

Oregon Resident Outdoor Recreation Demand Analysis – Sherman County Summary

2013-2017 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting
Documentation

Randall Rosenberger
Kreg Lindberg

Oregon State University College of Forestry

12 November, 2012



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 Sherman 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 Sherman County in the following tables. The top activities for Sherman County both user occasions (based on where the activity occurred) and proportion of Sherman 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 Sherman County, 2011

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Relaxing, hanging out, escaping heat / noise, etc.	271,394	Walking on local streets / sidewalks	61.8
Walking on local streets / sidewalks	154,689	Sightseeing / driving or motorcycling for pleasure	58.6
General play at a neighborhood park / playground	60,899	Walking on local trails / paths	52.2
Sightseeing / driving or motorcycling for pleasure	38,588	Picnicking	50.8
Walking on local trails / paths	25,661	Relaxing, hanging out, escaping heat / noise, etc.	46.4
Class II – Off-road 4-wheel driving	12,532	General play at a neighborhood park / playground	46.3
Visiting historic sites / history-themed parks	12,414	Visiting historic sites / history-themed parks	45.9
Horseback riding	12,179	Attending outdoor concerts, fairs, festivals.	40.8
RV / motorhome / trailer camping	12,114	Walking / day hiking on non-local trails / paths	36.4
Big game hunting with a gun	7,122	RV / motorhome / trailer camping	35.8

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

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	154,689	61.8
Walking on local trails / paths	25,661	52.2
Walking / day hiking on non-local trails / paths	<1,000	36.4
Long-distance hiking (back packing)	<1,000	7.1
Jogging / running on streets / sidewalks	<1,000	10.0
Jogging / running on trails / paths	<1,000	7.2
Horseback riding	12,179	10.8
Bicycling on unpaved trails	<1,000	11.2
Bicycling on paved trails	<1,000	16.6
Bicycling on roads, streets / sidewalks	<1,000	25.6
Bicycle touring on paved roads / paths (long day / multi-day rides)*		8.3
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	<1,000	25.2
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	12,532	17.0
Class III – Off-road motorcycling	<1,000	4.4
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	4.7
Snowmobiling	<1,000	9.3
Personal water craft – jet ski	<1,000	4.9
Power boating (cruising / water skiing)	<1,000	16.6
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	<1,000	9.0
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	1.9
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	<1,000	1.1
Snowshoeing	<1,000	5.8
Sledding, tubing, or general snow play	4,097	35.4
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	38,588	58.6
Picnicking	<1,000	50.8
General play at a neighborhood park / playground	60,899	46.3
Dog walking / going to dog parks / off-leash areas	<1,000	29.1
Relaxing, hanging out, escaping heat / noise, etc.	271,394	46.4
Attending outdoor concerts, fairs, festivals	<1,000	40.8
Tennis (played outdoors)	<1,000	11.7
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	<1,000	13.3
Baseball / softball	<1,000	10.4
Football, soccer, lacrosse, rugby, ultimate frisbee	<1,000	9.3

Activity	User Occasions	% Population Participating
Golf	<1,000	12.6
Disc golf	<1,000	6.5
Skateboarding, inline skating, roller skating, roller skiing	<1,000	5.9
Rock climbing, bouldering, mountaineering	<1,000	2.0
Orienteering, geocaching	3,181	4.6
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	12,414	45.9
Nature Study Activities		
Bird watching	<1,000	12.6
Whale watching	-	8.7
Exploring tidepools	<1,000-	18.5
Other nature / wildlife / forest / wildflower observation	<1,000	23.0
Visiting botanical gardens	<1,000	5.0
Visiting nature centers	<1,000	7.3
Outdoor photography, painting, drawing	<1,000	12.5
Collecting (rocks, plants, mushrooms, berries)	<1,000	27.6
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	12,114	35.8
Car camping with a tent	6,350	28.8
Motorcycle camping with a tent	<1,000	2.6
Yurts / camper cabins	<1,000	8.5
Fishing, Hunting, Shooting Activities		
Fly fishing	<1,000	5.7
Fishing from a boat (other than fly fishing)	<1,000	18.7
Fishing from a bank or shore (other than fly fishing)	4,585	30.3
Crabbing	-	9.3
Shellfishing / clamming	-	5.1
Big game hunting with a gun	7,122	15.6
Big game hunting with a bow	<1,000	3.6
Waterfowl hunting	<1,000	2.8
Upland bird or small game hunting	2,148	6.7
Target / skeet shooting / archery	<1,000	14.4
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	<1,000	8.9
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	<1,000	10.1
Surfing / ocean stand-up paddling	-	<1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	<1.0
Beach activities – ocean	<1,000	31.1
Beach activities – lakes, reservoirs, rivers	<1,000	26.8
Swimming / playing in outdoor pools / spray parks	<1,000	28.8
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 Sherman 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, Sherman County

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	3.0	2.8
Cabins or yurts w/ heat, lights	2.7	2.7
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.9	2.8
Drive-in tent sites	3.3	3.2
Hike-in tent sites	2.4	2.6
Hiker-biker sites	1.8	2.2
Other type	---	---

* 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 Sherman County results, with items listed in descending order by mean priority ratings. The top priority needs for Sherman County residents are soft surface walking trails, access to waterways and picnic areas for small visitor groups. Playgrounds with natural materials (Natural Play Areas), nature and wildlife viewing areas and off-highway vehicle trails / areas rated high as well. Outdoor 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, Sherman 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	3.7
Public access sites to waterways	3.6
Picnic areas and shelters for <u>small</u> visitor groups	3.5
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.3
Nature and wildlife viewing areas	3.2
Off-highway vehicle trails / areas	3.2
Picnic areas and shelters for <u>large</u> visitor groups	3.1
Paved / hard surface walking trails and paths	3.1
Off-street bicycle trails and pathways	3.1
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	3.0
Community gardens	2.7
Multi-use fields for soccer, football, lacrosse, etc.	2.7
Off-leash dog areas	2.7
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.7
Baseball / softball fields	2.5
Basketball courts	2.5
Outdoor tennis courts	2.2

Value and Delivery for Benefits of Parks and Recreation Services

Sherman 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 3.4 to 4.2 on the 5-point scale, improving physical health, community desirability and help reduce crime rated the highest valued in Sherman County. Lowest valued benefits in Sherman County included promote tourism, provide opportunities for social interaction, help attract new residents / businesses and increase property values. Delivery of benefits ranged from a mean score of 2.6 to 3.3, with improving physical health, community desirability, preserve open space and preserve historical features rated the highest delivered in Sherman County. Lowest delivered benefits in Sherman County included help attract new residents / businesses and increase property values.

Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Sherman 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	Improve physical health and fitness	3.3
Make your community a more desirable place to live	4.2	Make your community a more desirable place to live	3.1
Help reduce crime	4.0	Preserve open space and the environment	3.1
Preserve open space and the environment	3.9	Preserve historical features in your community	3.1
Improve mental health and reduce stress	3.9	Provide opportunities for social interaction	3.0
Enhance a sense of place and community	3.8	Enhance a sense of place and community	3.0
Preserve historical features in your community	3.7	Promote tourism	2.9
Increase property values in your community	3.5	Help reduce crime	2.8
Help attract new residents and businesses	3.5	Improve mental health and reduce stress	2.8
Provide opportunities for social interaction	3.4	Increase property values in your community	2.7
Promote tourism	3.4	Help attract new residents and businesses	2.6