

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

User Occasions Where Activity Occurred		% Population Participating	
Activity	User Occasions	Activity	% Population Participating
Walking on local streets / sidewalks	2,166,734	Walking on local streets / sidewalks	62.3
Relaxing, hanging out, escaping heat / noise, etc.	746,527	Sightseeing / driving or motorcycling for pleasure	55.7
General play at a neighborhood park / playground	568,896	Walking on local trails / paths	53.7
Dog walking / going to dog parks / off-leash areas	543,076	Attending outdoor concerts, fairs, festivals	47.0
Sightseeing / driving or motorcycling for pleasure	470,399	Relaxing, hanging out, escaping heat / noise, etc.	46.6
Walking on local trails / paths	460,304	Picnicking	46.3
Bicycling on roads, streets /sidewalks	383,061	General play at a neighborhood park / playground	43.8
Walking / day hiking on non-local trails / paths	278,280	Visiting historic sites / history-themed parks	41.8
Bird watching	228,781	Walking / day hiking on non-local trails / paths	38.9
Swimming / playing in outdoor pools /spray parks	222,908	Car camping with a tent	37.4

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

Activity	User Occasions	% Population Participating
Non-motorized Trail Activities		
Walking on local streets / sidewalks	2,166,734	62.3
Walking on local trails / paths	460,304	53.7
Walking / day hiking on non-local trails / paths	278,280	38.9
Long-distance hiking (back packing)	10,731	10.6
Jogging / running on streets / sidewalks	110,234	12.4
Jogging / running on trails / paths	75,497	10.2
Horseback riding	87,091	6.5
Bicycling on unpaved trails	59,692	9.2
Bicycling on paved trails	198,549	24.1
Bicycling on roads, streets / sidewalks	383,061	21.9
Bicycle touring on paved roads / paths (long day / multi-day rides)*		13.7
Motorized Activities		
Class I – All-terrain vehicle riding (3 & 4 wheel ATVs, straddle seat and handle bars)	98,375	16.3
Class II – Off-road 4-wheel driving (jeeps, pick-ups, dune buggies, SUVs)	59,925	14.2
Class III – Off-road motorcycling	18,854	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	2.1
Snowmobiling	1,488	2.0
Personal water craft – jet ski	7,409	3.8
Power boating (cruising / water skiing)	86,444	16.2
Non-motorized Snow Activities		
Downhill (alpine) skiing / snowboarding	<1,000	10.5
Cross-country / Nordic skiing / skijoring on groomed trails	<1,000	3.0
Cross-country / Nordic skiing / skijoring on ungroomed trails / off designated trails	<1,000	2.3
Snowshoeing	9,703	7.4
Sledding, tubing, or general snow play	58,481	28.9
Outdoor Leisure / Sporting Activities		
Sightseeing / driving or motorcycling for pleasure	470,399	55.7
Picnicking	140,665	46.3
General play at a neighborhood park / playground	568,896	43.8
Dog walking / going to dog parks / off-leash areas	543,076	26.6
Relaxing, hanging out, escaping heat / noise, etc.	746,527	46.6
Attending outdoor concerts, fairs, festivals	52,143	47.0
Tennis (played outdoors)	8,143	4.2
Outdoor court games other than tennis (basketball, beach volleyball, badminton, etc.)	40,442	7.9
Baseball / softball	57,860	11.2
Football, soccer, lacrosse, rugby, ultimate frisbee	97,386	13.8

Activity	User Occasions	% Population Participating
Golf	42,120	8.2
Disc golf	97,954	10.2
Skateboarding, inline skating, roller skating, roller skiing	29,017	3.8
Rock climbing, bouldering, mountaineering	7,323	5.3
Orienteering, geocaching	11,233	9.1
Hang gliding, sky diving, paragliding	<1,00	1.0
Visiting historic sites / history-themed parks (history-oriented museums, outdoor displays, visitor centers, etc.)	59,258	41.8
Nature Study Activities		
Bird watching	228,781	14.0
Whale watching	-	11.4
Exploring tidepools	-	21.0
Other nature / wildlife / forest / wildflower observation	182,249	20.8
Visiting botanical gardens	4,157	4.5
Visiting nature centers	6,929	6.7
Outdoor photography, painting, drawing	117,800	14.8
Collecting (rocks, plants, mushrooms, berries)	100,023	24.4
Vehicle-based Camping Activities		
RV / motorhome / trailer camping	103,854	26.3
Car camping with a tent	108,709	37.4
Motorcycle camping with a tent	<1,000	1.0
Yurts / camper cabins	<1,000	6.5
Fishing, Hunting, Shooting Activities		
Fly fishing	108,970	5.6
Fishing from a boat (other than fly fishing)	86,660	20.3
Fishing from a bank or shore (other than fly fishing)	197,933	22.4
Crabbing	-	9.4
Shellfishing / clamming	-	4.6
Big game hunting with a gun	31,467	13.2
Big game hunting with a bow	7,562	3.0
Waterfowl hunting	8,756	2.1
Upland bird or small game hunting	71,515	3.6
Target / skeet shooting / archery	55,404	15.5
Non-motorized Water-based and Beach Activities		
White-water canoeing, kayaking, rafting	215,569	14.8
Flat-water canoeing, sea kayaking, rowing, stand-up paddling, tubing / floating	9,071	7.0
Surfing / ocean stand-up paddling	-	1.7
Windsurfing / kiteboarding	<1,000	1.5
Sailing	<1,000	1.5
Beach activities – ocean	-	36.6
Beach activities – lakes, reservoirs, rivers	133,934	20.9
Swimming / playing in outdoor pools / spray parks	222,908	21.3
Snorkeling / SCUBA diving	<1,000	1.2

*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 Wasco 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, Wasco 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	2.6
Cabins or yurts w/ heat, lights	2.8	2.7
Cabins or yurts w/ heat, lights, bathroom, kitchen	2.7	2.6
Drive-in tent sites	3.7	3.4
Hike-in tent sites	2.6	2.7
Hiker-biker sites	1.9	2.4
Other type	3.2	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 Wasco County results, with items listed in descending order by mean priority ratings. The top priority needs for Wasco County residents are soft surface walking trails, access to waterways, playgrounds with natural materials (Natural Play Areas) and picnic areas for small visitor groups. Nature and wildlife viewing 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, Wasco 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	3.7
Children’s playgrounds and play areas made of natural materials (logs, water, sand, boulders, hills, trees)	3.4
Picnic areas and shelters for <u>small</u> visitor groups	3.4
Nature and wildlife viewing areas	3.3
Children’s playgrounds and play areas built with manufactured structures like swing sets, slides, and climbing apparatuses	3.0
Picnic areas and shelters for <u>large</u> visitor groups	3.0
Paved / hard surface walking trails and paths	3.0
Off-street bicycle trails and pathways	3.0
Off-highway vehicle trails / areas	3.0
Community gardens	2.8
Off-leash dog areas	2.8
Multi-use fields for soccer, football, lacrosse, etc.	2.6
Designated paddling routes for canoes, kayaks, rafts, driftboats	2.6
Baseball / softball fields	2.3
Basketball courts	2.3
Outdoor tennis courts	2.0

Value and Delivery for Benefits of Parks and Recreation Services

Wasco 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 4.4 on the 5-point scale, improving physical health, preserve open space and the environment and community desirability rated the highest valued in Wasco County. Lowest valued benefits in Wasco County included promote tourism, increase property values and help attract new residents / businesses. Delivery of benefits ranged from a mean score of 2.6 to 3.2, with improving physical health and preserve historical features rated the highest delivered in Wasco County. Lowest delivered benefits in Wasco County included help attract new residents / businesses and increase property values.

Table 5. Value and Delivery for Benefits of Parks and Recreation Services, Wasco 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	4.4	Improve physical health and fitness	3.2
Preserve open space and the environment	4.2	Preserve historical features in your community	3.2
Make your community a more desirable place to live	4.1	Make your community a more desirable place to live	3.1
Improve mental health and reduce stress	3.9	Preserve open space and the environment	3.1
Enhance a sense of place and community	3.9	Enhance a sense of place and community	3.1
Help reduce crime	3.8	Provide opportunities for social interaction	3.0
Preserve historical features in your community	3.8	Improve mental health and reduce stress	2.9
Provide opportunities for social interaction	3.5	Promote tourism	2.9
Help attract new residents and businesses	3.4	Help reduce crime	2.8
Increase property values in your community	3.3	Increase property values in your community	2.7
Promote tourism	3.3	Help attract new residents and businesses	2.6