

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

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	6,305,623	Walking on local streets / sidewalks	62.3
Relaxing, hanging out, escaping heat / noise, etc.	1,502,908	Sightseeing / driving or motorcycling for pleasure	58.7
Bicycling on roads, streets /sidewalks	1,438,659	Picnicking	53.7
Walking on local trails / paths	1,288,922	Walking on local trails / paths	53.0
General play at a neighborhood park / playground	1,283,830	General play at a neighborhood park / playground	46.5
Jogging / running on streets / sidewalks	1,167,604	Relaxing, hanging out, escaping heat / noise, etc.	46.4
Dog walking / going to dog parks / off-leash areas	1,147,352	Visiting historic sites / history-themed parks	44.2
Picnicking	513,502	Sledding, tubing, or general snow play	38.9
Bird watching	458,566	Exploring tide pools	38.6
Swimming / playing in outdoor pools / spray parks	449,610	Attending outdoor concerts, fairs, festivals	38.1

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

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	6,305,623	62.3
Walking on local trails / paths	1,288,922	53.0
Walking / day hiking on non-local trails / paths	260,732	36.6
Long-distance hiking (back packing)	22,090	5.8
Jogging / running on streets / sidewalks	1,167,604	9.2
Jogging / running on trails / paths	130,614	6.6
Horseback riding	229,560	12.6
Bicycling on unpaved trails	82,452	13.1
Bicycling on paved trails	164,498	15.4
Bicycling on roads, streets / sidewalks	1,438,659	28.3
Bicycle touring on paved roads / paths (long day / multi-day rides)*		7.0
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	374,923	28.4
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	119,478	17.5
Class III – Off-road motorcycling	18,938	4.1
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)	74,119	3.8
Snowmobiling	90,805	11.6
Personal water craft – jet ski	18,067	5.9
Power boating (cruising / water skiing)	72,504	16.4
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	8,409	8.1
Cross-country / Nordic skiing / skijoring on groomed trails	1,197	1.4
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	4,514	<1.0
Snowshoeing	9,090	5.6
Sledding, tubing, or general snow play	102,656	38.9
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	775,062	58.7
Picnicking	513,502	53.3
General play at a neighborhood park / playground	1,283,830	46.5
Dog walking / going to dog parks / off-leash areas	1,147,352	30.2
Relaxing, hanging out, escaping heat / noise, etc.	1,502,908	46.4
Attending outdoor concerts, fairs, festivals	145,037	38.1
Tennis (played outdoors)	114,634	15.3
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	190,294	14.3
Baseball / softball	144,077	9.8
Football, soccer, lacrosse, rugby, ultimate frisbee	211,066	6.8

Activity	User Occasions	% Population Participating
Golf	102,907	9.9
Disc golf	192,321	1.8
Skateboarding, inline skating, roller skating, roller skiing	81,049	2.9
Rock climbing, bouldering, mountaineering	1,333	1.5
Orienteering, geocaching	85,073	3.3
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	202,467	44.2
Nature Study Activities		
Bird watching	458,556	24.4
Whale watching	-	26.6
Exploring tidepools	-	38.6
Other nature / wildlife / forest / wildflower observation	290,295	30.4
Visiting botanical gardens	<1,000	11.9
Visiting nature centers	6,440	16.9
Outdoor photography, painting, drawing	250,327	20.0
Collecting (rocks, plants, mushrooms, berries)	293,439	31.7
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	124,241	26.5
Car camping with a tent	84,026	25.7
Motorcycle camping with a tent	4,828	1.8
Yurts / camper cabins	23,113	9.4
Fishing, Hunting, Shooting Activities		
Fly fishing	17,166	5.4
Fishing from a boat (other than fly fishing)	118,336	16.7
Fishing from a bank or shore (other than fly fishing)	251,231	30.8
Crabbing	-	8.9
Shellfishing / clamming	-	5.0
Big game hunting with a gun	99,798	14.3
Big game hunting with a bow	21,959	3.1
Waterfowl hunting	22,455	2.8
Upland bird or small game hunting	38,116	6.4
Target / skeet shooting / archery	102,538	13.2
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	4,853	7.7
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	31,964	12.2
Surfing / ocean stand-up paddling	-	<1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	<1.0
Beach activities – ocean	-	28.9
Beach activities – lakes, reservoirs, rivers	209,941	28.7
Swimming / playing in outdoor pools / spray parks	449,610	31.7
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 Umatilla County residents, drive-in tent and RV sites had the highest likelihood of use, while hiker-biker sites had the lowest likelihood of use (Table 3). 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, Umatilla County

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	3.1	2.9
Cabins or yurts w/ heat, lights	2.8	2.8
Cabins or yurts w/ heat, lights, bathroom, kitchen	3.0	2.9
Drive-in tent sites	3.1	3.1
Hike-in tent sites	2.3	2.5
Hiker-biker sites	1.8	2.2
Other type	2.2	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 Umatilla County results, with items listed in descending order by mean priority ratings. The top priority needs for Umatilla County residents are soft surface walking trails, picnic areas for small groups and access to waterways. Playgrounds with natural materials (Natural Play Areas), off-street bicycle trails 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, Umatilla 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
Picnic areas and shelters for <u>small</u> visitor groups	3.6
Public access sites to waterways	3.6
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.3
Off-street bicycle trails and pathways	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
Nature and wildlife viewing areas	3.1
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	3.0
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.8
Community gardens	2.7
Multi-use fields for soccer, football, lacrosse, etc.	2.7
Off-leash dog areas	2.7
Baseball / softball fields	2.6
Basketball courts	2.5
Outdoor tennis courts	2.2

Value and Delivery for Benefits of Parks and Recreation Services

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

Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Umatilla 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	3.4
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	4.1	Preserve open space and the environment	3.1
Improve mental health and reduce stress	4.0	Preserve historical features in your community	3.1
Preserve open space and the environment	3.8	Provide opportunities for social interaction	3.0
Preserve historical features in your community	3.7	Promote tourism	3.0
Enhance a sense of place and community	3.7	Enhance a sense of place and community	3.0
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
Promote tourism	3.5	Increase property values in your community	2.7
Provide opportunities for social interaction	3.4	Help attract new residents and businesses	2.6