

Oregon Resident Outdoor Recreation Demand Analysis – SCORP Planning Summary

2013-2017 Oregon Statewide Comprehensive Outdoor Recreation Plan Supporting
Documentation

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

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking / day hiking on non-local trails / paths	775,660	Walking on local streets / sidewalks	76.1
Car camping with a tent	323,563	Sightseeing / driving or motorcycling for pleasure	73.6
Sightseeing / driving or motorcycling for pleasure	287,990	Picnicking	72.7
Class II – Off-road 4-wheel driving	259,206	Walking on local trails / paths	63.7
Class I – All-terrain vehicle riding	235,908	Relaxing, hanging out, escaping heat / noise, etc.	61.2
Walking on local trails / paths	224,769	General play at a neighborhood park / playground	53.9
Relaxing, hanging out, escaping heat / noise, etc.	223,067	Attending outdoor concerts, fairs, festivals	53.0
Beach activities – lakes, reservoirs, rivers	218,901	Walking / day hiking on non-local trails / paths	49.4
Dog walking / going to dog parks / off-leash areas	205,195	Visiting historic sites / history-themed parks	48.9
Horseback riding	175,750	Collecting (rocks, plants, mushrooms, berries)	47.1

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

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	775,660	76.1
Walking on local trails / paths	224,769	63.7
Walking / day hiking on non-local trails / paths	147,816	49.4
Long-distance hiking (back packing)	107,891	26.3
Jogging / running on streets / sidewalks	78,690	20.2
Jogging / running on trails / paths	26,919	14.5
Horseback riding	175,750	18.9
Bicycling on unpaved trails	16,179	15.4
Bicycling on paved trails	6,879	18.4
Bicycling on roads, streets / sidewalks	96,088	37.0
Bicycle touring on paved roads / paths (long day / multi-day rides)*		8.5
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	235,908	40.1
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	259,206	35.1
Class III – Off-road motorcycling	46,270	10.1
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)	30,716	8.8
Snowmobiling	87,916	18.7
Personal water craft – jet ski	5,379	5.4
Power boating (cruising / water skiing)	100,237	26.9
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	13,532	16.3
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	7.2
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	8,714	7.3
Snowshoeing	6,453	16.4
Sledding, tubing, or general snow play	94,225	44.8
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	287,990	73.6
Picnicking	77,974	72.7
General play at a neighborhood park / playground	51,458	53.9
Dog walking / going to dog parks / off-leash areas	205,195	33.6
Relaxing, hanging out, escaping heat / noise, etc.	223,067	61.2
Attending outdoor concerts, fairs, festivals	23,299	53.0
Tennis (played outdoors)	1,683	5.7
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	12,586	14.0
Baseball / softball	24,987	16.5
Football, soccer, lacrosse, rugby, ultimate frisbee	11,035	16.7

Activity	User Occasions	% Population Participating
Golf	10,920	10.1
Disc golf	<1,000	7.9
Skateboarding, inline skating, roller skating, roller skiing	<1,000	4.4
Rock climbing, bouldering, mountaineering	18,246	10.0
Orienteering, geocaching	18,892	4.4
Hang gliding, sky diving, paragliding	<1,000	<1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	55,097	48.9
Nature Study Activities		
Bird watching	105,187	23.5
Whale watching	-	7.8
Exploring tidepools	-	18.7
Other nature / wildlife / forest / wildflower observation	170,138	40.9
Visiting botanical gardens	<1,000	6.3
Visiting nature centers	4,484	8.6
Outdoor photography, painting, drawing	123,345	21.4
Collecting (rocks, plants, mushrooms, berries)	78,680	47.1
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	155,304	41.9
Car camping with a tent	323,563	39.8
Motorcycle camping with a tent	4,461	1.2
Yurts / camper cabins	2,602	5.1
Fishing, Hunting, Shooting Activities		
Fly fishing	73,237	11.9
Fishing from a boat (other than fly fishing)	33,071	29.8
Fishing from a bank or shore (other than fly fishing)	109,917	46.2
Crabbing	-	9.3
Shellfishing / clamming	-	3.5
Big game hunting with a gun	61,542	36.9
Big game hunting with a bow	9,380	16.4
Waterfowl hunting	4,204	7.9
Upland bird or small game hunting	11,965	19.5
Target / skeet shooting / archery	19,990	29.1
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	9,804	12.4
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	9,980	11.6
Surfing / ocean stand-up paddling	-	<1.0
Windsurfing / kiteboarding	<1,000	<1.0
Sailing	<1,000	1.3
Beach activities – ocean	-	34.3
Beach activities – lakes, reservoirs, rivers	218,901	33.6
Swimming / playing in outdoor pools / spray parks	57,543	19.7
Snorkeling / SCUBA diving	2,575	1.5

*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 Wallowa 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, Wallowa County

Camping Type	How likely to use camping type in state park*	Level of priority need for camping type near your community*
RV sites	2.6	2.4
Cabins or yurts w/ heat, lights	2.5	2.6
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.6	2.6
Drive-in tent sites	3.2	2.9
Hike-in tent sites	2.7	2.6
Hiker-biker sites	2.0	2.3
Other type	2.6	3.0

* 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 Wallowa County results, with items listed in descending order by mean priority ratings. The top priority needs for Wallowa County residents are access to waterways, soft surface walking trails and off-highway vehicle trails / areas. Playgrounds with natural materials (Natural Play Areas) and picnic areas for small groups 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, Wallowa County—Mean For 5-Point Likert (1 = “Lowest priority need” to 5 = “Highest priority need”)

Item	Mean
Public access sites to waterways	3.5
Dirt / other soft surface walking trails and paths	3.4
Off-highway vehicle trails / areas	3.4
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.1
Picnic areas and shelters for <u>small</u> visitor groups	3.1
Off-street bicycle trails and pathways	3.0
Nature and wildlife viewing areas	3.0
Off-leash dog areas	2.8
Picnic areas and shelters for <u>large</u> visitor groups	2.7
Paved / hard surface walking trails and paths	2.7
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	2.6
Community gardens	2.6
Multi-use fields for soccer, football, lacrosse, etc.	2.5
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.4
Baseball / softball fields	2.3
Basketball courts	2.2
Outdoor tennis courts	2.0

Value and Delivery for Benefits of Parks and Recreation Services

Wallowa 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 3.3 to 4.2 on the 5-point scale, improve physical health, community desirability and preserve open space rated the highest valued in Wallowa County. Lowest valued benefits in Wallowa County included help attract new residents / businesses, provide opportunities for social interaction and increase property values. Delivery of benefits ranged from a mean score of 2.5 to 3.3, with preserve historical features, preserve open space, community desirability and promote tourism rated the highest delivered in Wallowa County. Lowest delivered benefits in Wallowa County 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, Wallowa 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 historical features in your community	3.3
Make your community a more desirable place to live	4.1	Preserve open space and the environment	3.2
Preserve open space and the environment	4.0	Make your community a more desirable place to live	3.1
Improve mental health and reduce stress	3.9	Promote tourism	3.1
Preserve historical features in your community	3.9	Improve physical health and fitness	3.0
Enhance a sense of place and community	3.8	Provide opportunities for social interaction	3.0
Help reduce crime	3.7	Enhance a sense of place and community	3.0
Promote tourism	3.4	Improve mental health and reduce stress	2.9
Increase property values in your community	3.3	Help reduce crime	2.7
Provide opportunities for social interaction	3.3	Increase property values in your community	2.6
Help attract new residents and businesses	3.3	Help attract new residents and businesses	2.5