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# Silver Falls State Park Day-Use Visitor Study: An Analysis of Hispanic, Russian and Other Park Visitors



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## EXECUTIVE SUMMARY

### Study Background and Methods

Oregon's Hispanic population is currently the largest minority population in the state and will continue in this position in the coming years. From 2000 to 2020, Oregon's Hispanic population will double to 551,314, an increase from 8% to 13.1% of the state's population. According to new figures from the Oregon Department of Education, among public school students in grades one through three, 22% are Hispanic/Latino. The Russian immigrant population is another fast-growing segment of the state's Willamette Valley population. According to the Office of Refugee Resettlement, prior to 1988 the majority of refugees coming to Oregon were from South East Asia. Since that time, 55% of all refugees to Oregon have come from the former USSR. More than 100,000 Russian speaking refugees and immigrants currently reside in the Portland metro area, and these numbers are expected only to increase. Census figures show no place in the nation has had more of an influx from the Soviet Union than the Northwest. Oregon is number two in the nation for Russian-speaking new comers. The latest U.S. Census figures for the state mirror a nationwide trend, suggesting that Oregon will continue to diversify for a long time and should prepare for political and other changes associated with this trend.

Resource managers in the Oregon Parks and Recreation Department (OPRD) have identified a need for statistically reliable day-use visitor information for marketing and operations management purposes. As Oregon's population becomes increasingly diverse, it is critical to understand how different ethnic groups participate in outdoor recreation, and the constraints that limit their participation to better serve their outdoor recreation needs. The primary objective of this project was to provide park managers with usable information to better manage their parks to serve the needs of underserved populations currently visiting day-use parks in Region 2 (Columbia/Willamette Region) of the Oregon State Park system.

The purpose of this study was to examine the differences between major ethnic groups which visit the park including traditionally served White and, Hispanic, and Russian visitors. The survey involved a series of in-depth on-site interviews of day-use visitors at Silver Falls State Park. The survey was conducted over a period from July 31 to September 17, 2009 using bilingual Spanish and Russian interviewers. Interviews were evenly distributed during weekdays and weekends at a wide variety of survey locations within the park over the course of this data collection period. Collectively, 369 visitors participated in the survey with an overall response rate of 60%. What follows is a summary of key findings and recommendations based on the major issues/themes addressed in this survey.

### Key study findings

- Based a random survey sample of all day-use visitors, findings indicate that of all Silver Falls day-use visitors, 22% were Hispanic or Latino, 17% Russian, and 61% in the other ethnic category. The other ethnic category represents 202 traditional white visitors and a small number (27) of non-white underserved visitors. For the purposes of this report, the other ethnic category will be referred to as traditional white visitors.
- Of all Silver Falls day-use visitors, 63% were born in the US and 37% outside of the US. Of the Hispanic sample, 24% reported the US as their place of birth. Of those born outside of the US, 90% were born in Mexico, 5% in Brazil, and 5% in Salvador. Of the Russian

sample, 20% reported the US as their place of birth. Of those born outside of the US, 97% were born in Russia and 3% in the Ukraine. Of the other sample, 89% reported the US as their place of birth. Of the 11% born out of the US, 30% were born in Korea, China (15%), India (15%), Japan (8%), Canada (8%), and 4% in Israel, Sri Lanka, Greece, Great Britain, and the Philippines.

- The average age of the full sample was 45 years. The average age of the Hispanic visitors was the youngest of the three ethnic groups at 38 years. The average age of the Russian visitors was 42 years. The average age of traditional white visitors, the oldest of the three ethnic groups, was 48 years.
- Hispanic and Russian day-use visitors travel shorter distances to come to the park than traditional white visitors. Most Hispanic and Russian day-use visitors came from the nearby communities of Salem, Woodburn, and Molalla, while traditional white visitors were coming from a broader area Willamette Valley communities and the state. Out-of-state visitors were much more likely to be traditional white visitors.
- 47% of all Silver Falls day-use visitors had previously camped at an Oregon State Park. However, only 15% of Hispanic day-use visitors had previously camped at an Oregon State Park. Of the Hispanic day-use visitors who had not previously camped at an Oregon State Park, 36% of the Hispanic sample reported that there was something that Oregon State Parks could do to make them more likely to camp. According to these Hispanic visitors, more information/promotional materials, more security, closer to home camping opportunities, and more lighting would make them more likely to camp. Both Russian (48%) and other (58%) day-use visitors camped at similarly high levels.
- 80% of all Silver Falls State Park day-use visitors had previously visited the park. Both Hispanic (84%) and Russian (86%) day-use visitors had previously visited the park slightly more than the traditional white visitor population (78%). Of those visitors who had previously visited the park, the average number of times that they had visited the park in the last 12 months was 2.6 visits.
- For those who had previously visited the park, traditional white visitors have been coming to the park the longest at an average of 18.3 years, while Hispanic (8.8 years) and Russian (9.0 years) the fewest number of years.
- The average number of hours that Silver Falls State Park day-use visitors spend at the park for a typical visit was 5.3 hours. The Russian (6.0 hours) and Hispanic (5.9 hours) visitors spend about one hour more on average than the traditional white visitors (5.0 hours).
- The average group size for Silver Falls State Park day-use visitors was 9.5 people, but the Hispanic average group size was considerably larger at 11.8 people. Group size was fairly consistent between the traditional white visitor sample (8.8 people) and the Russian visitor sample (8.8).
- The average number of visitors per vehicle for Silver Falls State Park day-use visitors (4.3 people) was significantly higher than the current FMS assumption of 4.0 visitors per vehicle. The survey results verified the park staff observation that the Hispanic visitors were coming to the park with higher passenger counts per vehicle (5.1). The Russian sample was also higher at 4.4 passengers per car. Interestingly, the traditional white visitor average per car was identical to the FMS assumption at 4.0.

- The top five most popular activities among Silver Falls day-use visitors were walking/hiking (91%), sitting/relaxing (74%), sightseeing/hanging out (69%), and talking/socializing (69%). In general, Hispanic visitors reported a higher level of overall participation than the traditional white visitors and Russian visitors. In comparison to the traditional white visitors, Hispanics showed significantly higher participation in soccer, taking children to playground, picnicking/barbecuing, playing with kids, talking/socializing, learning about history, jogging/running, outdoor photography, and learning about nature. Russian visitor participation was very similar to the traditional white visitors. Russian visitors reported significantly higher participation in outdoor photography and lower participation in swimming/wading, sightseeing/hanging out, and learning about history.
- Walking/hiking was the favorite activity for all ethnic types, followed by picnicking/barbecuing and sightseeing/relaxing.
- The most important facilities or services for Silver Falls State Park day-use visitors were walking paths, restrooms, general feeling of safety, overall cleanliness and maintenance and adequate parking. For the Hispanic visitors, the most important included general feeling of safety, restrooms, overall cleanliness and maintenance, escaping summer heat and picnic tables. For the Russian visitors, the most important included general feeling of safety, walking paths, restrooms, overall cleanliness and maintenance and adequate parking. For traditional white visitors, the most important include walking paths, restrooms, overall cleanliness and maintenance, general feeling of safety, and rivers, streams and/or lagoons.
- Respondents were also asked to identify what programs/facilities/services they felt the park should offer. For all park visitors, top responses included more restrooms, a park grocery store, programs for children, ranger led programs, and children's playgrounds. For Hispanic visitors, top responses included a park grocery store, children's playgrounds, more water fountains, and more barbeque grilles. For traditional white visitors, top responses included more restrooms, ranger led programs, programs for children, handicapped accessible facilities, and a park guide book.
- Respondents were also asked how they first learned about the park. For the full sample, friends, family, living close by, internet, schools, brochures, and were born here were the most important ways of learning about the park. In comparing ethnic sample types, the internet was not as important for the Hispanic population as for the Russian and traditional white park visitors. For the Russian sample, schools and brochures appear to be important ways to learn about the park. For the traditional white park visitors, the internet and brochures appear to be the best way to get information out to new potential visitors.
- For all park visitors, the top three reasons for visiting Silver Falls State Park included "This park is peaceful and quiet," "I like the activities I can do here," and "Visiting here is affordable." The data suggest that, although the ranking of reasons is very similar, there are some differences among ethnic group types. Meeting friends and family here was selected by Hispanic respondents more frequently than the traditional white and Russian visitor samples. Hispanic visitors were also more likely than traditional white and Russian visitors to select "I am comfortable at this park because I have been here before." Surprisingly, the traditional white and Russian visitors more frequently select "this park is close to my home" than Hispanic visitors.
- Hispanic day-use visitors interacted with park staff less frequently than traditional white visitors and Russian visitors (17% of Hispanic visitors sometimes interacted and 2% often

or very little interaction). The majority of park visitors reported that they never or rarely (61%) interacted with the park staff. Very few people (6%) interacted with the staff often or very often.

- The top three information sources used to make a decision about visiting an Oregon State Park included computers/internet, family and friends, and brochures. The data suggest that, although the top three ranked information sources were similar, there are considerable differences in information used by the three ethnic groups. In comparison to the traditional white visitor group, Hispanic visitor information sources were higher for television, radio, and work, and lower for books, newspapers, brochures, and computer/internet. Russian information sources used were higher than the traditional white visitor group for radio, brochures, and newspapers.
- The favorite TV station for the Hispanic sample was Univision. For the traditional white sample it was Channel 10 OPB. The favorite website for the Hispanic, Russian, and traditional white samples was Google. For the traditional white population, the Oregon State Parks website was also a clear favorite. The favorite radio station for the Hispanic sample was KRYP – El Rey 93.1 FM. NPR was the favorite for the traditional white and Russian samples. The favorite newspapers/magazines for the Hispanic and traditional white samples were the Oregonian and Statesman Journal. For the Russian sample, the Oregonian was the favorite, followed by the Russian Newspaper, “In Every Home.”
- Respondents were also asked to report the language they speak most of the time at home. 69% of all Silver Falls day-use visitors speak English, 14% Spanish, 13% Russian, and four percent another language. Of the Hispanic sample, 33% spoke English, only 19% of the Russian sample, and 94% of the “Other “sample spoke English most of the time at home.
- Visitors were also asked to report the language they read most of the time. 78% of all Silver Falls day-use visitors read English most of the time, 13% Spanish, 8% Russian and one percent another language. Of the Hispanic sample, 41% read English, 58% of the Russian sample, and 97% of the “Other “sample read English most of the time. These results indicate that higher percentages of visitors read English most of the time than those that speak English most of the time at home. This is particularly true with the Russian sample, where only 19% speak English at home most of the time, but 58% read English most of the time.
- Of all Silver Falls State Park day-use visitors, approximately 90% described their English language skills, including their ability to speak (90%), listen (88%), read (87%), and write (90%), as either fair, good or excellent. However, there are differences when examining the English language proficiency of the Hispanic and Russian samples. For the Hispanic sample, 27% of respondents reported their ability to speak English as none or poor. The Hispanic respondents also reported their abilities to listen (34%), read (42%), and write (23%) in English as none or poor. For the Russian sample, 18% of respondents reported their ability to speak English as none or poor. The Russian respondents also reported their abilities to listen (19%), read (24%), and write (27%) in English as none or poor.
- Of all Silver Falls State Park day-use visitors, 91% have a computer at home. Almost all (97%) of traditional white visitors have a computer at home. However, fewer Russian (86%) and Hispanic (77%) day-use visitors at Silver Falls State Park reported having a computer at home. Of those visitors who speak Spanish most of the time at home, 67% have a computer at home and 66% of those who read Spanish most of the time have a computer at home. Of

those visitors who speak Russian most of the time at home, 86% have a computer at home and 74% of those who read Russian most of the time have a computer at home.

- Of those day-use visitors who responded that they had a computer at home, 93% reported that they had internet access at home and 87% reported having high-speed internet access. Almost all (96%) of traditional white visitors with a computer at home reported having internet access and 91% with high-speed internet access. Slightly fewer Russian (89%) and Hispanic (88%) day-use visitors with a computer at home also reported having internet access with 84% of Russian and 78% of Hispanic visitors with high-speed internet access. The lowest percentages of visitors with high-speed internet access at home were those who speak Spanish most of the time at home (68%), those who read Spanish most of the time (67%) and those who read Russian most of the time (69%).
- Survey results show that the Silver Falls State Park staff has done an excellent job in treating visitors of all ethnic groups in a fair manner. Almost all of the full (97%), Hispanic (94%), Russian (98%), and traditional white (97%) ethnic samples reported being treated fairly by park staff.
- Survey results show that the Silver Falls State Park day-use areas are an inviting atmosphere for all ethnic groups to enjoy their park visit. Survey respondents were asked whether they have ever felt discrimination against or been treated badly in the park because of their racial or ethnic background. In response to this question, all visitors except 2% of the Russian sample reported they had not experienced any discrimination at Silver Falls State Park. The Russian respondent reported that some visitors without children were a bit intolerant with their children.

### **Key study recommendations**

As previously mentioned, demographers have predicted that Oregon's Hispanic and Russian immigrant populations will continue to grow as a percentage of the total Oregon population in the coming years. This survey has identified that substantial numbers of current Silver Falls State Park day-use visitors are Hispanic (22%) and Russian (17%) visitors. It has also identified that the recreational facilities and services provided at Silver Falls State Park day-use areas are very compatible with the needs and desires of Hispanic and Russian visitors. As a result, OPRD has a great opportunity to cater marketing and operations efforts towards these two populations to insure stable day-use visitation at Silver Falls State Park in years to come. Survey results also point out the importance of using bilingual interviewers at Oregon State Parks where an ethnically diverse visitor population exists to collect statistically reliable information about underserved visitors in future visitor survey efforts.

The following are a set of marketing and operations recommendations intended to promote Hispanic and Russian visitation at Silver Falls State Park.

### Marketing recommendations:

- Focus marketing efforts for increasing the Hispanic and Russian day-use customer base in the communities of Salem, Woodburn, and Molalla.
- Work with Travel Salem, CVA, and other tourism groups to develop a tourism and marketing publication, distribution and evaluation strategy for Silver Falls State Park targeting the Hispanic population.
- Develop a Spanish-language Let's Go Camping brochure.
- Develop a one-page information sheet in English, Spanish, and Russian languages describing the recreation opportunities available at Silver Falls State Park. This sheet could be handed out by the attendant at the day-use payment booth and be made available at the Friends Group store and the Conference Center.
- Coordinate Hispanic outreach with the current efforts of the Oregon State Fair. A Spanish-language Silver Falls State Park information sheet might be distributed at events such as rodeos or concerts or on Hispanic radio spots on El Rey (93.1 FM).
- Target Hispanic and Russian youth in interpretive programming at Salem, Woodburn, and Molalla schools.
- Promotional materials for Hispanic visitors should emphasize the park's capacity to handle large groups.
- Invite Hispanic and Russian families to special park events such as the Silver Falls Mother's Day Birding and Wildflower Festival.

### Operations recommendations:

- 2010 FMS calculations for determining Silver Falls State Park day-use visitation should be based on an average of 4.3 visitors per vehicle rather than the current system average of 4.0 visitors per vehicle to more accurately estimate total day-use visitation. This higher 4.3 visitor per car estimate takes into account the higher number of visitors per vehicle for both Hispanic (5.1) and Russian (4.4) visitors. If the 4.3 visitor per car standard were used in calculating visitor counts for 2009 day-use totals at Silver Falls State Park, visitation would have increased from 1,250,000 to 1,343,750 visits (an increase of 93,750).
- Develop and conduct Spanish language visitor programs for use by bilingual interpreters.
- Consider employing at least one Spanish-speaking park/interpretive ranger to the staff at Silver Falls State Park and other parks in the system with high Hispanic visitation. The ranger should be given a regularly scheduled time to patrol the day-use area and interact with Hispanic visitors.
- Add Spanish bilingual volunteers to interact with park visitors.
- Survey results show that many Hispanic and Russian visitors can't read English-language park informational signs. Park managers should evaluate the conversion of informational park signs to universal symbol signs. A recent test at Metro's Blue Lake Regional Park concluded that universal symbol signs were much more effective in relaying information and were much more aesthetically pleasing than signs printed in multiple languages.
- Use Spanish and Russian bilingual volunteers to do a periodic park census to collect demographic information from all park visitors in all appropriate parks in the system.

- Picnicking was one of the most important activities for Hispanic visitors. In addition, Hispanic group size is substantially larger than the Russian or traditional visitors. Providing additional light-weight moveable picnic tables during the summer season could help to accommodate larger Hispanic visitor groups.
- Survey results clearly show that Silver Falls State Park staff is doing an excellent job in treating visitors of all ethnic groups in a fair manner, creating an inviting atmosphere for all ethnic groups to enjoy their park visit. Park managers should report these findings to park staff and to encourage them to maintain this high standard of service.

# INTRODUCTION

## Study Background and Objectives

The face of Oregon is changing. By the year 2020, Oregon's combined Hispanic, Asian, and African-American population will make up 22% of the state's population. In 2020, Oregon's fastest growing Hispanic population will make up 13% of Oregon's population. This trend is increasingly significant from an outdoor recreation perspective as SCORP research has shown that these groups presently participate in outdoor recreation activities at lower rates than non-minorities in Oregon. This means that the tax base for Oregon's natural resource and recreation agencies/organizations may increasingly fall on groups who have not traditionally participated in outdoor recreation activities. As a result, it is critical to understand how different ethnic and racial groups participate in outdoor recreation, and the constraints that limit their participation to better serve their outdoor recreation needs.

Oregon's Hispanic population is currently the largest minority population in the state and will continue in this position in the coming years. From 2000 to 2020, Oregon's Hispanic population will double to 551,314, an increase from 8% to 13.1% of the state's population. According to new figures from the Oregon Department of Education, among public school students in grades one through three, 22% are Hispanic/Latino. The Russian immigrant population is another fast-growing segment of the population in Oregon's Willamette Valley. According to the Office of Refugee Resettlement, prior to 1988 the majority of refugees coming to Oregon were from South East Asia, since that time, 55% of all refugees to Oregon have come from the former USSR. More than 100,000 Russian speaking refugees and immigrants currently reside in the Portland metro area, and these numbers are expected only to increase. Census figures show no place in the nation has had more of an influx from the Soviet Union than the Northwest. Oregon is number two in the nation for Russian-speaking new comers. Overall, the latest U.S. Census figures for the state mirror a nationwide trend, suggesting that Oregon will continue to diversify for a long time and should prepare for political and other changes associated with this trend.

Resource managers in the Oregon Parks and Recreation Department (OPRD) have identified a need for statistically reliable day-use visitor information for marketing and operations management purposes. The primary objective of this project is to provide park managers with usable information to better manage their parks to serve the needs of underserved populations currently visiting day-use parks in Region 2 (Columbia/Willamette Region) of the Oregon State Park system.

The purpose of the Silver Falls State Park Day-Use Visitor Study was to examine the differences between major ethnic groups which visit the park. At this park, the primary ethnic groups include the traditionally served White population, Hispanic or Latino, and Russian populations. Specific information and issues addressed in this survey included the following:

- Visitor and group characteristics
- Trip characteristics and visitation patterns
- Activity participation
- Importance of park facilities and services

- Marketing perceptions
- Perceived discrimination

An on-site survey was used to gather information about these issues. This report describes the methods used to gather this data, summarizes key findings, and discusses the core implications of these results for the better serving the needs of the Hispanic/Latino and Russian park visitors at this park. Key study findings and detailed statistics, graphs, and tables are provided in various sections of this report.

### **Survey Methods**

This study involved on-site intercepts at six locations within the day-use area of Silver Falls State Park. Sites included picnic areas, trail heads, children’s play areas, reservable picnic shelters, the pet exercise area, and swimming area. A systematic sampling plan was developed to survey visitors at these locations at different days of the week (weekdays and weekends). Interviews were conducted by one bilingual Spanish and one bilingual Russian interviewers hired for the summer season. Data collection occurred over a period from July 31 to September 17, 2009. Only adults over the age of 18 were eligible to participate in this survey.

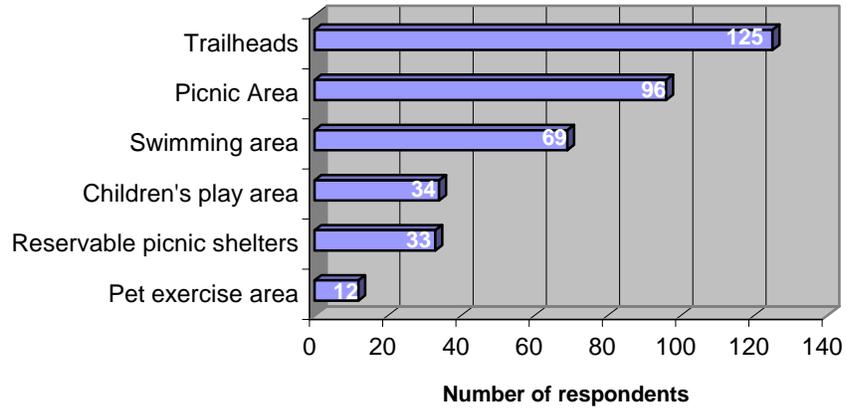
Of the 610 visitors contacted, 369 agreed to participate for an overall response rate of 60%. This study report summarizes key descriptive survey findings, comparisons across ethnic group type (Hispanic, Russian, and other), and provides a summary of visitor open-ended comments. Finally, this report concludes by discussing potential implications and recommendations based on the data.

## **RESULTS**

### **Survey Distribution**

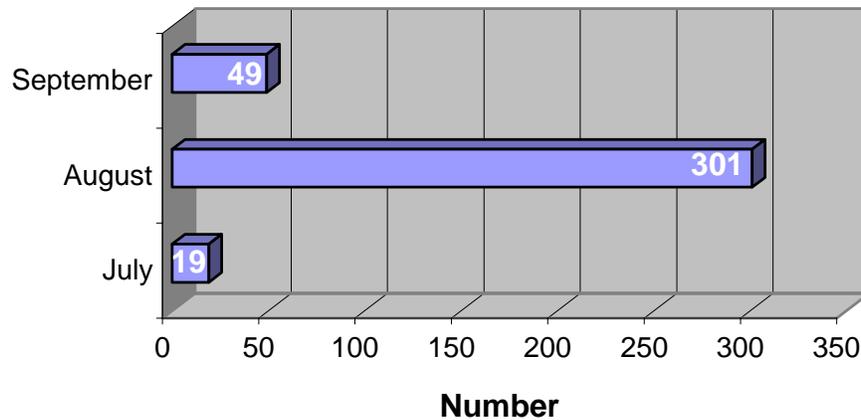
Surveys were distributed to Silver Falls State Park day-use visitors in each of the six site locations. During initial interview contact, overnight campers were identified and excluded from the survey. As a result of on-site data collection, 369 completed surveys were collected. The number of respondents at each survey site location reflects the visitor use volume during the survey period (Figure 1). Highest visitor use was reported at trailheads, picnic areas, and at the swimming area. A total of 33 groups at reserved picnic shelters were interviewed with one person from each group shelter interviewed representing the entire group.

**Figure 1. Survey respondents by park location**

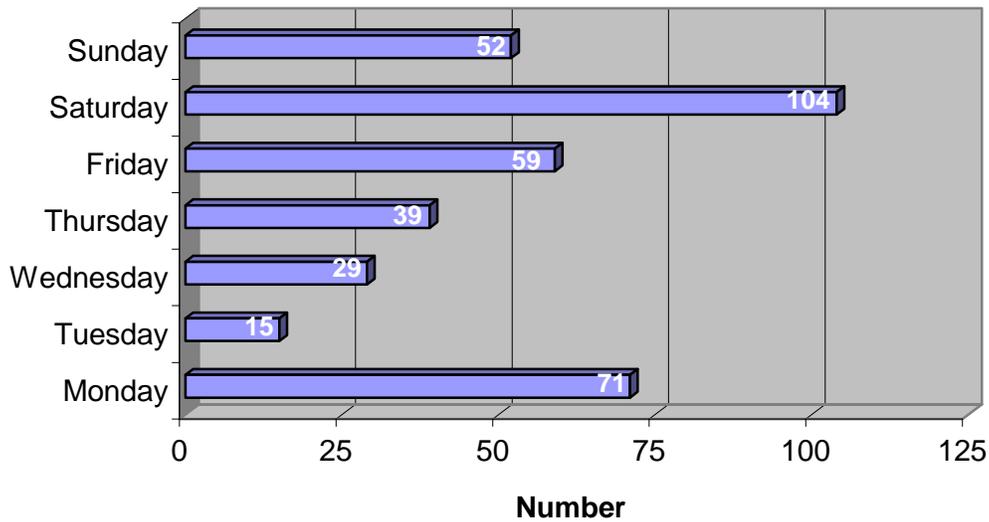


The majority of interviews (82%) were conducted during the month of August (Figure 2), with all occurring during the park's peak summer season. Interviews were evenly distributed during weekdays (58%) and weekends (42%) as shown in Figure 3.

**Figure 2. Completed interviews by month**



**Figure 3. Distribution of interviews during week**

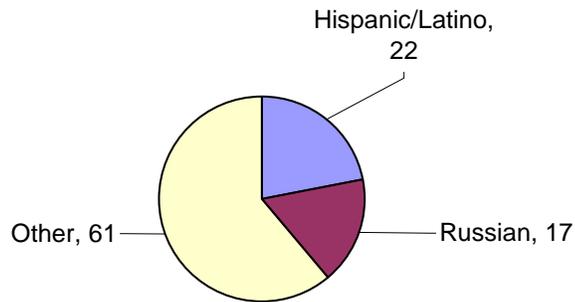


## **Visitor Profile**

### Ethnic Types

Survey respondents were asked a number of questions about their socio-demographic characteristics and their fellow group members. For the purposes of this study, day-use visitors are classified into three ethnic categories. The “Other” category includes 202 white respondents and a small number of non-white, underserved population respondents (1 Native Hawaiian/Pacific Islander, 2 American Indian/Alaska Native, 14 Asian Americans, and 10 Black or African American). The “Hispanic” category includes 80 Hispanic/Latino respondents. Finally, the “Russian” category includes 60 respondents. Figure 4 shows the percentage of respondents in each of these three ethnic categories. These three ethnic characteristics are compared against other issues addressed in the survey (e.g., park use behavior, activity participation, management preferences and marketing preferences) throughout this report.

**Figure 4. Major visitor ethnic types (Percent)**

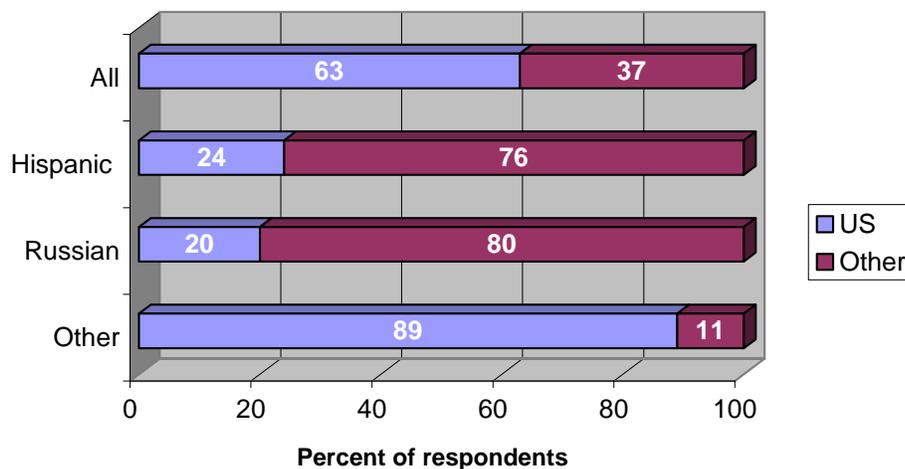


Official day-use visitation figures for July-August, 2009 at Silver Falls State Park was approximately 700,000 visitors. Using the ethnic visitor type percentages shown in Figure 4, we can extrapolate that about 154,000 were Hispanic, 119,000 Russian, and 427,000 in the other ethnic type.

Country of Birth

Respondents were also asked about their country of birth. For the full sample, 63% of respondents reported the United States (US) as their place of birth (Figure 5). Of the Hispanic sample, 24% reported the US as their place of birth and 76% born outside the US. Of those born outside of the US, 90% were born in Mexico, 5% in Brazil, and 5% in Salvador. Of the Russian sample, 20% reported the US as the place of birth and 80% born outside of the US. Of those born outside of the US, 97% were born in Russia and 3% in the Ukraine. Of the other sample, 89% reported the US as their place of birth. Of the 11% born outside of the US, 30% were born in Korea, China (15%), India (15%), Japan (8%), Canada (8%), and 4% in Israel, Sri Lanka, Greece, Belgium, Great Britain, and the Philippines.

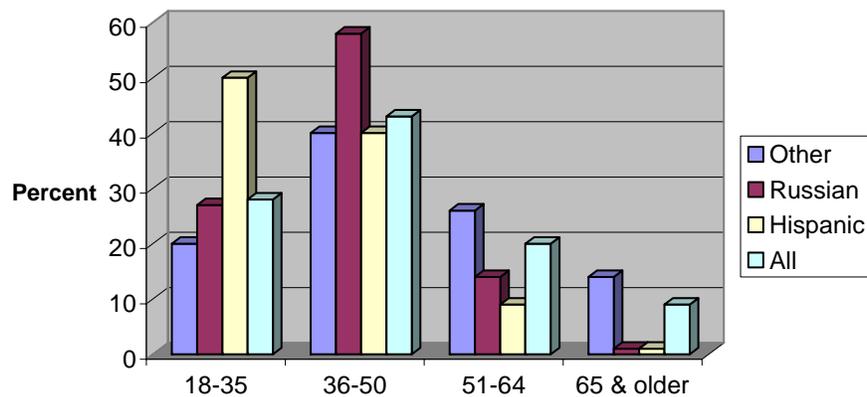
**Figure 5. Place of birth**



## Age

The average age of this full adult sample (the “All” category in Figure 6) was 45 years with 28% representing the 18-35 age group, 43% representing the 36-50 age group, 20% representing the 51-64 age group, and 9% representing the 65 and older age group. The average age of the “Hispanic” sample, the youngest of the three ethnic groups at 38 years, had 50% representing the 18-35 age group, 40% representing the 36-50 age group, 9% representing the 51-64 age group, and 1% representing the 65 and older age group. The average age of the “Russian” sample was 42 years with 27% representing the 18-35 age group, 58% representing the 36-50 age group, 14% representing the 51-64 age group, and 1% representing the 65 and older age group. The average age of traditional white visitors, the oldest of the three ethnic groups, was 48 years, with 20% representing the 18-35 age group, 40% representing the 36-50 age group, 26% representing the 51-64 age group, and 14% representing the 65 and older age group.

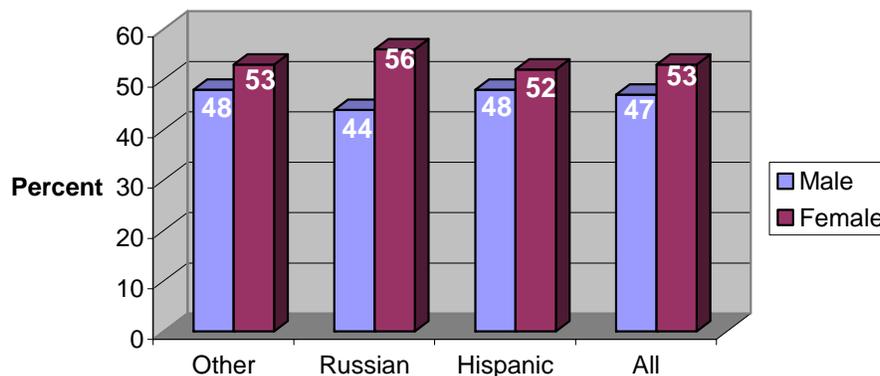
**Figure 6. Age of respondents by ethnic type**



## Gender

The sample includes a good balance between male and female respondents (47% vs. 53% for the full sample) including each of the three ethnic types (Figure 7).

**Figure 7. Gender of respondents by ethnic type**



### Home address

Respondents were asked to report their 5-digit postal code of their home address. For the full sample, 84% of day-use visitors to Silver Falls State Park are Oregon residents, 14% come from other states (Table 1), and two percent are international visitors. Of the out-of-state visitors, most come from the states of California (34%), Washington (18%), Arizona (10%), Kansas (10%), and Iowa (4%). Of the Oregon resident visitors, most come from Salem (29%), Portland (13%), Woodburn (9%), Eugene (4%), Beaverton (4%), Silverton (4%), Albany (3%), Dallas (2%), Newberg (2%), and Oregon City (2%). The map on the following page (Figure 8) shows the number and level of in-state day-use visitation by county of origin. Five international visitors were included in the sample from Japan (2), Belgium (1), India (1) and Great Britain (1).

For Hispanic sample, 95% of day-use visitors are Oregon residents while only 5% come from other states including California and Washington. Of the Oregon resident Hispanic visitors, most come from Salem (37%), Woodburn (17%) and Molalla (6%).

For the Russian sample, 94% of day-use visitors are Oregon residents while only 6% come from other states including Texas and California. Of the Oregon resident Russian visitors, most come from Woodburn (22%), Salem (16%), and Molalla (5%),

For the Other sample, 80% of day-use visitors are Oregon residents while 20% come from other states. Of the out-of-state visitors, most come from the states of California (28%), Washington (19%), Arizona (12%), Kansas (7%), and Iowa (5%). Of the Oregon resident visitors, most come from Salem (31%), Portland (16%), Eugene (6%), Silverton (5%), Albany (3%), and Beaverton (3%).

In general, the Hispanic and Russian day-use visitors travel shorter distances to come to the park than the traditional white visitor population. Most Hispanic and Russian day-use visitors come from the nearby communities of Salem, Woodburn, and Molalla while traditional white visitors are coming from a broader area of Willamette Valley communities and the state. Out-of-state day-use visitors are much more likely to be traditional white visitors.

**Figure 8. Silver Falls State Park in-state visitation by county of origin**

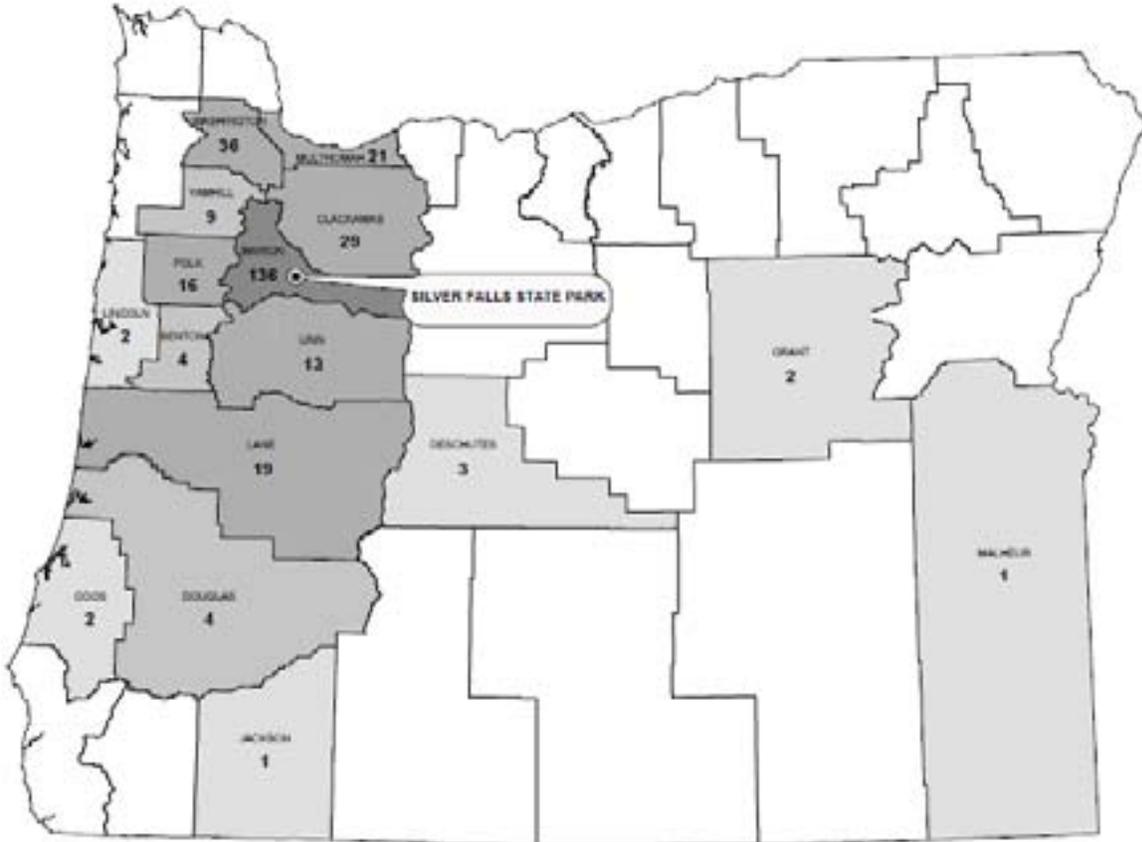


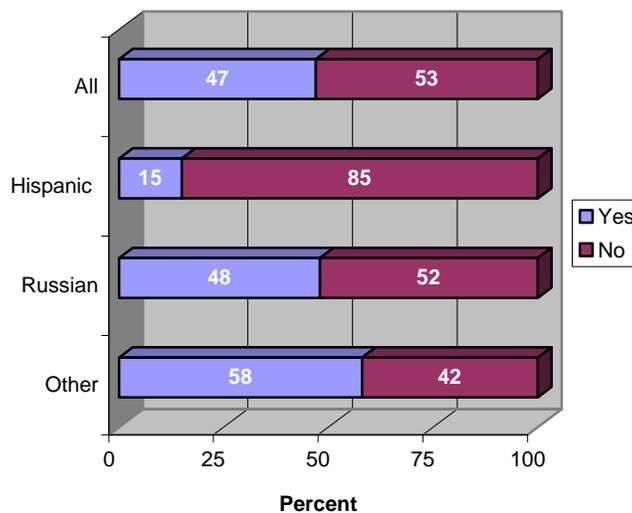
Table 1. Respondent's home address							
Full Sample		Hispanic Sample		Russian Sample		Other Sample	
<b>Out of State</b>		<b>Out of State</b>		<b>Out of State</b>		<b>Out of State</b>	
California	17	California	3	Texas	2	California	12
Washington	9	Washington	1	California	1	Washington	8
Arizona	5					Arizona	5
Kansas	3	<b>In State</b>		<b>In State</b>		Kansas	3
Iowa	2	Salem	26	Woodburn	10	Iowa	2
Idaho	1	Woodburn	12	Salem	7	Idaho	1
Illinois	1	Portland	7	Molalla	4	Illinois	1
Indiana	1	Newberg	3	Beaverton	3	Indiana	1
Maryland	1	Tualatin	3	Newberg	3	Maryland	1
Minnesota	1	Albany	2	Oregon City	3	Minnesota	1
Missouri	1	Beaverton	2	Portland	3	Missouri	1
Nevada	1	Hillsboro	2	Dallas	2	Nevada	1
New Jersey	1	Silverton	2	Eugene	2	New Jersey	1
Ohio	1	Aurora	1	Roseburg	2	Ohio	1
Pennsylvania	1	Canby	1	Stayton	2	Pennsylvania	1
South Carolina	1	Dallas	1	Bend	1	South Carolina	1
Texas	1	Gervais	1	Coos Bay	1	Utah	1
Utah	1	Hubbard	1	Hubbard	1	Vermont	1
Vermont	1	Junction City	1	Independence	1		
		McMinnville	1	Jefferson	1	<b>In State</b>	
<b>In State</b>		Mount Angel	1	Lebanon	1	Salem	53
Salem	86	Mulino	1	Mount Vernon	1	Portland	28
Portland	38	Oregon City	1	North Plains	1	Eugene	11
Woodburn	26	Powers	1	Silverton	1	Silverton	8
Eugene	13	Springfield	1	Springfield	1	Albany	6
Beaverton	11			Sublimity	1	Beaverton	6
Silverton	11			Tualatin	1	Dallas	4
Albany	8			West Linn	1	Lake Oswego	4
Dallas	7			Wilsonville	1	Woodburn	4
Newberg	6					Corvallis	3
Oregon City	6					Bend	2
Molalla	5					Canby	2
Tualatin	5					Hubbard	2
Hubbard	4					Independence	2
Lake Oswego	4					McMinnville	2
Roseburg	4					Mount Angel	2
Springfield	4					Oregon City	2
Bend	3					Roseburg	2
Canby	3					Sherwood	2
Corvallis	3					Springfield	2
Hillsboro	3					Waldport	2
Independence	3					Aumsville	1
McMinnville	3					Aurora	1
Mount Angel	3					Clackamas	1
Aurora	2					Colton	1
Junction City	2					Damascus	1
Lebanon	2					Harrisburg	1
Mount Vernon	2					Hillsboro	1
Sherwood	2					Junction City	1
Stayton	2					Lebanon	1
Sublimity	2					Medford	1
Waldport	2					Mill City	1
Aumsville	1					Molalla	1
Clackamas	1					Monmouth	1
Colton	1					Mosier	1
Coos Bay	1					Mount Vernon	1
Damascus	1					Philomath	1
Gervais	1					Scio	1
Harrisburg	1					Scotts Mills	1
Jefferson	1					Sublimity	1
Medford	1					Troutdale	1
Mill City	1					Tualatin	1
Monmouth	1					Turner	1
Mosier	1					Westfall	1
Mulino	1						
North Plains	1						
Philomath	1						
Powers	1						
Scio	1						
Scotts Mills	1						
Troutdale	1						
Turner	1						
West Linn	1						
Westfall	1						
Wilsonville	1						

## Trip Characteristics and Visitation Patterns

### Camped overnight

Park managers were interested in determining the percentage of Silver Falls State Park day-use visitors who have previously camped overnight at an Oregon State Park. For the full sample, 47% of day-use visitors had previously camped at an Oregon State Park. Both Russian (48%) and Other (58%) day-use visitors camped at similarly high levels. However, only 15% of Hispanic day-use visitors had previously camped at an Oregon State Park.

**Figure 9. Have you ever camped overnight at an Oregon State Park?**

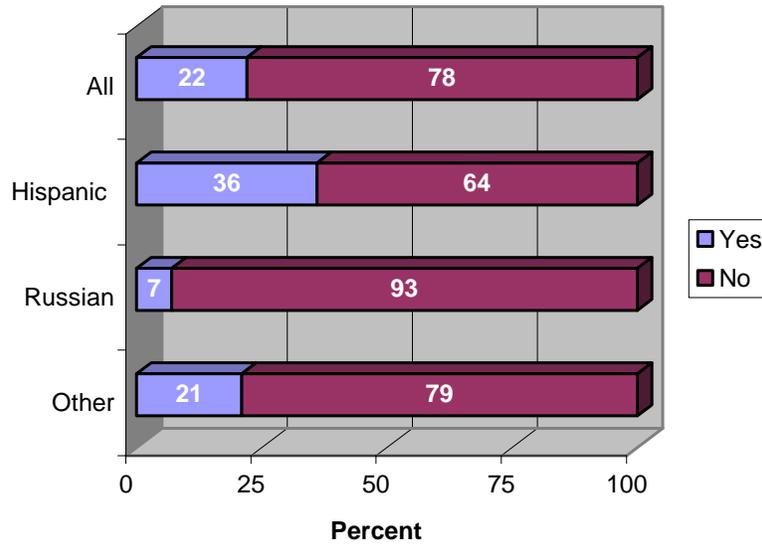


Those respondents who reported they had not previously camped at an Oregon State Park were asked if there was anything that Oregon State Parks could do to make them more likely to camp overnight. For the full sample, 22% of day-use visitors who had not previously camped at an Oregon State Park responded that there was something that the agency could do to make them more likely to camp (Figure 10). Twenty-one percent of the Other sample and only 7% of the Russian sample reported that there was something that the agency could do to make them more likely to camp. Thirty-six percent of the Hispanic sample reported that there was something that Oregon State Parks to do to make them more likely to camp. It appears that current Hispanic day-use visitors to Silver Falls State Park would be an easy-to-reach target market for future overnight camping. Table 2 identifies that for the Hispanic visitors, more information/promotional materials, more security, closer to home camping opportunities, and more lighting would make them more likely to camp.

If Hispanic day-use visitors were identified as a target market for promoting overnight camping, these data would suggest developing a Spanish language camping brochure, with information about camping opportunities in the Willamette Valley including camping parks such as Willamette Mission State Park, Milo McIver State Park, and Champoege State Heritage Area.

Such campgrounds would provide an easy, safe first step camping opportunity for them to learn about camping in a close-to-home setting.

**Figure 10. Is there anything that Oregon State Parks can do to make you more likely to camp overnight?**



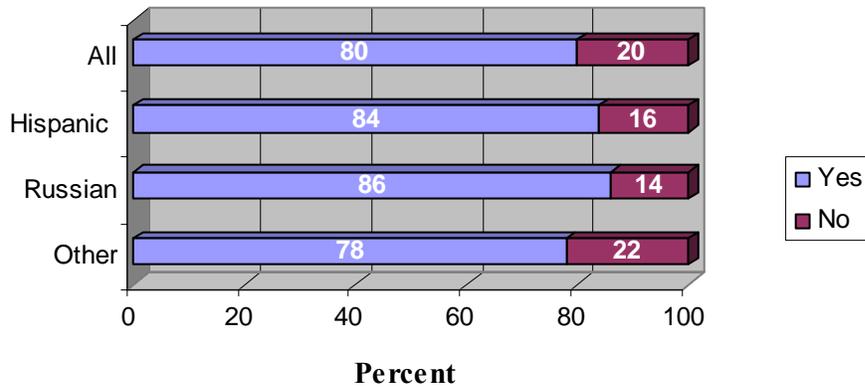
**Table 2. What would make you more likely to camp overnight?**

Full Sample	Hispanic Sample	Russian Sample	Other Sample
More information/ promotional materials	8	4	5
Provide more camping spaces	5	4	4
More restrooms	5	3	4
More security	5	2	3
More affordable	4	1	3
Hard to make a reservation	4	1	2
Closer to home camping	3	1	2
Too crowded	2	1	1
More lights	2	1	1
More showers	2	1	
Better map	1	1	
Better cell phone coverage	1	1	
More places to swim	1	1	
More signs	1		
More waterfountains	1		
Remove insects	1		
Cabins	1		

### Visitation patterns

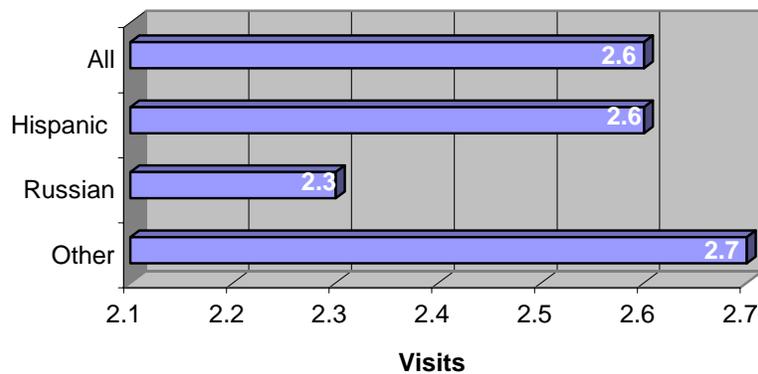
Most day-use visitors to Silver Falls State Park are return visitors. For the full sample, 80% of day-use visitors had previously visited Silver Falls State Park prior to this visit (Figure 11). Both Hispanic (84%) and Russian (86%) day-use visitors had previously visited the park slightly more than the traditional white visitor population (Other: 78%).

**Figure 11. Have you ever been to this park before?**



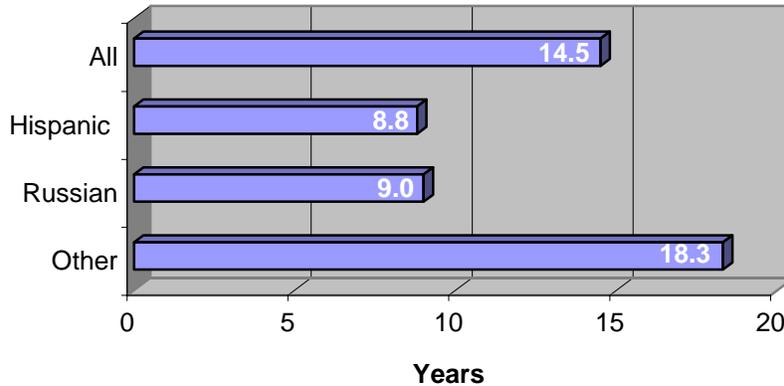
Of those visitors who had previously visited the park, the average number of times that the full sample had visited the park in the last 12 months was 2.6 visits. There is very little difference between the ethnic sample types, with Russian visitors the lowest at 2.3 visits in the past year.

**Figure 12. Average visits per year**



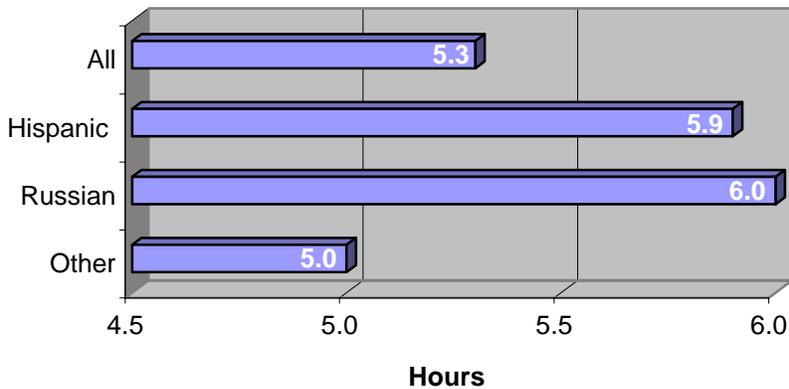
Of those who had previously visited the park, the average number of years that the full sample had been coming to the park was 14.5 (Figure 13). The traditional white visitors (Other) have been coming to the park the longest at an average of 18.3 years, while the Hispanic (8.8 years) and Russian (9.0) the fewest number of years.

**Figure 13. Average years coming to the park**

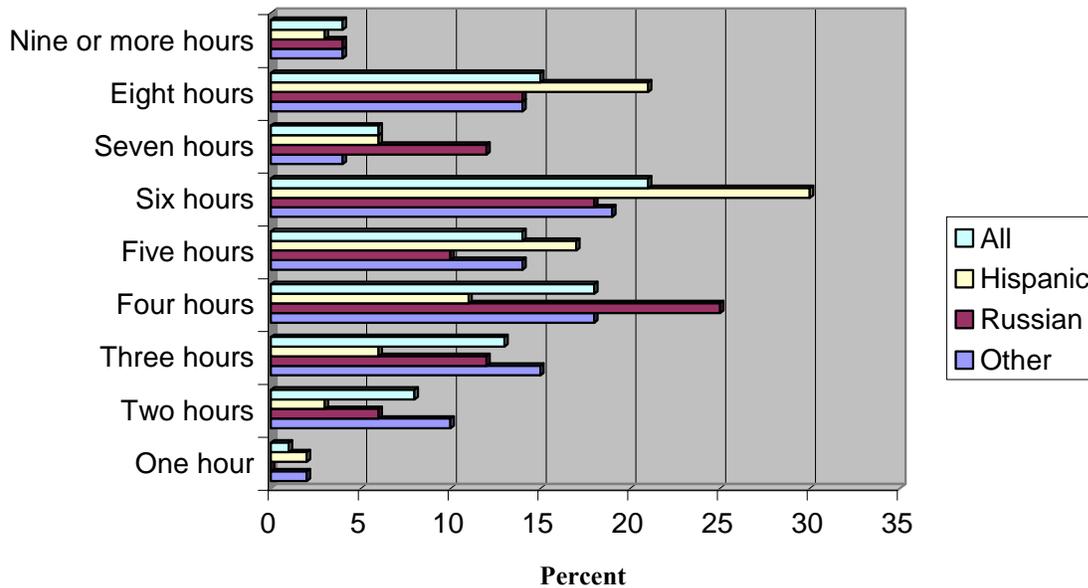


Of those who had previously visited the park, the average number of hours that the full sample usually spent at Silver Falls State Park during a day-use visit was 5.3 hours (Figure 14). The Russian (6.0 hours) and Hispanic (5.9 hours) spend about one hour more on average than the traditional white visitors (5.0 hours). Figure 15 includes the percentage of visitors by hourly category for each of the four sample groups.

**Figure 14. Average time spent at park**



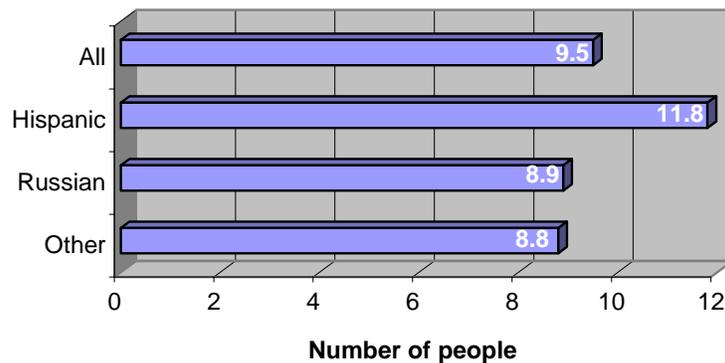
**Figure 15. Length of stay distribution**



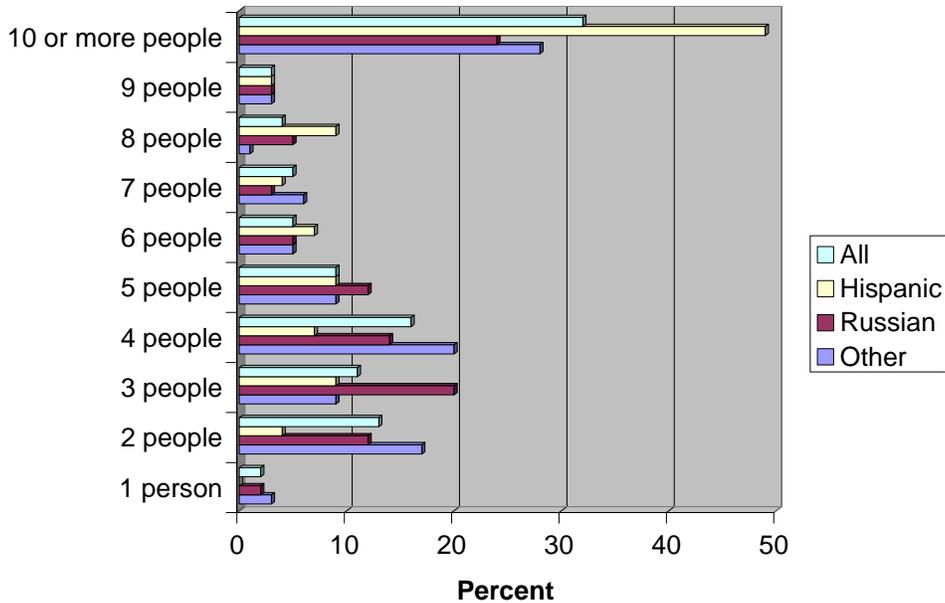
Group Size and Composition

Respondents were also asked to provide information about their group size and composition. For the full sample, group size averaged 9.5 people (Figure 16). Group sizes in the sample ranged from 1-50 people. Group size was fairly consistent between the traditional white visitor sample (8.8 people) and the Russian sample (8.8). However, the Hispanic average group size was considerably larger at 11.8 people. About one half (49%) of Hispanic groups included 10 or more people (Figure 17).

**Figure 16. Average group size**

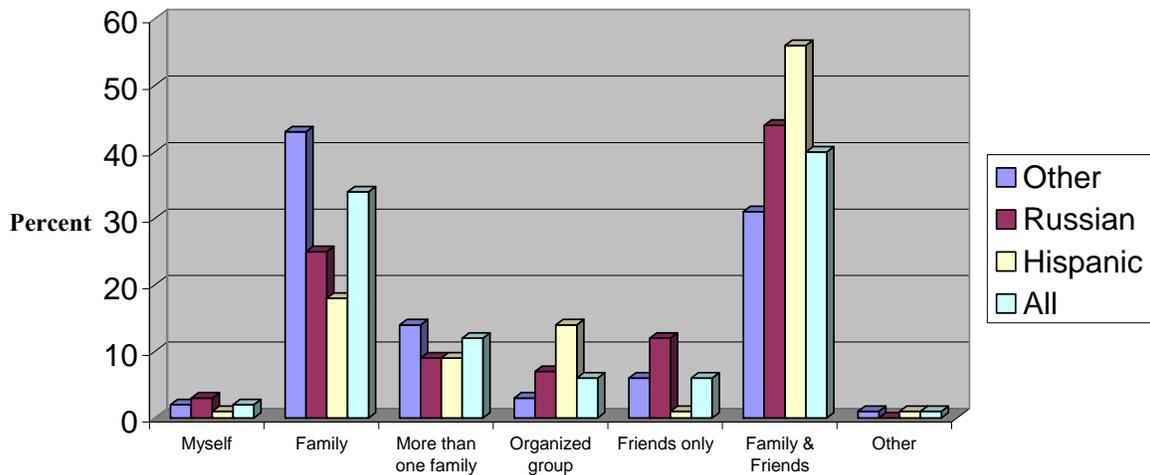


**Figure 17. Group size distribution**



For the full sample, group composition varied somewhat with “family and friends” being the most frequently cited type of group (40%), followed by “family” (34%), “more than one family” (12%), “organized groups” (6%), and “friends” (6%). For the traditional white visitors, “family” (43%) was the most frequent group type. Only 18% of Hispanic groups were “family” groups. The most frequent group type for the Hispanic (56%) and Russian (44%) samples were “family and friends.” A substantially larger percent of Hispanic groups (14%) were “organized groups.”

**Figure 18. Group Type**



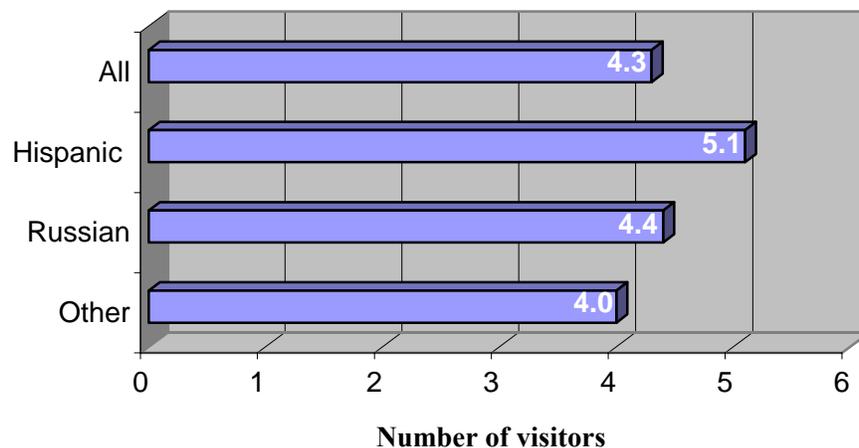
### Visitors per car

Park managers were very interested in identifying the average number of visitors per car. The current conversion for park visitation used for FMS assumes four visitors per vehicle. At Silver Falls State Park, park managers and staff had observed that Hispanic visitors tend to arrive in the park with higher passenger counts per vehicle. As a result, they were interested in verifying this observation for the different ethnic groups included in this survey.

For the full sample, day-use visitors averaged 4.3 visitors per car (Figure 19). This number is significantly higher than the FMS assumption of 4.0 visitors per vehicle. Interestingly, the traditional white visitor average per vehicle was identical to the FMS assumption at 4.0. The survey results verified the observation that the Hispanic visitors were coming to the park with higher passenger counts per vehicle (5.1). The Russian sample was also a bit higher at 4.4 visitors per car.

To illustrate the difference between 4.0 and 4.3 visitors per vehicle averages, we can look at the historic day-use visitation numbers for Silver Falls State Park for 2009. The official day-use visitor totals for the park for the park for 2009 was approximately 1,250,000 visits. This would amount to 312,500 vehicles included in the traffic count. If the 4.3 visitors per vehicle count identified in this study were adopted, the 2009 day-use visit totals at Silver Falls State Park would be approximately 1,343,750 visitors (an increase of 93,750 day-use visits).

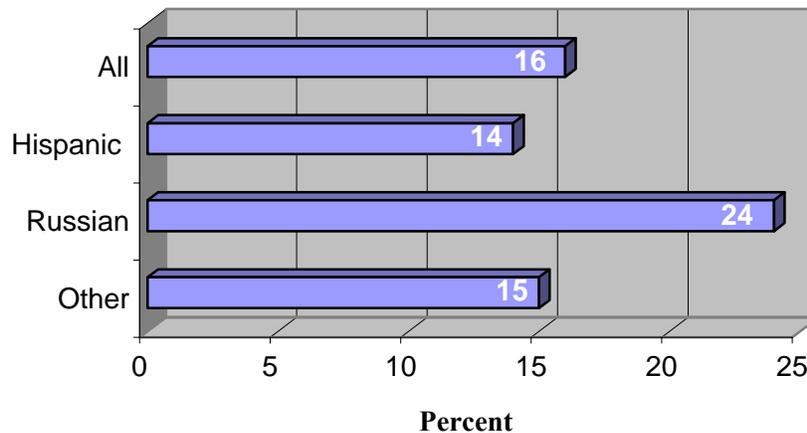
**Figure 19. Average number of visitors per car**



### Bring a dog

Respondents were asked if they or anyone in their group had brought a dog with them on this trip to Silver Falls State Park. For the full sample, 16% of day-use visitor groups brought a dog on this trip. The Hispanic (14%) and traditional white (15%) visitor samples were similar to the full sample. The Russian sample was considerably higher with 24% of groups bringing a dog.

**Figure 20. Did you or anyone in your group bring a dog with you today?**



### Activity Participation

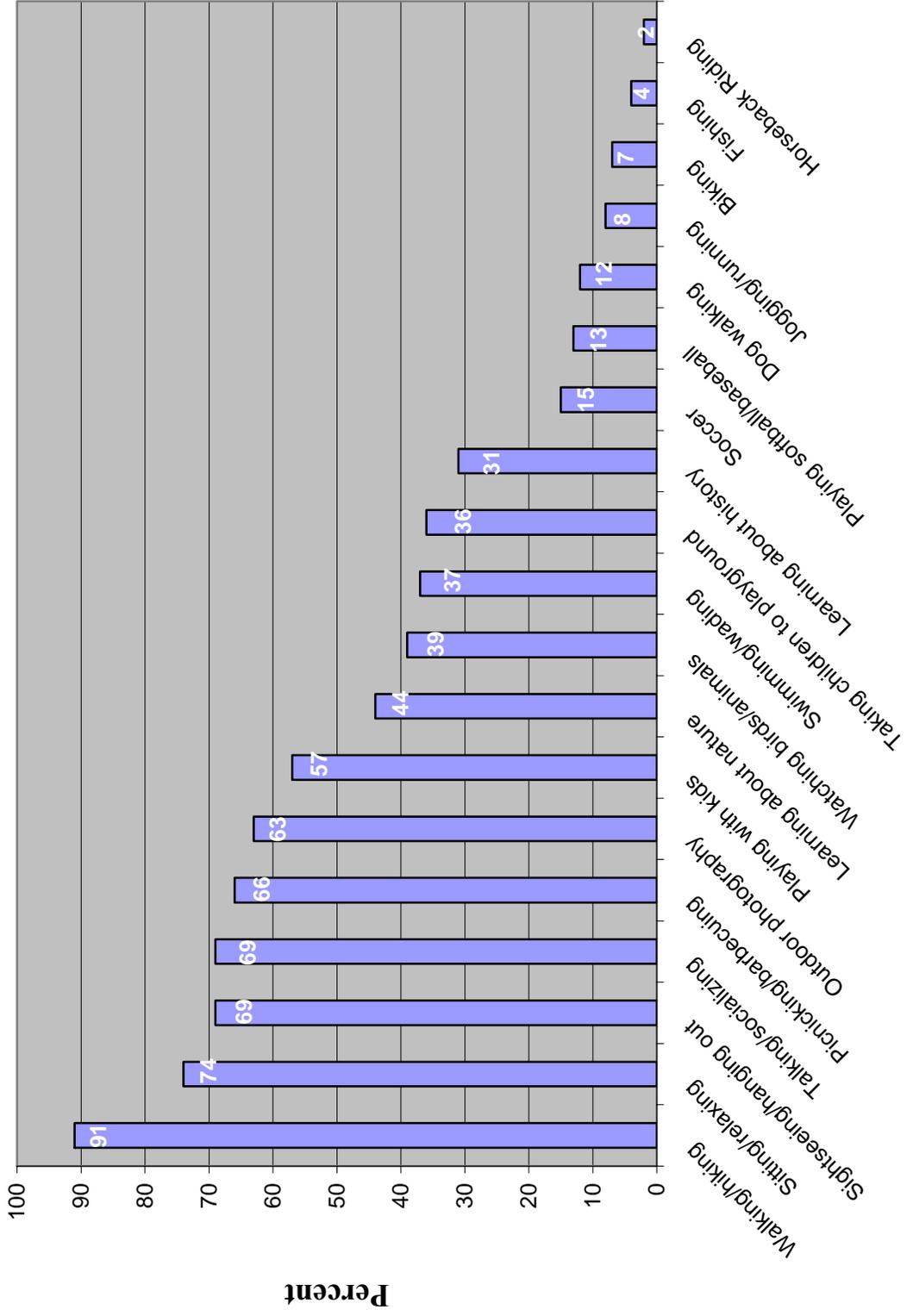
Respondents to the survey were asked what kind of recreation activities they engaged in during this park visit. The top five most popular activities among the full sample (Figure 21) were walking/hiking (91%), sitting/relaxing (74%), sightseeing/hanging out (69%), and talking/socializing (69%). The top five most popular activities among the Hispanic sample (Figure 22) were walking/hiking (90%), talking/socializing (87%), picnicking/barbecuing (86%), and outdoor photography (75%). The top five most popular among the Russian sample (Figure 23) were walking/hiking (85%), outdoor photography (78%), sitting/relaxing (71%), talking/socializing (70%), and sightseeing/hanging out (61%). And the top five most popular activities among the traditional white sample (Figure 24) were walking/hiking (93%), sightseeing/hanging out (73%), sitting/relaxing (70%), picnicking/barbecuing (63%), and talking/socializing (62%).

Figure 25 shows a comparison of activity participation amongst the four sample types. In general, Hispanic visitors report a higher level of overall participation than the traditional white visitors and Russian visitors. The Russian visitors the lowest level of overall participation of the three sample types.

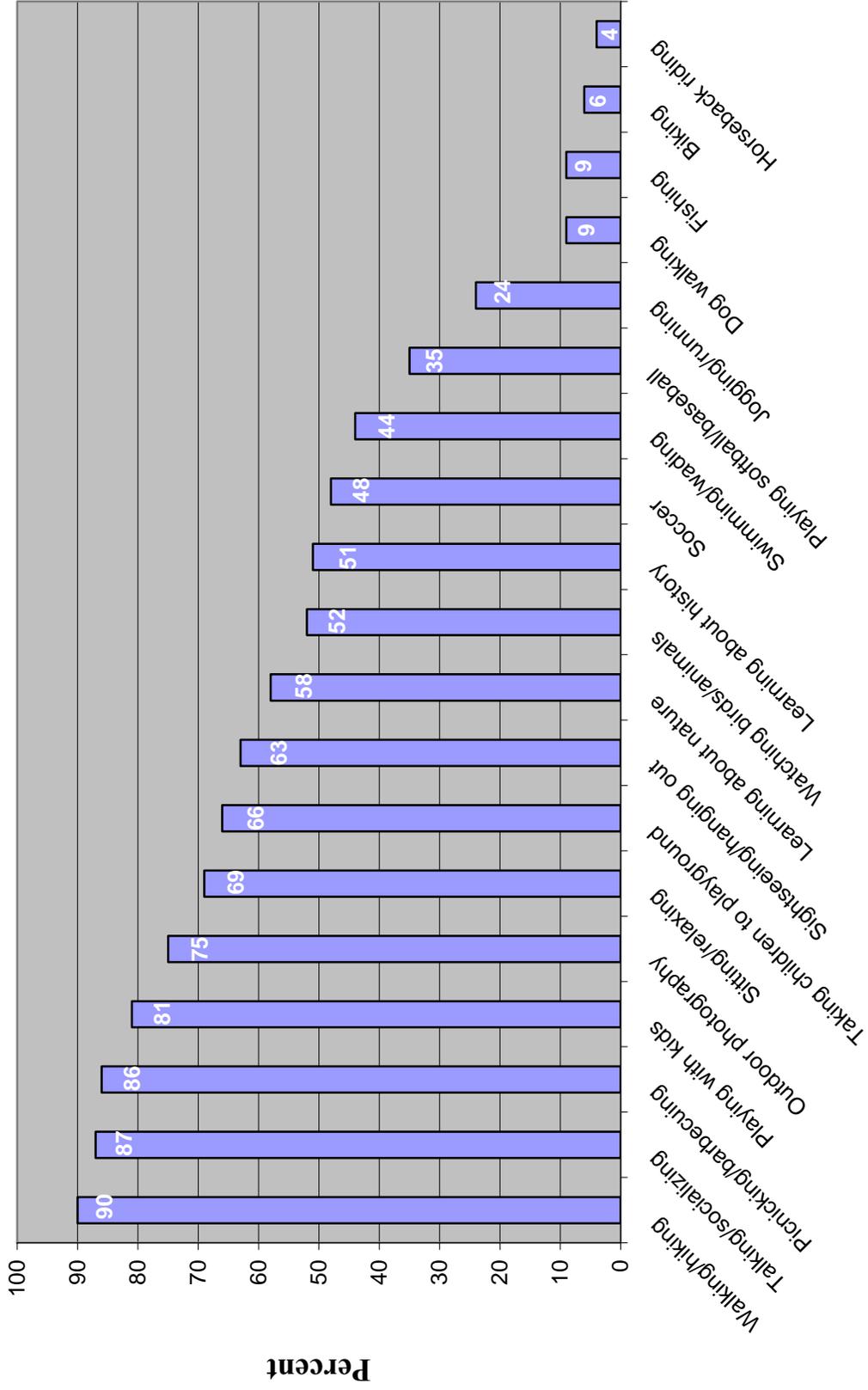
In comparison to the traditional white visitor sample, Hispanics show significantly higher participation (greater than 10%) in soccer (+43%), taking children to playground (+38%), picnicking/barbecuing (+32%), playing with kids (+30%), talking/socializing (+25%), learning about history (+23%), jogging/running (+22%), outdoor photography (+20%), and learning about nature (19%). Compared to the traditional white visitor sample, Russian visitors show significantly higher participation in outdoor photography (+23%), and lower participation in swimming/wading (-19%), sightseeing/hanging out (-12%), and learning about history (-11%).

Other recreation activities are included in Appendix D.

**Figure 21. Activity participation - All respondents**



**Figure 22. Activity participation - Hispanic sample**



**Figure 23. Activity participation - Russian sample**

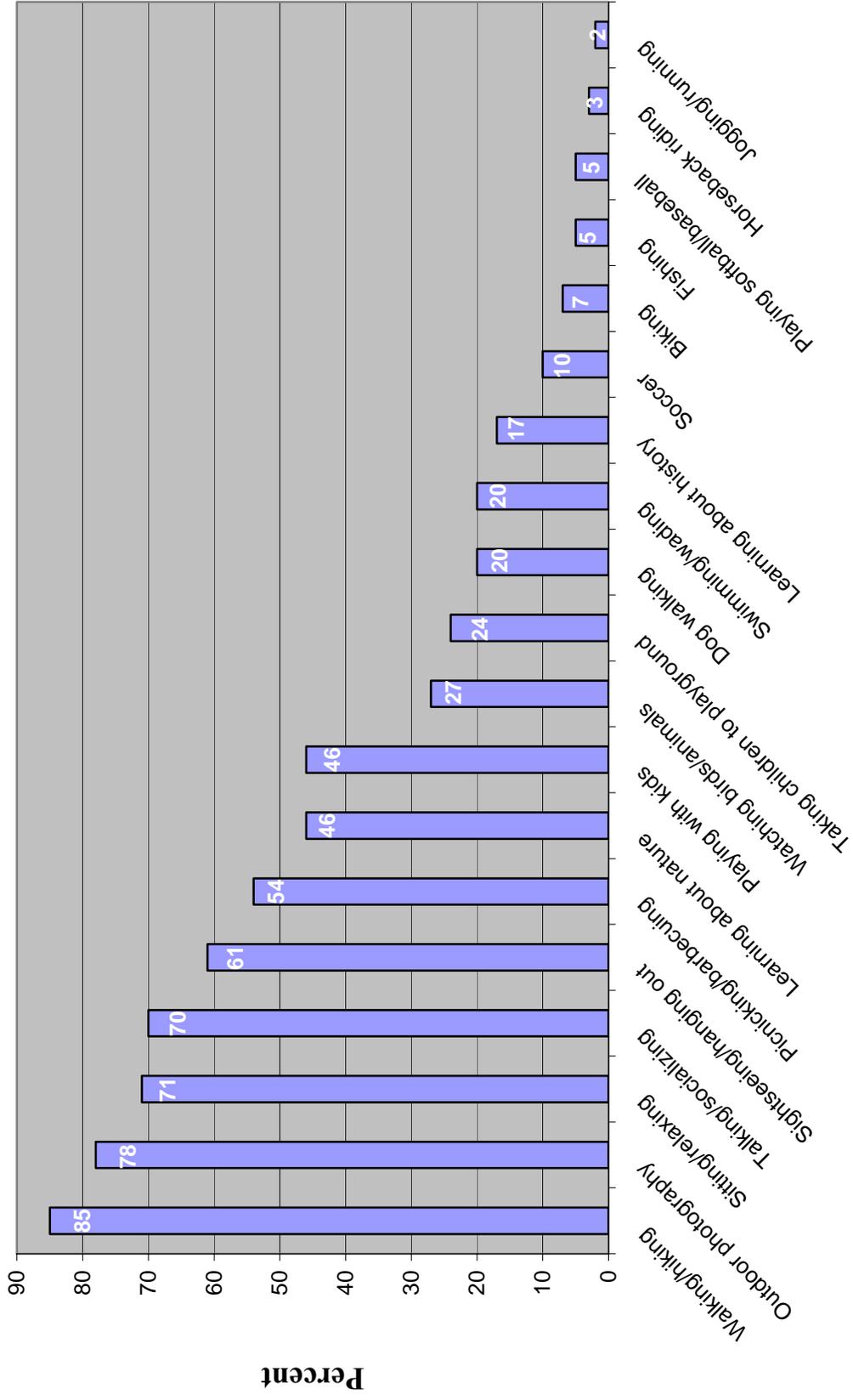


Figure 24. Activity participation - Russian sample

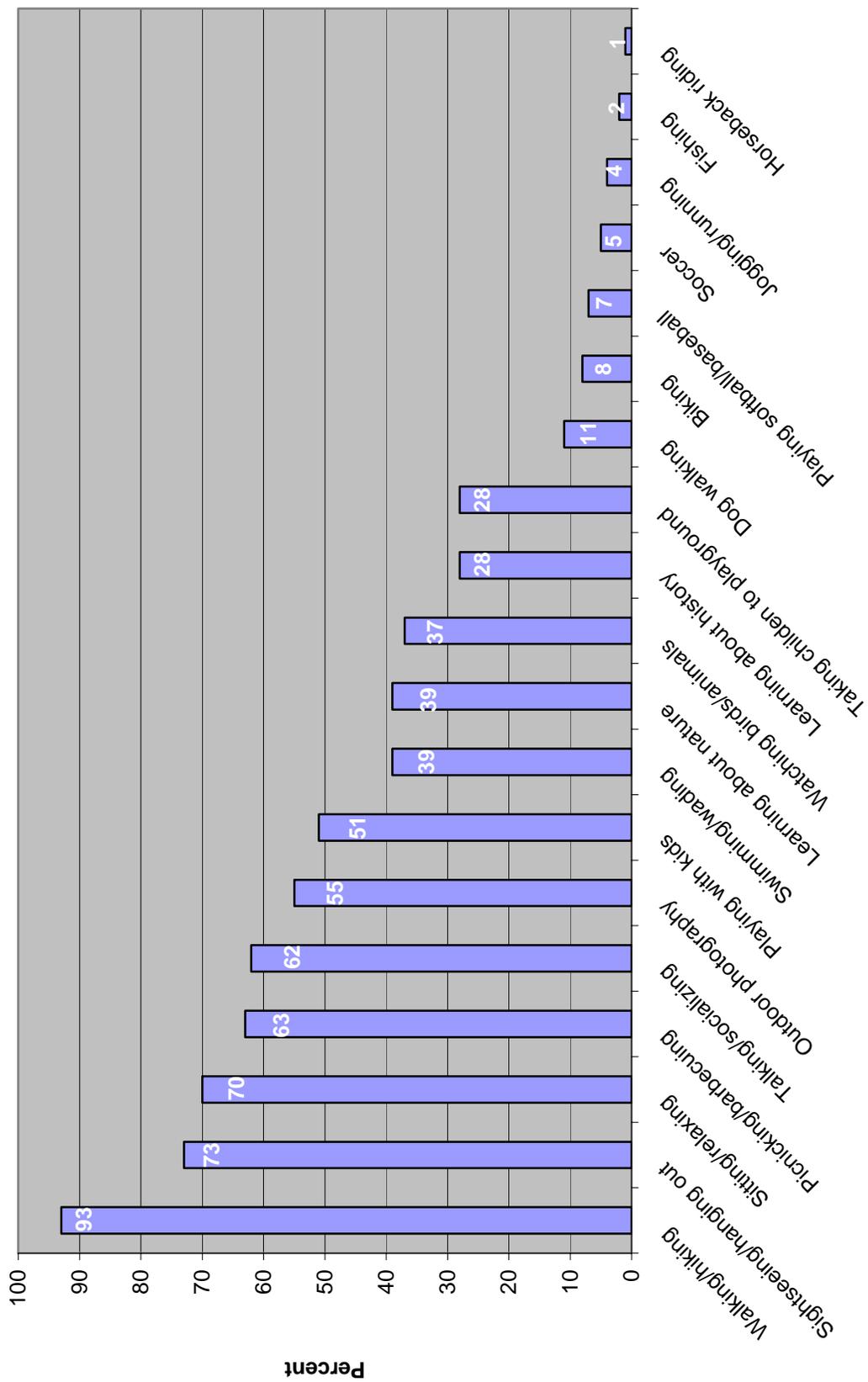
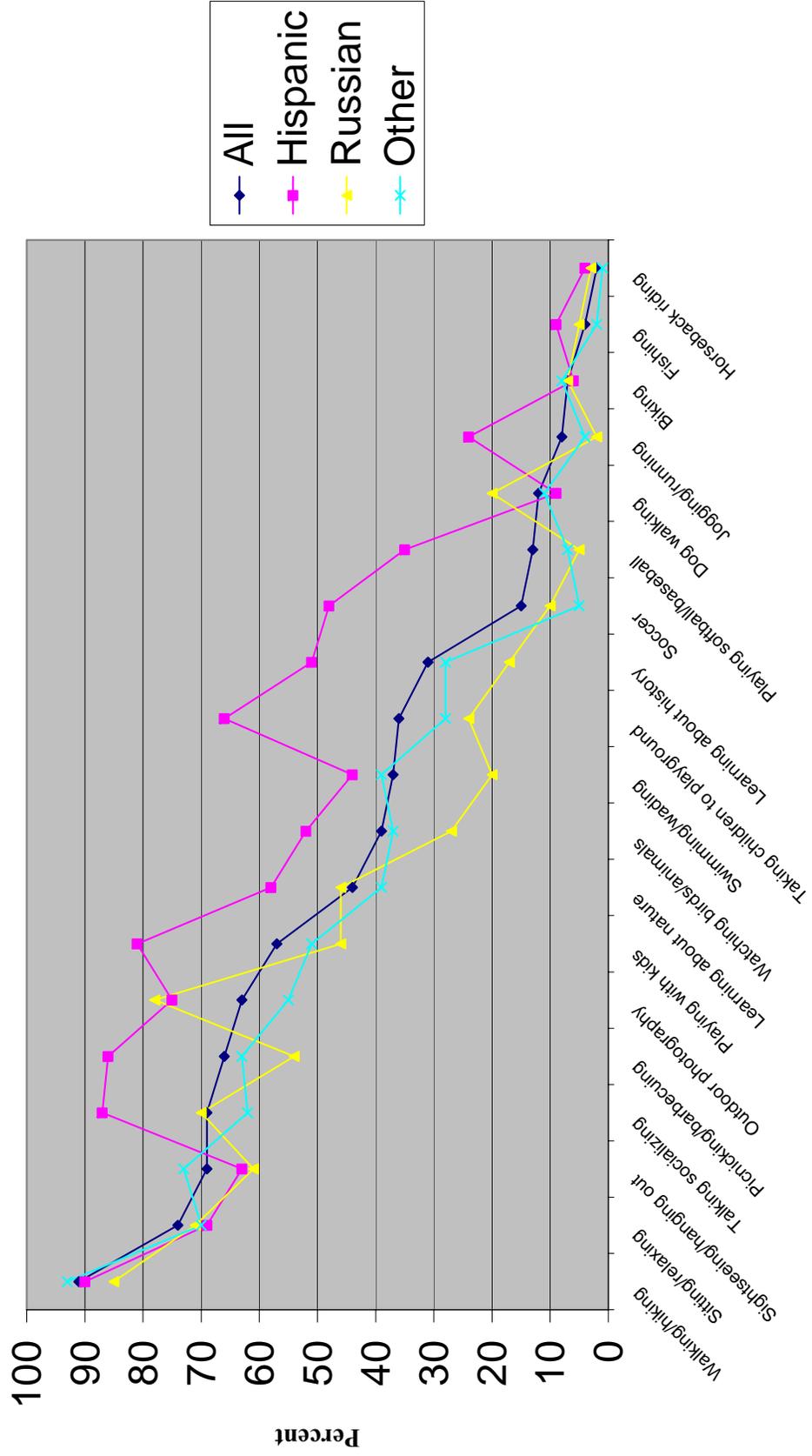


Figure 25. Comparisons of activity participation



Respondents were also asked to report what their favorite activity was at the park. Top activities for each sample type are included in Table 3. Walking/hiking was the favorite activity for all ethnic types, followed by picnicking/barbecuing and sitting/relaxing. Some minor differences can be seen between ethnic types.

**Table 3. What is your favorite activity at this park? (Percent preferred)**

<b>Full Sample</b>	<b>%</b>	<b>Hispanic Sample</b>	<b>%</b>	<b>Russian Sample</b>	<b>%</b>	<b>Other Sample</b>	<b>%</b>
Walking/hiking	48	Walking/hiking	26	Walking/hiking	48	Walking/hiking	56
Picnicking/barbecuing	12	Picnicking/barbecuing	18	Picnicking/barbecuing	21	Picnicking/barbecuing	12
Sitting/relaxing	7	Sitting/relaxing	13	Dog walking	7	Sitting/relaxing	7
Swimming/wading	5	Talking/socializing	7	Sitting/relaxing	7	Sightseeing/hanging out	5

### **Importance of Park Facilities and Services**

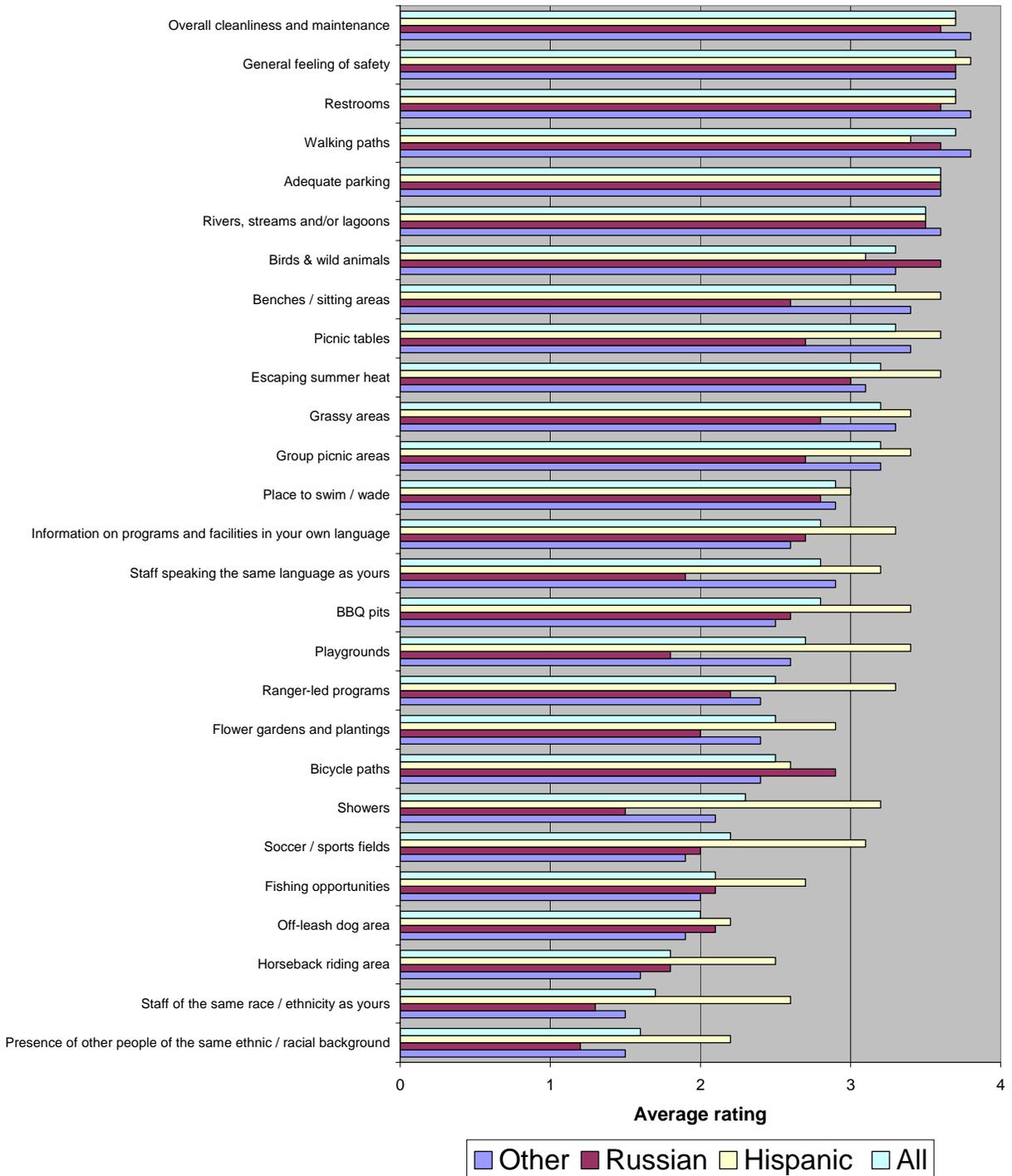
In order to evaluate the preferences, needs and expectations of minority users with respect to natural environmental characteristics, facilities, safety issues, provision of recreational opportunities, and management issues, visitors were asked to rate the relative importance of selected park features. See Table 4 for a full listing of average importance ratings for all facilities and services. The results of the full sample show that the most important facilities or services include (in the order of importance) walking paths (average rating of 3.7), restrooms (3.7), general feeling of safety (3.7), overall cleanliness and maintenance (3.7), adequate parking (3.6), rivers/streams and/or lagoons (3.5), picnic tables (3.3), benches/sitting areas (3.3), and birds and wild animals (3.3). For the Hispanic sample, the most important include general feeling of safety (3.8), restrooms (3.7), overall cleanliness and maintenance (3.7), escaping summer heat (3.6), picnic tables (3.6), benches/sitting areas (3.6), adequate parking (3.6), and rivers, streams, and/or lagoons (3.5). For the Russian sample, the most important include general feeling of safety (3.7), walking paths (3.6), restrooms (3.6), overall cleanliness and maintenance (3.6), adequate parking (3.6), birds and wild animals (3.6), and rivers, streams and/or lagoons (3.5). For the other sample, the most important include walking paths (3.8), restrooms (3.8), overall cleanliness and maintenance (3.8), general feeling of safety (3.7), rivers, streams and/or lagoons (3.6), adequate parking (3.6), picnic tables (3.4), and benches/sitting areas (3.4).

In comparing importance ratings among ethnic categories, all visitor groups rated the presence of other people of the same ethnic/racial background as very low in importance. Hispanic visitors rated the importance of the following facilities or services higher than the Russian visitors (over one point difference in average rating): showers (+1.7), playgrounds (+1.6), staff speaking same language (+1.3), staff of the same race/ethnicity as yours (+1.3), soccer/sports fields (+1.1), ranger-led programs (+1.1), and benches/sitting areas (+1). In comparing Hispanic visitor ratings to the traditional white sample, Hispanic visitors rated the importance of the following facilities or services higher than the traditional white visitor sample: staff of the same race/ethnicity as yours (+1.3), soccer/sports fields (+1.2), ranger-led programs (+1.1), and showers (+1.1). The Russian visitors rated the importance of staff speaking the same language lower than the traditional white visitor sample (-1). See figure 26 for a graphic representation of these differences.

**Table 4. Importance of park facilities and services**

Full Sample	Average Rating	Hispanic Sample	Average Rating	Russian Sample	Average Rating	Other Sample	Average Rating
Walking paths	3.7	General feeling of safety	3.8	General feeling of safety	3.7	Walking paths	3.8
Restrooms	3.7	Restrooms	3.7	Walking paths	3.6	Restrooms	3.8
General feeling of safety	3.7	Overall cleanliness and maintenance	3.7	Restrooms	3.6	Overall cleanliness and maintenance	3.8
Overall cleanliness and maintenance	3.7	Escaping summer heat	3.6	Overall cleanliness and maintenance	3.6	General feeling of safety	3.7
Adequate parking	3.6	Picnic tables	3.6	Adequate parking	3.6	Rivers, streams and/or lagoons	3.6
Rivers, streams and/or lagoons	3.5	Benches / sitting areas	3.6	Birds & wild animals	3.6	Adequate parking	3.6
Picnic tables	3.3	Adequate parking	3.6	Rivers, streams and/or lagoons	3.5	Picnic tables	3.4
Benches / sitting areas	3.3	Rivers, streams and/or lagoons	3.5	Escaping summer heat	3.0	Benches / sitting areas	3.4
Birds & wild animals	3.3	Walking paths	3.4	Bicycle paths	2.9	Grassy areas	3.3
Group picnic areas	3.2	Group picnic areas	3.4	Grassy areas	2.8	Birds & wild animals	3.3
Grassy areas	3.2	BBQ pits	3.4	Place to swim/wade	2.8	Group picnic areas	3.2
Escaping summer heat	3.2	Playgrounds	3.4	Group picnic areas	2.7	Escaping summer heat	3.1
Place to swim/wade	2.9	Grassy areas	3.4	Picnic tables	2.7	Staff speaking the same language as yours	2.9
BBQ pits	2.8	Information on programs and facilities in your own language	3.3	Information on programs and facilities in your own language	2.7	Place to swim/wade	2.9
Staff speaking the same language as yours	2.8	Ranger-led programs	3.3	BBQ pits	2.6	Playgrounds	2.6
Information on programs and facilities in your own language	2.8	Staff speaking the same language as yours	3.2	Benches / sitting areas	2.6	Information on programs and facilities in your own language	2.6
Playgrounds	2.7	Showers	3.2	Ranger-led programs	2.2	BBQ pits	2.5
Bicycle paths	2.5	Soccer / sports fields	3.1	Off-leash dog area	2.1	Bicycle paths	2.4
Flower gardens and plantings	2.5	Birds & wild animals	3.1	Fishing opportunities	2.1	Flower gardens and plantings	2.4
Ranger-led programs	2.5	Place to swim/wade	3.0	Soccer / sports fields	2.0	Ranger-led programs	2.4
Showers	2.3	Flower gardens and plantings	2.9	Flower gardens and plantings	2.0	Showers	2.1
Soccer / sports fields	2.2	Fishing opportunities	2.7	Staff speaking the same language as yours	1.9	Fishing opportunities	2.0
Fishing opportunities	2.1	Bicycle paths	2.6	Playgrounds	1.8	Soccer / sports fields	1.9
Off-leash dog area	2.0	Staff of the same race/ethnicity as yours	2.6	Horseback riding area	1.8	Off-leash dog area	1.9
Horseback riding area	1.8	Horseback riding area	2.5	Showers	1.5	Horseback riding area	1.6
Staff of the same race/ethnicity as yours	1.7	Off-leash dog area	2.2	Staff of the same race/ethnicity as yours	1.3	Presence of other people of the same ethnic / racial background	1.5
Presence of other people of the same ethnic / racial background	1.6	Presence of other people of the same ethnic / racial background	2.2	Presence of other people of the same ethnic / racial background	1.2	Staff of the same race/ethnicity as yours	1.5

**Figure 26. Comparison of importance of park services  
(1=not important 4=very important)**



Need for programs/facilities/services

Respondents were also asked to identify what programs/facilities/services they felt the park should offer. For the full sample, top responses included more restrooms, a park grocery store, programs for children, ranger led programs, and children’s playgrounds. For the Hispanic sample, top responses included a park grocery store, children’s playgrounds, more water fountains, and more barbeque grilles. For the traditional white visitor population, top responses included more restrooms, ranger led programs, programs for children, handicapped accessible facilities, and a park guide book.

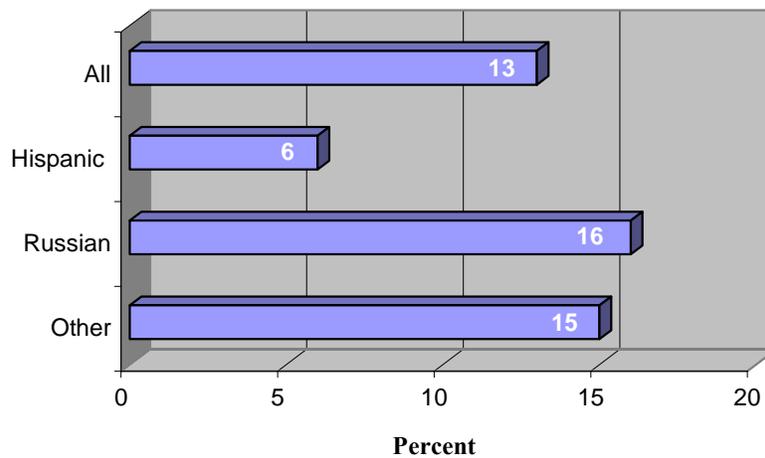
**Table 5. What programs/facilities/services should this park offer?**

Full Sample (2 or more responses)		Hispanic Sample		Russian Sample		Other Sample	
Everything is fine	54	Everything is fine	12	Everything is fine	8	Everything is fine	34
More restrooms	9	Park grocery store	8	More swimming areas	1	More restrooms	7
Park grocery store	8	Children's playgrounds	5	Cell phone coverage	1	Ranger led programs	6
Programs for children	6	More water fountains	3	Dogs walk in South Falls	1	Programs for children	5
Ranger led programs	6	More barbeque grilles	3	Food & beverages	1	Handicapped accessible facilities	4
Children's playgrounds	6	More trash cans	2	Environmental information	1	Park guide book	3
Park guide book	5	Park guide book	2			Better information on trails	2
Handicapped facilities	4	Bicycles for rent	2			More camping areas	2
More water fountains	4	Cell phone coverage	2			More staff	2
Better information for trails	3	More restrooms	2			Trail maps	2
Internet access	3	Mexican restaurant	2			More swimming areas	1
More barbeque grilles	3	More picnic tables	2			More water fountains	1
More camping areas	3	More swimming areas	1			Internet access	1
Internet access	2	Cleaner restrooms	1			Children's playgrounds	1
More volleyball courts	2	Restroom mirrors that work	1			Horses for rent	1
Horses for rent	2	More places to wash hands	1			Public telephones	1
Public telephones	2	Bad when restrooms closed for cleaning	1			Food & beverages	1
Mexican restaurant	2	Better information for trails	1			Pizza	1
Food & beverages	2	Televisions	1			Parking	1
More staff	2	Transportation for pregnant women	1			Outdoor school	1
Trail maps	2	Cultural events	1			Public water access	1
		Internet access	1			More group picnic shelters	1
		More volleyball courts	1			Improve trails	1
		Programs for children	1			Kayak/tube rentals	1
		Soccer area	1			Sports equipment rental	1
		Place to fish	1			Horseshoes	1
		Horses for rent	1			Civil War reenactment	1
		Group shelters	1			Nothing works in restroom	1
		Soap & towels in restrooms	1			Distance signs for trails	1
		Bridge over river	1			Evening programs	1
		Day care	1			Directional signs	1
		Information in Spanish	1			Museum	1
		More camping areas	1			Plant identification signs	1
		More open fields	1			Comfortable picnic areas	1
						Control the bees	1
						Chairs with backs	1
						Spa	1
						Educational theatre	1
						Nature guides	1
						Full hookups	1
						Sell firewood	1

### Reserving a Group Shelter

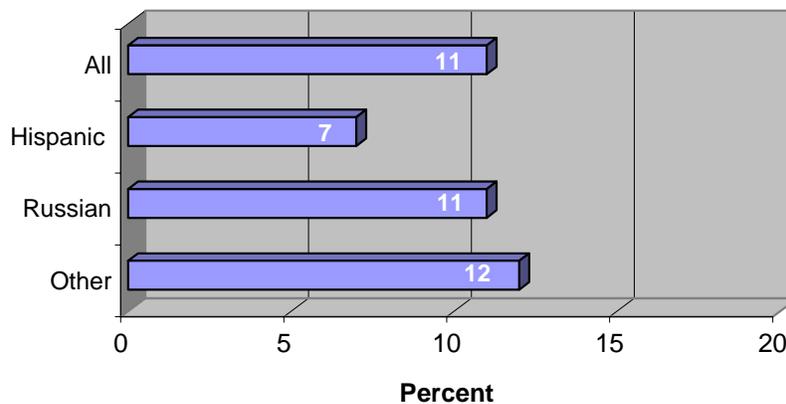
Respondents were also asked if they had ever reserved or tried to reserve a group shelter at Silver Falls State Park. As can be seen in Figure 27, 13% of all day-use visitors had previously reserved or tried to reserve a group shelter. A slightly higher percentage of Russian respondents (16%) had reserved a group shelter than the traditional white park visitor respondents (15%). The lowest reported percentage was for the Hispanic sample (6%).

**Figure 27. Have you ever reserved or tried to reserve a group shelter at this park?**



Those who had ever or tried to reserve a group shelter were asked if they had ever experienced a problem reserving a group shelter at Silver Falls State Park. Eleven percent of those respondents in the full sample had experienced a problem. Problems stated by these respondents included no available for dates we wanted (13 comments), reservation process confusing/difficult (4), too expensive (2), and prefer first come first served (1).

**Figure 28. Have you ever experienced a problem reserving a group shelter at this park?**



## Marketing Preferences

According to new figures from the Oregon Department of Education, white non-Hispanic students now constitute less than two of every three students in the primary grades. Among public school students in grades one through three, 22% are Latino. As Oregon’s population continues to diversity, it is critical for Oregon State Parks to more effectively reach these markets. As a result, a series of survey questions were included in this study to make informed decisions about how to better serve and reach emerging visitor markets.

### How did you first learn about this park?

The first question asked respondents about how they first learned about Silver Falls State Park (Table 6). For the full sample, friends, family, living close by, internet, schools, brochures, and were born here were the most important ways of learning about the park. For the Hispanic sample, top sources included friends, family, other people, road signs, and schools. Russian top sources included friends, school, brochures, family, road signs, and the internet. Finally, for the traditional white visitors top sources included friends, family, living close by, the internet, was born here, brochures, word of mouth, and always know.

<b>Full Sample</b>		<b>Hispanic Sample</b>		<b>Russian Sample</b>		<b>Other Sample</b>	
Friends	108	Friends	26	Friends	19	Friends	63
Family	87	Family	18	School	13	Family	63
Live close by	30	Other people	10	Brochure	7	Live close by	27
Internet	27	Road signs	5	Family	6	Internet	21
School	25	School	3	Road signs	5	Was born here	19
Brochure	22	Church	2	Internet	4	Brochure	14
Was born here	20	Internet	2	Church	3	Word of mouth	13
Other people	16	Co-worker	2	Word of mouth	2	Always known	12
Road signs	16	Road map	1	Live close by	2	Book	10
Word of mouth	15	OPRD calendar	1	Other people	1	School	9
Always known	12	See waterfalls	1	Co-worker	1	Road signs	6
Book	10	Tourism magazine	1	Radio	1	Other people	5
Church	8	Was born here	1			Co-worker	4
Co-worker	7	Announcement	1			Magazine ad	4
Magazine ad	5	Live close by	1			Map	3
Road map	4	Brochure	1			Park guide	3
Parks guide	3					Church	3
Television	2					Map	3
Photo club	2					Television	2
Oregonian	2					Photo club	2
Radio	1					Oregonian	2
Oregon Field Guide	1					Oregon Field Guide	1
OPRD calendar	1					Tourism center	1
Tourism Center	1					Bike tour	1
Bike tour	1					Scouts	1
Scouts	1						
Announcement	1						

In comparing ethnic sample types, the internet was not as important for the Hispanic population as for the Russian and traditional white park visitors. For the Russian sample, schools and brochures appear to be important ways to learn about the park. For the traditional white park visitors, the internet and brochures appear to be the best way to get information out to new potential visitors. Based on this information, the following marketing strategies are recommended.

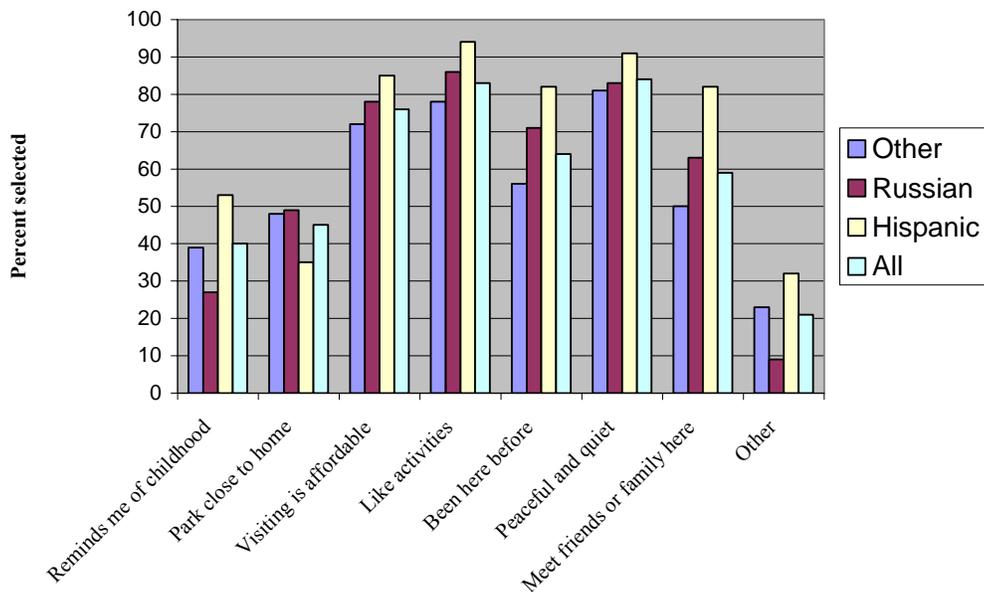
- Develop brochures in Spanish and Russian languages for general distribution targeting schools.
- Add Spanish and Russian translations to road signs in neighboring communities such as Woodburn, Salem, etc.

Why did you visit this state park?

The next question is intended to offer a better understanding of motivations for day-use visitors at Silver Falls State Park coming to the park. Such information could be used in target marketing to specific ethnic groups in the Oregon population. The question asked respondents which of the following statements describe why you visit this state park. A listing of question responses is included in Table 7. Respondents were able to select more than one reason from the list of responses.

Figure 29 shows the percentage of survey respondents who selected each reason for visiting the park. The data suggest that, although the ranking of reasons is very similar (Table 7), there are some differences among ethnic group types. Meeting friends and family here was selected by Hispanic respondents more frequently than the traditional white and Russian visitor samples. Hispanic visitors were also more likely than traditional white and Russian visitors to select “I am comfortable at this park because I have been here before.” Surprisingly, the traditional white and Russian visitors more frequently select “this park is close to my home” than Hispanic visitors.

**Figure 29. Why do you visit this State Park?**



In examining the rank order for the percentage of visitors selecting a reason for visiting Silver Falls State Park (Table 7), the top three reasons for the full sample include “This park is peaceful and quiet,” “I like the activities that I can do here,” and “Visiting here is affordable.” For the Hispanic and Russian samples, “I like the activities I can do here” is the number one reason while “This park is peaceful and quiet” is the number one reason for the traditional white park visitors. Other than that difference, rank order is identical for each of the three ethnic groups. From a marketing perspective, messages that include “This park is peaceful and quiet,” “I like the activities that I can do here,” and “Visiting here is affordable,” will resonate with all three ethnic groups.

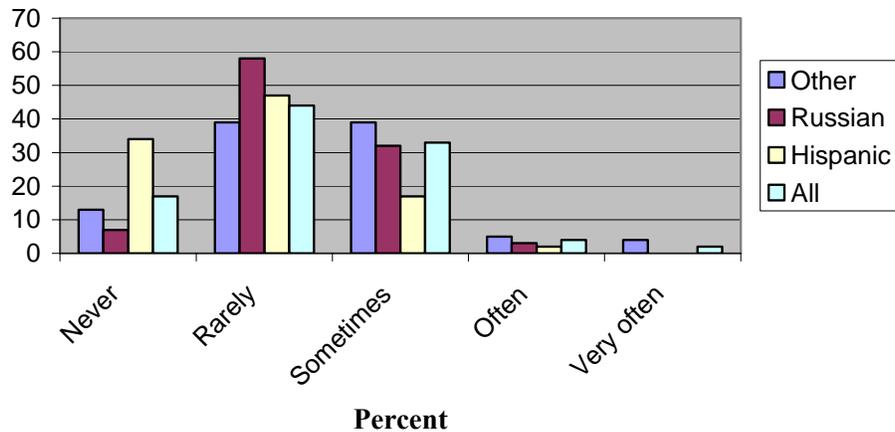
<b>Table 7. Which of the following statements describe why you visit this park? (Arranged in rank order)</b>				
	Full Sample	Hispanic Sample	Russian Sample	Other Sample
	Ranking by percent selected			
This park is peaceful and quiet	1	2	2	1
I like the activities that I can do here	2	1	1	2
Visiting here is affordable	3	3	3	3
I am comfortable at this park because I have been here before	4	4	4	4
I meet my friends and family here	5	4	5	5
This park is close to my home	6	6	6	6
Being at this site reminds me of my childhood experiences	7	5	7	7
Other	8	7	8	8

Reasons mentioned in the other response are included in Appendix D.

#### Interactions with park staff

In terms of staff interactions, the majority of the full sample respondents reported that they never or rarely (61%) interacted with the park staff (Figure 30). Very few people (6%) interacted with the staff often or very often. The data suggest that traditional white visitors interacted with the park staff more frequently with 39% sometimes interacting with park staff and 9% interacting with the park staff often or very often. The Russian visitors were similar to the traditional white visitors in interactions, with 32% sometimes interacting and 3% often or very often. Hispanic visitors interacted with the park staff less frequently than the traditional white and Russian visitors, with only 17% sometimes interacting and 2% often or very often.

**Figure 30. How often do you interact with park staff during your visits to this park?**



Information sources

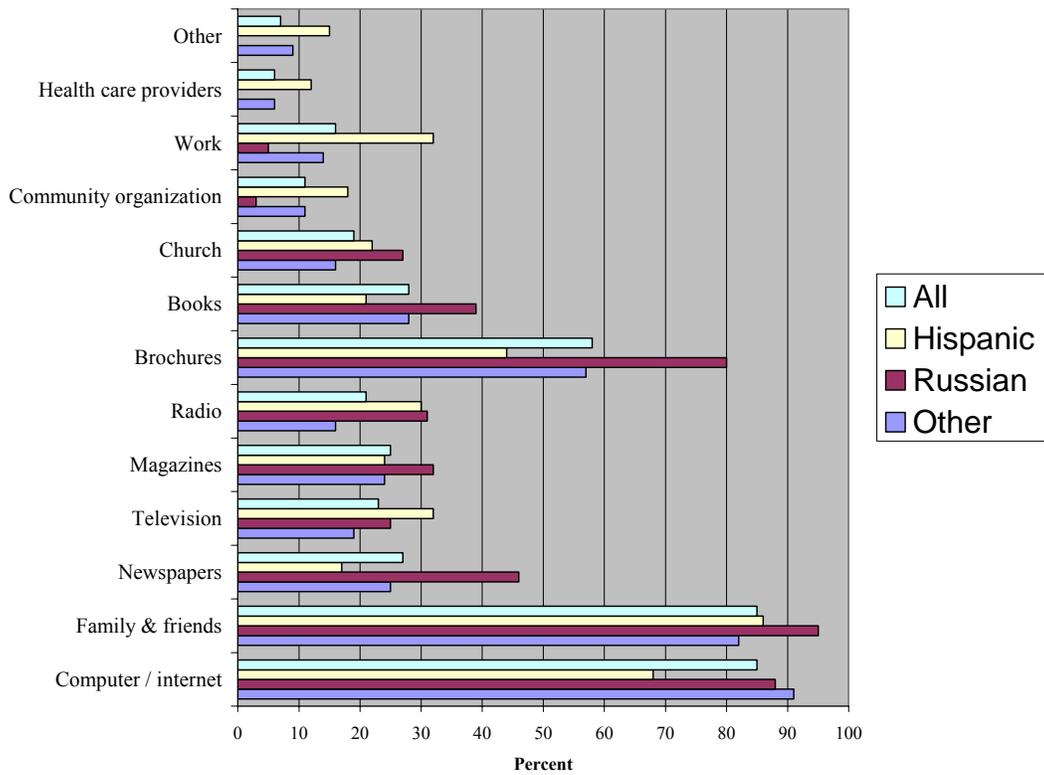
Next, survey respondents were asked about information sources they would use to make a decision about visiting an Oregon State Park. A listing of question responses is included in Table 8. Respondents were able to select one or more from that list of information sources provided.

Figure 31 includes the percentage of survey respondents who selected each of the information sources. Favorite information sources are included in Figure 32. The data suggest that, although the top three ranked information sources were similar (Table 8), there are considerable differences in information used by the three ethnic groups. In comparison to the traditional white visitor group, the Hispanic visitor information sources were higher for television, radio, and work, and lower for books, newspapers, brochures, and computer/internet. Russian information sources used were higher than the traditional white visitor group for radio, brochures, and newspapers.

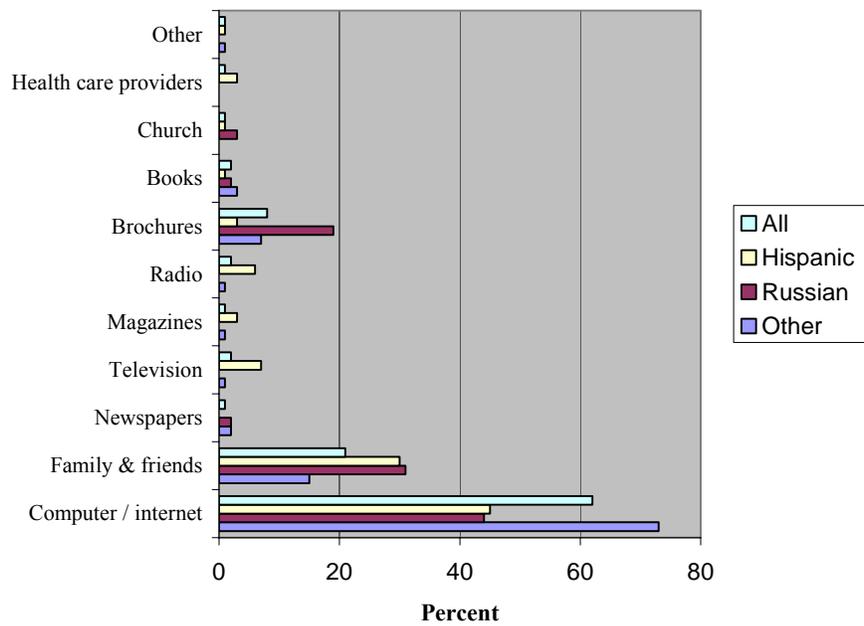
In examining the rank order for the percentage of visitors selecting an information source, the top three sources for the full sample include computers/internet, family and friends, and brochures. For the Hispanic and Russian samples, family and friends is the number one source, while computers/internet was the number one source for traditional white visitors.

From a marketing perspective, media including computers/internet and brochures would be most effective for all three ethnic visitor types. For the Hispanic population, television and radio could also be considered as effective media outlets. For the Russian population, newspapers could also be effective media and brochures emphasized as a very effective media for targeting the Russian population.

**Figure 31. If you were thinking about visiting an Oregon State Park, what information sources would you use to decide where to go?**



**Figure 32. Of these information sources, what is your favorite?**



**Table 8. If you were thinking about visiting an Oregon State Park, what information sources would you use to decide where to go? (Rank order)**

	Full Sample	Hispanic Sample	Russian Sample	Other Sample
	Ranking by percent selected			
Computers/internet	1	2	2	1
Family and friends	2	1	1	2
Brochures	3	3	3	3
Books	4	8	5	4
Newspapers	5	10	4	5
Magazines	6	6	6	6
Television	7	4	9	7
Radio	8	5	7	8
Church	9	7	8	8
Work	10	4	10	9
Community organization	11	9	11	10
Other	12	11	—	11
Health care providers	13	12	—	12

Favorite TV stations, websites, radio stations, and newspapers/magazines

Favorite TV stations, websites, radio stations, and newspapers/magazines are included in Tables 9-12. The favorite TV station for the Hispanic sample was Univision. For the traditional white sample it was Channel 10 OPB. The favorite website for the Hispanic, Russian, and traditional white samples was Google. For the traditional white population, the Oregon State Parks website was also a clear favorite. The favorite radio station for the Hispanic sample was KRYP – El Rey 93.1 FM. NPR was the favorite for the traditional white and Russian samples. The favorite newspapers/magazines for the Hispanic and traditional white samples were the Oregonian and Statesman Journal. For the Russian sample, the Oregonian was the favorite, followed by the Russian Newspaper, “In Every Home.”

**Table 9. Favorite TV Stations**

<b>Table 9. Favorite TV Stations</b>							
<b>Full Sample</b> (2 or more responses)		<b>Hispanic Sample</b>		<b>Russian Sample</b>		<b>Other Sample</b>	
Univision	37	Univision	37	Channel 6 KOIN CBS	1	Channel 10 OPB	29
Channel 10 OPB	31	Telemundo	9	Channel 8 KGW NBC	1	Channel 12 FOX	21
Channel 12 FOX	24	Discovery	7	Channel 2 KATU ABC	1	Channel 2 KATU ABC	16
Channel 2 KATU ABC	19	Channel 6 KOIN CBS	3	Channel 12 FOX	1	Channel 8 KGW NBC	15
Channel 8 KGW NBC	19	Channel 8 KGW NBC	3	HBO	1	Channel 6 KOIN CBS	9
Discovery Channel	14	Channel 2 KATU ABC	2	CNN	1	Cable News Channels	8
Channel 6 KOIN CBS	12	Channel 12 FOX	2	Cable News Channels	1	Discovery Channel	7
Telemundo	9	Galavision	2			History Channel	4
News Channels	9	Channel 10 OPB	1			ESPN	3
ESPN	4	A&E	1			Channel 5 (Seaside)	2
History Channel	4	HBO	1			Disney Channel	2
Channel 5 (Seaside)	3	Telefutra	1			Food Network	2
HBO	3	TNT	1			Cartoon Network	2
Galavision	2	Channel 5	1			Nickelodeon	2
CNN	2	ESPN	1			HBO	1
Disney Channel	2	Real TV	1			CNN	1
Food Network	2	Playboy Channel	1			MTV	1
Cartoon Network	2	Channel 52	1			Channel 9 - Eugene	1
Nickelodeon	2	Channel 617	1			SiFi	1
		Teve X	1			Comedy Central	1
						TMC	1
						Outdoor Channel	1
						Home & Garden	1
						Entertainment	1
						KV3	1
						CW	1
						Ion	1

**Table 10. Favorite Websites**

<b>Table 10. Favorite Websites</b>							
<b>Full Sample</b> (2 or more responses)		<b>Hispanic Sample</b>		<b>Russian Sample</b>		<b>Other Sample</b>	
Google	38	Google	8	Google	3	Google	27
Oregon State Parks	12	MySpace	6	OPB	1	Oregon State Parks	11
MSN	9	Yahoo	5	State of Oregon	1	MSN	7
Yahoo	9	Facebook	2			Too many to list	7
MySpace	9	MSN	2			Facebook	4
Too many to list	7	Univision	2			Yahoo	4
Facebook	6	YouTube	2			MySpace	3
YouTube	3	Oregon State Parks	1			Fox News	3
State of Oregon	3	Craigslist	1			State of Oregon	2
Fox News	3	Stemionogin	1			Fatfightertv.com	2
Food/Cooking	2					ESPN	2
ESPN	2						

**Table 11. Favorite Radio Stations**

<b>Table 11. Favorite Radio Stations</b>							
<b>Full Sample</b> (2 or more responses)		<b>Hispanic Sample</b>		<b>Russian Sample</b>		<b>Other Sample</b>	
NPR	30	KRYP - El Rey 93.1 FM	30	NPR	2	NPR	27
KRYP - El Rey 93.1 FM	30	LaPantera - 940 AM	7	KDUK 104.7 FM	2	The Wolf 99.5 FM	8
KRSK The Buzz 105.1 F	9	LaPantera - 95.1 FM	3	KKRZ 100.3 FM	2	KRSK The Buzz 105.1 F	6
The Wolf 99.5 FM	8	KRSK The Buzz 105.1 F	3	KKCW 103.3 FM	1	KISS 104.7 FM	5
LaPantera - 940 AM	7	The Fish 104.1 FM	3	KEX 1190 AM	1	KINK 101.9 FM	4
KISS 104.7 FM	7	LaX 660 AM	3			KKCW 103.3 FM	4
KKRZ 100.3 FM	6	Jammin' 107.5 FM	2			All Sports 95.5 FM	4
KINK 101.9 FM	5	KKCW 103.3 FM	2			KGONE 92.3 FM	3
The Fish 104.1 FM	5	NPR	1			KEX 1190 AM	3
KEX 1190 AM	5	KGONE 92.3 FM	1			All Clasical 89.9 FM	3
KGONE 92.3 FM	4	KUPL 98.7 FM	1			K103 FM Lite Rock	3
KKCW 103.3 FM	4	KKSN 1520 AM	1			KRKT 99.9 FM	3
All Sports 95.5 FM	4	KINK 101.9 FM	1			The Brew 105.9 FM	3
LaPantera - 95.1 FM	3	All Sports 95.5 FM	1			KUPL 98.7 FM	2
Jammin' 107.5 FM	3	KLCO 90.5 FM	1			The Fish 104.1 FM	2
KUPL 98.7 FM	3	LaCampeona 880 AM	1			KFLY 101.5 FM	2
KEX 1190 AM	3					KHPE 107.9 FM	2
All Clasical 89.9 FM	3					KXL 750 AM	2
K103 FM Lite Rock	3						
KRKT 99.9 FM	3						
The Brew 105.9 FM	3						
LaX 660 AM	3						
KUPL 98.7 FM	2						
KFLY 101.5 FM	2						
KHPE 107.9 FM	2						
KXL 750 AM	2						
Jammin' 107.5 FM	2						
KDUK 104.7 FM	2						

**Table 12. Favorite Newspapers/Magazines**

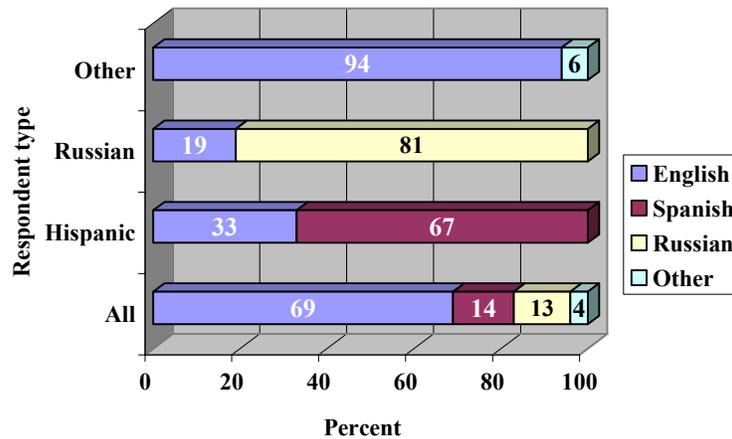
<b>Table 12. Favorite Newspapers/Magazines</b>							
<b>Full Sample</b> (2 or more responses)		<b>Hispanic Sample</b>		<b>Russian Sample</b>		<b>Other Sample</b>	
Oregonian	45	Oregonian	10	Oregonian	6	Oregonian	29
Statesman Journal	31	Statesman Journal	9	Russian Newspaper "In Every Home"	4	Statesman Journal	20
Register Guard	12	TV Novelas	4	Woodburn Independent	3	Register Guard	8
Portland Monthly	11	Register Guard	3	Portland Monthly	3	Portland Monthly	8
New York Times	6	The Economist	1	Statesman Journal	2	New York Times	4
Sunset Magazine	4	New York Times	1	Register Guard	1	Sunset Magazine	4
TV Movelas	4	El Diario de Mexico	1	New York Times	1	Democrat Herald (Albany)	3
Woodburn Independent	4	El Sol de Mexico	1				
Russian Newspaper "In Every Home"	4	Oregon Trail	1				
Democrat Herald (Albany)	3	El Latino	1				
The Economist	2	Woodburn Independent	1				
		La Vos de la Frontera	1				

### English language proficiency

Silver Falls State Park day-use visitors were also asked a series of questions regarding the primary language they speak at home and read, along with their English language proficiency, including their ability to speak, read, write, and understand English. As previously stated in the visitor profile section of this report, 37% of Silver Falls State Park day-use visitors were born outside of the U.S., including 11% of the “Other”, 76% of the “Hispanic”, and 80% of the “Russian” sample.

The first question asked respondents to report the language they speak most of the time at home. As shown in Figure 33, 69% of all Silver Falls day-use visitors speak English, 14% Spanish, 13% Russian, and four percent another language. Other languages include Korean (9 respondents), Chinese (3), Hindi (2), Mandarin (1), Japanese (1), Ukrainian (1), Persian (1), Urdu (1), and American Sign Language (1). Of the Hispanic sample, 33% spoke English, only 19% of the Russian sample, and 94% of the “Other” sample spoke English most of the time at home.

**Figure 33. What language do you speak most of the time at home?**



The next question asked respondents to report the language they read most of the time. As shown in Figure 34, 78% of all Silver Falls day-use visitors read English most of the time, 13% Spanish, 8% Russian and one percent another language. Other languages include Korean (4 respondents), Chinese (1), Hindi (1), Ukrainian (1), Urdu (1), Italian (1), and Finnish (1). Of the Hispanic sample, 41% read English, 58% of the Russian sample, and 97% of the “Other” sample read English most of the time. These results indicate that higher percentages of visitors read English most of the time than those that speak English most of the time at home. This is particularly true with the Russian sample, where only 19% speak English at home most of the time, but 58% read English most of the time.

**Figure 34. What language do you read most of the time?**

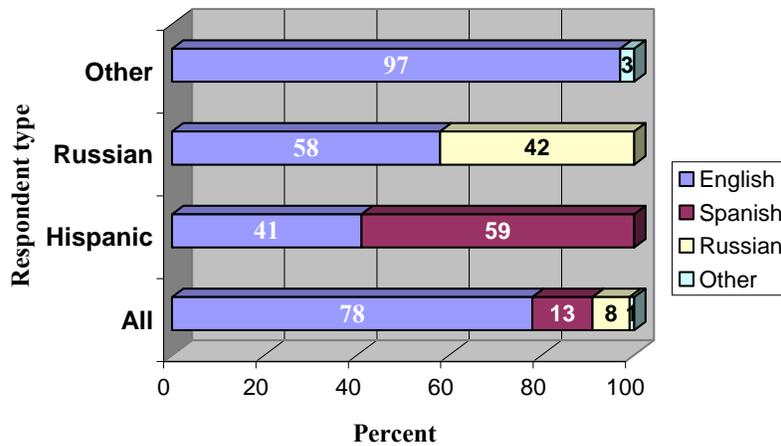


Table 13 shows the level of English language proficiency for each of the sample types. For the full sample, approximately 90% of respondents describe their English language skills, including their ability to speak (90%), listen (88%), read (87%), and write (90%), as either fair, good or excellent. However, there are differences when examining the English language proficiency of the Hispanic and Russian samples.

For the Hispanic sample, 27% of respondents reported their ability to speak English as none or poor. The Hispanic respondents also reported their abilities to listen (34%), read (42%), and write (23%) in English as none or poor. For the Russian sample, 18% of respondents reported their ability to speak English as none or poor. The Russian respondents also reported their abilities to listen (19%), read (24%), and write (27%) in English as none or poor.

These data point out the importance of using bilingual interviewers to secure a representative sample of underserved state park visitors. From a marketing and operations perspective, it is important to emphasize that approximately 22% of Silver Falls day-use visitors are Hispanic. Of these Hispanic day-use visitors, 42% reported their ability to read English as none or poor, 34% reported their ability to listen as none or poor, and 27% their ability to speak as none or poor. As a result, OPRD managers should consider providing information signs in Spanish, Spanish/English bilingual park rangers, and Spanish-language marketing information to provide better service to the high numbers of Spanish speaking day-use visitors at Silver Falls State Park. Another 17% of Silver Falls State Park day-use visitors are of Russian ethnicity. Of these Russian day-use visitors, 24% reported their ability to read English as none or poor. As a result, OPRD managers should consider providing information signs in Russian and Russian language marketing information to provide better service to the high numbers of Russian speaking day-use visitors at Silver Falls State Park.

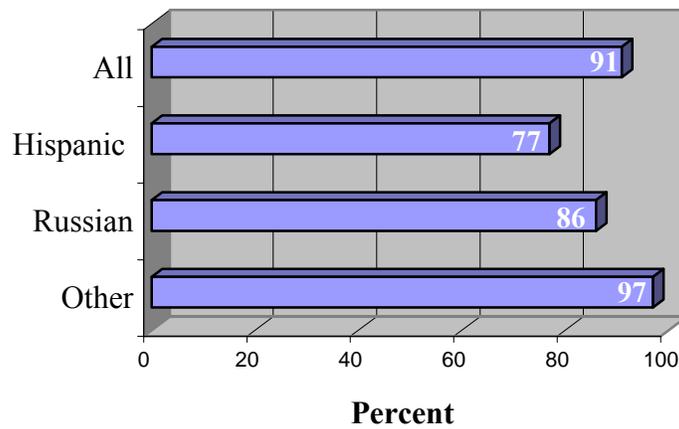
**Table 13. English language proficiency**

<b>Table 13. English language proficiency</b>							
<b>Full Sample</b>		<b>Hispanic Sample</b>		<b>Russian Sample</b>		<b>Other Sample</b>	
<b>Speak</b>							
<b>Proficiency</b>							
None	3%	None	5%	None	6%	None	1%
Poor	7%	Poor	22%	Poor	12%	Poor	1%
Fair	13%	Fair	20%	Fair	44%	Fair	2%
Good	17%	Good	30%	Good	24%	Good	11%
Excellent	60%	Excellent	23%	Excellent	14%	Excellent	85%
<b>Listen</b>							
<b>Full Sample</b>		<b>Hispanic Sample</b>		<b>Russian Sample</b>		<b>Other Sample</b>	
<b>Proficiency</b>							
None	5%	None	14%	None	7%	None	1%
Poor	7%	Poor	20%	Poor	12%	Poor	1%
Fair	12%	Fair	16%	Fair	44%	Fair	3%
Good	18%	Good	29%	Good	24%	Good	12%
Excellent	58%	Excellent	20%	Excellent	13%	Excellent	83%
<b>Read</b>							
<b>Full Sample</b>		<b>Hispanic Sample</b>		<b>Russian Sample</b>		<b>Other Sample</b>	
<b>Proficiency</b>							
None	5%	None	18%	None	7%	None	1%
Poor	8%	Poor	24%	Poor	17%	Poor	1%
Fair	11%	Fair	12%	Fair	39%	Fair	2%
Good	17%	Good	28%	Good	24%	Good	11%
Excellent	59%	Excellent	18%	Excellent	13%	Excellent	85%
<b>Write</b>							
<b>Full Sample</b>		<b>Hispanic Sample</b>		<b>Russian Sample</b>		<b>Other Sample</b>	
<b>Proficiency</b>							
None	2%	None	4%	None	7%	None	1%
Poor	8%	Poor	19%	Poor	20%	Poor	1%
Fair	12%	Fair	20%	Fair	37%	Fair	2%
Good	18%	Good	32%	Good	22%	Good	11%
Excellent	60%	Excellent	25%	Excellent	14%	Excellent	85%

### Computer access

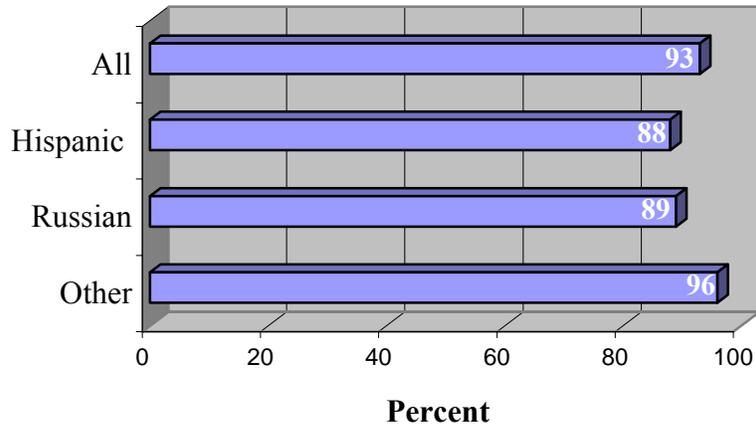
The next series of questions were included to gain information about the ability of different ethnic visitor types to access the internet from their place of residence. Of all Silver Falls State Park day-use visitors, 91% have a computer at home (Figure 35). Almost all (97%) of traditional white visitors have a computer at home. However, fewer Russian (86%) and Hispanic (77%) day-use visitors at Silver Falls State Park reported having a computer at home. Of those visitors who speak Spanish most of the time at home, 67% have a computer at home and 66% of those who read Spanish most of the time have a computer at home. Of those visitors who speak Russian most of the time at home, 86% have a computer at home and 74% of those who read Russian most of the time have a computer at home.

**Figure 35. Do you have a computer at home?**

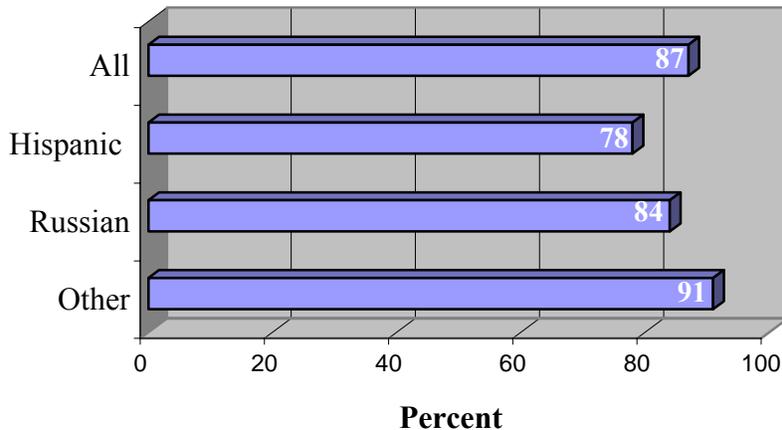


Of those day-use visitors who responded that they had a computer at home, 93% reported that they had internet access at home (Figure 34) and 87% (Figure 35) reported having high-speed internet access. Almost all (96%) of traditional white visitors with a computer at home reported having internet access and 91% with high-speed internet access. Slightly fewer Russian (89%) and Hispanic (88%) day-use visitors with a computer at home also reported having internet access with 84% of Russian and 78% of Hispanic visitors with high-speed internet access. The lowest percentages of visitors with high-speed internet access at home were those who speak Spanish most of the time at home (68%), those who read Spanish most of the time (67%) and those who read Russian most of the time (69%).

**Figure 36. If yes, do you have internet access at home?**



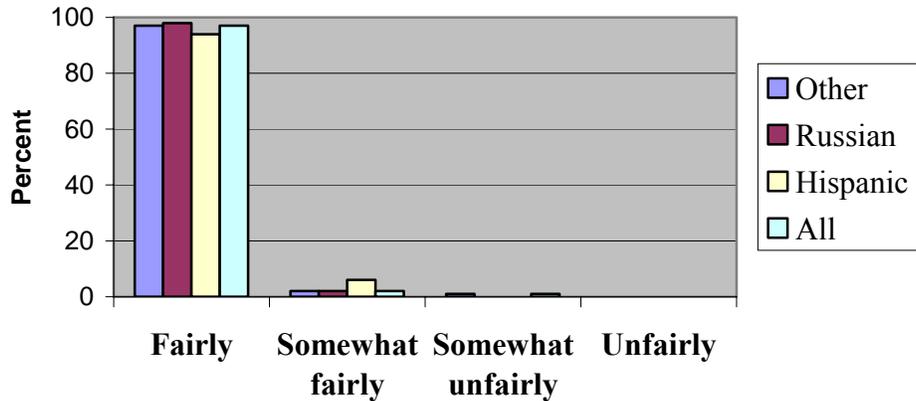
**Figure 37. If yes, do you have high-speed internet access at home?**



### **Experience of Discrimination**

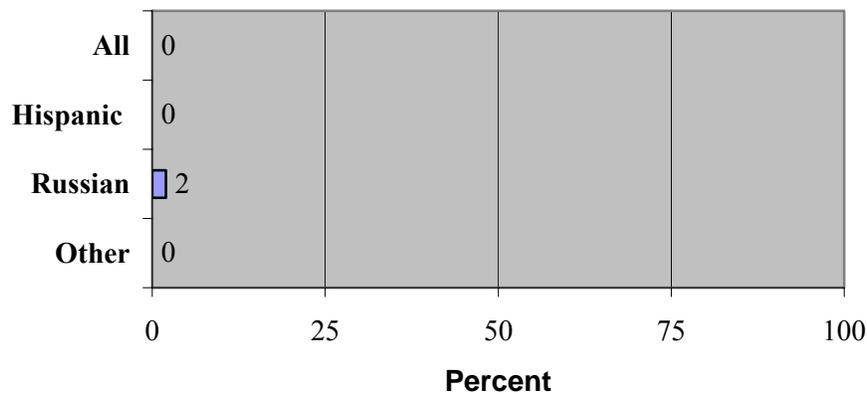
Survey respondents were also asked a number of questions about their general experiences with discrimination in Silver Falls State Park. The first question asked how they feel they are usually treated by the staff at the park. Almost all of the full (97%), Hispanic (94%), Russian (98%), and traditional white (97%) ethnic samples reported being treated fairly by park staff (Figure 38). Six percent of the Hispanic sample reported being treated somewhat fairly, along with 2% of the full sample, Russian and traditional white visitor samples. Only one percent of the traditional white visitor sample reported being treated somewhat unfairly. These numbers show that the Silver Falls State Park staff is doing an excellent job in treating visitors of all ethnic groups in a fair manner.

**Figure 38. How do you feel you are usually treated by the staff at this park?**



Survey respondents were also asked whether they have ever felt discrimination against or been treated badly in the park because of their racial or ethnic background. In response to this question (Figure 39), all visitors except 2% of the Russian sample reported they had not experienced any discrimination at Silver Falls State Park. The Russian respondent reported that some visitors without children were a bit intolerant with their children. These numbers show that the Silver Falls State Park day-use areas are an inviting atmosphere for all ethnic groups to enjoy their park visit.

**Figure 39. Have you ever felt discriminated against or treated badly in this park because of your ethnicity or nationality?**



## STUDY RECOMMENDATIONS

Collectively, the data presented in this study provides a sense of who the Silver Falls State Park day-use visitor is, their activity and visitation patterns, their opinions on the importance of park facilities, marketing perceptions, and levels of perceived discrimination. Given the wide range of issues examined in this survey, it is important to conclude this study report with a short set of study recommendations.

As previously mentioned, demographers have predicted that Oregon's Hispanic and Russian immigrant populations will continue to grow as a percentage of the total Oregon population in the coming years. This survey has identified that substantial numbers of current Silver Falls State Park day-use visitors are Hispanic (22%) and Russian (17%) visitors. It has also identified that the recreational facilities and services provided at Silver Falls State Park day-use areas are very compatible with the needs and desires of Hispanic and Russian visitors. As a result, OPRD has a great opportunity to cater marketing and operations efforts towards these two populations to insure stable day-use visitation at Silver Falls State Park in years to come. Survey results also point out the importance of using bilingual interviewers at Oregon State Parks where an ethnically diverse visitor population exists to collect statistically reliable information about underserved visitors in future visitor survey efforts.

The following are a set of marketing and operations recommendations intended to promote Hispanic and Russian visitation at Silver Falls State Park.

### Marketing recommendations:

- Focus marketing efforts for increasing the Hispanic and Russian day-use customer base in the communities of Salem, Woodburn, and Molalla.
- Work with Travel Salem, CVA, and other tourism groups to develop a tourism and marketing publication, distribution and evaluation strategy for Silver Falls State Park targeting the Hispanic population.
- Develop a Spanish-language Let's Go Camping brochure.
- Develop a one-page information sheet in English, Spanish, and Russian languages describing the recreation opportunities available at Silver Falls State Park. This sheet could be handed out by the attendant at the day-use payment booth and be made available at the Friends Group store and the Conference Center.
- Coordinate Hispanic outreach with the current efforts of the Oregon State Fair. A Spanish-language Silver Falls State Park information sheet might be distributed at events such as rodeos or concerts or on Hispanic radio spots on El Rey (93.1 FM).
- Target Hispanic and Russian youth in interpretive programming at Salem, Woodburn, and Molalla schools.
- Promotional materials for Hispanic visitors should emphasize the park's capacity to handle large groups.
- Invite Hispanic and Russian families to special park events such as the Silver Falls Mother's Day Birding and Wildflower Festival.

### Operations recommendations:

- 2010 FMS calculations for determining Silver Falls State Park day-use visitation should be based on an average of 4.3 visitors per vehicle rather than the current system average of 4.0 visitors per vehicle to more accurately estimate total day-use visitation. This higher 4.3 visitor per car estimate takes into account the higher number of visitors per vehicle for both Hispanic (5.1) and Russian (4.4) visitors. If the 4.3 visitor per car standard were used in calculating visitor counts for 2009 day-use totals at Silver Falls State Park, visitation would have increased from 1,250,000 to 1,343,750 visits (an increase of 93,750).
- Develop and conduct Spanish language visitor programs for use by bilingual interpreters.
- Consider employing at least one Spanish-speaking park/interpretive ranger to the staff at Silver Falls State Park and other parks in the system with high Hispanic visitation. The ranger should be given a regularly scheduled time to patrol the day-use area and interact with Hispanic visitors.
- Add Spanish bilingual volunteers to interact with park visitors.
- Survey results show that many Hispanic and Russian visitors can't read English-language park informational signs. Park managers should evaluate the conversion of informational park signs to universal symbol signs. A recent test at Metro's Blue Lake Regional Park concluded that universal symbol signs were much more effective in relaying information and were much more aesthetically pleasing than signs printed in multiple languages.
- Use Spanish and Russian bilingual volunteers to do a periodic park census to collect demographic information from all park visitors in all appropriate parks in the system.
- Picnicking was one of the most important activities for Hispanic visitors. In addition, Hispanic group size is substantially larger than the Russian or traditional visitors. Providing additional light-weight moveable picnic tables during the summer season could help to accommodate larger Hispanic visitor groups.
- Survey results clearly show that Silver Falls State Park staff is doing an excellent job in treating visitors of all ethnic groups in a fair manner, creating an inviting atmosphere for all ethnic groups to enjoy their park visit. Park managers should report these findings to park staff and to encourage them to maintain this high standard of service.

## APPENDICES

**Appendix A**  
**Survey Instrument**  
**English Version**

**SILVER FALLS STATE PARK  
DAY-USE VISITOR SURVEY**

**TO BE FILLED IN BY THE INTERVIEWER.**

Park survey location number: \_\_\_\_\_

Date/time of interview: \_\_\_\_\_

Interviewer: \_\_\_\_\_

**Survey Location Numbers**

- #1. Picnic Areas
- #2. Trailheads
- #3. Children’s Play Area
- #4. Reservable Picnic Shelters
- #5. Pet Exercise Area/Field
- #6. Swimming Area

**1. Have you ever camped overnight at an Oregon State Park?**

- 1. Yes → Go to Q. 3
- 2. No → Go to Q. 2

**2. Is there anything that Oregon State Parks can do to make you more likely to camp overnight?**

- 1. Yes
- 2. No → Go to Q. 3

**If yes, please describe what we could do to make you more likely to camp overnight.**

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**3. Have you ever been to this park before?**

- 1. Yes
- 2. No → Go to Q. 4

**If yes, about how many times in the past 12 months?** \_\_\_\_\_ times

**If yes, about how many years have you been coming here?** \_\_\_\_\_ years

**If yes, about how much time do you usually spend in this park on an average visit?** \_\_\_\_\_ hours

**4. How did you first learn about this park?**

---

**5a. What activities did you or will you do in this park today? (Circle all the numbers that apply)**

- |                            |                                   |
|----------------------------|-----------------------------------|
| 1. Walking/hiking          | 11. Learning about nature         |
| 2. Biking                  | 12. Sightseeing/hanging out       |
| 3. Watching birds/animals  | 13. Playing with kids             |
| 4. Dog walking             | 14. Talking/socializing           |
| 5. Fishing                 | 15. Sitting/relaxing              |
| 6. Jogging/running         | 16. Outdoor photography           |
| 7. Picnicking/barbecuing   | 17. Playing softball/baseball     |
| 8. Swimming/wading         | 18. Soccer                        |
| 9. Horseback riding        | 19. Taking children to playground |
| 10. Learning about history | 20. Other: _____                  |

**b. Of these activities, what is your favorite activity at this park?**

\_\_\_\_\_

**6. Which of the following statements describe why you visit this state park? (Circle all the numbers that apply)**

- |   |   |
|---|---|
| 1. Being at this site reminds me of my childhood experiences. | 5. I am comfortable with this park because I have been here before. |
| 2. This park is close to my home.                             | 6. This park is peaceful and quiet.                                 |
| 3. Visiting here is affordable.                               | 7. I meet my friends and/or family here.                            |
| 4. I like the activities I can do here.                       | 8. Other (Please describe) _____                                    |

**7. What programs/facilities/services should this park offer?**

\_\_\_\_\_

**8. Which of the following best describes your group type? (Please circle one)**

- |           |                         |                       |                 |
|-----------|-------------------------|-----------------------|-----------------|
| 1. Myself | 3. More than one family | 5. Friends only       | 7. Other: _____ |
| 2. Family | 4. Organized group      | 6. Family and friends |                 |

**9. How many people (including yourself) came to this park with you in your vehicle today?**

\_\_\_\_\_ Number of people

**10. Did you or anyone in your group bring a dog with you today?**

1. Yes      2. No



**15. How do you feel you are usually treated by the staff at this park?**

1. Fairly                      2. Somewhat fairly              3. Somewhat unfairly              4. Unfairly

**16. Have you ever felt discriminated against or treated badly in this park because of your ethnicity or nationality?**

1. Yes → Go to Q. 17                      2. No → Go to Q. 19

**17. Have you ever felt discriminated against in this park by...?**

	Never	Rarely	Sometimes	Often	Very Often
1. Staff	1	2	3	4	5
2. Local police and law enforcement	1	2	3	4	5
3. European-Americans visiting this park	1	2	3	4	5
4. Asian-Americans visiting this park	1	2	3	4	5
5. African-Americans visiting this park	1	2	3	4	5
6. Russian-Americans visiting this park	1	2	3	4	5
7. Hispanic-Americans visiting this park	1	2	3	4	5
8. Other: _____	1	2	3	4	5

**18. Have you ever experienced any of the following discriminatory acts in this park?**

	Never	Rarely	Sometimes	Often	Very Often
1. Verbal harassment	1	2	3	4	5
2. Being denied a service or being given bad service	1	2	3	4	5
3. Being stopped and/or searched by the police	1	2	3	4	5
4. Being physically attacked	1	2	3	4	5
5. Other acts of discrimination	1	2	3	4	5

**19a. If you were thinking about visiting an Oregon State Park, what information sources would you use to decide where to go? (Circle all the numbers that apply)**

- |                       |                                   |
|-----------------------|-----------------------------------|
| 1. Computers/Internet | 8. Books                          |
| 2. Family & Friends   | 9. Church                         |
| 3. Newspapers         | 10. Community Organization        |
| 4. Television         | 11. Work                          |
| 5. Magazines          | 12. Health Care Providers         |
| 6. Radio              | 13. Other (Please describe) _____ |
| 7. Brochures          |                                   |



**29. How would you identify your race?**

- 1. Black or African American
- 2. Asian American
- 3. American Indian or Alaska Native
- 4. Native Hawaiian or Other Pacific Islander
- 5. White
- 6. Other: \_\_\_\_\_

**30. What language do you speak most of the time at home?**

- 1. English
- 2. Spanish
- 3. Russian
- 4. Other \_\_\_\_\_

**31. What language do you read most of the time?**

- 1. English
- 2. Spanish
- 3. Russian
- 4. Other \_\_\_\_\_

**32. How would you characterize your English language proficiency?**

	<b>None</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
1. Speak	1	2	3	4	5
2. Listen	1	2	3	4	5
3. Read	1	2	3	4	5
4. Write	1	2	3	4	5

**33. Would you have an interest in working as a seasonal worker in this park next summer?**

- 1. Yes
- 2. No

(If yes, provide seasonal employment information card).

**34. Is there anything else you would like to tell us about your visit to Silver Falls State Park?**

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**Thank You So Much!**  
**Enjoy your visit at Silver Falls State Park**

**Appendix B**  
**Survey Instrument**  
**Spanish Version**



**5a. ¿Qué actividades hace o hará usted en este parque hoy? (Circule los números que aplican)**

- |   |  |
|---|--|
| 1. caminar/excursionismo                    | 11. aprender acerca la maturalez         |
| 2. ciclismo                                 | 12. turismo                              |
| 3. observar los pájaros y animales salvajes | 13. jugar con los niños                  |
| 4. caminar el perro                         | 14. conversar                            |
| 5. pescar                                   | 15. sentar/relajar                       |
| 6. correr                                   | 16. fotografía                           |
| 7. asar carne/estar de picnic               | 17. batear pelota                        |
| 8. natación/vadeo                           | 18. futbol                               |
| 9. Montar al caballo                        | 19. llevar los niños a la área de juegos |
| 10. Aprendiendo la historia                 | 20. Otra, indicar cuál _____             |

**b. ¿De estas actividades, cual es su actividad favorita en este parque?**

\_\_\_\_\_

**6. ¿Cuáles de las declaraciones siguientes describen porqué usted visita este parque? (Circula los números)**

- |  |  |
|--|--|
| 1. El estar en este sitio me recuerda a mis experiencias de recreación, de mi niñez. | 5. Estoy cómodamente con este sitio porque he estado aquí antes. |
| 2. Este parque está cerca de mi casa.  | 6. Este parque es tranquilo y callado.                           |
| 3. El visitar aquí es razonable en precio.   | 7. Me encuentro con mis amigos y/familia aquí.                   |
| 4. Me gustan las actividades que puedo hacer aquí.                                   | 8. Otro (Por favor describa) _____                               |

**7. ¿Qué programas/ instalaciones/ servicios debería este parquet ofrecer?**

\_\_\_\_\_

**8. ¿Cuál de las siguientes mejores describen su tipo de grupo? (Favor circule uno)**

- |                         |                       |                     |                                    |
|-------------------------|-----------------------|---------------------|------------------------------------|
| 1. Solo/a               | 3. Más de una familia | 5. Amigos solamente | 7. Otro (Por favor describa) _____ |
| 2. Con otros familiares | 4. Grupo organizado   | 6. Familia y amigos |                                    |

**9. ¿Cuántas personas (incluyéndose usted) vinieron a este parquet con usted en su vehículo hoy?**

\_\_\_\_\_ Número de personas

**10. ¿Usted o alguien de su grupo trajo un perro con usted hoy?**

1. Si                      2. No



**15. Siente que usualmente los empleados de este parque le tratan ...**

1. Justamente                      2. Algo justo                      3. Algo injusto                      4. Injustamente

**16 ¿Alguna vez ha sido discriminado o tratado mal en este parque por su origen o raza?**

1. Si → pase a Q. 17                      2. No → pase a Q. 19

**17. ¿Alguna vez se ha sentido discriminado en este parque por...?**

	Nunca	Raro	A veces	Seguido	Muy seguido
1. Los empleados del parque	1	2	3	4	5
2. La policía local	1	2	3	4	5
3. Europeo-Americano visitando este parque	1	2	3	4	5
4. Asiático-Americano visitando este parque	1	2	3	4	5
5. Afro-Americano visitando este parque	1	2	3	4	5
6. Ruso-Americano visitando este parque	1	2	3	4	5
7. Hispano-Americano visitando este parque	1	2	3	4	5
8. Otro (Por favor describa) :	1	2	3	4	5
_____					
_____					

**18. ¿Alguna vez ha encontrado con alguno de estos actos discriminatorios en este parque?**

	Nunca	Raro	A veces	Seguido	Muy seguido
Mal trato verbal	1	2	3	4	5
Ser negado algún servicio o ser ofrecido algún servicio diferente de los demás	1	2	3	4	5
Ser parrado o esculcado por la policía	1	2	3	4	5
Ser físicamente molestado	1	2	3	4	5
Algunos otros actos discriminatorios (Por favor describa)	1	2	3	4	5
_____					



**26. ¿Lugar de nacimiento?**

1. Estados Unidos    2. Otro País \_\_\_\_\_

**27. ¿Es usted de origen hispano o Latino?**

1. Si → pase a Q. 31    2. No

**28. ¿Es decedent Ruso?**

1. Si    2. No

**29. Qué categoría o categorías racial lo describen lo más mejor posible?**

1. Afro-americano    4. Nativo de Hawaii o de otras islas del Pacífico  
2. Asiático    5. Blanco  
3. Indígena Americano o Nativo de Alaska    6. Otro: \_\_\_\_\_

**30. ¿En qué idioma habla Ud. la mayor parte del día?**

1. Ingles    2. Español    3. Ruso    4. Otro (indique)  
\_\_\_\_\_

**31. ¿Cuando lee Ud., en qué idioma lee mejor?**

1. Ingles    2. Español    3. Ruso    4. Otro (indique)  
\_\_\_\_\_

**32. ¿Como categoriza su profecía en el idioma de ingles?**

	<b>Nada</b>	<b>Poco</b>	<b>Justo</b>	<b>Bien</b>	<b>Excelente</b>
1. Hablar	1	2	3	4	5
2. Leer	1	2	3	4	5
3. Escribir	1	2	3	4	5
4. Entender	1	2	3	4	5

**33. ¿Usted tendrá interés en trabajar un trabajo temporar en este parque el próximo verano?**

1. Si                      2. No

(Si si, proveer tarjeta de información de trabajo)

**34. ¿Hay algo más que usted le gustaría decirnos a nosotros acerca su visita en el Parque SiverFalls del Estado?**

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**¡Muchísimas gracias!**

**Disfrute su visita al Parque Silver Falls del Estado**

**Appendix C**  
**Survey Instrument**  
**Russian Version**

**SILVER FALLS STATE PARK  
DAY-USE VISITOR SURVEY**

**TO BE FILLED IN BY THE INTERVIEWER.**

Park survey location number: \_\_\_\_\_

Date/time of interview: \_\_\_\_\_

Interviewer: \_\_\_\_\_

**Survey Location Numbers**

- #1. Picnic Areas
- #2. Trailheads
- #3. Children's Play Area
- #4. Reservable Picnic Shelters
- #5. Pet Exercise Area/Field
- #6. Swimming Area

**1. Вы когда-нибудь спали на открытом воздухе в государственном парке штата Орегон?**

1. Да. → См. вопрос №3                      2. Нет. → См. вопрос №2

**2. Могут ли государственные парки штата Орегон поощрить Ваше стремление отдыхать в парке с ночевкой?**

1. Да.    2. Нет. → См. вопрос №3

Если да, пожалуйста, скажите что мы сможем сделать.

---

---

**3. Вы когда-нибудь раньше были в этом парке?**

1. Да.                      2. Нет. → См. вопрос №4

Если да, сколько раз за последние 12 месяцев? \_\_\_\_\_ раз  
Если да, в течение скольких лет Вы приезжаете сюда? \_\_\_ год/\_\_\_года/\_\_\_лет  
Если да, сколько времени Вы обычно проводите в парке? \_\_\_\_\_ часов

**4. Откуда Вы впервые узнали об этом парке?**

---

**5а. Что Вы делали или будете делать в этом парке сегодня? (обведите кружком все соответствующие цифры).**

- |                                      |   |
|--------------------------------------|---|
| 1. Ходить на длинную дистанцию.      | 11. Узнавать о природе.                 |
| 2. Кататься на велосипеде.           | 12. Осматривать место/отдыхать.         |
| 3. Наблюдать за птицами/животными.   | 13. Играть с детьми.                    |
| 4. Гулять с собакой.                 | 14. Разговаривать/общаться с людьми     |
| 5. Ловить рыбу.                      | 15. Сидеть/отдыхать.                    |
| 6. Бегать медленно/быстро.           | 16. Фотографировать на открытом воздухе |
| 7. Устраивать пикник/барбекю.        | 17. Играть в софтбол/бейсбол            |
| 8. Плавать/бродить по воде.          | 18. Играть в футбол                     |
| 9. Ездить на коне.                   | 19. Водить детей на игровую площадку    |
| 10. Узнавать об истории этого места. | 20. Другое: _____                       |

**б. Какое из этих видов занятий в данном парке Вам нравится больше всего?**

---

**6. Какие из следующих утверждений описывают, почему Вы посещаете этот государственный парк? (обведите кружком все соответствующие цифры).**

- |  |  |
|--|--|
| 1. Бывая в этом парке, я вспоминаю свое детство. | 5. Мне здесь удобно, потому что я уже бывал(а) здесь раньше. |
| 2. Этот парк находится недалеко от дома.         | 6. Парк безопасный и тихий.                                  |
| 3. Посещение этого парка обходится недорого.     | 7. Я встречаюсь здесь с друзьями и/или с семьей.             |
| 4. Мне нравится то, чем я могу здесь заниматься. | 8. Другое (пожалуйста, опишите)<br>_____                     |

**7. Какие программы/средства обслуживания/услуги должны предлагаться в этом парке?**

---

**8. Какие из этих следующих фраз лучше всего описывают Вашу группу? (обведите кружком соответствующую цифру)**

- |                       |                          |                                |                     |
|-----------------------|--------------------------|--------------------------------|---------------------|
| 1. Один человек       | 3. Более одной семьи     | 5. Только друзья               | 7. Другое:<br>_____ |
| 2. Семья/родственники | 4. Организованная группа | 6. Семья/родственники и друзья |                     |

**9. Сегодня сколько людей (включая вас непосредственно) приехало в этот парк с Вами в Вашей машине?**

\_\_\_\_\_ количество людей.

**10. Вы или другой человек из Вашей группы привезли сегодня с собой собаку?**

1. Да.            2. Нет.

**11. Менеджеры парков стараются обеспечить людей многими услугами. Мы хотели бы узнать, что важно лично для Вас. Укажите на важность каждого из следующих пунктов.**

- 1. Неважно.    2. Достаточно важно.    3. Важно.    4. Очень важно.**

1. Дорожки для велосипедов	1	2	3	4	15. Чувство безопасности	1	2	3	4
2. Дорожки для ходьбы пешком	1	2	3	4	16. Столы для пикников	1	2	3	4
3. Места для групповых пикников	1	2	3	4	17. Скамейки/места, где можно посидеть	1	2	3	4
4. Печки для барбекю	1	2	3	4	18. Общая чистота и исправность	1	2	3	4
5. Футбольные поля/спортивные поля	1	2	3	4	19. Достаточная парковка	1	2	3	4
6. Игровые площадки	1	2	3	4	20. Птицы и дикие животные	1	2	3	4
7. Лужайки с зеленой травой	1	2	3	4	21. Присутствие других людей из одной этнической/расовой группы с Вами	1	2	3	4
8. Места, где можно спускать собак с поводка	1	2	3	4	22. Служащие из одной расовой /этнической группы с Вами	1	2	3	4
9. Сады с цветами и растениями	1	2	3	4	23. Информация о программах и возможностях на Вашем языке	1	2	3	4
10. Реки, ручьи и/или пруды	1	2	3	4	24. Программы, которые ведут смотрители парка	1	2	3	4
11. Туалеты	1	2	3	4	25. Возможности рыбалки	1	2	3	4
12. Служащие, говорящие на Вашем языке	1	2	3	4	26. Места, где можно плавать и бродить по воде	1	2	3	4
13. Души	1	2	3	4	27. Места, где можно ездить на коне	1	2	3	4
14. Места, где можно укрыться от летней жары	1	2	3	4					



**18. Вы когда-нибудь испытывали в этом парке какой-нибудь из следующих родов дискриминации?**

	Никогда	Редко	Иногда	Часто	Очень часто
1. Ругань	1	2	3	4	5
2. Отказ службы или плохую службу	1	2	3	4	5
3. Задержание и/или обыск полицейским	1	2	3	4	5
4. Физическое нападение	1	2	3	4	5
5. Другие виды дискриминации	1	2	3	4	5

**19а. Если Вы планируете поездку в парк штата Орегон, какими источниками информации Вы пользуетесь для того, чтобы решить в какой парк Вы поедете? (обведите кружком все соответствующие цифры)**

- |                       |   |
|-----------------------|---|
| 1. Компьютер/интернет | 8. Книги                                |
| 2. Семья и друзья     | 9. Люди в церкви                        |
| 3. Газеты             | 10. Общественная организация            |
| 4. Телепередачи       | 11. Информация на работе                |
| 5. Журналы            | 12. Люди в организациях здравоохранения |
| 6. Радио              | 13. Другое (пожалуйста, опишите) _____  |
| 7. Брошюры            |   |

**в. Какой из этих источников Вы предпочитаете?**

\_\_\_\_\_

**20. Какие Вы предпочитаете...?**

1. Каналы по телевидению \_\_\_\_\_
2. Радиостанции \_\_\_\_\_
3. Газеты/Журналы \_\_\_\_\_
4. Вебсайты \_\_\_\_\_

**21. У Вас есть компьютер дома?**

1. Да.
2. Нет. → См. вопрос №22

- |  |       |        |
|--|-------|--------|
| Если да, Вы имеете доступ в Интернет?              | 1. Да | 2. Нет |
| Если да, Вы имеете высокоскоростной Интернет дома? | 1. Да | 2. Нет |

22. В каком году Вы родились? 19 \_\_\_\_\_

23. Вы - мужчина или женщина?

1. Мужчина      2. Женщина

24. Какой почтовый индекс вашего домашнего адреса (если Вы живете в США)? \_ \_ \_ \_ \_

Какой почтовый индекс вашего домашнего адреса (если Вы не живете в США)?

\_\_\_\_\_

25. Если Вы не живете в США, в какой стране Вы живете?

Страна: \_\_\_\_\_

26. Страна рождения?

1. США      2. Другая      Если другая, пожалуйста, напишите какую страну

\_\_\_\_\_

27. Вы латиноамериканец (латиноамериканка) по происхождению?

1. Да.      2. Нет.

28. Вы русский (русская) по происхождению?

1. Да.      2. Нет.

29. Как бы Вы определили Вашу расу?

1. Афро-американец      4. Гавайский или другой Тихоокеанский островитянин  
2. Американский азиат      5. Белый  
3. Индеец или уроженец Аляски      6. Другое: \_\_\_\_\_

30. На каком языке Вы говорите большую часть времени?

1. На английском    2. На испанском    3. На русском    4. На другом

\_\_\_\_\_

31. На каком языке Вы читаете большую часть времени?

1. На английском    2. На испанском    3. На русском    4. На другом

\_\_\_\_\_

**32. Как Вы характеризовали бы Ваше знание английского языка?**

	<b>Нулевое</b>	<b>Плохое</b>	<b>Удовлетворительное</b>	<b>Хорошее</b>	<b>Отличное</b>
1. Говорить	1	2	3	4	5
2. Слушать	1	2	3	4	5
3. Читать	1	2	3	4	5
4. Писать	1	2	3	4	5

**33. Будет ли Вам интересно работать сезонным рабочим в этом парке следующим летом?**

1. Да.                    2. Нет.

(Если да, предоставьте сезонную информационную карту занятости).

**34. Вы хотели бы что-нибудь еще нам сообщить о Вашем пребывании в этом парке?**

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**Спасибо большое!**  
**Наслаждайтесь визитом в парке Сильвер Фолс штата Орегон.**

**Appendix D**  
**Visitor Comments**

**Question 5a.**

**What activities did you or will you do in this park today? (Other activities)**

<b>Other Recreation Activities</b>							
<b>Full Sample</b>		<b>Hispanic Sample</b>		<b>Russian Sample</b>		<b>Other Sample</b>	
Watching waterfalls	26	Watching waterfalls	11	Watching waterfalls	1	Watching waterfalls	14
Eating	6	Eating	6	Volleyball	1	Family Reunion	3
Family Reunion	5	Sleep	2	Church service	1	Volleyball	2
Volleyball	4	Family reunion	2			Frisbee	2
Frisbee	3	Dance	1			Swimming	2
Swimming	2	Visit	1			Having tea	2
Sleep	2	Camp	1			Relax	1
Having tea	2	Be with family	1			Camp	1
Relax	2	Volleyball	1			Watching people	1
Camp	2	Get to know the place	1			Free stuff	1
Visit	2	To sing	1			Watching nature	1
Dance	1	Frisbee	1			Games	1
Be with family	1	Relax	1			Poetry/art	1
Get to know the place	1					Visit	1
To sing	1					Football	1
Church service	1					Photography	1
Watching people	1					Birthday party	1
Free stuff	1						
Watching nature	1						
Games	1						
Poetry/art	1						
Football	1						
Photography	1						
Birthday party	1						

**Question 6.**

**Which of the following statements describe why you visit this state park? (Other)**

Other Reasons Why You Visit This State Park							
Full Sample		Hispanic Sample		Russian Sample		Other Sample	
Waterfalls	11	Being in nature	4	Waterfalls	2	Waterfalls	8
Very beautiful	11	Very beautiful	2	Very beautiful	1	Very beautiful	8
Being in nature	6	Waterfalls	1	Hiking	1	Being in nature	2
Family reunion	2	Relieve stress	1	Great reputation	1	Family member wanted to go	2
Family members wanted to go	2	Experience pleasure	1			Family reunion	2
Memories	2					Memories	2
Great reputation	2					Like to be here	1
Relieve stress	1					Brought students here	1
Experience pleasure	1					Like to visit Oregon State Parks	1
Hiking	1					Swimming	1
Like to be here	1					Great reputation	1
Brought students here	1					Boy scouts	1
Like to visit Oregon State Parks	1					Scenery	1
Swimming	1					First time here	1
Boy scouts	1					Forest	1
Scenery	1					Expose children to park	1
First time here	1					Safe place	1
Forest	1					Nice & clean park	1
Expose children to park	1					On way to Mt. Angel	1
Safe place	1					Close to Interstate 5	1
Nice & clean park	1					Dance team	1
On way to Mt. Angel	1					Show park to guests	1
Close to Interstate 5	1					Meet friends	1
Dance team	1					Peaceful place	1
Show park to guests	1						
Meet friends	1						
Peaceful place	1						

**Question 19a.**

**If you were thinking about visiting an Oregon State Park, what information sources would you use to decide where to go? (Other)**

Other Information Sources							
Full Sample		Hispanic Sample		Russian Sample		Other Sample	
AAA	5	School	1	Reliable website	1	AAA	5
School	1	Boss	1	Friends	1	Meetup.com	1
Boss	1			Brochures	1	OPRD website	1
Brochures	1					Backpacker Magazine	1
Meetup.com	1					Public library	1
OPRD website	1					Portland Parent Magazine	1
Backpacker magazine	1						
Public library	1						
Portland Parent Magazine	1						

**Question 34.**

**Is there anything else you would like to tell us about your visit to Silver Falls State Park?**

<b>Anything Else You Would Like to Tell Us About Your Visit</b>
<b>Other Sample</b>
Bicycle path to the falls
Peaceful and quiet
Where are the elevators and cable cars?
Thank you for making it a beautiful place to come!
Appreciate the nice weather
Power outlet and water faucet
Silver Falls is a very nice place the way it is, and it does not need any changes.
The park is a very nice the way it is. We really like it!
We really enjoy being here!
nice place to enjoy the nature
we enjoyed the visit in this park
we prefer not to see dogs in the park
I would like to know if there is an accessibility for handicapped people to get around in this park.
It's a very nice place to relax
Reservation Northwest is horrible. No first come first serve available anymore. Camp hosts are a little crabby sometimes.
more garbage cans
wonderful park
We love it as it is
they are having fun
Beautiful! I wish I could visit it in the Spring!
Beautiful park!
Awesomely beautiful park!
Why dogs are not allowed to go to the waterfalls?
I think it's beautiful reserve that state needs to maintain. A better natural buffer near the park - less clear cutting, more forests.
We enjoy coming here and meet our family members.
I love this place and will keep coming rain or shine. Thank you.
Great day!
We love this park and are having a wonderful day. Thanks!
My favorite place.
We had a great hike with friends!
Great park and people working here!
We like this place!
Great park!! Thanks!
It's nice to know that park is not destroyed and still the same since 1950. It is very nice they saved the trees.
Great Park!! Thanks!
We like it!
GPS system would be nice to use, if it's possible. To show distance between certain places and elevation change. Put pictures on the internet on Parks web site of how falls look like.

we're happy with programs they made in development
Great place!
it's great place to escape the city; well preserved
We come every year. The kids like to walk behind the waterfalls. Nice parking; The park is clean. It's close to Salem. Awesome!
Very nice park, well maintained
Had fun with grandchildren today!
It's a great park. I grew up in this area.
We've been coming for 7 years for our family reunion next year we plan to camp in campground. We used to reserve group camp B, but its gotten to expensive for our shrinking family to afford.
It's a nice and beautiful park.
Volunteers here are very nice and kind.
This is one of the most awesome parks in Oregon. It gives me a thrill.
Great park, great staff!
Love it!
Everything is fine at Silver Falls. Just relaxing in the sun.
Thanks, it's great!
Why is it just this park is doing a survey?
Thanks for everything. It's a great park!
Great park, great staff!
We really like this park! We feel comfortable here! Thanks!
they say it's nice hiking path
We appreciate the cleanliness and beauty of the park! Thank you!
We like the park and the forest. Thanks to the staff!
Great park! Silver Falls rocks!
SF thanks for everything!
It's great!
Excellent park!
Great park, great waterfalls and hiking trails
Very good park!
Very nice park!
We like to bike here!
Great park! We will visit it again!
Great park
Very nice park!
Thank you to Silver Falls staff. They make us feel welcome here.
It's a great park to relax and rest
We like to come to this park. It is a wonderful place to visit
Great park
The entrance to the park is easy to miss! A larger sign would be a good idea
good
nice park
great place
He appreciate, more safety around the trails put signs on walks
beautiful
It is a nice place to visit and its close to home
love this place
People that brings dogs to pick up after their dog. Put or sell dog bags for people to buy .
Information on overnight rentals

We like the staff here and restrooms
excellent facilities
very nice, its clean, I appreciate that
love it here people are nice
a great park for families
Thanks for maintaining Silver Falls!
People with dogs need to pick up the poop of their dogs. Fix showers and have bees catchers.
put off the paper towels
It is very beautiful here.
It was a beautiful day- after the weekend!
Weekdays are best!
It's just beautiful
It's my favorite Oregon State Park. Fortunately for us, its close to home (Salem)
No other expense needs to be done, besides coming and observing if someone needs to help to find a way out
Wonderful being back!
More water fountains
Need cell phone access
On the reserve areas to notify what areas you can come in to load the things that they brought
Everything is alright
The place is beautiful
Comfortable and more tables
Need a restroom by the reserve area by children's play area.
More tables, benches and closer restrooms.
Water fountains to be able to drink water, is a beautiful place and a place to come with the family is very beautiful
The park is beautiful, the waterfalls are very attractive, and is a excellent place to invite people.
Have horses to rent
It is great to be here
Enjoyed it a lot
Everything is good
Very comfortable
Everything is good
This is a very nice park!
We like to spend our family time here. It's a very good park. Thank you!
I really like this park
Thanks to the people who work here!
Wonderful park
Fabulous trails, markers and overall scenic beauty
Like it
Love this park. Best place to meet up.
You are doing a great job
Love it here
Love this park
Great park
We love the falls
Toilet seat covers!
Less interaction with park workers while hiking would be nice
Update the brochures

Very nice park
Need more garbage cans
Had a great time and making it better is a good thing
Great place - well maintained
Beautiful
We really enjoy it here
To have bird feeding
Fun place!
Great place!!
Better access to phone service or a phone to call for help
It was very pleasant
always enjoy the park, staff and facilities. Great family orientation
We like the park
Thank you
You should promote recycling. Recycle station!
Keep up the good work
Everyone is friendly and the park is clean
Very nice park
Peaceful, serene. Had a great time
The bathrooms are extremely clean! Awesome
This park is an Oregon treasure. We brought out of state visitors here for a family reunion at the conference center. It's a great place to be!
<b>Hispanic Sample</b>
Excellent
Very good place to meet family and friends
I just like this place
It's a great place to meet with friends!
Impressed how clean this park is. Volunteers are very helpful.
Great place!
I'm very grateful to be able to bring my family to such a beautiful park
The park is beautiful
Positive experience
Congratulations on the maintenance of the park and the areas of improvement.
Very beautiful
Very good
It is a peaceful and beautiful park that you can enjoy with your family.
Had a good time
Everything is good
It's a beautiful park
It is great to be here
It is beautiful
It's beautiful and the halls or trails are great.
Park is beautiful and please provide drinking fountains along the trails
Need more BB pits, the bicycles to be more careful and not to go to fast when they are driving around people, a little touch in the park and more sale of medicine in case of emergency.
Clean lake, we want clear water.

Everything is good
<b>Russian Sample</b>
We enjoy this park!!
Thanks to people working in Silver Falls and keeping it safe, clean and enjoyable.
It's a very nice place!
Everything is fine at Silver Falls.
Great place! I would like to know more about parks and recreation in this area. Maybe have some brochures in Russian.
Great job keeping this park the way it is. Hope people will not trash it and hope they will not develop it too much. Thanks to staff!
I would like that park administration improve the process of reserving a group day-use shelter. Make it easier. First come, first serve. Not everyone has the opportunity to reserve a place for a whole year in advance.
We like being here. We would like to have more information in brochures in Russian if it's possible
It's very nice place to meet with family and friends
It's a great place to relax and enjoy the nature. Thanks for keeping Silver Falls the way it is!
Great people are working here!
Great park! Thanks to people working here!
Very nice park!!
Wonderful Place, nice staff and volunteers!!
Great park!
We like this park!
Very nice park! Hope people will not litter it.
Beautiful views!
Beautiful park!!!
We are very impressed by this park.
We like to come here, we feel comfortable and welcomed here. Thanks to people who work here!
Nice Place!
I would like to know more about jobs in the park.
Thanks to staff and volunteers in the park to keep it nice.
Very nice park!
Great staff and park! Thank you for your work!
I would like to know more info about the park and jobs
We will be coming more often to this park. It's very nice place!
The park is awesome!
Silver Falls is awesome
We like SF. It's comfortable here.
Great park, great staff!