

Oregon Resident Outdoor Recreation Demand Analysis – Harney County 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 Harney County. 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.

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 Harney County in the following tables. The top activities for Harney County both user occasions (based on where the activity occurred) and proportion of Harney County residents are included in Table 1. County totals for all seventy recreation activities are included in Table 2.

Table 1. Top Ten Activities in Harney County, 2011

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	369,876	Walking on local streets / sidewalks	56.7
Sightseeing / driving or motorcycling for pleasure	222,260	Sightseeing / driving or motorcycling for pleasure	56.3
Relaxing, hanging out, escaping heat / noise, etc.	207,103	Picnicking	49.6
Walking / day hiking on non-local trails / paths	162,641	Relaxing, hanging out, escaping heat / noise, etc.	41.7
Other nature / wildlife / forest / wildflower observation	145,078	Visiting historic sites / history-themed parks	40.5
Walking on local trails / paths	141,769	Fishing from a bank or shore	39.5
Dog walking / going to dog parks / off-leash areas	137,263	General play at a neighborhood park / playground	36.7
General play at a neighborhood park / playground	99,081	Class I – All-terrain vehicle riding	35.5
Class I – All-terrain vehicle riding	95,978	Walking on local trails / paths	35.2
Bird watching	73,822	RV / motorhome / trailer camping	31.4

Table 2. User Occasions and Participation in Outdoor Recreation Activities, Harney County Residents, 2011

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	369,876	56.7
Walking on local trails / paths	141,769	35.2
Walking / day hiking on non-local trails / paths	162,641	27.1
Long-distance hiking (back packing)	10,930	6.4
Jogging / running on streets / sidewalks	33,770	14.0
Jogging / running on trails / paths	17,474	7.2
Horseback riding	83,444	15.5
Bicycling on unpaved trails	38,461	7.8
Bicycling on paved trails	<1,000	5.1
Bicycling on roads, streets / sidewalks	53,828	21.5
Bicycle touring on paved roads / paths (long day / multi-day rides)*		10.2
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	95,978	35.5
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	62,845	20.1
Class III – Off-road motorcycling	<1,000	6.1
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)	20,673	9.2
Snowmobiling	<1,000	7.1
Personal water craft – jet ski	<1,000	3.4
Power boating (cruising / water skiing)	<1,000	21.8
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	<1,000	8.2
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	1.6
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	2,612	1.8
Snowshoeing	<1,000	2.5
Sledding, tubing, or general snow play	18,322	30.7
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	222,260	56.3
Picnicking	68,596	49.6
General play at a neighborhood park / playground	99,081	36.7
Dog walking / going to dog parks / off-leash areas	137,263	17.7
Relaxing, hanging out, escaping heat / noise, etc.	207,103	41.7
Attending outdoor concerts, fairs, festivals	10,958	31.2
Tennis (played outdoors)	<1,000	4.4
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	38,151	9.8
Baseball / softball	34,107	8.9
Football, soccer, lacrosse, rugby, ultimate frisbee	32,123	11.0

Activity	User Occasions	% Population Participating
Golf	15,015	11.5
Disc golf	<1,000	1.5
Skateboarding, inline skating, roller skating, roller skiing	<1,000	5.5
Rock climbing, bouldering, mountaineering	<1,000	3.2
Orienteering, geocaching	<1,000	3.1
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	29,734	40.5
Nature Study Activities		
Bird watching	73,822	18.8
Whale watching	-	10.6
Exploring tidepools	-	15.7
Other nature / wildlife / forest / wildflower observation	145,078	19.6
Visiting botanical gardens	<1,000	3.5
Visiting nature centers	3,086	7.0
Outdoor photography, painting, drawing	33,160	14.7
Collecting (rocks, plants, mushrooms, berries)	47,168	20.7
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	53,217	31.4
Car camping with a tent	65,161	27.8
Motorcycle camping with a tent	5,777	1.5
Yurts / camper cabins	<1,000	6.5
Fishing, Hunting, Shooting Activities		
Fly fishing	9,122	4.7
Fishing from a boat (other than fly fishing)	13,281	22.6
Fishing from a bank or shore (other than fly fishing)	27,675	39.5
Crabbing	-	5.0
Shellfishing / clamming	-	2.5
Big game hunting with a gun	28,743	22.7
Big game hunting with a bow	10,182	8.0
Waterfowl hunting	<1,000	4.6
Upland bird or small game hunting	13,503	15.0
Target / skeet shooting / archery	23,825	23.5
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	<1,000	5.3
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	<1,000	2.8
Surfing / ocean stand-up paddling	-	<1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	<1.0
Beach activities – ocean	-	25.3
Beach activities – lakes, reservoirs, rivers	11,657	19.3
Swimming / playing in outdoor pools / spray parks	29,236	17.3
Snorkeling / SCUBA diving	<1,000	<1.0

*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 Harney County 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 priority need, while hiker-biker sites had the lowest priority need.

Table 3. Likelihood and Priority Need for Camping Type, Harney County

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	2.8	2.7
Cabins or yurts w/ heat, lights	2.5	2.5
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.7	2.5
Drive-in tent sites	3.1	3.2
Hike-in tent sites	2.2	2.5
Hiker-biker sites	1.9	2.3
Other type	2.6	2.4

* 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 Harney County results, with items listed in descending order by mean priority ratings. The top priority needs for Harney County residents are soft surface walking trails, access to waterways, picnic areas for small visitor groups and nature and wildlife viewing areas. Playgrounds with natural materials (Natural Play Areas) and off-highway vehicle trails / areas rated high as well. Designated paddling routes, tennis and basketball courts rated the lowest on priority investments.

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

Item	Mean
Dirt / other soft surface walking trails and paths	3.6
Public access sites to waterways	3.4
Picnic areas and shelters for <u>small</u> visitor groups	3.3
Nature and wildlife viewing areas	3.3
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.2
Off-highway vehicle trails / areas	3.1
Picnic areas and shelters for <u>large</u> visitor groups	3.0
Off-street bicycle trails and pathways	2.9
Paved / hard surface walking trails and paths	2.8
Community gardens	2.8
Multi-use fields for soccer, football, lacrosse, etc.	2.8
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.7
Baseball / softball fields	2.7
Off-leash dog areas	2.7
Basketball courts	2.5
Outdoor tennis courts	2.4
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.4

Value and Delivery for Benefits of Parks and Recreation Services

Harney County 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 3.5 to 4.2 on the 5-point scale, improving physical health, community desirability, help reduce crime and preserve open space rated the highest valued in Harney County. Lowest valued benefits in Harney County included promote tourism, provide opportunities for social interaction and increase property values. Delivery of benefits ranged from a mean score of 2.2 to 2.9, with preserve open space and community desirability rated the highest delivered in Harney County. Lowest delivered benefits in Harney County included help attract new residents / businesses and increase property values.

Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Harney County

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	4.2	Preserve open space and the environment	2.9
Make your community a more desirable place to live	4.2	Make your community a more desirable place to live	2.8
Help reduce crime	4.0	Improve physical health and fitness	2.7
Preserve open space and the environment	4.0	Help reduce crime	2.7
Improve mental health and reduce stress	3.9	Provide opportunities for social interaction	2.7
Preserve historical features in your community	3.9	Preserve historical features in your community	2.7
Enhance a sense of place and community	3.8	Improve mental health and reduce stress	2.6
Help attract new residents and businesses	3.6	Promote tourism	2.5
Increase property values in your community	3.5	Enhance a sense of place and community	2.5
Provide opportunities for social interaction	3.5	Increase property values in your community	2.3
Promote tourism	3.5	Help attract new residents and businesses	2.2