

Oregon Resident Outdoor Recreation Demand Analysis – Hood River 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 Hood River 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 Hood River County in the following tables. The top activities for Hood River County both user occasions (based on where the activity occurred) and proportion of Hood River 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 Hood River County, 2011

| User Occasions Where Activity Occurred | | % Population Participating | |
|---|----------------|--|----------------------------|
| Activity | User Occasions | Activity | % Population Participating |
| Walking on local streets / sidewalks | 2,078,104 | Walking on local streets / sidewalks | 67.5 |
| Downhill (alpine) skiing / snowboarding | 1,642,604 | Walking on local trails / paths | 63.6 |
| Walking / day hiking on non-local trails / paths | 1,540,578 | Attending outdoor concerts, fairs, festivals | 60.3 |
| Relaxing, hanging out, escaping heat / noise, etc. | 800,505 | Relaxing, hanging out, escaping heat / noise, etc. | 57.3 |
| Sightseeing / driving or motorcycling for pleasure | 781,723 | Walking / day hiking on non-local trails / paths | 55.0 |
| Dog walking / going to dog parks / off-leash areas | 752,870 | Sightseeing / driving or motorcycling for pleasure | 51.5 |
| Bicycling on roads, streets /sidewalks | 689,640 | Visiting historic sites / history-themed parks | 43.8 |
| Beach activities – lakes, reservoirs, rivers | 422,269 | Beach activities – ocean | 42.8 |
| Bicycling on unpaved trails | 408,037 | Picnicking | 42.3 |
| Other nature / wildlife / forest / wildflower observation | 371,952 | Bicycling on roads, streets /sidewalks | 40.4 |

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

| Activity | User Occasions | % Population Participating |
|---|----------------|----------------------------|
| Non-motorized Trail Activities | | |
| Walking on local streets / sidewalks | 2,078,104 | 67.5 |
| Walking on local trails / paths | 887,732 | 63.6 |
| Walking / day hiking on non-local trails / paths | 1,540,578 | 55.0 |
| Long-distance hiking (back packing) | 163,374 | 18.3 |
| Jogging / running on streets / sidewalks | 365,029 | 24.1 |
| Jogging / running on trails / paths | 254,186 | 23.5 |
| Horseback riding | 35,209 | 3.9 |
| Bicycling on unpaved trails | 408,037 | 28.7 |
| Bicycling on paved trails | 257,041 | 33.1 |
| Bicycling on roads, streets / sidewalks | 689,640 | 40.4 |
| Bicycle touring on paved roads / paths (long day / multi-day rides)* | | 27.3 |
| Motorized Activities | | |
| Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars) | 56,640 | 4.8 |
| Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs) | 103,788 | 10.1 |
| Class III – Off-road motorcycling | 17,454 | 3.7 |
| 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) | <1,000 | 1.1 |
| Snowmobiling | 16,851 | 2.9 |
| Personal water craft – jet ski | 13,337 | 5.1 |
| Power boating (cruising / water skiing) | 152,295 | 14.0 |
| Non-motorized Snow Activities | | |
| Downhill (alpine) skiing / snowboarding | 1,642,604 | 37.1 |
| Cross-country / Nordic skiing / skijoring on groomed trails | 177,542 | 20.1 |
| Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails | 87,750 | 13.6 |
| Snowshoeing | 183,909 | 21.7 |
| Sledding, tubing, or general snow play | 370,950 | 30.5 |
| Outdoor Leisure / Sporting Activities | | |
| Sightseeing / driving or motorcycling for pleasure | 781,723 | 51.5 |
| Picnicking | 162,714 | 42.3 |
| General play at a neighborhood park / playground | 274,112 | 39.6 |
| Dog walking / going to dog parks / off-leash areas | 752,870 | 30.4 |
| Relaxing, hanging out, escaping heat / noise, etc. | 800,505 | 57.3 |
| Attending outdoor concerts, fairs, festivals | 65,139 | 60.3 |
| Tennis (played outdoors) | 84,110 | 9.9 |
| Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.) | 9,990 | 5.7 |
| Baseball / softball | 32,302 | 7.8 |
| Football, soccer, lacrosse, rugby, ultimate frisbee | 67,113 | 13.6 |

| Activity | User Occasions | % Population Participating |
|--|-----------------------|-----------------------------------|
| Golf | 44,057 | 12.4 |
| Disc golf | 11,222 | 7.3 |
| Skateboarding, inline skating, roller skating, roller skiing | 24,818 | 7.4 |
| Rock climbing, bouldering, mountaineering | 35,130 | 8.7 |
| Orienteering, geocaching | 4,605 | 6.3 |
| Hang gliding, sky diving, paragliding | <1,000 | <1.0 |
| Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.) | 216,867 | 43.8 |
| Nature Study Activities | | |
| Bird watching | 122,405 | 15.9 |
| Whale watching | - | 10.0 |
| Exploring tidepools | - | 32.2 |
| Other nature / wildlife / forest / wildflower observation | 371,952 | 34.2 |
| Visiting botanical gardens | <1,000 | 10.2 |
| Visiting nature centers | 8,262 | 13.6 |
| Outdoor photography, painting, drawing | 360,718 | 18.7 |
| Collecting (rocks, plants, mushrooms, berries) | 96,644 | 21.0 |
| Vehicle-based Camping Activities | | |
| RV / motorhome / trailer camping | 70,517 | 19.6 |
| Car camping with a tent | 191,652 | 33.8 |
| Motorcycle camping with a tent | <1,000 | 1.2 |
| Yurts / camper cabins | 9,845 | 6.5 |
| Fishing, Hunting, Shooting Activities | | |
| Fly fishing | 49,582 | 6.3 |
| Fishing from a boat (other than fly fishing) | 42,974 | 16.9 |
| Fishing from a bank or shore (other than fly fishing) | 81,108 | 11.6 |
| Crabbing | - | 7.4 |
| Shellfishing / clamming | - | 6.4 |
| Big game hunting with a gun | 44,597 | 8.6 |
| Big game hunting with a bow | 3,539 | 1.3 |
| Waterfowl hunting | <1,000 | 1.3 |
| Upland bird or small game hunting | 4,753 | 2.1 |
| Target / skeet shooting / archery | 30,717 | 11.3 |
| Non-motorized Water-based and Beach Activities | | |
| White-water canoeing, kayaking, rafting | 27,869 | 14.3 |
| Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating | 59,033 | 19.7 |
| Surfing / ocean stand-up paddling | - | 6.7 |
| Windsurfing / kiteboarding | 176,012 | 14.1 |
| Sailing | 12,255 | 7.6 |
| Beach activities – ocean | - | 42.8 |
| Beach activities – lakes, reservoirs, rivers | 422,269 | 39.1 |
| Swimming / playing in outdoor pools / spray parks | 60,169 | 11.7 |
| Snorkeling / SCUBA diving | 11,819 | <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 Hood River County residents, drive-in tent sites had the highest likelihood of use, while RV sites had the lowest likelihood of use (Table 3). Similarly, drive-in tent sites had the highest priority need, while RV sites had the lowest priority need.

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

| Camping Type | How likely to use camping type in state park* | Level of priority need for camping type near your community* |
|--|---|--|
| RV sites | 2.1 | 2.3 |
| Cabins or yurts w/ heat, lights | 2.8 | 3.1 |
| Cabins or yurts w/ heat, lights, bathroom, kitchen | 2.8 | 2.9 |
| Drive-in tent sites | 3.9 | 3.5 |
| Hike-in tent sites | 3.0 | 3.0 |
| Hiker-biker sites | 2.4 | 2.8 |
| Other type | 2.9 | 2.7 |

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

Table 4. Priorities for the Future, What Park and Forest Agencies Should Invest In, Hood River 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 | 3.8 |
| Public access sites to waterways | 3.7 |
| Off-street bicycle trails and pathways | 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 |
| Community gardens | 3.2 |
| Off-leash dog areas | 3.2 |
| Picnic areas and shelters for <u>small</u> visitor groups | 3.1 |
| Multi-use fields for soccer, football, lacrosse, etc. | 3.0 |
| Paved / hard surface walking trails and paths | 2.9 |
| Picnic areas and shelters for <u>large</u> visitor groups | 2.7 |
| Designated paddling routes for canoes, kayaks, rafts, driftboats | 2.7 |
| Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses | 2.6 |
| Baseball / softball fields | 2.6 |
| Outdoor tennis courts | 2.5 |
| Basketball courts | 2.4 |
| Off-highway vehicle trails / areas | 2.4 |

Value and Delivery for Benefits of Parks and Recreation Services

Hood River 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 3.1 to 4.5 on the 5-point scale, improving physical health, preserve open space and the environment and community desirability rated the highest valued in Hood River County. Lowest valued benefits in Hood River County included help promote tourism, attract new residents / businesses and increase property values. Delivery of benefits ranged from a mean score of 3.0 to 4.0, with promote tourism, community desirability and improve physical health rated the highest delivered in Hood River County. Lowest delivered benefits in Hood River County included help reduce crime and preserve historical features.

Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Hood River 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 | 4.5 | Promote tourism | 4.0 |
| Preserve open space and the environment | 4.5 | Make your community a more desirable place to live | 3.9 |
| Make your community a more desirable place to live | 4.2 | Improve physical health and fitness | 3.7 |
| Improve mental health and reduce stress | 4.1 | Preserve open space and the environment | 3.6 |
| Enhance a sense of place and community | 4.0 | Provide opportunities for social interaction | 3.6 |
| Preserve historical features in your community | 3.8 | Enhance a sense of place and community | 3.6 |
| Help reduce crime | 3.7 | Increase property values in your community | 3.4 |
| Provide opportunities for social interaction | 3.5 | Improve mental health and reduce stress | 3.4 |
| Increase property values in your community | 3.3 | Help attract new residents and businesses | 3.4 |
| Help attract new residents and businesses | 3.2 | Preserve historical features in your community | 3.3 |
| Promote tourism | 3.1 | Help reduce crime | 3.0 |