

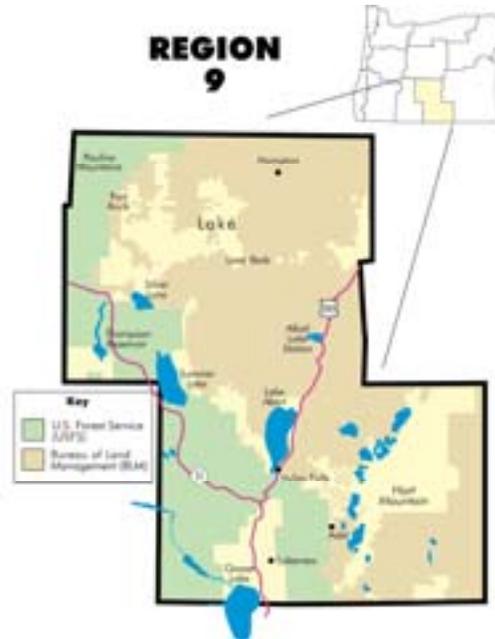
Oregon Resident Outdoor Recreation Demand Analysis – SCORP Planning Region 9 Summary

2013-2017 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting Documentation

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Background

In preparation for the 2013-2017 Oregon Statewide Comprehensive Outdoor Recreation Plan (SCORP), the Oregon Parks and Recreation Department (OPRD) contracted with Oregon State University (OSU) to conduct a statewide survey of Oregon residents regarding their 2011 outdoor recreation participation in Oregon, as well as their opinions about parks and recreation management. This report summarizes key findings of the survey for SCORP Planning Region 9¹. For review of statewide survey results, please see the full survey report, Oregon Resident Outdoor Recreation Demand Analysis, online at:

http://www.oregon.gov/oprd/PLANS/docs/scorp/2013-2018_SCORP/Demand_Analysis.pdf

Survey Methodology

The survey was conducted using a random sample of Oregon households. In order to generate sufficient responses for each county, the sample was stratified by county. Separate random samples were drawn from each county. Surveying Oregonians consisted of 50,150 mail outs, with 46,348 of the surveys deliverable (92%). Of those delivered, 8,860 completed surveys were obtained, for an overall response rate of 19%. This response rate is typical of statewide, general population surveys that are long and do not include token financial incentives. Sample data were weighted to represent county-level population proportions and statewide age-related proportions. For a detailed description of the survey methodology, please see the full survey report at the web link provided above.

¹ SCORP Planning Region 9 includes Lake County

Outdoor Recreation Activities

Based on previous SCORP outdoor recreation activity lists and input from the SCORP steering committee comprised of parks and recreation managers across Oregon, seventy (70) recreation activities were identified as important recreation activity types. These activities were grouped into eight (8) categories, including Non-motorized Trail Activities, Motorized Activities, Non-motorized Snow Activities, Outdoor Leisure / Sporting Activities, Nature Study Activities, Vehicle-based Camping Activities, Fishing / Hunting / Shooting Activities, and Non-motorized Water-based and Beach Activities.

User Occasions and Participation in Outdoor Recreation

User occasions (number of times people engage in an activity) and percent of the population that participates in an activity are presented for SCORP Planning Region 9 in the following tables. The top activities for Region 9 both user occasions (based on where the activity occurred) and proportion of Region 9 residents are included in Table 1. Region totals for all seventy recreation activities are included in Table 2.

Table 1. Top Ten Activities in Oregon SCORP Region 9, 2011

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	511,616	Walking on local streets / sidewalks	58.5
Sightseeing / driving or motorcycling for pleasure	262,329	Sightseeing / driving or motorcycling for pleasure	57.6
Class II – Off-road 4-wheel driving	252,236	Walking on local trails / paths	53.4
Walking on local trails / paths	199,284	Picnicking	49.0
Relaxing, hanging out, escaping heat / noise, etc.	187,923	Relaxing, hanging out, escaping heat / noise, etc.	45.3
Class I – All-terrain vehicle riding	168,891	Walking / day hiking on non-local trails / paths	39.3
Walking / day hiking on non-local trails / paths	199,284	Visiting historic sites / history-themed parks	39.2
Picnicking	100,491	General play at a neighborhood park / playground	38.4
Dog walking / going to dog parks / off-leash areas	96,455	Sledding, tubing, or general snow play	27.1
Bicycling on roads, streets /sidewalks	81,669	Car camping with a tent	23.1

Table 2. User Occasions and Participation in Outdoor Recreation Activities, Region 9 Residents, 2011

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	511,616	58.5
Walking on local trails / paths	199,284	53.4
Walking / day hiking on non-local trails / paths	102,923	39.3
Long-distance hiking (back packing)	7,053	14.2
Jogging / running on streets / sidewalks	71,103	13.6
Jogging / running on trails / paths	23,852	14.0
Horseback riding	59,820	7.6
Bicycling on unpaved trails	28,609	17.3
Bicycling on paved trails	11,327	23.5
Bicycling on roads, streets / sidewalks	81,669	23.1
Bicycle touring on paved roads / paths (long day / multi-day rides)*		11.6
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	168,891	21.8
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	252,236	19.1
Class III – Off-road motorcycling	22,545	5.0
Class IV – Riding UTVs / side-by-side ATVs (non-straddle seat, driver and passenger sit side-by-side in the vehicle, steering wheel for steering control)	6,772	5.7
Snowmobiling	7,267	6.7
Personal water craft – jet ski	3,170	6.3
Power boating (cruising / water skiing)	4,432	21.2
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	12,972	11.5
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	2.3
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	1,568	5.3
Snowshoeing	2,575	11.9
Sledding, tubing, or general snow play	17,693	38.1
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	262,329	57.6
Picnicking	100,491	49.0
General play at a neighborhood park / playground	35,781	38.4
Dog walking / going to dog parks / off-leash areas	96,455	27.1
Relaxing, hanging out, escaping heat / noise, etc.	187,923	45.3
Attending outdoor concerts, fairs, festivals	24,550	37.6
Tennis (played outdoors)	4,353	3.3
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	<1,000	8.6
Baseball / softball	6,484	9.7
Football, soccer, lacrosse, rugby, ultimate frisbee	11,340	11.9
Golf	5,716	13.5

Activity	User Occasions	% Population Participating
Disc golf	<1,000	4.1
Skateboarding, inline skating, roller skating, roller skiing	<1,000	2.1
Rock climbing, bouldering, mountaineering	2,503	5.4
Orienteering, geocaching	16,239	4.1
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	34,892	39.2
Nature Study Activities		
Bird watching	38,750	29.0
Whale watching	-	10.6
Exploring tidepools	-	21.3
Other nature / wildlife / forest / wildflower observation	80,366	29.5
Visiting botanical gardens	<1,000	6.2
Visiting nature centers	<1,000	13.8
Outdoor photography, painting, drawing	36,417	19.3
Collecting (rocks, plants, mushrooms, berries)	46,083	26.1
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	54,617	34.5
Car camping with a tent	37,781	37.9
Motorcycle camping with a tent	<1,000	1.4
Yurts / camper cabins	<1,000	8.6
Fishing, Hunting, Shooting Activities		
Fly fishing	32,306	11.8
Fishing from a boat (other than fly fishing)	47,510	30.2
Fishing from a bank or shore (other than fly fishing)	50,378	36.5
Crabbing	-	9.2
Shellfishing / clamming	-	5.1
Big game hunting with a gun	19,867	20.5
Big game hunting with a bow	4,341	5.3
Waterfowl hunting	4,341	8.7
Upland bird or small game hunting	30,194	11.4
Target / skeet shooting / archery	30,084	21.7
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	<1,000	14.8
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	13,817	12.4
Surfing / ocean stand-up paddling	-	<1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	<1.0
Beach activities – ocean	<1,000	34.0
Beach activities – lakes, reservoirs, rivers	47,114	32.9
Swimming / playing in outdoor pools / spray parks	34,536	14.3
Snorkeling / SCUBA diving	<1,000	1.4

*Bicycle touring was asked as a separate question regarding participation only.

Camping Likelihood and Priority Needs

This set of questions asked people to rate various camping types using 5-point Likert scales according to the likelihood of using a type of camping when or if the individual went camping at an Oregon State Park campground (1 = Not at all likely to 5 = Very likely), and to rate their perceived need for more of each type of camping near the individual’s community (1 = Lowest priority need to 5 = Highest priority need).

For Region 9 residents, drive-in tent sites had the highest likelihood of use, while hiker-biker sites had the lowest likelihood of use (Table 3). Similarly, drive-in tent sites had the highest and hiker-biker the lowest priority need.

Table 3. Likelihood and Priority Need for Camping Type, Region 9

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	2.7	2.6
Cabins or yurts w/ heat, lights	2.6	2.7
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.6	2.6
Drive-in tent sites	3.6	3.2
Hike-in tent sites	2.4	2.6
Hiker-biker sites	1.9	2.4
Other type	2.5	2.5

* Means scores for 5-point Likert Scale (1 = "Not at all likely" or "Lowest priority need" to 5 = "Very likely" or "Highest priority need")

Priorities for the Future

Survey participants were asked about their opinions on priorities for the future in and near their community. Respondents were asked to rate several items for investment by park and forest agencies using a 5-point Likert scale (1 = Lowest priority need to 5 = Highest priority need). Items were developed by the steering committee, representing several municipal-type areas and beyond.

Table 4 reports Region 9 results, with items listed in descending order by mean priority ratings. The top priority needs for Region 9 residents are access to waterways, soft surface walking trails, playgrounds with natural materials (Natural Play Areas) and nature and wildlife viewing areas. Picnic areas for small groups, off-street bicycle trails, off-leash dog areas and off-highway vehicle trails / areas rated high as well. Tennis and basketball courts and baseball / softball fields rated the lowest on priority investments.

Table 4. Priorities for the Future, What Park and Forest Agencies Should Invest In, Oregon SCORP Region 9— Mean For 5-Point Likert (1 = “Lowest priority need” to 5 = “Highest priority need”)

Item	Mean
Public access sites to waterways	3.7
Dirt / other soft surface walking trails and paths	3.6
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.3
Nature and wildlife viewing areas	3.3
Picnic areas and shelters for <u>small</u> visitor groups	3.2
Off-street bicycle trails and pathways	3.2
Off-leash dog areas	3.0
Off-highway vehicle trails / areas	3.0
Picnic areas and shelters for <u>large</u> visitor groups	2.9
Community gardens	2.9
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.8
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.8
Paved / hard surface walking trails and paths	2.7
Multi-use fields for soccer, football, lacrosse, etc.	2.6
Baseball / softball fields	2.5
Basketball courts	2.4
Outdoor tennis courts	2.2

Value and Delivery for Benefits of Parks and Recreation Services

Region 9 residents that participated in outdoor recreation activities were also asked their opinions related to the benefits provided by park and recreation agencies. First, respondents were asked to rate each benefit type based on how valued it is using a 5-point Likert scale (1 = Least valued to 5 = Most valued). Next, they were asked to rate how well park and recreation agencies are currently delivering each benefit type using a similar scale (1 = Currently does not deliver at all to 5 = Currently delivers extremely well).

Ranging from a mean score of 3.4 to 4.3 on the 5-point scale, improving physical health, community desirability, preserve open space and improve mental health rated the highest valued in Region 9. Lowest valued benefits in Region 9 included provide opportunities for social interaction, increase property values, promote tourism and help attract new residents / businesses. Delivery of benefits ranged from a mean score of 2.4 to 3.1, with improve physical health and fitness, preserve open space and preserve historical features rated the highest delivered in Region 9. Lowest delivered benefits in Region 9 included help attract new residents / businesses, increase property values and help reduce crime.

Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Region 9

Value For Benefits of Parks and Recreation Services—Mean for 5-point Likert (1 = "Least valued" to 5 = "Most valued")		Delivery of Benefits of Parks and Recreation Services—Mean for 5-point Likert (1 = "Currently does not deliver at all" to 5 = "Currently delivers extremely well")	
Benefit	Value Mean	Benefit	Delivery Mean
Improve physical health and fitness	4.3	Improve physical health and fitness	3.1
Make your community a more desirable place to live	4.2	Preserve open space and the environment	3.1
Preserve open space and the environment	4.0	Preserve historical features in your community	3.1
Improve mental health and reduce stress	4.0	Make your community a more desirable place to live	2.8
Help reduce crime	3.9	Improve mental health and reduce stress	2.8
Preserve historical features in your community	3.8	Provide opportunities for social interaction	2.8
Enhance a sense of place and community	3.8	Promote tourism	2.8
Help attract new residents and businesses	3.5	Enhance a sense of place and community	2.7
Promote tourism	3.5	Help reduce crime	2.5
Increase property values in your community	3.4	Increase property values in your community	2.4
Provide opportunities for social interaction	3.4	Help attract new residents and businesses	2.4