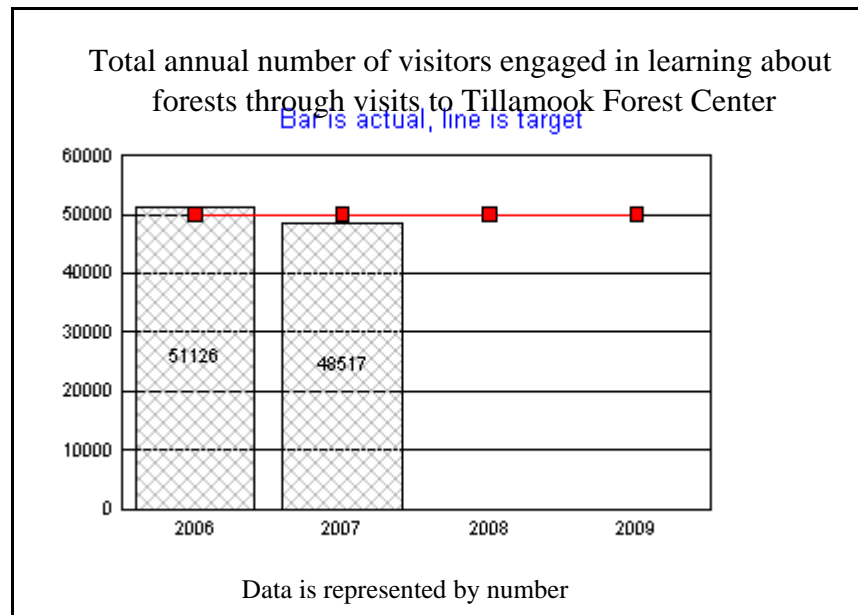


<b>KPM #2</b>	FOREST EDUCATION – Total annual number of visitors engaged in learning about forests through visits to the Tillamook Forest Center.	New
<b>Goal</b>	Forestry Program for Oregon Strategies A, B, and D and G	
<b>Oregon Context</b>	Oregon Benchmarks 19 (3rd grade reading and math) , 20 (8th grade reading and math), 21 (certificate of initial mastery, 82 (forestland), and 82 (timber harvests)	
<b>Data Source</b>	Tillamook Forest Center Education and Interpretive Program.	
<b>Owner</b>	Jim Quiring, Tillamook Forest Center, 503-815-6817	



**1. OUR STRATEGY**

One of the priority components of the Oregon Department of Forestry’s biennial budget request for 2007-2009 was related to obtaining the necessary resources to open and operate the new Tillamook Forest Center (TFC). The project, called for and authorized by previous legislation,

was a 10-year public-private partnership effort to develop a unique, state-run forest education facility that shares the story of the fires, reforestation, and current management of the Tillamook State Forest. The Center was also planned to serve an important visitor information function given the increasing interest in state forest recreation. During the biennial budget process, given the high priority the Department of Forestry placed on the project, it was determined that the agency should report TFC visitation via a key performance measure. This measure implemented to reflect that need.

Since opening in April 2006, the Center has adopted a variety of its own qualitative and quantitative evaluation tools that examine various aspects of visitation and program attendance. These detailed evaluations—designed to be used by the TFC team and State Forests Program—provide insight about the impact of the Center’s programs on visitors’ knowledge about the forest (and all forests). These tools have also served as a source of excellent feedback to shape specific programs and delivery methods relating to program topics. A significant amount of monitoring and measurement data is available relative to TFC operations. Currently, quantitative data addressing “total annual number of visitors engaged in learning about forests through visits to Tillamook Forest Center” is being reported for the KPM.

## **2. ABOUT THE TARGETS**

Baseline use counts have been collected and tabulated on a calendar year basis during the first two years of operations at the Tillamook Forest Center and the Target of 50,000 annual visitors has been established. These targets represent our goal for visitation even though winter storm closures and high fuel prices are influencing a trend toward reduced numbers of visitors. The Center wishes to maintain a high target (goal) and will seek to attain it through a professionally developed Marketing Plan which will be implemented in calendar year 2009. Targets will be reassessed following the completion and implementation of the Marketing Plan.

## **3. HOW WE ARE DOING**

Visitor counts for 2006, the first year of Center operations, totaled 51,126. This total was for the months of April through December. (The Center first opened to the public on April 1, 2006.) Use during these first nine months was predictably high due to the anticipation built by pre-opening publicity. Visitor counts for the full twelve months of 2007 totaled 48,517. Monthly totals ran lower than in the previous year, although a late-summer marketing effort helped to keep fall numbers higher.

## **4. HOW WE COMPARE**

The following museums and visitor centers are located in Northwest Oregon and provide some basic comparison to the Tillamook Forest Center.

Tillamook Forest Center – 22 miles east of Tillamook, located on Oregon Highway 6

Summer Hours: Open daily, Memorial Day to Labor Day, 10 a.m. to 5 p.m.

Winter Hours: Open Wed – Sun, 10 a.m. to 4 p.m.

Free admission

Annual Visitors: Approximately 50,000

World Forestry Center -- Portland

Open Daily (Closed Major Holidays) 10:00 – 5:00

Adults: \$7.00

Seniors: \$6.00

Children: \$5.00

0 – 3 & members free

Annual Visitors: Approximately 50,000

Garibaldi Museum – Garibaldi, US Hwy 101

Open May – October 12:00 – 4:00 P.M.

Under 50: \$3.00 each

Over 50: \$2.50 each

3 – 7 yrs: \$ .50

0 – 3 yrs: Free

Annual Visitors: 2,000 – 3,000

Columbia River Maritime Museum – Astoria, US Hwy 101

Open year round (Closed Thanksgiving and Christmas) 9:30 – 5:00 P.M. daily

Adults: \$8.00

Seniors 65+: \$7.00

6 – 17: \$4.00

0 – 5: Free

Annual Visitors: Over 100,000

Tillamook County Pioneer Museum – Tillamook, US Hwy 101

Open year round: Tuesday – Friday (Closed major holidays)

General: \$3.00

Seniors: \$2.00

12 – 17: \$ .50

0 – 11: Free

Visitors 2006-07: 9,332

Tillamook Air Museum – Tillamook, US Hwy 101

Open year Round: Daily 9:00 – 5:00 (Closed Major Holidays)

Adults: \$11.50

Seniors: \$10.50

6 – 17 \$ 7.00

0 – 5 Free

Annual Visitors: Approximately 85,000

Tillamook Cheese Visitor Center – Tillamook, US Hwy 101

(One of Oregon’s most popular tourist destinations)

Open daily: 8:00 a.m. to 8:00 p.m.

Free

Annual Visitors: Approximately 1,000,000

## 5. FACTORS AFFECTING RESULTS

The Tillamook Forest Center is a new facility on the northwest travel scene, which Oregonians, out-of-state travelers, and international travelers are still discovering. In addition, its location along State Highway 6 places it in a more remote location than other regional facilities which are located in more populated areas or along more heavily traveled highways.

## 6. WHAT NEEDS TO BE DONE

Looking ahead through 2008, the Center has contracted with a strategic marketing agency (Creative Company, McMinnville, OR) to develop a five-year marketing plan and strategy that will have potential to contribute to an increase in visitor use. The Center is also developing a process through which to gather more qualitative and comprehensive feedback from visitors. During the summer of 2008, a visitor exit survey is being

readied for use at the Center which will provide feedback on perceived levels of increased knowledge occurring as a result of visitor experiences at the Center. This type of feedback will begin to provide data for a new qualitative performance measure for the Center, which can also inform the process of addressing a broader qualitative performance measure for the statewide educational work of the Department of Forestry. In addition, the Center is seeking improved highway signing which will offer travelers a better chance to recognize the Center and to increase the lead-time within which to make a decision to stop.

The Department of Forestry will continue to report on the existing KPM through the 07-09 biennium but proposes to sunset the reporting of these TFC numbers as a KPM at the close of the biennium. While these quantitative numbers will not be reported after the 07-09 biennium, they will continue to be gathered and used as an important part of program planning for the Center.

The Department of Forestry has been directed to review the appropriateness of having such a specific set of data tracked as an agency key performance measure. KPM 2 focuses specifically on State Forest related education programs carried out at one specific (though important and effective) location. It will be more useful for the agency to replace KPM 2 with an agency-wide measure that evaluates the outcome and perceived change in knowledge brought about by the agency's forest education work.

## 7. ABOUT THE DATA

Data is currently hand counted and gathered on a calendar year basis. It is quantitative data on a single site. This data is valuable to the work of programming at the Center and will continue to be gathered.