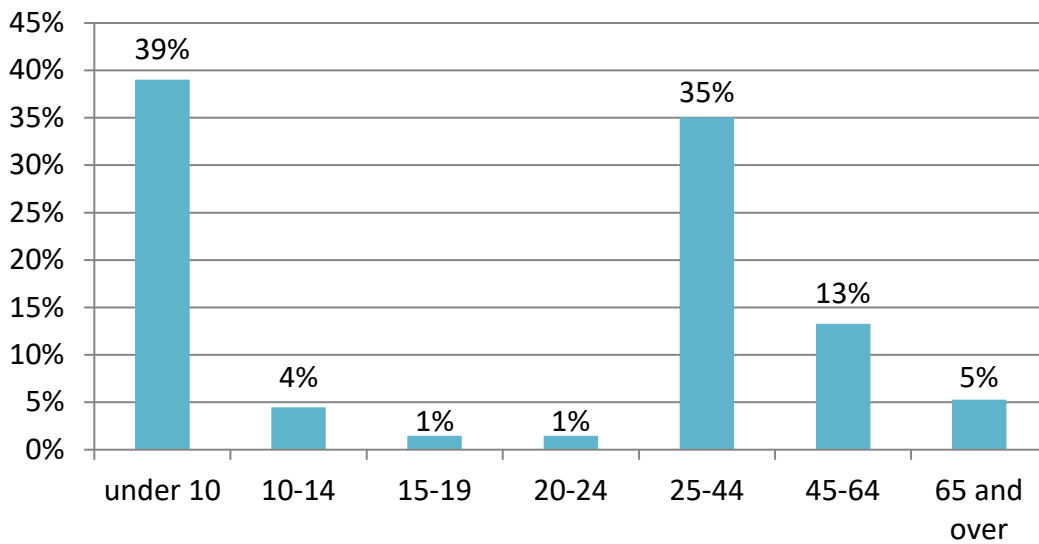


Answered: 332

Skipped: 24

The majority of people report visiting with family (56%) and/or kids (54%). To read the “organized group” open-ended responses go to Appendix J (page 35).

**26. For the people in your group (including yourself), how many are:**



	<b>Agricultural Heritage Center Visitors 2018</b>	<b>Boulder County Census 2017<sup>2</sup></b>	<b>BCPOS Parks and Trails Visitors 2015</b>
<b>Under 10</b>	39%	11%	10%
<b>10 – 14</b>	4%	6%	3%
<b>15 – 19</b>	1%	8%	4%
<b>20 – 24</b>	1%	11%	7%
<b>25 – 44</b>	35%	26%	31%
<b>45 – 64</b>	13%	26%	33%
<b>65 and older</b>	5%	13%	12%

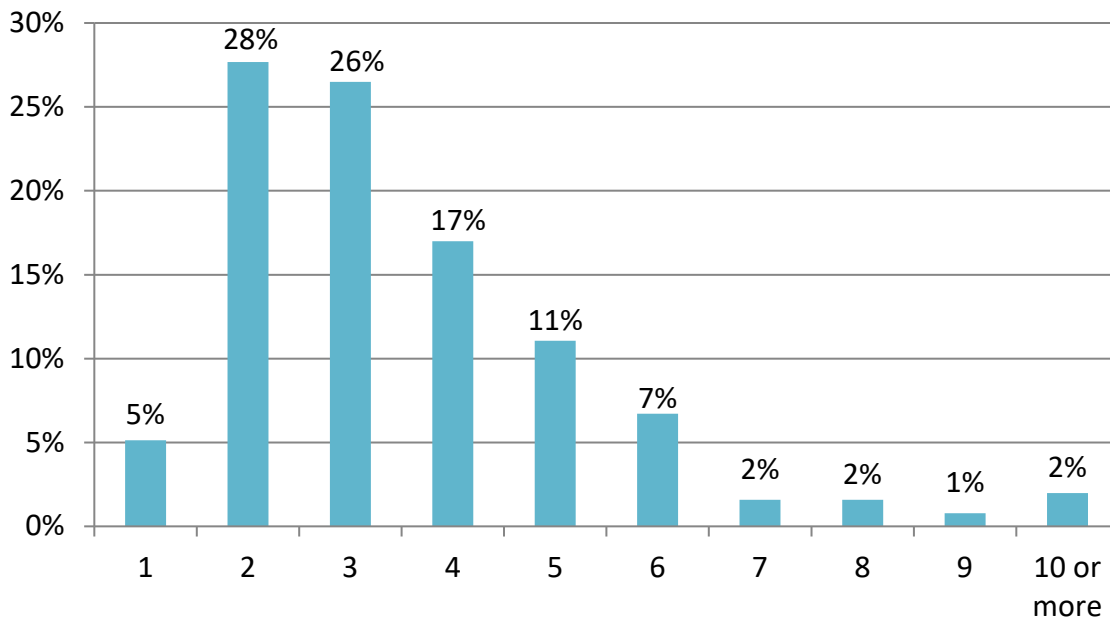
Answered: 296 (including 13 manually added)

Skipped: 73

This question was added to represent the age of all visitors to the Agricultural Heritage Center. Visitors are asked to provide their age and to record the number of people in their group which fall into the various age groups. Since only one person per group was asked to complete the survey, these results provide an accurate representation of the age of visitors to the Agricultural Heritage Center including those too young to complete surveys (under 16 years old). This question was not visible to the 13 visitors that came to the Agricultural Heritage Center alone, but their age was manually added to the results.

<sup>2</sup> U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates

**27. Total # of people in your group (including yourself)**

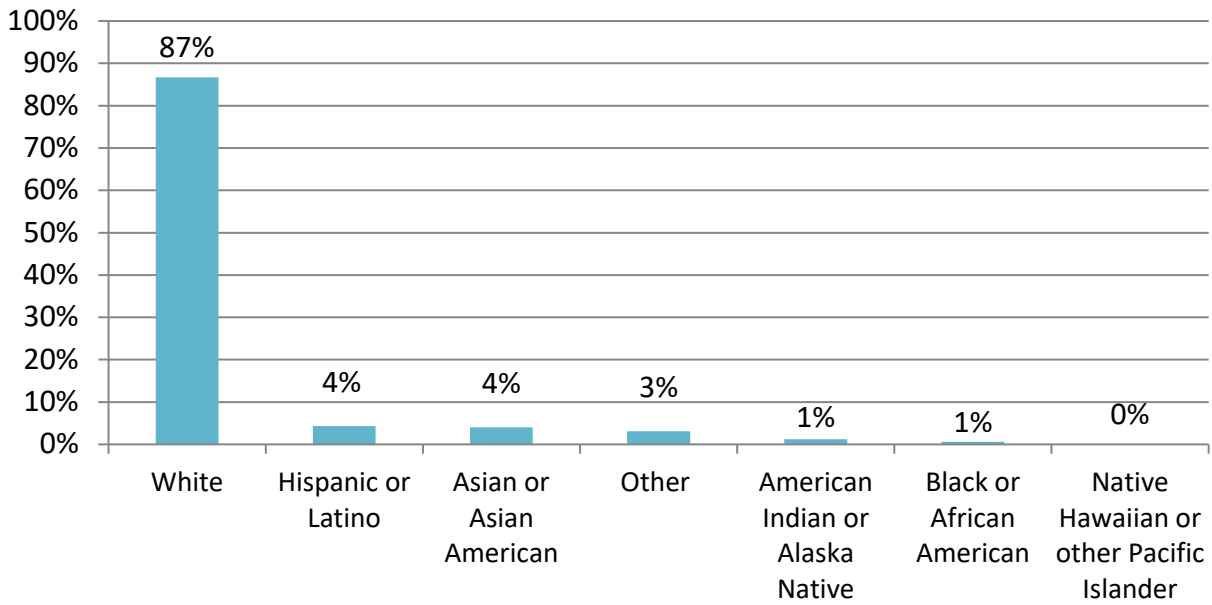


Answered: 253 (including 13 manually added)

Skipped: 116

The 13 individuals that visited the Agricultural Heritage Center alone were manually added to the results for this question. The average group size is four people, but the most frequently reported group size is two.

**28. Which of the following best describes your race or ethnic heritage?**



Answered: 324

Skipped: 32

Race/Ethnic Heritage	Agricultural Heritage Center Visitors 2018	Boulder County Census 2018 <sup>3</sup>	BCPOS Parks & Trails Visitors 2015
White	87%	78%	92%
Hispanic/Latino	4%	14%	5%
Asian or Asian American	4%	5%	2%
Other	3%	3%	1%
American Indian/Alaska Native	1%	1%	1%
Black or African American	<1%	1%	1%
Native Hawaiian or other Pacific Islander	0%	<1%	<1%

Of the visitors who reported to identify as “other,” the most common responses were a combination of multiple ethnicities. To see the “other” responses, go to Appendix K (page 35).

<sup>3</sup> U.S. Census Bureau Quick Facts Boulder County, CO July 2018

## Discussion

The survey results provide baseline data for the Agricultural Heritage Center which has been in operation since 2001 and will provide guidance for short and long range planning and management decisions. Since 2001, the Agricultural Heritage Center has grown dramatically in terms of its size, audiences, and volunteer opportunities.

The data indicates that the visiting audience has expectations of a fun outing with friends and family, want to see farm animals, and has a general interest in history. Groups of four people made up of adults with children are our most common group. Future promotional materials, exhibits, and programs should be created with this audience in mind.

Using staff and volunteer time effectively to promote programs and events at the Agricultural Heritage Center is an important element of the cultural history program. We discovered that two-thirds of those surveyed were visiting for the first time. Three of the top four ways people found out about the site were from online sources such as the Boulder County website, search engines, Facebook, word of mouth from previous visitors. This indicates that staff should focus on online promotion of information about visiting the Agricultural Heritage Center, and less time focusing on print.

To guide future program and exhibit themes, visitors rated their interest level in specific areas of agriculture. Staff can use this data to start conversations and explore topics regarding exhibit projects, while weaving in department goals as appropriate. Other areas of the survey informed us that visitors of all ages interact with exhibits, they respond positively to hands-on elements, and would recommend adding seating to the red barn exhibit area.

The data indicates that additional seating and shade is needed throughout the site. With the close proximity to the City of Longmont and the availability of a municipal water supply, drinking water would be beneficial in the future. To better accommodate the core audience by age (adults aged 25 – 44 with children under the age of 10), it would also be recommended to modify restrooms to include changing stations and other family friendly features.

We received encouraging confirmation that visitor interactions with staff are very good and that we should continue to prioritize visitor safety and experience. Staff and volunteer training should continue to emphasize the importance of high-quality visitor interactions and customer service.





## Appendix A: “Other” reasons for survey refusal

Other reasons for survey refusals
Not here long
Did not really visit property
Can't read survey
Boulder County Parks & Open Space employee
Left on the trail to McIntosh Lake
Technical issues/both computers not working
Will return another time and take the survey at that time
Too cold
Not happy with a volunteer near the barn and too upset to complete the survey

## Appendix B: Why did you visit today? “Other” responses frequently referenced

Other - please describe:	# of Respondents
An organized outing such as a school field trip, adult day program, or scouting an outing for a group	14
Drove by or passing by	8
A personal connection to the farm or farming	7
Photography	5

## Appendix B: Why did you visit today? “Other” responses full list

Other - please describe:
School trip
Senior pictures
Farm for a living in indiana
Compare to our farm
Was walking around the lake with a friend
I was just driving past and thought I'd investigate
Preschool trip
Field trip
Field trip for preschool
Class field trip
Live close by and never visited
School tour
Fieldtrip
School trip
Daughters field trip
Samples supports day program
Pictures of ag products
We happened to be passing by on the bike path
All of the above
I lived here in when I was 9 years old. 1948-49
Pictures

---

Visiting a volunteer
Driving by
Drove by
I lived on the Ramey Homestead and am interested in the County's program
The more
Just came by
Visiting a friend helping to demonstrate (Holly Devaul)
Research for possible outing for group
Came with a relative of mr mcintosh
Grandsons
Animals a a favorite of the family
To take photographs for a class I'm enrolled in
Kids class
I lived in this house
Photos
Field trip after our pioneer unit
Field trip following pioneer studies
Happy accident
The meet the goats event
4h goats
It's a family farm I'm seeing for the first time

---

### **Appendix C: Did you have any problems locating the parking lot?**

#### **"If yes, please describe" responses**

---

If yes, please describe:
only drove by one time
Google maps takes you past parking lot to second driveway coming west
Only slightly, we came from the west and first turned into the west entrance. Sorry.
Entered from the west and parked in employee parking, a sign directing to main entrance from that direction would have been helpful.
First tried to go in west side road.
Came in from the bike path
Full when arrived but enough space in field to park
I pulled into west lot first
I didn't see Ute entrance, I got to 75th and turned around and turned into Museum driveway then saw a sign that main entrance UTE was east of there so I turned around and finally found it but didn't see UTE marked anywhere.
The entrance is not very visible

---

## Appendix D: Where did you get that information? "Other" responses

---

Other - please describe:
neighbor
Volunteer
Preschool field trip, bal swan
Google maps
Walk in
Email list boulder county
Longmont observer
Website about Boulder County Farm trail.
Loveland reporter herold web page events happening
Hulafrog
Drive by
Drive by
Hosts here in Longmont and roadsigns
Parent Magazine
Boulder County Parks and Recreation email newsletter
Previous visit
Call to number on website

---

## Appendix E: What additional information would you like to see included in the brochure?

---

Responses
Nothing/None (13 comments)
I would like more information posted as you go along, area history and family history, Indian history. Thank you so much, great guide in house, Katie!
We used the mystery tour with a 4 year old. Super!
Not in the brochure. I think that there should be labels next to the utensils explaining their name and what they were used to
Perhaps more animals and or physical demonstrations
Names of the farm animals
More info about bees.
It's all good
Loved it
What's good for kids highlighted
It's all good!
Keep up the good work telling about Boulder County agriculture.
What is the round building to the Southeast of the "Shed"?
So fun and educational
It's very complete, thank you!
The volunteers are amazing
Dates of future events
Any information on maintaining or volunteering here

---

## Appendix F: What one improvement would make your visit more enjoyable?

Responses
Nothing/None (36 comments)
explain how the Brown Barn functioned w/ the animals
shade
natural fly repellent spray used on horses
Be able to feed animals for children
open just a tad bit later!
A farmer to talk about how to farm and what each piece of farming quipment is used for.
More animals, more signage about how to contribute to Boulder County and historical societies.
Very happy to contribute to history.
My dog
Great visit. No recs
Gift shop
More history signs.
Coffee
Shade for picnic tables
More hands on
More guides to explain what looking at
Very thing is good
Add more parking. It was filled coming in and we pulled off in the grass.
Breeds of cattle and pigs
Can't think of anything unfortunately.
We really enjoyed our visit...thanks
The pigs' eyes look pretty inflamed. Maybe some pig sunglasses?
Water to drink
The children would love to actually ride a horse and/or milk a real cow/goat. Would be willing to pay for those services.
More shade
It was wonderful
Seating in the big barn
We had a great time - would have loved to give some treats to the animals.
Shade trees
Had to turn lights on in play area and open door
Music
Churros!
Entrance signs for those not familiar with the location.
Drinking water/fountain
In the barn where there is barn equipment it would be nice to have signs of what each farm equipment was. Thank you very much for this amazing day! From the Apodaca's, Bryant's and the Starr's
More interaction with animals (even a waiver if need be)
Just a more clear sign from the highway telling you not to take the first turn.
More interactive exhibits and more information on objects
More shady spots to sit
The visit was great
This was fantastic and I love that we have this available in our community.

---

Can't think of any right now.

Loved it!! Keep up the great work

It is lovely place with interesting information about farms and historical periods in history.

A place to sit in big red barn

Please clean the outside of the house (front porch)

More shade?

More livestock

LEMONADE

I THINK IT WAS FUN

Hand wash station: we did use the water hose before we ate

Milking cow hard to operate and work horse weight not working

Able to feed some of the animals

Actual use of the older farm equipment. Perhaps video showing how the steam engine would be used to fill the silo.

A tractor ride

Water was almost out, I informed staff (hot day) but all was great!

Benches in shaded areas

Shaded area

Refill the water in the barn? Glad it was there but it was pretty low.

It was great

Cannot think of any

I enjoyed my time at the heritage center.

Going to the 2nd floor of the house and getting to go inside the pens with the animals.

Kids would like to feed the animals

Tour guide or self guided audio tour

More animals

Water fountain

I think that more information on the machinery would be nice, more pigs and goats.

More tractors

Maybe hands on interactive ways children could do some of the tasks that were required of children back when the farm was working

Wanted to see up stairs of house

More garden (But i bet if i wait a month!)

Let the children have more things they can touch. Petting animals is what we were looking forward to. It was nice, and the big red barn was especially fun!

Hand sanitizer

More places to sit and a golf cart to the beach.

Golf cart to lake

More people by the animals to answer questions.

To have a little warm sunshine!

Signs to entrance info to get maps,brochures.

More places to sit down

Better entrance marking of UTE off of Hwy 66

Interpretive signs on the old farm equipment would be very interesting. We love the old tractors, especially our grandson!

More interaction with the employees

Hours more amenable to seeing livestock active

---

More animals
More shade spaces to sit
I would've liked to ride one of thee animals, like the horse or the cows.
HAVE more information on the spots. Thanks
More outside places to sit in the shade
Water available
I don't think enough people know that this is even a place to visit, we did not know until we did the Nature Detectives Program.
Maybe have tiny samples of food that is grown here on the farm for children.
More visitors
Samples of food
More animals
Maybe some books about living on the farm for kiddos to looks through in the house or on the porch
Robot Dinosaurs
More shade, sturdy seating in the shade along trails - especially out by the barns.
Costumed docents. Period clothes for children to try on
If the animals were housed in cleaner stalls. The horses stable hadn't been cleaned in weeks! There was feces everywhere and the horses had to lay in it!!!
It was great
I don't know
Perfect to me.
More animals
Locating entrance

**Appendix G: What was your favorite part of the red barn?**

Responses
Tractor and History of the family
interactive exhibits
Seeing children enjoying it. History
The tractor
cow, market
The stuff inside
Quotes from farmers in the 1900's
Pigeons
All parts equally good
Hx of old farming practices
Tractor, food
I enjoyed all exhibits
Historical signs
The hand tool display
Puppets
The history
Tractor
Grocery store
Information

---

Play food and animals  
Old friend  
The giant animals, the tractor, and the fruits and veggie stand  
The market and our son loved the tractor!  
Milking cow  
The saw and barn building displays.  
Fun for kids  
All of the facts  
The displays  
Farmers Market  
Farmers market  
Water and irrigation system  
The info displays  
The animal puppets and market  
Farmers market  
Tractor...my kids loved it  
The evolution of harvesting crops  
(1) tractor, (2) market place, (3) meat station, (4) mortise and tenon station  
Tractor  
Tractor & Milking Cow  
The scale pull

Coolness and stonework  
Play food  
The carving

My dad is Stuart Anderson so I played his recording. I hadn't been here before to see that.  
All the craft demonstrations  
Weather spin the wheel.  
Market  
The farmers and the water stuff  
Everything  
Tractor  
The kids really enjoyed the tractor  
The saddle  
Big horse  
Tractor  
Zach : the tractor, puppet show and shop  
Marie : the family history  
Interactive exhibits  
Horse and market  
The tractor and the milking cow.  
Tractor  
Vegetable market  
The farm stand  
The house  
Milking the cow  
The wheel about the conditions for the farmers

---

<b>Tractor</b>
Play store
<b>Farm stand</b>
Food toys
<b>Food station</b>
Tractor to sit in
<b>TRACTOR</b>
History of the McIntosh family. As well as the living history exhibit of the immigrants' descendants.
My kids loved the tractor and the store
<b>Tractor</b>
Evolution of farming
<b>The tractor</b>
Everything
<b>The water thing</b>
Farm stand
And son loved the tractor
<b>Tractor</b>
The toys
Store
<b>Recipes</b>
Milking cow. food stand
<b>The cow</b>
Horse
<b>All the information</b>
Getting in the tractor cab.
<b>The blue tractor</b>
the interactive play areas
<b>Information</b>
The blocks exhibit
<b>Farm market</b>
<b>Tractor</b>
Baby goats and barn construction exhibit (mortise and tenon)
Yarn dyes
The information about the water. The drought, to wet, etc wheel.
Kid loved the tractor
<b>The puppets!</b>
Interactive
<b>Milking the cow</b>
Stuffed animals
<b>The tractor.</b>
Guess who
<b>The displays</b>
Modern Tractor (wish there was an antique for compare/contrast) and oral histories
<b>The history</b>
The scary bathrooms
<b>The grocery store</b>



---

The tractor
Big horse
There was a lot of simple information that made understanding everything extremely easy
My kids (5/2) really liked the food and the tractor but they didn't really look at the other educational exhibits,
interactive food store.
I lived in house in learly 50;s
Milking the cow
The water exhibit
Recorded recollections of the older generation
The milking station!
Age and history info
Tools and what they were used for
Food
Tractor for the kids
Hands on activities, i.e. Wood joints, grocery center, fake tractor, puppets
Puppets
Historical stories, in voice of farmers
Tractor
Enjoyed interacting with the exhibits
Tractor to sit in and compare with the John Deere of my childhood. Hamburger takes 500 gallons of water. Didn't see puppet show, but love idea of using for children's education
Belgium horse statue with hands showing how tall it is
Market
My favorite part is everything like the tracker, Sattle, shopping market
Tractor
Just exploring
Animals
All of it
Grocery store
Tractor
Tractor, the interactive exhibit learning about how farmers grow and use their crops,
Taking a picture of it
Blue tractor
The recorded stories of the elders from the local area and the ones who had family that may have worked on the farm
Tractor

---

## **Appendix H: How safe did you feel at the Agricultural Heritage Center?**

### **“If you did not feel safe please explain” Responses**

---

If you did not feel safe please explain:
Blacksmith felt a bit close for small children.
Of coarse my kids went right for the glass near what looks like the old dump.
Snakes, didn't see any but thought about them and the movies snakes on a plane

---

## Appendix I: Extending museum hours. "Other" responses

Other - please describe:

Out of state. Hours were perfect for us

Program for kids

Anytime

Knowing about it being open

Mondays would be nice

Open Monday thru Friday.

More special events

Do what you have to do

## Appendix J: Who traveled here with you today? "Organized Group" responses

Organized group - please describe:

Preschool

School field trip- all family members were invited

Balswan

Bal Swan Preschool Group

Daughters' school field trip

Sample Support

Samples Supports

My hubby and me

Students

## Appendix K: Which of the following best describes your race or ethnic heritage?

### "Other" Responses

Other (please specify)

N/A

Jhhg

Mixed

Mixed

Multiracial

Both white and black

Chinese, Ethiopian, White

With adopted Asian children

White, hispanic, American Indian

Cajun

## Appendix L: Example of Paper Survey Instrument



**We value your opinion!** Boulder County Parks and Open Space is conducting this survey to improve the Agricultural Heritage Center for you, the visitor. The survey will take approximately 5 to 10 minutes to complete.

### 1. Why did you visit today? (select all that apply)

- Learn about agriculture       General interest in history  
 To see the livestock       Fun outing with friends/family  
 Family history of farming       Other - describe:

### 2. Did you have any problems locating the parking lot?

- No  
 Yes - please describe:

### 3. About how long was your visit?

- Less than one hour       1 to 2 hours       2 to 4 hours       4 to 6 hours       More than 6 hours

### 4. Have you ever visited the Agricultural Heritage Center before?

- Yes  
 No: *Skip to question #6*

### 5. In the past 12 months, about how often have you visited? (check only one)

- First time       Once or twice       About once a season  
 About once a month       About once a week       More than once a week

### 6. Did you receive or look for information about the Agricultural Heritage Center prior to your visit?

- No  
 Yes: Where did you get that information? (select all that apply)  
 Open Space website       A friend or family member       Newspaper       Sign on road/trail  
 Twitter       Brochure       Facebook       Instagram  
 Search engine (i.e. Google)       Other - describe:

### 7. Did you pick up and use the self-guided tour brochure from the kiosk?

- Yes  
 No: *Skip to question #9*

### 8. What additional information would you like to see included in the brochure?

**9. Rate your interest in each of the following aspects of agriculture:**

	<i>Not interested</i> ▼	<i>Slightly interested</i> ▼	<i>Somewhat interested</i> ▼	<i>Very interested</i> ▼	<i>Extremely interested</i> ▼
Recipes, cooking, and diet of the early 1900s	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Migrant farmers and immigration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kids' lives and chores of the early 1900s	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
What farmers do each season	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information about Boulder County Parks & Open Space mission and areas of focus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
How food gets from the field to the dinner table	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**10. Other than the surveyor, did you have contact with any staff during your visit today?**

- Yes: Skip to question #12  
 No

**11. Would you have liked to have contact with staff? After answering, skip to question #13**

- Yes  
 No  
 Not sure

**12. How would you rate the overall helpfulness of the staff during your visit today?**

<i>Very poor</i> ▼	<i>Below average</i> ▼	<i>Average</i> ▼	<i>Above average</i> ▼	<i>Excellent</i> ▼
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**13. For the amenities that you used today, rate their quality:**

	<i>Did not use</i> ▼	<i>Very Poor</i> ▼	<i>Poor</i> ▼	<i>Average</i> ▼	<i>Good</i> ▼	<i>Very Good</i> ▼
Parking lot	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restrooms	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parking lot information kiosk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trails	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**14. Please rate the number of the following amenities:**

	<i>Too few</i> ▼	<i>About right</i> ▼	<i>Too many</i> ▼	<i>Not sure</i> ▼
Signs with directions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signs with information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Places to sit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trash and recycling cans	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. What one improvement would make your visit more enjoyable?

16. Did you visit the red barn?

- Yes
- No: Skip to question #20

17. Who in your group interacted with the exhibits in the red barn?

- Adult(s) – there are no kids with me
- Just the adult(s)
- Just the kid(s)
- Both the adult(s) and kid(s)
- No one

18. Please rate the depth of information provided on the exhibits in the red barn:

- More information than I would like
- About right
- Less information than I would like

19. What was your favorite part of the red barn?

20. How safe did you feel at the Agricultural Heritage Center?

Not at all safe ▼	Not so safe ▼	Somewhat safe ▼	Very safe ▼	Extremely safe ▼
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you did not feel safe, please explain why:

21. Currently the Agricultural Heritage Center is open April through October on Friday, Saturday, and Sunday from 10 am to 5 pm. We are considering extending museum hours. Which of the following options would increase your likelihood of visiting the museum again? (select all that apply)

- Open in March
- Open in November
- Open on Thursdays
- Open until 7pm
- Open at 8am
- No opinion
- Other – please describe:

22. Where do you live? (check only one)

- Boulder
- Louisville
- Superior
- Outside Colorado
- Erie
- Lyons
- A town in Boulder County not listed
- Lafayette
- Nederland
- Unincorporated Boulder County
- Longmont
- Niwot
- Outside Boulder County, but in Colorado